



Waterfront Action

Working for a friendly, thriving and vibrant community

Waterfront Weekend

19/20 September 2009

Working towards a vibrant, thriving and friendly Waterfront Community

Summary Report – November 2009

1. Introduction

- 1.1 Ipswich Waterfront is a unique area, which captures the classic ingredients of regeneration and has the opportunity to transform not only the area itself but also the growth and stature of Ipswich. It is the largest regeneration scheme in the East of England and the pace of development is staggering. This pace will continue and it is essential that both the quality of buildings and the public realm be given real importance.
- 1.2 In order to maximise the benefit to both new and existing communities living, working and visiting the area the Waterfront Action was formed in September 2007 (originally called Waterfront Community Group) with the strapline: - **“Working towards a vibrant, thriving and friendly community”**.
- 1.3 Membership consists of representatives of all the public, private and voluntary sectors and the group believe that “community” is the key to making the Waterfront successful and are anxious to bring people together to enable this to happen.
- 1.4 The group have identified the need to communicate with the steadily growing community on the Ipswich Waterfront regarding concerns about service provision, economic development, issues relating to social inclusion, education, environment, planning etc
- 1.5 In April 2008, a “Waterfront Community Day” was held in Old Custom House as an event for residents and businesses within the Ipswich Waterfront Community to provide a first opportunity to get together, meet one another and promote community. One of the main objectives was to use the day as a starting point to pave the way for further consultation and to provide opportunities for continuous engagement with and strengthening of community. The most notable things about the day are that:
 - a) More than 1000 people attended
 - b) 61 groups from the Public, Private and Voluntary sectors were represented
 - c) The event was extremely vibrant and networking was evident
- 1.6 It was agreed to hold a “Waterfront Weekend” on 19/20 September with the aims of
 - a) To continue to engage and develop links with the community
 - b) Identify concerns of both residents and business
 - c) Facilitate an opportunity for residents and business to meet together
 - d) To provide opportunities for organisations in the community to promote themselves

2. Waterfront Fete

- 2.1 A Waterfront Fete was held on Saturday 19th September between 12 noon – 4pm on the North Quay of Ipswich Waterfront running between Old Custom House as far as the hoardings around the Mill construction towards Stoke Bridge. This was on a “closed road” and provided an area of 240 feet on each side of the road that could be used for stalls and sideshows as well as a large undercover area for entertainment. The ground floor of the UCS Waterfront Building was booked in case of bad weather.
- 2.2 The Old Custom House building itself was also used for stands wishing to be inside as well as for the use of toilet and water facilities. Whilst efforts to promote people going to this building were made through PA announcements, bunting and posters, very few people went inside due to the outside events being so vibrant....and the weather so good!
- 2.3 Following the HSE Events Guidance, a Health & Safety Plan was carried out together with appropriate risk assessments. This identified the following risks, which needed to be resolved
- a) Road barriers were needed to go along the top of the road to prevent people trying to drive through the road
 - b) Fencing was needed outside Custom House to prevent people from coming straight out on to the road thinking that it was a pedestrianised area
 - c) Fencing was needed along the Waterfront to prevent people from falling in
- Fencing was successfully obtained to deal with these risks
- 2.4 Funding applications were made and successful funding obtained from the Ipswich Community Fund (£1600) and SCC Cllr Jane Chamber’s Locality Budget (£2000). Ipswich Borough Council agreed to design and print flyers as their contribution as well as providing barriers and rubbish bins.
- 2.5 Invitations to have a stand were send out to all local business operating in the area, with a nominal cost of £10 being requested. All known organisations in the area were invited to attend and promote themselves at a token cost of £5 for the stand. Over 50 business’s and local organisations attended providing a mixture of; showcasing of food; information displays and a variety of sideshows
- 2.6 To keep the event vibrant outside entertainment was provided by a Samba Band, Jazz Band and Belly Dancers which not only ensured the event was lively, but also attracted many passers-by. In addition to this, free Face Painting, free children’s activities and free sideshows engaged many.
- 2.7 Marketing for the event was carried out locally and this was largely through flyers and posters, which was very successful
- 2.8 Suffolk Constabulary agreed to attend with a Police Pod manned by both officers and PCSO’s which ensured that not only was there a visible sign of a Police Presence, but provided a safe place for any lost children to be taken to. They also provided a diesel generator, which provided power for the PA system

