



ASSOCIATED WORKSTREAMS

The Town Development Team works with colleagues across the council. Here are a few examples of projects supported.

COMMUNITY SAFETY IN TOWN CENTRES

The Town Development Team is collaborating closely with the Communities team to actively engage with both residents and local businesses to identify and understand concerns related to community safety in town centres. The insights gathered through this engagement will directly inform the development and implementation of targeted community safety projects.

A key focus of this work is to strengthen relationships between local police and businesses, fostering improved communication, trust, and coordinated responses to safety issues. By building these partnerships, we aim to create safer, more resilient town centre environments for all.

HERITAGE PROMOTION AND SUPPORT

Working in partnership with the Cultural Development Lead to celebrate and support the town's heritage businesses and attractions. This includes active participation in national campaigns such as Heritage Open Days, as well as the development of associated projects that highlight and preserve the unique cultural and historical assets of the town.

These efforts aim to boost local pride, increase visitor engagement, and support the sustainability of heritage-based enterprises.



2025 HOP TO IT ART TRAIL - PARTNERSHIP AND PLANNING

The Town Development Team and the Cultural Development Lead have collaborated with St Elizabeth Hospice to curate the 2025 Hop To It Art Trail. Final figures have now been confirmed, with a total of 42 leverets (small sculptures) and 9 large hares to be showcased across four East Suffolk towns: Lowestoft, Beccles, Woodbridge and Felixstowe.

Working closely with local stakeholders, the team has identified a mix of indoor and outdoor locations for the artworks. These sites have been selected to maximise visibility and engagement, while also supporting community participation and related activities during the trail.

A comprehensive communications plan is currently in development, covering both internal and external engagement:

Internal (East Suffolk Council):
Focused on raising awareness among staff and encouraging involvement.

External (Public-facing):
Promotion via Council communication channels to ensure strong local engagement.

Additionally, a collaborative visitor campaign is being planned with The Suffolk Coast Ltd to promote the trail as a key attraction for tourists visiting the region during summer 2025.





ASSOCIATED WORKSTREAMS CONTINUED

TOUR OF BRITAIN – COMMUNITY AND BUSINESS ENGAGEMENT

Support has been provided in terms of both resources and funding for the delivery of activities linked to various national cycling events which come to the district. Whether this is at the Tour of Britain village hubs or supporting communities to hold community and business-led activities in the towns located along the race route.



A key engagement initiative involves working with local retailers to deliver the Speedy Sprinter Sticker Trail, a family-friendly activity designed to drive footfall and business participation. In 2024, more than 100 town shops and businesses took part.

These efforts aim to maximise the economic and community benefits of the Tour, celebrating local pride and enhancing visitor experience. It is expected this will continue when the Tour of Britain returns to East Suffolk in 2025.

SIZEWELL C TOURISM MITIGATION FUND – STRATEGIC INVOLVEMENT

We are continuing to play an active role in informing and influencing the development of the Sizewell C Tourism Mitigation Fund Implementation Plan. Our focus is to ensure that local towns and stakeholders are well-positioned to benefit from the projects, support mechanisms, and funding opportunities being shaped as part of this initiative. By representing local interests and contributing insight, we aim to help deliver meaningful outcomes that support the sustainability and resilience of tourism and town centre economies in the affected areas.



BUSINESS SUPPORT COLLABORATION



We are continuing to actively inform and influence the development of core business support provisions, both internally within the organisation and in collaboration with external partners. Our goal is to ensure that local towns and stakeholders can fully benefit from the projects, support mechanisms, and funding currently being developed. By maintaining strong communication and partnerships, we aim to deliver targeted, impactful support that drives economic growth and strengthens the local business landscape.