

9. DELIVERY

- 9.01 The scenarios in this report involve increasingly bold intervention, presenting a range of initiatives for the short, medium and long term future of the Felixstowe Peninsula. The client team ultimately has the responsibility to decide which scenario to follow, but whichever direction is chosen for Felixstowe Peninsula it is vital that the guidance is put into practice and positive development initiatives are delivered.
- 9.02 To assist with the delivery of the proposals outlined in the report this 'delivery' section identifies a selection of **priority tasks** which could be delivered in the short to mid term. If delivered these schemes could provide impetus and confidence for further improvements linking into the preferred scenario.
- 9.03 In addition to the priority tasks the delivery section also identifies the **funding** sources, which can provide the financial lever to enable the proposed schemes.

PRIORITY TASKS – KEY INTERVENTIONS

- 9.04 Whilst the Local Strategy for Felixstowe outlines strategic planning options for the medium to long term future of the Felixstowe Peninsula a number of issues could be addressed in the short term.
- 9.05 The realisation of some short term projects could provide some uplifting ‘early wins’ which could start to make a real difference.

Bent Hill

- 9.06 As identified in the Local Strategy the Bent Hill route is the key connection between the town centre and the seafront. The accessibility of the route is limited by the steep relief of the sea cliff topography that it is located upon. Bent Hill is currently dominated by vehicular traffic and pedestrian and cyclist access very limited. The current situation does not create an effective link between the town centre and the seafront.
- 9.07 It is essential that this link is improved, especially for pedestrians and cyclists. If improvements are made which enhance accessibility both the town centre and the seafront could benefit from more visitors, trade and thus vitality and improved economic conditions.
- 9.08 Proposals to improve Bent Hill have advanced during the drafting of the Local Strategy document. These proposals, led by Faber Maunsell have recently been subject to public consultation, where the proposed changes advise a number of measures to deter vehicular traffic from using the route including;
- Creation of a ‘shared surface’ on Bent Hill to improve pedestrian access.
 - Speed humps at the entrance to Bent Hill from Hamilton Road.
 - Provision of an alternative vehicular route along Convalescent Hill.
- 9.09 The Bent Hill scheme should be seen through, an example of public realm improvements which could have wide social, environmental and economic benefits.

South Seafront

- 9.10 Development of the South Seafront site is moving forward with the progression of the Bloor Homes / SCDC scheme. As the detailed design of the scheme is finalised it is hoped that the highest standards of design are built in and delivered.
- 9.11 Given the prominence of the South Seafront schemes location on the seafront it is important that the scheme realises its potential and produces a quality new development which attracts new interest and activity in South Felixstowe.
- 9.12 In addition to the architectural quality of the new buildings on South Seafront, it is important that the public space around the new scheme is delivered with sufficiently high standards of quality and robustness.
- 9.13 The South Seafront scheme has the potential to act as the standard bearing development for the wider regeneration of South Felixstowe. If it is delivered well it can pave the way for the other potential developments in South Felixstowe as advised in the Local Strategy (scenario 2 in particular).

Environmental improvements to the town

- 9.14 A sketchbook of proposals, in the form of a presentation “poster”, depicts ideas for environmental improvements relating to Felixstowe town centre. This is contained within Appendix C – plan EED001 / 10. All the proposals are primarily designed to improve the amenity of the town for local residents and workers. However, if some of the more ambitious ideas are championed and realised, the commercial benefits to the town, and therefore local people as well as visitors, could be huge. A sequence of public realm enhancements, from Felixstowe Station to Bent Hill and the seafront, are suggested. A full description of the proposals are included in Appendix C. The improvements could include:

The Triangle

- 9.15 The Triangle is Felixstowe town centre’s primary public space, but as identified in the Local Strategy and the Issues Report the space is currently not functioning as successful as it could, particularly with the unpleasant public conveniences which dominate the site.

