



## Press Release

### Local Strategy for Felixstowe Peninsula

April 2006

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In 2005 David Lock Associates was commissioned by the East of England Development Agency, English Partnerships, Suffolk Coastal District Council and Felixstowe Town Council to produce a 'Local Strategy for the Felixstowe Peninsula', an independent view of the future of the area. This focuses on the long term strategy for the regeneration and enhancement of the town and the surrounding area. Following a year of research and public consultation the final report has been presented to the client team, representatives of SCDC, Felixstowe Town Council, the East of England Development Agency and English Partnerships.

The consultant team have sought the guidance and views of the Felixstowe public throughout the study. Early findings were presented to the general public at an exhibition at the Triangle on Hamilton Road last summer. Feedback was gained through questionnaires and letters. A series of further consultation events have been undertaken including meetings with Parish Councils, interest groups and other stakeholders. This has helped shape the content of the report.

A set of negative trends have been identified in relation to:

- housing;
- employment;
- leisure;
- town centre and;
- community development.

A number of the issues revealed cause for concern, including not enough houses to meet local demand, increasing commuting and traffic congestion, limited economic diversity, local facilities such as schools under threat, and a declining leisure industry. Without intervention these trends threaten many aspects of life that are currently taken for granted.



Of course, intervention requires change. This may seem unpalatable to some members of the existing community but it is important to remember that towns and cities never stay the same. They evolve over time, grow or shrink, in line with the demands placed upon them.

In fact, Felixstowe grew steadily, almost without pause, for nearly the whole of the 20<sup>th</sup> century. The last decade is the first where there has been no significant growth available – creating the negative trends we have identified.

Addressing these negative trends is central to securing a prosperous future for the Felixstowe Peninsula. Four scenarios for the future development on the Peninsula have been outlined in the Local Strategy. Each scenario demonstrates a range of approaches for addressing the issues, minor and major opportunities.

These proposals include things that could be done over a short time period, such as environmental improvements to Hamilton Road, to much more ambitious projects which could include the development of a winter-garden attraction on the seafront.

At a more strategic level, sites have been identified which the consultant team believes are the best locations for necessary future development. These concentrate on previously developed land within Felixstowe, sites which can aid the regeneration and enhancement of Felixstowe South and Walton. Together these locations can provide a significant amount of development. Beyond these locations the consultant team believes that certain parcels of land around the Trimley villages should be developed.

This study makes no commitment to develop any of this land at present. It only provides a series of independent recommendations. It is the job of SCDC to identify land through the new Local Development Framework and full consultation with the communities of the Felixstowe Peninsula will be part of the decision making process..

Lawrence Revill, Director of David Lock Associates said:

*“While the consultant team have developed the scenarios, it is the communities of the Felixstowe Peninsula, and their elected representatives, who have the responsibility to identify, adopt and implement a preferred strategy through SCDC’s Local Development Framework (LDF) process.”*



The Final Local Strategy containing the range of scenarios has now been passed to the client team. It is available on David Lock Associates website at <http://www.davidlock.com/felixstowe> and Suffolk Coastal District Council website at <http://www.suffolkcoastal.gov.uk/>.