



DIGITAL DEVELOPMENT

Digital interventions aiming to strengthen the economic vitality of our towns

ENHANCED DIGITAL ACCESSIBILITY AND ENGAGEMENT

As part of the ongoing efforts to improve the digital presence of our towns, Digital Audits were offered to all towns to assess and enhance the performance of their visitor websites.

These audits aim to make the websites more user-friendly, thereby increasing usage and promoting the local offer more effectively.

We are very pleased to have supported the creation of a number of digital town focused assets. Please refer to the Marketing & Branding section for details.

WIDER DIGITAL DEVELOPMENT

The Council as a whole has committed to a comprehensive district-wide programme of digital interventions designed to strengthen both the economic vitality and community cohesiveness of our towns.

This initiative includes the installation of new digital infrastructure, such as free public Wi-Fi, as well as footfall tracking and data capture technology.

These advancements not only enhance the visitor experience but also provide valuable insights into town activity, helping us make informed decisions that support local businesses and improve town centre management

GO JAUNTLY



Additionally, Go Jauntly Digital Trails and Experiences were developed through a mobile app. These digital trails encourage visitors to explore our town centres by highlighting key points of interest, heritage, and local assets. The app also features engaging, child-friendly ‘treasure trails’, making it an interactive experience for all ages.





DISCOVER LOWESTOFT

CASE STUDY

The new Discover Lowestoft website is packed with everything you need to know about the town, what's on and where to shop, eat and stay.

Picture by Mary Doggett @ETT Photography

AIMS & OBJECTIVES

- To create a comprehensive guide to everything Lowestoft.
- To promote shops and business in the heart of Lowestoft and those further afield in Kirkley, Pakefield and Carlton Colville.
- Support the visitor economy by promoting Lowestoft as a year-round destination, highlighting its many attractions.
- Helps nurture the cultural offer of Lowestoft by promoting festivals and events.
- This digital investment aligns with the wider regeneration of Lowestoft.
- Features interactive maps, transport and car park information
- Links to partner websites including Heritage Action, Pocket Guide and Go Jauntly.
- Promoted via social media channels hosted by Lowestoft Vision, its businesses, and other stakeholders.

SCOPE OF PROJECT

Lowestoft Vision, the town's Business Improvement District, successfully applied for funding from the UKSPF to create a dynamic platform which aligns with the Town Development Programme's priority of strengthening the economic vitality and community cohesiveness of our towns.

Angela Grey, Manager of Lowestoft Vision said: "The grant enabled us to develop Discover Lowestoft, an interactive website designed to promote Lowestoft as a destination, which local businesses highlighted as a priority. Partnering with our chosen supplier, Graphitas, we created a fresh, user-friendly website with a modern look that enhances the visitor experience.

"The new website goes beyond the traditional, two-dimensional approach by offering attractive page designs and expanded business listing opportunities that reach well beyond the businesses within the BID area.

"We will encourage businesses to learn how to list their services, events, news, and offers. This is a fantastic opportunity for businesses to utilise the website to boost their visibility and promote their offerings."

HIGHLIGHTS

- Guide to what's on
- Where to Eat
- Local attractions
- Where to Stay
- Shops to Discover
- Support for Local businesses including dedicated space for BID Members



Picture by Mary Doggett @ETT Photography

TOWN DEVELOPMENT PROGRAMME



VISIT BECCLES

CASE STUDY

Investment in digital infrastructure and skills is critical to supporting the revitalisation and sustainability of our town centres.

AIMS & OBJECTIVES

- To strengthen the town's digital presence,
- Promote tourism and boost the local economy.
- Enhance the experience of visiting Beccles.
- Allow visitors to share their experiences.
- Improve links with other organisations promoting the town such as Suffolk Coast DMO, Visit the Broads and East of England Tourism.
- Appoint a Marketing & Event Officer to keep the site up to date and manage social media.
- Work alongside Beccles Business Association to promote the town centre working with businesses and key tourism groups
- Ensure the site is fully accessible with a user-focused customer journey, including when accessed on mobile devices.

SCOPE OF PROJECT

Visit Beccles is a stunning new website and a 'go-to' information hub for visitors and residents alike promoting everything this charming market town and 'Gateway to the Southern Broads' has to offer.

Beccles Town Council successfully applied for funding from the UKSPF to create a dynamic platform which aligns with the Towns Team's priority of strengthening the economic vitality and community cohesiveness of our towns.

As well as funding for the new platform, a new Marketing & Events Officer role was created at the Town Council to support the ongoing upkeep of the website and associated social media platforms.

Town Clerk Paul Cunningham said: "The grant allowed us to commission a new website and to increase staff hours to manage the process and to create a directory of town centre retail businesses on the site. Without the grant we would not have had the capacity to do this work.

"Councillors subsequently decided that the tourism support work in particular was of sufficient value that they agreed to fund these additional hours on a permanent basis. This will allow us to further develop the site to promote visitors to Beccles, alongside our increasing programme of events."

HIGHLIGHTS

- What's on
- Where to Eat and Stay
- Local attractions, including the River Waveney and The Broads
- Shops and businesses to discover

DISCOVER MORE - WWW.VISITBECCLES.CO.UK