



CAPACITY BUILDING

Dedicated resources to support a specified need in the towns

SCOPE OF PROJECT

Throughout the evolution of the Town Development Programme (TDP), the capacity of town groups and local partnerships has been identified as a significant challenge that hinders the progression of support interventions. While there is a strong desire for joined-up working on the ground to support and promote their towns, sometimes a lack of the necessary skills and available time to coordinate, develop, and deliver initiatives has slowed progress.

This challenge has been observed not only within business groups—many of which are volunteer-run and often led by local business owners—but also with town councils, whose statutory duties often take precedence and consume much of their time.

Many towns have identified gaps within their organisations and recognised the need for dedicated resources to engage with local stakeholders and collaborate with ESC on locally-led proposals. Common areas where support was needed included:

- Business engagement
- Communications
- Town marketing
- Event development and delivery

To address these gaps, many towns have employed dedicated resources either directly through town councils or business groups, often on a contract or consultancy basis. The length of contracts and salaries offered vary depending on the specific tasks and the lead organisation.

However, a key challenge remains sustainability. Once funding for these roles comes to an end, how can these resources be maintained? Ensuring continuity and long-term capacity without relying on temporary funding is critical for the ongoing success of these initiatives.

FOCUS AREAS FOR ADDITIONAL RESOURCES

Several towns have identified key areas where additional resources are needed to support and drive forward their local initiatives. Below are the focus areas for some of the town's additional support:

- Beccles Town Council – Marketing & Events Coordination
- Saxmundham Town Council – Town Centre Coordination & Market Support
- Halesworth Town Council – Town Marketing
- Aldeburgh Town Council – Marketing Coordination
- Framlingham Town Council – Retail & Business Coordination
- Leiston Town Marketing
- Woodbridge – Business Communications and Marketing





MARKETING FRAMLINGHAM

CASE STUDY

Dawn Jeakings combines the roles of retail and event coordinator for Framlingham Town Council and Administrator for Framlingham Business Association. Both roles are funded by the Town's Programme and the UK Shared Prosperity Fund.

KEY ACHIEVEMENTS

Visit Framlingham Digital Platform:

After convincing Framlingham Town Council of the need for a digital presence, Dawn set about creating [Facebook](#) and [Instagram](#) pages, which have inspired businesses to get more involved in online promotion. She is now helping to develop the Visit Framlingham website and is looking forward to its launch.

FBA Growth: Since taking over the FBA Administrator role, monthly attendance has risen from 4 to 18 with more growth anticipated, creating a more engaged and connected business network.

Dawn said: "I'm most proud of the way both roles have evolved over the past year. What began as two distinct positions have grown to complement each other, with shared contact lists and overlapping goals enhancing communication and partnership opportunities.

"This evolution has not only increased efficiency but also helped create valuable working relationships across the business and council landscape.

"My background in Health & Safety and event management has been particularly beneficial in navigating recent challenges."



"What I enjoy most is working with such a wide and varied business community and at all levels. I see myself as an enabler — someone who uses professional knowledge and experience to empower others, foster collaboration, and help the business community thrive alongside the local council. I'm thoroughly enjoying the digital aspect and seeing the difference it is making since I started."

RESPONSIBILITIES

- Coordinating and supporting retail and business events in Framlingham
- Administering and growing the Framlingham Business Association
- Creating and delivering communications across multiple channels
- Building partnerships between businesses and local authorities
- Supporting marketing initiatives to promote the town as a destination
- Health & Safety and event management.

PRIORITIES

- Raising the town's profile as a vibrant, historic and attractive destination
- Promoting businesses and events
- Encouraging visitor footfall and local engagement
- Creating a consistent, professional digital presence under the "Visit Framlingham" brand using Facebook and Instagram, printed flyers and posters.
- Hosting monthly in person FBA breakfast networking meetings.