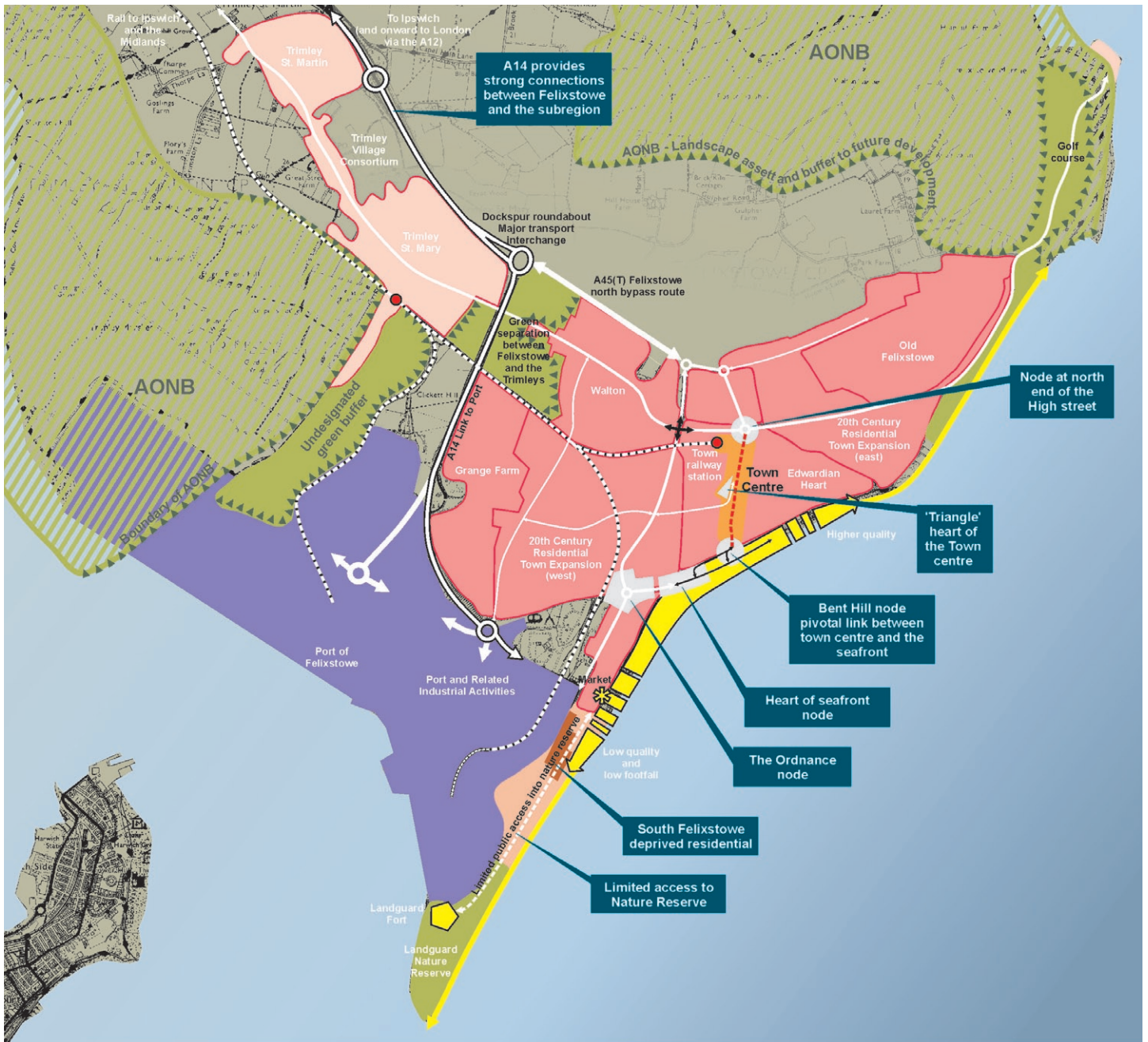


LOCAL STRATEGY FOR FELIXSTOWE PENINSULA



Location: Felixstowe, Suffolk

Client: East of England Development Agency (EEDA), English Partnerships, the Haven Gateway Partnership, Suffolk Coastal District Council and Felixstowe Town Council

Felixstowe is the UK's busiest container port and the fourth largest in Europe. However the town itself has suffered from years of under-investment – its days as a thriving seaside resort are now over and it is in search of a new and more diverse role. David Lock Associates have prepared a town-wide regeneration strategy to identify these roles and prepared a plan for regeneration of the town.

The Local Strategy outlines the vision to guide the regeneration and future development of Felixstowe. Felixstowe comprises three main areas: the Edwardian town centre, the seafront and leisure resort, and the port. The Local Strategy addresses the relationship between these neighbouring activities and the opportunities to relate them together more effectively to stimulate new investment. The Strategy addresses the need to diversify the economic base

of the town, relate the town centre more closely to its attractive Seafront and identify opportunities for investment in housing and developing the economy.

The Local Strategy will form the basis of an Area Action Plan within the Local Development Framework for Suffolk Coastal District Council.