

Lowestoft Coastal Community Delivery Plan Report January 2019

Objective	Action	Projects	Lead organisation	Lead CCT contact	Cost/ Budget	Funding and resources	Milestones & Completion date	Latest update	Performance Measure
4 & 5	Improve public realm & access	Wheel chair facilities South Beach Boardwalk	Economic Regen Team East Suffolk Council (ESC), Waveney Disability Forum and Sentinel Leisure Trust ESC	Emma Chapman, ESC Emma Chapman, ESC	TBC £24K	Private sector sponsorship TBC	Summer 2019 Summer 2020	April - Wheel chair facilities Sentinel Leisure Trust have purchased 2 specialised wheelchairs which can be used on the sand and will transport people from the promenade to the waters edge. The wheelchairs can be booked out at the Beach Office. These will be available to use from this summer April - South Beach Boardwalk A number of options for the structure have been considered by a Working Group involving Waveney Disability Forum (via ESC Community Team), Sentinel Leisure, and ESC to determine the practicalities and cost to provide such a facility. The next step is for a paper to be taken to Cabinet ideally in June to seek funding for the project matched ideally with external funding. The platform structure could extend out to the south and /or north direction to create additional space for the different uses for example a bookable yoga space. The project will help to promote and grow the visitor economy and improve the visitor experience for all including the wider community. It will also improve and increase facilities on the seafront that promote active lifestyles.	<ul style="list-style-type: none">• Increase in number of people accessing the beach• Improved visitor satisfaction
1	Visitor information & marketing	Visitor Information Points	Economic Development Team, ESC	Anne Willis, ESC	Allocated budget	Resources - ESC Econ Dev Team	Leaflet Exchange Event March 2019	April – VIPs now stand at 20. We had the annual leaflet exchange last week where approx. 40 people attended Africa Alive to collect leaflets in advance of the season. We have had an enquiry from the Arts Centre at the north end of town which would be great if they decide yes, as we lost Coffee Heart due to closure of the business and it would give us an outlet in the HAZ area.	<ul style="list-style-type: none">• Improvements in customer satisfaction with availability of tourism information and quality of service. (Mystery visitor)
	Marketing focus – Britain's most easterly town	Economic Development Team, ESC, Suffolk Coast DMO, Lowestoft Vision, Lowestoft Tourism Group (Supported by CCT)	Neil Cockshaw, ESC	£55k, £4k towards annual conference and £6k for the festival and events fund	Suffolk Coast DMO marketing funds – membership & council contributions.	220 members End of year New marketing campaign	January – No update provided. September – No update provided April – No update provided	<ul style="list-style-type: none">• Increase in number of visitors to Lowestoft and Waveney• Increase in visitor spend• Increase in marketing activity – no of hits on website, etc.	
	Discover Lowestoft	Lowestoft Vision Chair	Dan Poitras, Lowestoft Vision	£141,593 Levy Income £3,000 Voluntary Contributions £34,360 Additional Income	Contributions	On going	April – No update provided	<ul style="list-style-type: none">• Increase in number of visitors to Lowestoft and Waveney• Increase in visitor spend• Increase in marketing activity – no of hits on website, etc.	
	Brand for Lowestoft - from Seafront	Economic Regen Team, ESC	Richard Best, ESC	TBC	No funding committed	Project not live	April – Initial business case being developed to develop public realm for the seafront (and possibly wider to include the town centre, energy park and The HAZ). To also include review of the current Lowestoft Vision Brand and the Thinking Places outcomes re strapline	<ul style="list-style-type: none">• Increase in number of visitors to Lowestoft and Waveney• Increase in visitor spend	

Objective 1 – Seafront economy, 2- Active Seafrot, 3 – Heritage & culture, 4 – Accessible seafront, 5 – Connectivity, 6 – Coastal Protection

