

10. NEXT STEPS

- 10.01 This document has outlined four scenarios for the future growth of the Felixstowe Peninsula alongside a number of short term achievable aims. The scenarios provide four alternative strategies which the client team could adopt to guide future growth in the Felixstowe Peninsula.
- 10.02 The first three scenarios offer varying levels of intervention which can alter the current negative trends relating to demographics, housing, local economy, education and transport as outlined in chapter 2 to varying levels of success. Chapters 4 to 7 explain how with greater intervention driven by homes and jobs, Felixstowe Peninsula can build upon its successes and become a healthier, more balanced and vibrant location.
- 10.03 The intervention suggested by the first three scenarios can be justified by the existing status quo, without port growth. The fourth scenario factors in the expansion of the port. The port remains vital to the town yet its over dominance can undermine the town. The client team must be aware should they adopt one of the first three scenarios and the port expansion is delivered, success in rectifying existing trends will be undermined.
- 10.04 The scenarios are clearly driven by housing growth. However, there are a number of other vitally important facets of each scenario relating to interlinked issues including job diversification, improvements to the retail offer, improvements to the public realm, and traffic improvement.
- 10.05 No intervention is not an option. With no master plan or local strategy in place development pressure will continue with no framework to resist or to direct it to benefit the wider community in the same way that a coordinated strategy could.
- 10.06 It should also be reemphasised that the smaller scale scenarios (1&2) will only address existing needs in the short term, again leaving the medium – long term prosperity of the Felixstowe Peninsula to the whims of market forces, with a real danger that the negative trends identified in the Issues Report will continue and could accelerate.

- 10.07 If the client team adopts the larger scale growth scenarios to guide development the Felixstowe Peninsula could benefit from a strategy which addresses needs not just in the short term but in the long term too.
- 10.08 If Felixstowe is to promote the larger scale growth scenarios it will be in competition with other regional local centres for funding, specifically in initiatives such as the Regional Cities East scheme. Regional Cities East is a new initiative developed by EEDA, the Government Office for the East of England and five major towns and cities in the East of England – Ipswich, Norwich, Peterborough, Luton and Colchester. This Regional Cities East scheme aims to promote the five centres as growth poles where regional development and investment should be focused.
- 10.09 If the Felixstowe Peninsula does not want to miss out on funding which such initiatives as Regional Cities East will attract it needs to clearly state its own case for investment – and the three larger growth scenarios provide the best opportunity to attract investment to assist future development and prosperity.
- 10.10 It is not within the consultant team's power to deliver these scenarios. It requires the client team, in particular Suffolk Coastal District Council, to adopt a scenario and pursue its delivery through the Local Development Framework (LDF) and other strategies.