- 9.16 Of the public realm improvements advised in the Local Strategy the enhancement works to the Triangle should be a priority. Improvements to the Triangle would be high profile – registered by the many people who use the town centre.
- 9.17 The Local Strategy provides advice for the potential enhancement of the Triangle and other public spaces (in Appendix C: Public Realm Proposals and the drawing EED001 / 10: ‘Public Realm in Felixstowe Sheet’)

Felixstowe Station and Sir John Mills Place

- 9.18 The railway station’s current relationship to the town centre is unsatisfactory. Its failure to deliver visitors to Felixstowe’s “front door” is tentative if not apologetic.
- 9.19 The pretty period station building deserves a much more attractive setting. Hence we propose an upgrade for the forecourt, which we suggest should be named after one of Felixstowe’s famous and hitherto uncelebrated sons, namely the late actor, Sir John Mills. Further details can be found in appendix C.

Hamilton Road – streetscape improvements including kerb-side parking

- 9.20 We propose a co-ordinated improvement scheme for the whole of Hamilton Road from, (and including), the roundabout junction with Beatrice Avenue, to Bent Hill and the seafront. The improvements would reconfigure existing road and footpath widths to maximise convenience and comfort for pedestrians whilst maintaining existing access arrangements for vehicles. Street furniture, including signage, traffic barriers and lighting, would be rationalised to minimise street clutter and contribute to a consistent, safe and legible public realm. A new high quality surface treatment and a rhythmic layout of trees of one species between pairs of kerb-side parking bays, would reinforce the clarity of the street’s identity and add to its pleasant, hospitable character.
- 9.21 Felixstowe’s Edwardian shop fronts are one the town’s great architectural assets. Visitors’ perceptions of the town centre’s quality depend greatly upon the visual integrity of the high street and the degree of charm the shop fronts provide. This character is sensitive to intervention and therefore the graphic interpretation of shop front design, including colour, lettering style etc, needs to be handled with great care. An incentive scheme to improve fronts that fail to contribute positively to the aesthetic

harmony of the street elevation should be considered, and we recommend that a single source professional design advisor is “on call” to guide future change.

Trinity Square

- 9.22 We suggest that the setting for Trinity Church could be vastly improved. The church and its neighbouring buildings have great character and the creation of Trinity Square would celebrate their presence, thereby enriching Hamilton Road. Trinity Square would transform a mere road junction into a public space of quality and create a welcome incident on the “processional route” from the railway station to the seafront.

Arts and Culture

- 9.23 Key locations for arts activities to focus on could include;
- Gainsborough Road, Felixstowe Town Centre, is an area which is beginning to be known as the ‘arts quarter’.
 - The Martello Tower on South Seafront could provide a venue for an arts centre with gallery space, café etc. Richard Griffiths Architects developed designs for this in the Alan Baxter report of October 2005 for ‘Felixstowe Martello Tower P’.
 - The town hall could act as a key building for provide a focus for ‘creative industries’.

FUNDING

- 9.24 To realise some of the proposals put forward in the Local Strategy funding will need to be accessed to finance the projects.
- 9.25 Whilst developer contributions from market development can provide a valuable source of funding from Section 106 contributions these finances will not provide enough capital in their own right and additional sources of funding should also be explored.
- 9.26 A number of potential funding sources have been identified and are listed as follows. Contact details for each funding source have also been included to enable the investigations into funding to be taken forward:

Planning Gain

- 9.27 Whilst Planning Gain is not a form of grant funding, it should be considered because it could be key source of funds towards public realm and other improvements that will benefit the town.
- 9.28 Planning Gain may be particularly relevant to the larger developments proposed in the larger scale growth scenarios, where it may be possible to secure a substantial contribution to public realm improvements by way of planning gain (e.g. S106 agreements).

New Growth Points

- 9.29 The ODPM has recently announced the availability of significant funding for 'New Growth Points', this comprises;

'A £40million start up fund for infrastructure projects for new growth points. A number of local authorities are actively considering an application for New Growth Point status to help further their economic, housing and sustainability goals. In particular Colchester, Ipswich and other Haven Gateway partners... The ODPM welcomes applications from authorities in areas of high housing demand which meet the criteria.' (ODPM press release – December 2006)

- 9.30 In summary the funding for New Growth Points will provide funding and support for local communities who wish to pursue large scale and sustainable growth, including new housing.

- 9.31 As stated in the details, the Haven Gateway is eligible. If the Felixstowe Peninsula were to pursue a growth strategy as advised in scenarios 2-4 the Local Authorities could therefore apply for this considerable source of funding. Such a significant funding source could prove to be particularly valuable for funding key infrastructure improvement works such as road, rail and public realm improvements.