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		Vision					'Lowestoft The Leading Light'.	<ul style="list-style-type: none"> • Increase in marketing activity – no of hits on website, etc. 	
1 & 3	Maximise seafront assets	Seafront concessions	Economic Development Team, ESC (Supported by CCT & business associations)	Anne Willis, ESC	£2k	Resources - ESC Econ Dev Team & property team to support	Summer 2019	April – The Lowestoft Light Festival has developed a full and detailed programme of new concessions to operate over the twenty four hour event along the seafront. Some of those businesses will be approached and encouraged to operate over the summer period and some have already started to operate.	<ul style="list-style-type: none"> • Increase in number of new businesses on seafront. • Increased visitor numbers & tourism spend • Improved visitor satisfaction with increase in children's activities
	Redevelop and renew Lowestoft Main Cefas site Objective - Ensure Cefas remains in Lowestoft for another 50 years	Cefas	David Carlin, Cefas	£16m	£14.7m Defra <i>Will be applying for LEP funding to support.</i>	October 2019	April - Works are progressing well and the frame work for the new building is almost complete. The current schedule expects the new building to be complete early October 2019, with occupation by staff during October. Demolition of The Grand Hotel and Experimental Block, followed by landscaping and car park completion will start in November 2019 and go through to the end of April 2020.	<ul style="list-style-type: none"> • Sustainable and ability to stay in LWT for next 50 years. • Reduced carbon footprint • Reduced maintain costs and increased productivity - saving £2mill pa • 	
	Development and Construction of the Sustainable Café/Visitor Centre / Incubator units	Cefas	David Carlin, Cefas	TBC	No funding committed	Project not live	April – On successful delivery of the masterclass in partnership with the Lowestoft sixth form College in the summer, further discussions to hopefully take place with Cefas to further scope possible marine science campus and to possibly include provision of a restaurant for public and Cefas staff use.	<ul style="list-style-type: none"> • Increase public access to Cefas site, through opening the site and increasing engagement 	
	Jubilee Chalets	Asset Management Team, ESC	Kerry Blair, ESC, Richard Best ESC	TBC	No funding committed	Project not live	April – It is apparent that the required structural retention work to the existing cliff is far more extensive than first envisaged and will require the construction of a reinforced retaining wall. As a result, the chalets will not be open for sometime.	Improved visitor satisfaction	
	East Point Pavilion	Asset Management Team, ESC	Kerry Blair, ESC, Richard Best ESC	£2-4m	£30,000 committed from Coastal Revival Fund	TBC	April – The remaining £30k Coastal Revival Fund is to be used to fund the next stage of concept and feasibility planning and mechanical services assessment, which could develop a market stall arrangement and provision within the existing building.	<ul style="list-style-type: none"> • Improved visitor satisfaction • Increase in number of new businesses on seafront. • Increased visitor numbers & tourism spend 	
	Royal Green Play Park	Economic Regeneration, ESC with support from Lowestoft Tourism Group	Kerry Blair, ESC, Richard Best ESC Blair	£135K	£123,500 CIL £1,500 S106 £10,000	June 2019	April – The funding has been secured and plans approved to deliver the play park extension summer 2019.	<ul style="list-style-type: none"> • Improved visitor satisfaction with increase in children's activities 	
	Wellington Gardens	ESC / Wellington Garden Esplanade Lawn Gardens	Emma Chapman	TBC	No funding committed	TBC	April – Discussing taken place with Historic England to determine whether a connection can be made between the Garden Trust and Wellington Garden Trust. Historic England are also looking into any	<ul style="list-style-type: none"> • Improved visitor satisfaction 	

