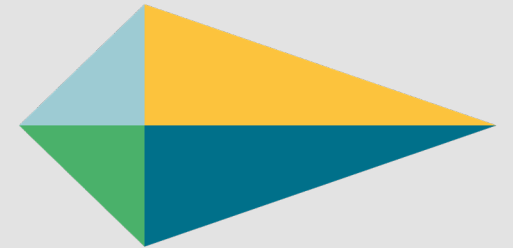


Investment in the Visitor Economy



EASTSUFFOLK
COUNCIL

Importance of investing in tourism assets

Visitor Economy Strategy
2022 – 2027

EASTSUFFOLK COUNCIL

 **EUROPEAN UNION**
European Regional Development Fund

 **HM Government**

Strategic plan for Felixstowe



FELIXSTOWE VISION

2020 - 2025



Felixstowe

- Major investment in coastal defences and Seafront Gardens restoration
- Acted as catalyst for significant private sector investment in the resort



Private Sector Tourism Investment



- Number of significant leisure & tourism investments made by private sector in last 10 years
 - Fludyers Hotel
 - £5m redevelopment of Felixstowe Pier Head
 - Beach Street box park development
 - Accompanied by high quality residential developments



Lowestoft - Strategic Ambitions



Town centre masterplan



Town investment plan



Eastern Edge

- completed summer 2022
- contemporary and stylish huts each with a private veranda
- split across two levels
- central huts designed for wheelchairs
- replaced Jubilee Chalets to allow for cliff strengthening works



Beach Boardwalk

- opened June 2022
- allows those with disabilities and parents with pushchairs better access to the beach
- located opposite accessible toilets
- can be utilised for events (e.g. fitness classes)

CONCEPT ONLY



Jubilee Parade Phase 3

Application submitted to Government for Levelling Up funding to regenerate a key public asset and surrounding public realm including:

- creation of a new two floored building
- seafront café
- beach fronted accessible lift
- new concessions
- toilets, showers, and changing place facility
- lighting
- beach decking to increase café seating area
- improvements to the promenade walls and cliff face

CONCEPT ONLY



CONCEPT ONLY



Cultural Quarter

- new leisure facility at the vacant Battery Green car park
- cultural space and restaurant at the Marina Centre
- supports redevelopment of the Marina Theatre to extend their offer and support the theatre's recovery post Covid-19.





Lowestoft Post Office

- Located in the Station Quarter
- Grade II listed
- Funded by Historic England, East Suffolk Council and Towns Fund
- Restoration to façade nearing completion including new and repaired stone work, sash windows, and access
- Redevelopment will create a new cultural/leisure offer at the front of the building



Lowestoft Railway Station Refreshments Building

- identified as a vital area for regeneration
- acts as a gateway by connecting the main retail area of London Road North to the seafront
- opportunity to create a new character based around cafes, restaurants and al fresco dining





Royal Plain & Royal Green

Public realm improvements including:

- replacement of the existing and popular fountains
- improved lighting
- enhanced events space along the seafront
- increased planting to encourage biodiversity
- new seating
- improved pedestrian and cycle infrastructure



CONCEPT ONLY



Towns Revitalisation Programmes

- Town Celebrations/ Market Place
- Digital Trails and experiences
- East Suffolk Towns Initiative
- Digital Towns