- 9.32 *Contact details:*

- The Office of the Deputy Prime Minister
- <http://www.odpm.gov.uk/index.asp?id=1162073>

EEDA

- 9.33 EEDA, as the regional development agency are the key source of local and regional finance for development initiatives such as growth scenarios detailed in the Local Strategy.
- 9.34 EEDA, as co-commissioners of the Local Strategy report are well aware of the issues in the Felixstowe Peninsula and as such there is every reason to suggest the working relationship between EEDA and the local authorities could be taken forward to consider means of financing some of the projects detailed in the Local Strategy.
- 9.35 Tasked with guiding economic development in the region, EEDA should be a particularly useful contact for assisting the development of the proposed 'Enterprise Park' in scenarios 3&4. The Enterprise Park in its location remote from the Port is an initiative aimed at providing a platform for economic diversification in Felixstowe – this concept should particularly appeal to EEDA, and should be a priority to discuss with the development agency.
- 9.36 EEDA has an interest in town centre renaissance in the region, and as such the Felixstowe town centre public realm enhancement works could be a priority for EEDA funding consideration.
- 9.37 SCDC and the client team could work with EEDA to explore avenues of funding for physical, environmental, economic and community projects.
- 9.38 *Contact details:*
- The East of England Development Agency
 - <http://www.eeda.org.uk/>

Haven Gateway Partnership

- 9.39 The Haven Gateway Partnership initiative should also be a prime local source of funding. This group of the five Haven ports in its remit to promote economic opportunities for the area is ideally placed to back the local authorities when lobbying the ODPM, EEDA and other sources for funding.
- 9.40 Whilst this source may not have a funding pot to distribute it can certainly assist the application for funds, especially for economic development.
- 9.41 *Contact details:*
- The Haven Gateway Partnership
 - <http://www.haven-gateway.org/>

European Union

- 9.42 The Felixstowe Peninsula has the opportunity to further capitalise on its strong location at the UK's primary eastern gateway to continental Europe. This opportunity should be exploited, and the many European funding schemes should be investigated in more detail. The Felixstowe Peninsula is eligible for many of the European grants detailed on the website link given below.
- 9.43 European funding schemes provide particular opportunities for 'cultural' initiatives. The series of public realm improvements outlined in drawing EED001 / 10 and Appendix C could form a united bid for town centre and seafront environmental improvements.
- 9.44 *Contact details:*
- The European Union
 - http://europa.eu.int/grants/index_en.htm
- 9.45 Two prime examples of the many European funding schemes that the Felixstowe Peninsula could investigate are detailed as follows;

Interreg North Sea Programme

- 9.46 The Interreg programmes are a European Community initiative to stimulate trans-national cooperation in the EU between 2000 and 2006. The North Sea Region comprises areas of Sweden, Denmark, Germany, The Netherlands, The Flemish Region of Belgium, UK and Norway. The areas in the region share many of the same problems and challenges, and by working together and sharing knowledge and experience it is hoped that a sustainable and balanced future will be secured for the whole region.
- 9.47 The programme is financed through the European Regional Development Fund (ERDF)
- 9.48 Suffolk is listed as an area eligible for application to the scheme, so there is no restriction of on the Felixstowe Peninsula joining the initiative.

9.49 *Contact details:*

- Interreg North Sea Programme
- <http://www.interregnorthsea.org/>

Waterfront Communities Project

9.50 The Waterfront Communities Project aims to foster and test innovative ways of creating sustainable, economically vibrant and socially inclusive waterfront areas in European cities, and to reconnect the city to the sea. This 'reconnection' issue is obviously one of the key issues explored in the Local Strategy (improving connections between the town centre and the seafront) and as such Felixstowe is well placed to join this initiative.

9.51 Nine North Sea cities (Edinburgh, Hamburg, Oslo, Aalborg, Schiedam, Hull, Gothenburg, Odense and Gateshead) are currently taking part in the project, and there is no reason to suggest that Felixstowe could not join in at a later stage of the project.

9.52 The project has a number of key themes – one of which is 'Setting standards for urban and social design quality' – which offers support and guidance for exploring issues of housing, transport, design, 'Harbour Heritage and Arts' and Economic Development. All of these issues are highly relevant for the Felixstowe Peninsula.