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							existing research they might hold about Wellington Gardens or whether they would be interested in undertaking any research to inform future plans.		
	Lifeguard Shelter	Asset Management Team, ESC	Kerry Blair, ESC, Richard Best ESC	£50K	Capital Funding	TBC	April – The works have been completed with benches installed and shutters in place to secure the structure overnight.	• Improved visitor satisfaction	
	Claremont Pier project development	Asset Management Team, ESC	Richard Best, ESC	£2m	No funding committed	TBC	April – The pier is now under offer and ESC has adopted a watching brief and support if required to secure the private sale.	• Improved visitor satisfaction • Increase in number of new businesses on seafront. • Increased visitor numbers & tourism spend	
	South Pier Improvements	South Pier Trust	Danny Steel, South Pier Trust	TBC	No funding committed	TBC	April – A presentation from the South Pier Trust was presented to the April meeting, who explained the context of the Mission and the scale, positioning, materials and overall design proposed. Discussion now to take place with the ESC planning team. A further proposal to board the walkway of the pier to make it more aesthetically attractive is being considered by the Trust.	• Improved visitor satisfaction • Increase in number of new businesses on seafront. • Increased visitor numbers & tourism spend	
1 & 2	Support & coordinate festivals and events	Lowestoft Summer Festival	Lowestoft Rising	Phil Aves, Lowestoft Rising	TBC	Additional resource support from ESC, but led by Rotary Club & Lions	April - The committee will look to see what happens with the new Ness park and whether the Summer Festival could be run in 2020 at a different venue.	• Increase in visitor numbers & spend in local economy • Increase in no of businesses engaged • Increase in number of people participating in volunteering	
	First Light Festival	Asset Management Team, ESC	Kerry Blair, ESC, Richard Best ESC	£100k £80k Cefas LTC	Arts Council ESC ? ? Plus private sector funding	June 2019	April - A full programme of activity has been released and published on the First Light Festival website. The ESC Economic Regeneration Team has prepared a programme of officer support and will be hosting a gazebo within Wellington Gardens during the event, to promote other positive activity and projects across Lowestoft.		
	Event management/ booking review	Economic Regen, ESC	Paul Wood, ESC Richard Best, ESC	NA	NA	Summer 2019	April - A new online event management and booking system went live 1 April 2019, which will ensure all necessary documentation and details are available in one place before an event is approved.		
1, 2, 3, 4 & 5	Develop and support delivery of Visions and Strategies (to inform short, medium and long delivery plans)	BID Strategy	Lowestoft Vision	Dan Portias , Lowestoft Vision	£141,593 Levy Income £3,000 Voluntary Contributions £34,360 Additional Income	TBC	On going	April 1. Pancake Race on 5th of March had 20 businesses take part. It provided a cost free event for spectators to cheer on their favourite and provide a team building exercise for businesses. 2. Easter Trail completed on the 23rd of April. We are still tallying the participants. 3. Freddie the Fish Trail begins 27th of July and runs until 1st September. 4. Discover Lowestoft in Motion will be taking place on the 3rd of August.	• Increase in number of new visitors to the town

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		Public Realm	Economic Regen, ESC	Richard Best	£25 TBC	£10,000 committed Coastal Revival Fund	Not live project	April – A business case is to be prepared to include brand design, with a view to commissioning a design for the seafront Cefas to South Pier and possibly for the town centre, PowerPark and the HAZ.	
		Development of walking trails including sculpture trails	Economic Regen, ESC	Richard Best	TBC	No funding committed	TBC	April – A number of trails are being scoped at present and including a sculpture and art trail once developed would provide a positive attraction and information for visitors.	
1, 3 & 4	Develop our cultural offer & heritage assets (including bringing assets back into use)	Great Places – Making Waves Together	Economic Regen ESC (& GYBC)	Helen Johnson, ESC	£737,975.	Funded through – HLF & ACE	2020	April - The partners have been engaging with schools across GY and Lowestoft and training teachers to deliver art and culture lessons to their classes. The partners are continuing to engage with artists for exhibitions and working on events programmes, with a presence at First Light. Partners are currently working on developing a strategy to ensure MWT legacy and longevity, and creating a creative directory for the area.	<ul style="list-style-type: none"> • Improved satisfaction levels regarding the seafront (community, business and visitor) • Increase in number of new visitors to the town
		The Ness Park project and Ness Point improvements	ESC (Supported by CCT) & Lowestoft Town Council	Richard Best, ESC	£998,000m £88,000	Coastal Community Fund CIL	Dec 2019	April - All works on track and to be completed by Nov/Dec 2019. The Excelsior Trust has completed a sail cleaning event already which has been delivered at the site in April.	<ul style="list-style-type: none"> • Increase in number of visitors & spend • increase in number of people participating in volunteering
		Heritage Action Zone	ESC, Lowestoft Town Council, Lowestoft Vision, ESBPT	Karen Staples Alice Taylor	£500k	Min ring fenced by Historic England (2023	April – PSiCA scheme now live and several visits made to potential recipients. Community clean up successful with 13 volunteers and 18 bags of rubbish collected. Conservation strategy continues to be developed.	<ul style="list-style-type: none"> • Increased private and public sector investment into the area • Increase in number of visitors & spend • increase in number of people participating in volunteering
6	Coastal Protection	Lowestoft	Partnership East, ESC	Sharon Bleese, ESC	£25m (approx.)	SCC, New Anglia LEP, ESC & Anglian Eastern Regional Flood & Coastal Committee	2022	April <ul style="list-style-type: none"> • Strategic Outline Case • Transport Works Order • Outline Design Costs • Discussion with Land Owners • Marine Based Ground Investigation 	<ul style="list-style-type: none"> • Inward investment in the town centre resulting in new businesses and jobs