- 2.9 In excess of 2000 people attended the event and whilst many staying for a considerable period there was a continuous flow through of visitors of ages and ethnicities.
- 2.10 A questionnaire was compiled which visitors were asked to complete, with their form then becoming a ticket in a prize draw. Student Ambassadors were very good in working with the public in this area. Whilst the event was extremely busy with a mixed programme of entertainment, it is estimated around 10% of those attending completed these questionnaires. See appendix 1 for the results.

3. Waterfront Service

- 3.1 On Sunday 20th September a Waterfront Song of Praise Service was held in the same place as the Fete and as with the Saturday enjoyed good weather
- 3.2 A 14 piece orchestra was formed especially for the occasion and order of services produced
- 3.3 Members of the community and local churches had been approached to choose a song and then come up to a small stage to explain to the audience why they had chosen that song – following this everyone joined in singing it
- 3.4 The event involved the 8 local churches of different denominations and attracted many “non-church going” members of the local community. It is estimated that around 250-300 people attended. There have been a number of requests for this type of event to be repeated.
- 3.5 Marketing, Health & Safety were carried out as per the Fete
- 3.6 The event was organised by the Waterfront Churches

4. Evaluation

- 4.1 The aims of the Weekend are detailed in item 1.6 of this report and it is felt that the events were successful in achieving these
- 4.2 Over 50 groups and businesses attended the event and provided a mixture of both information and fun – through sideshows – to the people who visited their stands. Very positive feedback has been received from these organisations with lots of requests of “looking forward to the next one” as well as “we made so many contacts with both other groups and potential new customers/members”.
- 4.3 In excess of 2000 people attended the event, which was more than double from the previous year
- 4.4 it was felt that the entertainment – new for this event – was crucial in ensuring the event was lively and vibrant. Having a programme of with a mixture of entertainment and the opportunity to browse stands and make contacts proved very successful
- 4.5 Statistics in the questionnaire showed a mix of around 50% of people present being either in the official waterfront boundaries or within ½ mile of it.
- 4.6 Due to the vibrancy of the event, it was felt more important to chat to people informally rather than push, push, push for questionnaires to be completed. However, the four UCS Student Ambassadors did a great job in getting over 10% of people to take part.
- 4.7 As a result of the event and the responses on the survey (Appendix 1), the Executive Committee of Waterfront Action carried out a review of the objectives of the Partnership and have revamped the its objectives (Appendix 2)
- 4.8 A slight surplus was made from the event, which was transferred into the partnership accounts (Appendix 3).

Appendix 1

This questionnaire was completed by 232 people
 Approximately 50% lived either in the boundaries or within a short distance of them
 It is estimated 2000 attended the event so questionnaires were completed by around 15%

Breakdown Of Attendance

Residents

Grimwade Street	11	
Modus Development	11	
Neptune Quay	22	
Orwell Quay	7	
Regatta Quay / The Mill	5	
South Side	11	
Wherry Quay	3	
	<u>70</u>	<u>31%</u>

Non-Residents

Living in Ipswich	85	37%
Living out of Ipswich	30	12%

Living Within 1/2 Mile

47 20%

117 51%

115 49%

Q1

Would You Like To See The Waterfront Pedestrianised?

	<u>Residents</u>	<u>Local</u>	<u>Non-Residents</u>	
Yes	96%	94%	93%	93%
No	4%	6%	7%	7%

Q2

What Type Of Retail Shops Would You Like To See On The Waterfront?

