

A MESSAGE FROM THE BID TASK GROUP

Welcome to the latest edition of the Felixstowe BID Newsletter. Since our last newsletter, we are of course, in the throes of a global pandemic with businesses facing unprecedented challenges. We must regroup and adjust to the 'new normal', when released from lockdown. It is with this in mind that I thought it would be good to update you on what is happening with the BID and its work, which has clearly been impacted.

We want to be absolutely clear that we will not be asking people for money in these extremely difficult times but having taken soundings from many businesses - large and small - we felt that it is important to have a plan in place as we move slowly into the rebuilding and recovery phase. It is important that we do this for some key reasons:

- We will need to promote and market Felixstowe as a place to visit, as well as supporting individual businesses.
- We believe that there is likely to be stimulus funding from Government and other Agencies later this year (or early next year); particularly in relation to retail, tourism and hospitality. To access this we will need a plan and a robust partnership.
- In many ways, people are using their local places more for essential shopping and leisure/exercise activities at this time rather than going to larger locations or travelling. It is therefore important that we are in a position to engage and retain this market.
- Our competition, whether it be for retail or tourism, will not have gone away and will be fighting hard for their share.

Below and overleaf a number of businesses describe how they are coping with the current situation and their thoughts on the coming months. Overleaf we have set out the new timetable, an opportunity for you to let us know what is happening at the moment and what will help you most when lockdown is eased.

We encourage you to keep following the prevailing advice on isolation and social distancing but hope to welcome you back again soon.

FELIXSTOWE BID TASK GROUP

FELIXSTOWE BID NEWSLETTER TWO

June 2020



"We are now doing ice cream deliveries around Felixstowe and Trimley. It's been surprisingly popular and we're really enjoying seeing our regulars and even some new customers."

Jessie Fotherby
The Little Ice Cream Co.



"I am looking forward to being able to reopen and have been busy online and adjusting my next auction in line with our circumstances. I am quietly confident that our residents will be loyal and further support the town centre when things get back to some type of normality."

Nick Barber, Nick Barber Auctions

“Well, as of writing, we have, like so many businesses been mothballed for the past few weeks and as yet with no indication when and how we can successfully re-open/ get back to something near normal. Online sales have continued but obviously in no way make up for the losses from bricks and mortar business. We have spent a great deal of our time planning and forecasting as best we can and indeed looking for ways to be more cost effective as a business. It will take a little bit of time for confidence to return to the high street but it will happen and once again we will have a strong business and indeed vibrant town centre because quite simply lots of people have rediscovered shopping local.”



Richard Ashford, Coes (Felixstowe)

Revised Timeline

Please note that this is based on our current understanding and may need to be further adjusted in line with prevailing advice and restrictions

June 2020

Develop key documents
(Baseline Statements,
Operating Agreement,
Governance & Management)

July 2020

Develop draft
business plan

Ongoing

Online business
engagement
(one-to-one and
video workshops)

August 2020

Develop full business plan

September 2020

BID campaign

October 2020

BID ballot

Let Us Know

There is work being done by government and industry bodies with regards to how places and businesses will move forward and the image below summarises how this may happen.



More specifically, we would like to know how Felixstowe businesses are coping with the current restrictions and what would most help your business when those restrictions begin to ease. Please take our short survey using the link below:

www.surveymonkey.co.uk/r/CV19BusinessImpactSurvey2020

MORE INFORMATION

Do you have questions? If so, contact **Helen Greengrass** at helen@felixstowebid.co.uk. You can also visit the Felixstowe BID website www.felixstowebid.co.uk and for more information on financial and business support www.businesssupport.gov.uk