



TOWN DEVELOPMENT PROGRAMME



HIGH STREET CAPITAL IMPROVEMENTS

Enhancing our town centres

ACHIEVEMENTS

- Displays of local artwork and photographs in empty shop windows in Halesworth
- Renovated town signs and maps in Bungay as well as installation of new benches, finger posts and dropped kerbs
- Updated town maps in Beccles
- Updated town maps in Woodbridge along with new wayfinding and signage
- New town maps in Leiston
- Updated maps and signage in Wickham Market as well as new benches
- New planters for Lowestoft town centre
- New wayfinding in Halesworth including fingerposts and maps
- Updated maps and town trail information in Framlingham (in development)

SCOPE OF PROJECT

The Town Development Programme has delivered a series of effective public space capital improvements helping to strengthen the importance of town centres for social and cultural activity and enhancing their characteristics to create more vibrant places where people choose to visit, live, work and invest.

This has been through a grant programme using both ESC funds and UKSPF and has seen a raft of public realm and wayfinding capital improvements supported.





HALESWORTH WAYFINDING

CASE STUDY

Finding your way around Halesworth is a breeze and a pleasant experience thanks to a new wayfinding scheme and the town's 'brilliant bollards' art project

KEY ASPECTS

- Installation of good quality and well-researched informative displays to encourage greater awareness of streetscape, identifying historic and other buildings of interest.
- Co-ordinated signage and fingerposts leading the visitor from one zone to the next.
- Brilliant Bollards project. Young artists transformed the Thoroughfare and Market place by painting 36 bollards as part of the new 'Art on the Streets' initiative.
- Improved Digital Presence plus QR codes on the information boards providing a seamless link to the revamped and enhanced Halesworth Town website www.halesworthtown.co.uk. This new town website also features fresh new branding for the town.
- Appointment of a Marketing Coordinator, a post that was grant funded and now adopted by the Town Council.

SCOPE OF PROJECT

Halesworth Town Council secured two rounds of UKSPF for their wayfinding project. The first was for a comprehensive scheme for the town centre, while the second extended it to the train station.

Both projects worked in harmony with the Digital Towns initiative which saw a significant upgrade to the Visit Halesworth website, including new branding and comprehensive content. A Marketing Coordinator was appointed to manage the website and social media.

A Marketing Advisory Group was formed to ensure a joined-up and collaborative approach to marketing and improvements across the town and includes a member of the Town's Team.

Investment has also been made into the weekly street market. Together these projects represent a multifaceted and on-going commitment to the marketing of Halesworth, creating a vibrant and sustainable town.

ACHIEVEMENTS

- Reinvigorate the High Street to increase footfall, dwell and spend to the benefit of local businesses, residents and visitors
- Create an inspiring art installation through the town
- Highlight places of interest, making sure visitors get the most from their time in Halesworth.
- Establish Halesworth as a place worth visiting time and again.



WICKHAM MARKET IMPROVEMENTS

CASE STUDY

A range of projects have improved the village centre, supported regular markets and improved its digital presence

SCOPE OF PROJECT

Wickham Market Parish Council and the Town Development Team at East Suffolk Council worked together to identify and deliver a series of projects to improve the centre of the village.

Projects range from funding new seating and planters to support for the market, to ensure the village is the best it can be for visitors and residents alike.

The ambition is to help nurture a sense of pride of place and contribute to the success and vitality of the village.

Additional funding and support also came from the District Cllr Sally Noble..

This investment comes at a time when other significant projects – such as the regenerations of The George as a community hub and the restoration of the Village Hall – start to gain momentum or near completion.

PROJECTS SUPPORTED

- Five gazebos and two tables to provide shelter for small businesses trading at the village markets and to support for larger village events.
- Signage for road closures and banner and feather flags to promote the market and events.
- Planters and improved seating on the Hill
- Updated village map by local artists reflecting local places of interest and the history of Wickham Market
- New notice board for community use
- Support for Wickham Market newsletter to include what's on and a directory of local businesses.
- Maps detailing circular walks around the village.
- Digital Support, including a review of the current sites and a grant for a new single 'visit' website for the village.
- Training – A Parish Council representative has received First Aid and Traffic Management Training to help run market and events safely and with confidence.