[totally open question]

	<u>Residents</u>	<u>Local</u>	<u>Non-Residents</u>	
- Boutiques	11%	9%	14%	12%
- Clothes - NOT Designer	9%	12%	13%	11%
- Art/Craft	3%	13%	10%	8%
- Mixture	8%	13%	7%	8%
- "Corner" type	7%	6%	10%	8%
- Cafes / Restaurants	11%	7%	6%	8%
- Independent	7%	10%	7%	8%
- Tourist / Gifts & Info	5%	9%	8%	7%
- Local Supermarket	7%	6%	6%	6%
- Traditional Pubs	10%	3%	2%	6%
- Market	6%	5%	4%	5%
- Chandlers/Marine	2%	3%	4%	3%
- Take-Aways	5%	3%	3%	3%
- Jewellery	3%	1%	3%	3%
- Community	3%		1%	1%
- Book Shop	1%		1%	1%
- Music	1%		1%	1%
- Bank / CC Machine	1%			1%

Q3**How Did You Hear About This Event?***[totally open question]*

	<u>Residents</u>	<u>Local</u>	<u>Non-Residents</u>	
Flyers / posters	51%	27%	32%	37%
Local Churches	7%	38%	15%	17%
Friends	6%	9%	21%	14%
UCS	24%		4%	9%
Local Groups	3%	9%	12%	8%
Chance	3%	2%	9%	6%
Press	3%	11%	3%	5%
Internet / Emails	3%	4%	4%	4%

Q4**Would You Like To Be Part Of A Residents Group?**

Yes	35%
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*These answers relate to Residents Only
However, a number of others responded positively to this question*

Q5**How Safe Do You Feel In This Area?***[number to be circled with 1=Very safe and 5=Scared]***a) DAY TIME**

	<u>Residents</u>	<u>Local</u>	<u>Non-Residents</u>	
1 = Safest	76%	74%	72%	74%
2	18%	14%	23%	20%
3	6%	7%	5%	5%
4		5%		1%
5 = Scared				

b) NIGHT TIME

	<u>Residents</u>	<u>Local</u>	<u>Non-Residents</u>	
1 = Safest	35%	15%	15%	21%
2	23%	22%	33%	27%
3	27%	44%	30%	32%
4	12%	15%	16%	15%
5 = Scared	3%	4%	6%	5%

Q6**Do You Feel There Is More Of A Sense Of Community In The Area Than Last Year?**

	<u>Residents</u>	<u>Local</u>	<u>Non-Residents</u>	
Yes	52%	63%	67%	62%
No	10%	9%	1%	5%
Not Sure	38%	28%	32%	33%

Please Add Any Comments You Wish To Make

[these are the top 10 - In number order]

Great Event - Need To Have More To create Buzz

Local Car Parks Need To Be Lit & Clearly Signposted From Town & Waterfront

Lovely Area - Developing Well - Looking Forward to It Being Completed

Cycle Paths Need To Be Clearly Marked Out & Promoted

Need Children's Play Areas

Need Signposting To And From Town

Water Needs More Regular Cleaning

Need Toilets / Benches / Litter Bins

CCTV Needed

Need Museum / Attraction



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Objectives

1. Friendly - Community engagement

- a. developing and supporting residents associations with targets for one in each area
- b. advocate for community facility provision
eg: schooling / children's play areas / community space
- c. provision of communication eg: newsletter / website

2. Thriving - Business engagement

- a. developing relationships
- b. enabling business forums
- c. promotion of business opportunities

3. Vibrant – Tourism & Events

- a. Enable different events to take place
- b. Promoting of area
- c. Promotion and support of arts and cultural activities in the Waterfront area

4. Resourcing For Objectives

Appendix 3

Financial Statement

Income

Grant	Waterfront Community Fund	£1,650
Grant	SCC Locality Budget – Cllr Jane Chambers	£2,000
Fees	From Stallholders	£ 165
Fees	Still Due	£ 75
		£3,890

Expenditure

Entertainment / Activities	£1428.90
Marketing / Administration	£ 636.21
Co-Ordination	£1786.00
	£3851.11

Carry Forward (when all outstanding fees received) £38.89

This report was produced on behalf of Waterfront Action by

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The comments from questionnaires contained in the report are not necessarily the view of either Waterfront Action or the author but are representative of the questionnaires and other information received.

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