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<th>Milestones &amp; Completion date</th>
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<th>Performance Measure</th>
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| 4 & 5 | Improve public realm & access | New all terrain wheelchair facilities at South Beach | WDC, Waveney Disability Forum and Sentinel Leisure Trust | Emma Chapman | TBC | Private sector sponsorship | September – There is a partnership approach involving WDC, Sentinel Leisure trust, Waveney Norse and the Waveney Disability Forum to try improve provision for wheelchair access to the south beach area. The option currently being explored is a boardwalk, to assist with beach access for wheelchair users, which could also be used for pushchairs etc. The area being considered for this is somewhere south of the Claremont Pier. The option is considered to be very expensive so will depend on funding and support from various partner organisations. As short term option, Sentinel Leisure Trust is purchasing 2 specialised wheelchairs which can be used on the sand and will transport people from the promenade to the waters edge. The wheelchairs should be at the beach in the very near future and will be booked out at the Beach Office. Unfortunately, there is not a hoist at the beach to help lift the people into the chairs. | Ongoing | • Increase in number of people accessing the beach  
• Improved visitor satisfaction |
| | | Other improvements outlined in Access Audit | WDC/Waveney Norse | Emma Chapman | WDC | • Ongoing | September – The recommendations in the Access Audit Report will be addressed where possible in future seafront projects. An example of this is through the changes to the former Lifeguard Shelter an access ramp will be incorporated into the design. | | • Increase in number of people accessing the seafront  
• Improved visitor satisfaction |
| 1 | Visitor information & marketing | Visitor Information Points | WDC | Anne Willis | Potential for cost savings & shared resource | Resources - WDC Econ Dev Team | Leaflet Exchange Event March 2018 | September – There are now 22 VIPs locations across the district providing more comprehensive visitor information coverage and at a lower cost than what offered by the previous Tourist Information Centre model. A leaflet exchange was held in March 2018 to allow VIPs to stock up on literature for the upcoming season. Although there is still active WDC involvement, the VIP network is almost self sufficient. | | • Improvements in customer satisfaction with availability of tourism information and quality of service. (Mystery visitor) |
| | Marketing focus – Britain’s most easterly town | | | | | | | September – No update provided | | • Increase in number of visitors to Lowestoft and Waveney  
• Increase in visitor spend  
• Increase in marketing activity – no of hits on website, etc. |
| | | | | | | | | | |
| 1 & 3 | Maximise seafront assets | Seafront concession marketing prospectus 2018 | WDC. (Supported by CCT & business associations) | Anne Willis | £2k | Resources - WDC Econ Dev Team & property team to support | • Summer 2018 roll out new approach to Concession  
• Autumn 2018 review summer concession uptake  
• Autumn / Winter make any appropriate revisions | September – A more proactive approach to business concessions was taken over the summer inline with the work that is being done for the seafront vision. The approach was to have a more streamlined process and not a cut off period where WDC would not consider business concession. This was not as successful as hoped due to a number of factors. A follow up meeting with take place with East Suffolk Asset Management Team to try and address this. | | • Increase in number of new businesses on seafront.  
• Increased visitor numbers & tourism spend  
• Improved visitor satisfaction with increase in children’s activities |

Objective 1 – Seafront economy, 2: Active Seafront, 3 – Heritage & culture, 4 – Accessible seafront, 5 – Connectivity, 6 – Coastal Protection
<table>
<thead>
<tr>
<th>Objective</th>
<th>Description</th>
<th>Cefas/Other</th>
<th>Lead Contacts</th>
<th>LEP Funding</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective 1</td>
<td>Seafront economy</td>
<td>Cefas</td>
<td>David Carlin/Rachel Beckett</td>
<td>£16m</td>
<td>• Building super structure to be completed—end of 2018 • Scaffolding removed on building 1980s building—end of 2018</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Sustainable and ability to stay in LWT for next 50 years. • Reduced carbon footprint • Reduced maintain costs and increased productivity—saving £2m/pa • Increase public access to Cefas site, through opening the site and increasing engagement</td>
</tr>
<tr>
<td>Development and Construction of the Sustainable Centre</td>
<td>Cefas</td>
<td>David Carlin/Rachel Beckett</td>
<td></td>
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<td>• Workshop event, autumn</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Feasibility and Appraisal Stage, summer 2018 • Paper to be presented to cabinet—November 2018 • Cabinet Decision, November 2018</td>
</tr>
<tr>
<td>New beach huts completed</td>
<td>WDC</td>
<td>Kerry Blair</td>
<td>TBC</td>
<td>SLT/WDC/Private</td>
<td>• Feasibility and Modelling, June 2018 • ITQ Phase (procurement, design and costing), July 2018 • Compile and draft Cabinet report (full business case), August 2018 • Business Case signed off by</td>
</tr>
<tr>
<td>Other seafront assets improved</td>
<td>WDC</td>
<td>Kerry Blair</td>
<td>TBC</td>
<td>WDC/Private</td>
<td>• Agreed PID, May 18 • Feasibility Modelling, June 2018 • ITQ Phase (procurement, design and costing), July 2018 • Compile and draft Cabinet report (full business case), August 2018 • Business Case signed off by</td>
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Objective 1 – Seafront economy, 2- Active Seafront, 3 – Heritage & culture, 4 – Accessible seafront, 5 – Connectivity, 6 – Coastal Protection
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<th>3 – Heritage &amp; culture</th>
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<td><strong>Objective 6</strong></td>
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Cabinet, tbc
- Identify and apply for external funding, tbc
- Secure planning permission, tbc
- Secure appropriate funding / finance, tbc
- Start project delivery phase, tbc
- Complete Project delivery phase, tbc
- Evaluation including End Closure Report, tbc