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1, 3 & 5	Maximise Town Centre Assets	Lowestoft Town Centre	Economic Regen, ESC	Richard Best	TBC	No funding committed	Not live project	<p>April – Future High Streets Fund expression of interest submitted, with outcome announced by DCLG September 2019. The expression was supported by MP Peter Aldous in parliament when he raised at PM question time and secured a debate on the topic which he chaired, providing a positive representation for Lowestoft.</p>	<ul style="list-style-type: none">• Inward investment in the town centre resulting in new businesses and jobs
?	-Marina Theatre activity	Marina Theatre	Emma Butler Smith, Marina Theatre	TBC	No funding committed	TBC		<p>April - We have just launched our new season brochure which takes us up to the end of the year. This has a wide range of entertainment designed to appeal to as many Lowestoft people as possible. We have recently appointed a new Marketing Manager, having been without one for almost a year. Miriam Hall will be working on raising the profile of the Marina as well as promoting the shows that come to us.</p> <p>Following on from the publication of our 5 year business plan last year, we are working to develop our programme in line with opinions expressed by our audience. This means: more comedians, more 'real' (not tribute) music, more drama & more big musicals. This is all what we want as well. Drama & big musicals are harder to come by these days, drama because there's not as much touring at our level & musicals because most of them are now built too big to fit on our stage. This has made us consider our physical building more.</p> <p>Two things have emerged over the last year or so that could have a massive impact on us as an organisation & have a large knock-on effect for Lowestoft and its inhabitants.</p> <ol style="list-style-type: none">1. The small/shallow depth of our stage is impacting on the shows we can now put on.2. Not having a lift means that half our seats, the Circle Bar, our First Floor workshop & meeting room, & indeed our admin offices, are not reachable if you have difficulty using stairs. <p>We hope in the next few years to work on two capital projects to remedy these issues.</p>	

Completed Projects

Objective	Action	Projects	Lead organisation	Lead CCT contact	Cost/ Budget	Funding and resources	Milestones & Completion date	Comments	Performance Measure
1-6	CCT Economic Plan	CCT Economic Plan	Economic Regeneration, ESC	Sam Jones, ESC	£10	CCT	2016	Document require to outline primary objectives for Lowestoft CCT	<ul style="list-style-type: none">• NA
1-6	Seafront Vision	Outlined a number of recommendations worked up into projects	Economic Regeneration and Asset Management Team, ESC	Sam Jones, ESC Kerry Blair ESC	£30	Coastal Revival Fund	2017	Outlined a number of recommendations worked up into projects	<ul style="list-style-type: none">• NA
4 & 5	Improve public realm & access	Wayfinding pedestrian signage project	Economic Regeneration, ESC (Supported by Lowestoft Rising)	Emma Chapman	£55k	Funding – ESC, Lowestoft Vision, Flood Funds & Waveney Norse	Completed Feb 2018	<p>September –This project has been in place for 6 months, there will be a maintenance review in the future. A signage/events information board has also been installed on Royal Green, in keeping with this projects design.</p> <p>Off the back of the Lowestoft wayfinding scheme, a similar wayfinding</p>	<ul style="list-style-type: none">• Improved satisfaction scores in the visitor and mystery visitor survey• Improved footfall in town centre

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							pedestrian signage scheme has been approved by planning for Oulton Broad. That scheme is now going through the manufacturing and installation process.	• Improved visitor figures in High Street/Scores & Ness Point
1	Visitor information & marketing	Discover Lowestoft Hosts	Lowestoft Rising	Phil Aves		Public Funding is to be obtained – Big Lottery Bid	Project discontinued, Summer 2018	September – This project was not as successful as anticipated due to difficulty trying to find volunteers to participate in this scheme. AG is to move this project to the back of the delivery plan as this project is considered to be completed. • To be assessed