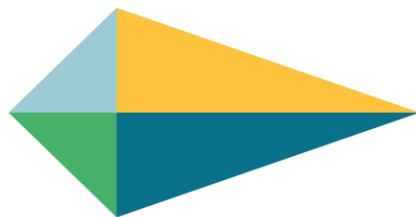


Market Place

Celebrating East Suffolk Towns



European Union
European Regional
Development Fund



EASTSUFFOLK
COUNCIL



MarketPlace project overview

- Series of 'celebration markets and events' each one specific and original to each town
- Aimed at attracting out of season visitors to our town centres and to support those towns who perhaps do not have a full events calendar
- The package includes organising licences, street closures, marketing etc
- Full liaison with the relevant town council and businesses throughout each event development
- The first phase will be delivering events to four towns by March 2022. However, following additional funds from SIGIF, the programme is being extended from April 2022 onwards to extend this programme to a further two towns.
- In addition to the events, the programme will also include a consultancy package of support to advise town councils and local business groups on best practice for event development. This could include feasibility work to assess the types of events that their town could support and what marketing could help to encourage greater footfall into their town centres to support recovery.

MarketPlace continued

Phase 1 events to be delivered by March 2022:

- Saxmundham - took place 3rd December
- Leiston - details TBC
- Beccles - details TBC
- Aldeburgh – details TBC

Phase 2 events to be delivered between April 2022 - March 2023:

- Southwold
- Halesworth

Consultancy package - to be spread across phases 1 and 2 (note these towns are a priority and there may be opportunities to cover all towns with the consultancy package):

- Lowestoft
- Felixstowe
- Woodbridge
- Wickham Market
- Framlingham
- Bungay

Supplier: First Light Festival

Saxmundham Town Council feedback

*"The support we received from the economic development team and their consultants was outstanding!
We learnt so much about the process of organising an event and we given the courage and advice to go full throttle!*

The evening's entertainment had a great combination of local performers and professionals.

The way we linked and used spaces in the Town was revolutionary and created little happenings around the Town.

It has been the catalyst for the establishment of a Events organising group for the Town.

People said they came for an hour and stayed all night!

The Town had multiple Facebook posts all praising the event, no negative comments.

The commercial traders and community organisations were really pleased with the money the made on the evening.

One shop said to me it was the best Friday's takings they have ever had in Saxmundham.

The phrase that has been used a lot is 'the event was a game changer'.

The businesses have been really positive since the event and are beginning to engage with each other and the Town Council on improvement projects."