also awaited to determine whether if funding has been secured. £30k was applied from Coastal Community Fund for such feasibility funding. It was enquired about the possibility of using East Point Pavilion as an events space, although previously advertised by the Council for this use, due to unforeseen complications this is no longer viable.

### Claremont Pier project development
- Claremont Pier/CCT/Trust
- David Scott
- £2m
- Private funding, potential for CCF?
- Unknown
- **September** – No update provided. No delegate was present from the Claremont Pier. Claremont Pier has been contacted previously to determine whether they are going to send along a delegate to the meeting, however no response was received.

### South Pier Improvements
- South Pier Trust
- Ben Thompson, Danny Steel
- Unknown
- **September** – No update provided

### 1 & 2 Support & coordinate festivals and events
#### Lowestoft Summer Festival
- Lowestoft Rising
- Phil Aves
- tbc
- Additional resource support from WDC, but led by Rotary Club & Lions
- **Delivered - 27/28th of July 2018**
- **Planning stage for July 2019**
- **September** – PA gave an overview on Lowestoft Summer Festival. It was a success with a good number of attendees and an expanded scheduled, which included an evening offer. Planning has started for next year with the event expected to take place next year at the end of July.
  - Increase in visitor numbers & spend in local economy
  - Increase in no of businesses engaged
  - Increase in number of people participating in volunteering

#### First Light Festival
- Suffolk CC/CIC
- Jayne Knight (SCC)/Kerry Blair
- tbc
- Arts Council (tbc)
- **Option identified in South Beach Vision – July 2017**
- **Development funding application - Jan 2018**
- **Further funding applications - Sept 2018**
- **Event planning, Sept 2018 – June 2019**
- **Festival commences June 2019**
- **September** – An update will be provided at the next meeting when more information is available on the funding outcome. It was made known by Lowestoft Rising and Marina Theatre a point of concern that funding for this festival will the impact on funding for other festivals. This will be managed through Making Waves Coordinator intervention.

#### Event management/booking review
- WDC
- tbc
- **Look at new approach to event management / booking review, tbc**
- **September** - A wider approach is being taken to look at the events management and booking strategy for the whole of East Suffolk. This will look at creating a joined up and stream lined approach across the council. Once the new events management strategy is devised this will be shared with the CCT. This could be further joined up with LTC who are currently undertaking a similar piece of work. Additionally, an Assistant Economic Development Officer has been recruited to help with events bookings on WDC land.

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**Note:** The above text includes some dates and financial figures, which may need further context for full understanding.
<table>
<thead>
<tr>
<th>Objective</th>
<th>Activity</th>
<th>Responsibility</th>
<th>Funding</th>
<th>Timeline</th>
<th>Notes</th>
</tr>
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<tbody>
<tr>
<td>1, 2, 3, 4 &amp; 5</td>
<td>Develop and support delivery of Visions and Strategies (to inform short, medium and long delivery plans)</td>
<td>BID Strategy &amp; revote</td>
<td>Lowestoft Vision</td>
<td>Danny Steel</td>
<td>HLF, ACE, &amp; WDC</td>
</tr>
<tr>
<td>1, 3 &amp; 4</td>
<td>Develop our cultural offer &amp; heritage assets (including bringing assets back into use)</td>
<td>Great Places – Making Waves Together</td>
<td>WDC &amp; GYBC</td>
<td>Helen Johnson</td>
<td>Funding – HLF &amp; ACE</td>
</tr>
<tr>
<td></td>
<td>East of England Park project and Ness Point improvements</td>
<td>WDC (Supported by CCT)</td>
<td>Emma Chapman</td>
<td>£1m</td>
<td>CCF</td>
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Objective 1 – Seafront economy, 2- Active Seafront, 3 – Heritage & culture, 4 – Accessible seafront, 5 – Connectivity, 6 – Coastal Protection

