

Quarter 4 Update

2021—2022



Key Performance Indicators



2100

Businesses Engaged

Figures exceeded target for Q4, this can be attributed to the better than predicted results of the East Suffolk Business Festival as well as Lowestoft Creative Hub holding 6 workshops.

Target
425



142

Businesses Supported

Of the 2100 engagements, 142 businesses received direct support.



£20,000

External Funding Secured

During this quarter, £20,000 of income was generated through a successful C-CARE Towns Challenge Fund bid. The project will pilot a young people's engagement strategy in Framlingham to support town event succession planning.

Key Performance Indicators

Supporting Businesses



● **East Suffolk Digital Business Festival** — which ran from 7th – 18th February consisted of new digital business support programmes, digital tech demos, information on local digital projects and a wide range of workshops, webinars and learning seminars – with 53 events in total. It directly supported (as of 24th March) 1,811 businesses and continues to receive views online.

● **Freeport East** — As Lead Authority ESC continue to lead the development work of Freeport East. In April the Full Business Case was submitted to government setting how we will deliver the FE objectives. This is a significant milestone as once the FBC is approved it will result in the release of £25m of Capital Seed Funding to invest in the three Tax Sites and mark our formal commitment, via a MoU with government, to deliver the objectives of the FBC in relation to boosting trade, levelling up, attracting significant inward investment, achieving net zero and enabling skills development.

● **ESTI and Business Association Development Fund (BADF)** — Within Q4, two BADF projects were awarded funding totalling £2,648 resulting in a total of £19,334 being awarded under that grant scheme, which has now closed. Under ESTI, four projects were awarded funding totalling £32,383.96 resulting in a total of £74,289.56 being awarded so far during 2021/22 under that grant programme.

● **Welcome Back Fund programme** — has come to financial completion and outputs were – delivery of the Towns Celebration programme, Towns and Digital Trails package, a 5 and half month trial for Click It Local, Town Guides, Think Local Campaign, Survey of East Suffolk town centre businesses, East Suffolk Economic Growth Plan refresh and East Suffolk Visitor Economy Strategy. Pilots to be analysed on completion.

● **Town Development Co-ordinators** — are in place and are working with Bungay, Halesworth and Saxmundham and currently reviewing and mapping priorities.

Key Performance Indicators



Regenerating East Suffolk

● **Enterprise Zones** — have secured 3 new businesses, securing 4 units in total and the Enterprise Zone marketing meetings have been re-established.

● **Towns Fund Business Cases** — approval has been received from Cabinet for the Historic Quarter, Station Quarter, Seafront and Port Gateway businesses cases. Cultural Quarter is being worked up ready for Cabinet in May. Work in general is continuing on the Towns Fund projects.

● **Restoration Work** — has commenced on the Lowestoft Post Office and Crown Score.

● **PowerPark** — the Newcombe Road development is being worked up for planning, contractor has been secured and surveys are being carried out. A working group has been formed for the PowerPark.

● **Lowestoft Creative Hub** — concluded on 31st March. Due to its success and areas that have been identified for further development, we are seeking further funding to continue the programme.

● **Martello Café** – £1.5m Iconic Felixstowe south seafront café/restaurant construction shell build completed Oct 2021. Internal fitout being finalised by new operating partner and new business set to open in May 2022.

● **Beach Village & Activity Park** – new accessible beach hut pods for hire, new beach huts for sale, and an outdoor gym, climbing wall, boule courts and fitness space. Architects design, planning permission and detailed QS all completed in second half of 2021. Procurement of main build contractor now underway and construction starts Sept 2022 with all new facilities to open by April 2023.

● **Leiston Masterplan** — East Suffolk Council are working closely with partners in Leiston to develop a Town centre masterplan to consider the regeneration and high-level urban planning opportunities within an agreed town centre masterplan boundary. The project will build on the positive work already completed and progressing by the Leiston Community Land Trust and the Town Council including the Neighbourhood Plan, Transport Strategy and the CLT business plan. This will provide a clear vision for Leiston Town Centre which will serve as a catalyst for further development and inward investment. It is anticipated that the masterplan will be completed winter 2022.