9.53 *Contact details:*

- The Waterfront Communities Project
- <http://www.waterfrontcommunitiesproject.org/>
- email: waterfrontcommunitiesproject@edinburgh.gov.uk
- Project Manager - [Sara Thiam](#)

Heritage Economic Regeneration Scheme (HERS)

- 9.54 The Heritage Economic Regeneration Scheme is an English Heritage scheme designed to part fund key heritage regeneration projects.
- 9.55 The projects must be within a designated conservation area of quality in areas of economic deprivation - parts of Felixstowe town centre, the seafront and South Felixstowe could be eligible.
- 9.56 In the HERS scheme English Heritage's funds are matched by local sources, though this can include SRB, EU or other relevant funding, with a maximum English Heritage contribution of £100,000 per annum. Grants are directed towards building repairs, reinstatement of architectural features and enhancement of the public realm.
- 9.57 This route therefore could provide a potential funding source for enhancement of the public realm in Felixstowe town centre or seafront.
- 9.58 *Contact details:*
- The Heritage Economic Regeneration Scheme
 - [http:// www.english-heritage.org.uk](http://www.english-heritage.org.uk)

Heritage Lottery Fund

- 9.59 The Heritage Lottery Fund (HLF) provides grant aid to help communities preserve and regenerate valuable heritage assets. To date 'The HLF has awarded over £3 billion to projects that open up our nation's heritage' (www.hlf.org.uk).
- 9.60 The HLF provides a similar funding source to the HERS scheme for heritage schemes in the Felixstowe Peninsula, specifically in the town centre and seafront. Key schemes could be public realm improvements to the Hamilton Road High Street (see plan EED001-10), improvements to the railway station & Great Eastern Square (see plan EED001-11), work on the pier, public realm improvements on Sea Road, or refurbishment of the Martello Tower on the South Seafront.
- 9.61 The Heritage Lottery provides an umbrella for a number of specific grant funding channels which could be considered to assist the realisation of different projects in Felixstowe. The different grants include;

- *Heritage Grants*
 - o This programme offers grants of £50,000 or more to organisations seeking to look after and enhance the UK's heritage.
 - o To increase participation in heritage activities; and to improve access to and enjoyment of heritage.
 - o Applications for Heritage Grants are specifically welcomed from sites relating to the UK's industrial transport and maritime history, and is thus an ideal channel for Felixstowe to apply to.

- *Your Heritage*
 - o This programme offers grants of between £5,000 and £50,000 for projects which either care for heritage or increase people's understanding and enjoyment of it.
 - o Schemes relating to the South Felixstowe area could be suitable for this grant stream.

- *Public Parks Initiative*
 - o This initiative helps with the restoration and regeneration of historic parks and gardens, wherever they are, including urban squares and cemeteries.
 - o Projects should enhance public access and may involve improving facilities.
 - o The initiative will mainly help to promote heritage conservation as a necessary part of urban and rural regeneration.
 - o Schemes which could be eligible for this grant in Felixstowe include the regeneration of the Triangle town square and the creation of the sea front winter garden.

- *Landscape Partnerships*
 - o This initiative allows partnerships representing a range of heritage and community interests to tackle the needs of landscapes, whose various elements may be in different ownership.
 - o Areas must have strong landscape identity, recognised by the communities which live, work and visit there.
 - o The initiative will mainly help us to promote heritage conservation as an integral part of rural regeneration.
 - o The area of high quality landscape north of the Felixstowe town boundary could be eligible for such conservation.
 - o Another potentially eligible site is the area of AONB between the Trimley villages and the Orwell estuary which is subject to a proposal for improved footpath links.

- *Local Heritage Initiative*
 - o This initiative helps local groups to investigate, explain and care for their local landmarks, landscape, traditions and culture.
 - o The initiative will mainly help to conserve and sustain heritage at risk.
 - o Specific projects which could be eligible for this grant aid include the pier and the Triangle – two key local landmarks.

9.62 *Contact details:*

- The Heritage Lottery Fund:
 - o <http://www.hlf.org.uk/English/>
 - o <http://www.hlf.org.uk/English/HowToApply/OurGrantGivingProgrammes/>