



MARKETING AND BRANDING

Putting our towns on the map

Picture by James Crisp @crisp-design

SCOPE OF PROJECT

Throughout the Town Development Programme, themes of place and destination marketing have played a central role. Increasingly, towns have recognised the importance of investing in marketing tools, not only to attract visitors but also to reconnect with their local communities.

Local stakeholders have been actively developing comprehensive marketing plans that showcase and build upon each town's unique assets. These efforts include a blend of both digital and physical assets, all aimed at promoting what the towns have to offer.

OTHER INITIATIVES

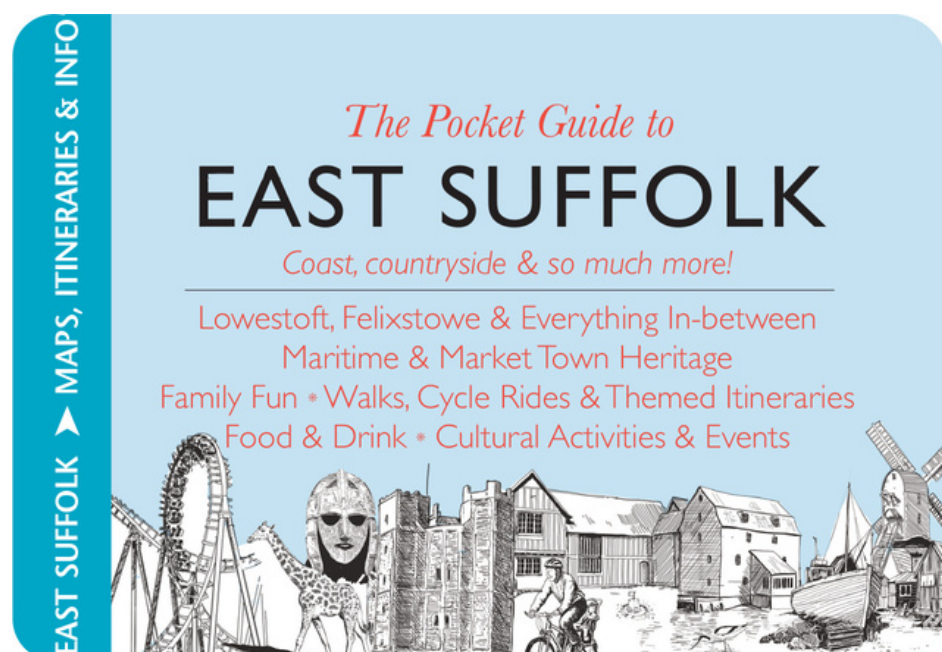
The creation of 'Pocket Guides' for each town. These guides are designed to highlight local history, heritage, key attractions, and the overall visitor experience, helping to raise the profile of each town and strengthen their appeal to both tourists and residents.

Ongoing partnership working with The Suffolk Coast Ltd to further develop the dedicated town guides on their website. These aim to showcase the unique offerings of each location and encourage visitors to explore.

TOWN BASED MARKETING INITIATIVES

A range of town marketing projects have been delivered across East Suffolk's towns, tailored to local needs but designed to enhance the appeal and visibility of our towns.

- Beccles – New town website created and town maps updated.
- Bungay – Introduction of new brand guidelines and refurbishment of town signage and maps.
- Leiston – New website created and four town maps installed.
- Woodbridge – Installation of eight new town maps and wayfinding signs. Updated town website.
- Aldeburgh – New town website under development
- Lowestoft – Updated town website
- Halesworth – New branding designed, town website updated, and improved wayfinding plus marketing focused stakeholder group established.
- Wickham Market – Updated village map and new village website under development
- Saxmundham – Improved Town Council communications and town website under development
- Framlingham – new town website under development plus improved wayfinding and town centre maps





HALESWORTH MARKETING ADVISORY GROUP

Formed to raise the profile of Halesworth through branding, marketing and events

DISCOVER IT, LIVE IT, LOVE IT

The Halesworth Marketing Advisory Group was established to support the development of new branding for the Town and the recruitment of a Town Marketing & Events Coordinator.

A branding exercise took place to create a sleek modern and representative brand for the Town. The strapline for this is Discover it, Live it, Love it.

It was agreed that role of the coordinator would be central to the success of the new website and marketing of the town, providing a resource to ensure it would be kept up to date and keep information relevant. Kelly Parker was duly appointed

CORE AIMS

- Acting in an advisory capacity supporting on key decisions to meet the objectives of expanding and developing the visitor and general economy of the town.
- To advise Halesworth Town Council, via the Marketing & Events Coordinator, how best to deliver their objectives.
- Support the ambition of making Halesworth a vibrant, sustainable town for visitors and residents.

SUMMARY OF ACHIEVEMENTS

Town Clerk David Lines said: "It has been quite a journey for Halesworth Town Council to reach the point of investing in a permanent Marketing & Events Coordinator post. Over the last few years, working with the Economic Development Team at East Suffolk Council and with help from various grant funds, we have been able to put in place the building blocks of our visitor economy strategy which supports and sustains our independent shops and visitor attractions.

"A two-year project allowed us to fund a freelance marketing post, and, with their help, we now have our Town brand, a visitor destination website, linked social media, a Wayfinding and Signage scheme and more events for residents and visitors. In addition, we have the data to show that our efforts have improved footfall, spend and enjoyment. Best of all, our residents have responded favourably!

"Throughout this journey, the marketing advisory group has advised the Council and continues to support the work of our member of staff. As well as looking at long term strategies and ideas for bringing more people into town, they are hands-on with helping to run events. A wider networking group is now planned to ensure wider engagement and sustainability."