



Felixstowe Chamber of
Trade & Commerce

Newsletter

ISSUE 4: APRIL 2007

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Photos: Mr. Harvey Smith, Porthole Photography Publisher & Editor: Louise Berrill, Beatons Group

INSIDE THIS ISSUE

- 1** New Members
- 2** Advertising Felixstowe
- 3** New 'visitfelixstowe' website
- 4** AGM 2007
- 5** CCTV is coming to the town & seafront
- 6** New Fountains Installed
- 7** Felixstowe Future's Report
- 8** French Market visiting 16th & 17th June
- 9** Next or no Next?
- 10** Charlie Haylock Networking Event 'Most Entertaining'

Record period for recruiting new members

It has been a record quarter in welcoming new members to the chamber:

- | | |
|---|--|
| ■ MLITC Ltd | ■ A & S Recruitment |
| ■ Felixstowe TV | ■ AIMS Accountants for Business |
| ■ Mr. J & Mrs. A Goodwin | ■ RJJ Freight Ltd |
| ■ Account-Wryte Ltd | ■ MCP Plc |
| ■ Envisage Solutions Ltd | ■ Brinor International Shipping & Forwarding |
| ■ Norfolkline | ■ Bryan Clarke |
| ■ U Rown Property Ltd | ■ Henry's at The Ordnance |
| ■ WS Saunders (Shipping & Forwarding) Ltd | ■ Simone's Hair Shop |
| ■ Claire's Accessories | ■ Felixstowe Ferry Golf Club |
| ■ St Elizabeth's Hospice | ■ Bawdsey Haulage Ltd |
| ■ Tuddenham Press Ltd | ■ Simon Sweetman |

Advertising Felixstowe

This is yet another new area of responsibility which the Chamber now regularly fulfils.

Advertising is a big drain on our small and limited funds, but the whole executive committee of the chamber believes it to be an important function.

In year ending Jan 07, the chamber spent nearly £2000.00 on advertising various events, and the resort as a whole.

Our current campaigns include London underground posters, East Anglian Daily Times Easter supplement and Suffolk Summer magazine.

In addition we shall be spending funds on making visitors aware of the superb new "Visit Felixstowe" web site.

March Quiz Night

Nearly 100 of the sharpest minds in Felixstowe pitted their wits against our devious question master David Spall.

The newly refurbished function room at The Ordnance played host to the event, and a great time was had by all.

The winning team was led by new member Simon Sweetman.



Author for the stories on this page: Harvey Smith

"Visit our website"

www.felixstowechamber.co.uk

& the new site

www.visitfelixstowe.co.uk

New Website for Felixstowe Hopes to Boost Tourism

New website, www.visitfelixstowe.co.uk, is being launched this May to increase awareness of this Victorian seaside resort.

The Chamber has appointed one of its members; Debug Design to produce the eye catching, easy to navigate and informative website aimed at day visitors, longer staying visitors and locals alike.

This marks a key stage in the area's regeneration project and coincides with the planned major enhancement works which are hoped to be funded by the newly formed Felixstowe Future's Group.

The project has been managed and part-funded by the Felixstowe Chamber of Trade and Commerce, in partnership with local councils including Suffolk County Council and Suffolk Coastal District Council. Funding is still being sought from other local councils and organisations to help to generate enough funds to keep the site updated and managed.

Chairman of Felixstowe Chamber, Shaun Rudduck said "the challenge has been to drastically improve awareness of Felixstowe; its many attractions, shopping, a place to visit and also a place to stay. Our aim as a chamber is to attract more trade for all businesses in the town and we identified that Felixstowe did not have a central portal for visitors to research and to obtain vital information about the town. In order for us to move forward in our plans with Felixstowe Future's group we needed to have a central base for visitors and the local community to obtain such information – from parking areas to events, from where to eat to where to stay...the possibilities have been endless! We will be including as much information about attractions, accommodation, retailers and places to eat as possible. There will be a basic listing for non-paying businesses and paid-for enhanced listings for those who wish to participate. This way everyone has the chance to be included (Felixstowe based establishments only). The Felixstowe Chamber works very hard to attract visitors and trade into the town for the benefit of all organisations but to enable us to continue we need to grow our membership to assist us with our costs. The committee is all voluntary therefore all the subscription charges go directly on projects like this one".

Visit www.visitfelixstowe.co.uk to find out new things that you didn't know about!

Author: Louise Berrill

AGM 2007

Prior to our highly successful quiz night, Chamber members gathered to conduct the formalities of our A.G.M.

Full minutes can be found on our web site along with a set of accounts.

The Chamber has established an important role within the workings of local government and it is important that we publicise and conduct this occasion with due respect.

The main talking point arose from the floor when it was pointed out the sad demise of Felixstowe Farmers Market. We are already looking at ways to resurrect what could be a regular and important event.

Author: Harvey Smith



Dates for your diary:

29th May 2007 6.30pm
Elizabeth Orwell Hotel
An Evening with John Gummer plus Networking



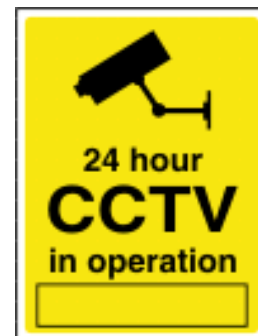
16th & 17th June
French Market 9 – 5pm
Saturday – Town Centre
Sunday – Sea Front

CCTV coming soon...