Heritage Action Zone | WDC, Lowestoft Town Council, Lowestoft Vision, ESBPT | Karen Staples | £500k - HE | HE (tbc) |
--- | --- | --- | --- | --- |
| Project Baseline, 2018 | Research, 2018 | Listing, 2018 | Policy, 2018 | Building Renovation Grants, 2018-2023 |
| Buildings At Risk (BAR) – feasibility, 2018-2023 | Town Hall development, 2018-2023 | Housing Delivery - new developments, 2018-2023 | Community Engagement, 2018-2023 | Connectivity - including reopening of Old Score, 2018-2023 |
| Redevelopment of the Triangle Market, 2018-2023 | Project Evaluation, 2023 |

September – The new HAZ manager, Karen Staples who formerly was the East Suffolk Funding Manager, has been appointed and will start on the 24th of September 2018. HAZ has been progressing through a variety of initiatives; focus has been around collating baseline data, reviewing the Conversation Area Appraisal and focusing on a model to address sites of interest in the area, through a grant and enforcement programme. The Heritage Open Days took place on the 6th-9th and 13th – 16th of September, this saw a number of the buildings in the HAZ area open their doors to visitors, this included the Town Hall. AT informed all that LTC recently received a grant of £42,000, from Historic England to aid with urgent repair for Town Hall and a feasibility study. A press release on the HAZ successes to date will be issued after the Heritage Open Days finishes.

Action taken to address vacant and unsightly properties | WDC/business associations | Karen Staples | TBC | Private Sector funding, HLF, WDC, HE |
--- | --- | --- | --- | --- |
| On going |

September – The current approach on vacant buildings requiring action is focused in the HAZ area. WDC are testing a grant incentive model for dealing with vacant properties, it is hoped if this is successful this can be replicated across the town. Additionally, a planning Enforcement Officer has been employed at East Suffolk Councils, which is a positive move to tackle vacant and unsightly properties.

2 & 5 Promote active seafront usage | England Coast Path (NE) | Natural England (NE) |
--- | --- |
| Consultation phase, 2017/8 | Proposals finalised, 2018 |
| Published Report to the SoS, 2018 | Opens in 2018/19 |

September - NE is now visiting all the land on this stretch of coast that is likely to be affected by the proposals and discussing the options in detail with, people who own or manage the land, the relevant local and national organisations that have an interest in the stretch. After final discussions have been held with those who have a legal interest in the land, NE will begin refining and checking their proposals to improve access to this stretch of coast. The proposals will be finalised and then published in a report to the Secretary of State for Environment, Food and Rural Affairs. This is expected to take place in summer 2018. Once published, the report will be available on GOV.UK

| Increased private and public sector investment into the area |
| Increase in number of visitors & spend |
| Increase in number of people participating in volunteering |
Objective 1 – Seafront economy,  2: Active Seafront,  3 – Heritage & culture,  4 – Accessible seafront,  5 – Connectivity,  6 – Coastal Protection

| Development of walking trails & events. | CCT/Lowestoft Rising | Tbc – | Resources – WDC, Lowestoft Rising & others | KBA Business Trails App  
• Completion March 2017 | September – See Cycle Trails and Events Below |

| Cycling trails & events | All | Unknown | SCC, New Anglia LEP, WDC & Anglian Eastern Regional Flood & Coastal Committee |

| Coastal Protection | Lowestoft | SCC/WDC | Sharon Bleese | £25m (approx.) | SCC, New Anglia LEP, WDC & Anglian Eastern Regional Flood & Coastal Committee  
• Strategic Outline Case  
• Transport Works Order  
• Outline Design Costs  
• Discussion with Land Owners  
• Marine Based Ground Investigation | September – No update provided |

| 6 | Coastal Protection | Lowestoft | SCC/WDC | Sharon Bleese | £25m (approx.) | SCC, New Anglia LEP, WDC & Anglian Eastern Regional Flood & Coastal Committee  
• Strategic Outline Case  
• Transport Works Order  
• Outline Design Costs  
• Discussion with Land Owners  
• Marine Based Ground Investigation | September – No update provided |

**Completed Projects**

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| 4 & 5 | Improve public realm & access | Wayfinding pedestrian signage project | WDC (Supported by Lowestoft Rising) | Emma Chapman | £55k | Funding – WDC, Lowestoft Vision, Flood Funds & Waveney Norse | • Completed Feb 2018 | September – This project has been in place for 6 months, there will be a maintenance review in the future. A signage/events information board has also been installed on Royal Green, in keeping with this projects design. Off the back of the Lowestoft wayfinding scheme, a similar wayfinding pedestrian signage scheme has been approved by planning for Oulton Broad. That scheme is now going through the manufacturing and installation process. | • Improved satisfaction scores in the visitor and mystery visitor survey  
• Improved footfall in town centre  
• Improved visitor figures in High Street/Scores & Ness Point |
| 1 | Visitor information & marketing | Discover Lowestoft Hosts | Lowestoft Rising | Phil Aves | Public Funding is to be obtained – Big Lottery Bid | • Project discontinued, Summer 2018 | September – This project was not as successful as anticipated due to difficulty trying to find volunteers to participate in this scheme. AG is to move this project to the back of the delivery plan as this project is considered to be completed. | • To be assessed |