BUNGAY: PLACES TO LINGER LONGER

CASE STUDY

Visitors to the charming market town of Bungay can linger longer thanks to a programme of public realm improvements

SCOPE OF PROJECT

This wayfinding and public realm project was born from a Bungay Town Council public consultation asking businesses and residents for their views on how to improve the town. A theme that came through strongly was the need for places to stop and enjoy the town.

Taking this on board, the Town Council, with partners including Bungay Events and Business Association, drew up an action plan which was supported by UKSPF and previous funding from the East Suffolk Towns Initiative.

- Two Benches and three Planters in Earsham Street – a key shopping street in the town.
- One bench and two planters and community notice board at the Riverside Staithe triangle.
- A new Community Notice pin board in St Mary's St. This board used a unique weatherproof design that allows anyone to post information about town events.
- Seven new finger posts at three existing sites with updated directional information.
- New information leaflets were produced and made available via various outlets in the town.
- An updated Town Map and signs have been designed, printed and placed on the back of the main town bus stop shelter located in St. Mary's St.
- The Market Place island has been excavated, prepared, surfaced dressed and adorned with new planters, and provides for an attractive entrance when entering the town from the North West.
- A second application to the UKSPF fund achieved further funding, this time for accessible dropped kerbs in Earsham Street, reaffirming Bungay's intention to be a fully inclusive town.

OUTCOMES

"This project has transformed how visitors experience Bungay – connecting them more clearly with our rich heritage, beautiful riverside and vibrant town centre.

"The improved signage, seating, and visitor information make it easier to explore, linger, and support local businesses, boosting our economy while celebrating Bungay's unique character."

Julie Bird – Bungay Town Clerk

THE FUTURE

As a result of this investment the Town Council is keen to develop new ideas including:

- Decorative bollards
- Upcycled seats and benches
- Continued improvements to the war memorial site
- Further planting of the town's green spaces.



TOWN DEVELOPMENT PROGRAMME



HIGH STREET PREMISES IMPROVEMENT GRANT

Targeted improvements to the built
environment of East Suffolk Towns

SCOPE OF THE PROJECT

Under the UKSPF 'Communities and Place' theme, the High Street Premises Improvement Scheme provided grants of up to £5,000 to help businesses improve the front of their premises.

This could be from replacing windows, doors and awnings to updating signage and paintwork.

The grant aimed to:

- Improve the look and environment of market towns and rural areas by upgrading shop and commercial premises frontages.
- Enhance the unique character and appeal of individual properties.
- Boost foot traffic, spend and visitor dwell time by improving the town centre's image.
- Support local business growth and the overall vitality of town centres.

Successful applicants also include Jeffery & Associates Optician in Saxmundham, a family entertainment centre in Felixstowe, Beccles Lido and a Leiston cafe.

Right: Jeffery & Associates, Saxmundham.



CASE STUDY

A Woodbridge pub has proudly reinstated an emblem of its historic royal links – with the help of funding from East Suffolk Council.

The Bull Inn was awarded a High Street Premises Improvement Grant to help restore the House of Savoy Coat of Arms to the front of the pub.

Funding awarded in June helped to restore the historical insignia, which first appeared in 1896, when King Umberto I of the Italian Royal Family granted its use on the front of the building.

The gesture was the result of a unique relationship which began when the Italian royal family took up regular custom with then landlord John Grout's world-renowned horse dealing business.

Current landlord of The Bull Inn, David Clarke, said: "Thank you to East Suffolk Council for their enthusiastic support in helping to reinstate a key part of the building's lost heritage."

"This includes the Planning Team and officers involved in administering the high street premises grant programme and approving our application to make the project a reality"

The venue is among the first to complete the works following the award of a High Street Premises Improvement Grant – funded using East Suffolk Council's allocation from the UK Shared Prosperity Fund (UKSPF)