CCTV is usually seen as being of great benefit to crime prevention and detection. The chamber has always pushed for a system for Felixstowe, and we are glad to say that this summer should see the start of installation.

The Police are currently considering the usability of a number of systems, and once found, installing the new cameras should happen soon after.

The chamber is committed to paying some of the ongoing fees, as well as supplying members with new stickers to display appropriately at their shops and offices.



Fountains on the prom

The recent bad weather has seen a few waterfalls on the prom, but now we have fountains too!

Yes 22 new lighting fountains have recently been added to the new promenade lights, and very attractive they look too.

The promenade is one of our most important assets and its protection and enhancement are of top priority.

We are working with all of the authorities to ensure the beach and prom remains attractive to visitors and residents too!

Author: Harvey Smith

Felixstowe Future's Group

The Chamber continues to represent the local business community on this wide ranging working group. Consulting work is now taking place to cost and consider a number of objectives drawn up by the group.

All the hard work now should pay off when funds are hopefully available in the autumn.

Business projects include refurbishment of The Triangle, improvements to Spa Gardens, and Walton Avenue enhancements.

Through this group, the Chamber is constructing the official web site for Felixstowe - www.visitfelixstowe.co.uk.

Author: Harvey Smith



22 new fountains installed

French Market booked for 16th & 17th June

Before you book your ferry ticket or head for the Eurostar terminal, let Felixstowe offer you a perfect – and very economical – alternative to a trip abroad!

Brought to you by Felixstowe Chamber of Trade & Commerce Felixstowe will see the town playing host to an authentic French market, providing a flavour of the continent for TWO days in Felixstowe town centre (16th June) and along the Sea Front (near the Leisure Centre) on 17th June.

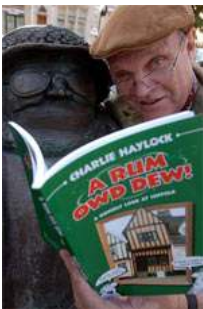
The typical French street market stalls will offer baguettes and croissants, cheese, charcuterie, olives, garlic, honey, biscuits, pancakes, terracotta ware, soaps, clothing and much more.

Felixstowe already has a weekly market on a Sunday adjacent to Mannings Amusements. Other towns have proved that the delicious food, wonderful smells and festive atmosphere of the Marché de France are a perfect development of their town's market tradition.

- Practice your French on the stallholders!
- Pay for goods in Euros (not compulsory!)
- Enjoy the festive holiday atmosphere!



Author: Louise Berrill



Charlie Haylock Evening was very entertaining

NEXT NEXT



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Local Chambers Forum

This group allows chairman, Shaun Rudduck, and secretary, Louise Berrill, to meet with other like minded chambers, including Suffolk Chamber of Commerce.

At the latest meeting, a number of matters regarding funding for chambers and their projects were considered.

However, the most hotly discussed topic was - The Olympics!

It may seem a long way off, but a number of Suffolk organisations already have plans in place to maximise the benefits of this huge event.

At the next meeting in May, tourism representatives will be present for the chamber to work out - what's in it for us?! We'll keep you posted.

Charlie Haylock Event 'Most Entertaining'

Over 60 attended our 5th networking event - an evening with local author, **Charlie Haylock**. Charlie is already performing to sell-out audiences in theatres, village halls and public houses in Suffolk and abroad across the borders of Essex, Norfolk and Cambridgeshire with his eccentric, hilariously typical Suffolk-humoured 'one man show'. The following members won a copy of Charlie's latest publication 'A Rum Owd Dew'; Brendan Lambe - Connexions Recruitment, Jacqui Edson - ITS Training, Diane Yarrow-Smith - Ashton Graham & Ray Bingham - Felixstowe Mortgage Centre.

Author: Louise Berrill

Next or no Next?

The hot talking point of the regular Town centre Management Group meeting was the affect that a "NEXT" store at Haven Exchange at dock gate one would possibly have on Town Centre trading. This will also lead to a range of other stores opening, potentially furniture, electrical, carpets etc.

The original planning regulations for this site were approved in 1994, but for NEXT to open their desired store, an amendment is required.

This will be formally discussed at SCDC planning committee.

Although we as a chamber gave a view of this planning application, we felt it raised a number of issues and we have subsequently contacted SCDC with further points we felt relevant.

Resort Regeneration

Meetings come and meetings go, but when the original Resort Regeneration Forum was "disbanded" over a year ago, many organisations missed the chance to have a direct input into resort issues. So the chamber has restarted the group! Nice and simple, free discussion, find a direction and follow it!

And here's the purpose; "To work together as a strategic alliance of key interests, to encourage the sustainable regeneration of Felixstowe as a resort, ensuring optimum economic benefits while enhancing the environment, in a manner that complements the need and well-being of local residents". And our core focus will be; Beach and prom, pier and amusements, beach huts, seafront gardens, sports and leisure, tourist information, and sign posting.

Many of these projects may well be fed into Felixstowe Futures plans.

Author for the stories on this page (unless stated): Harvey Smith