

Hi Eileen,

Great to see you yesterday, thank you for your time.

Something I didn't fully touch on was the Economic Development proposal for Framlingham. As you may be aware (I think this has been sent to you before), they have recently been awarded £20k for their town centre project (summary attached). Joanne and Kay who are leading on this are now looking to add to this project in which they will create opportunities for younger people to get involved in events and business development with high street shops etc in Framlingham.

They are expecting that this additional aspect to the project will cost £3-5k, and I wondered whether it might be something the Town Council would be interested in contributing towards? I fully appreciate that I haven't gone into much detail yet, but if you (or somebody from Fram TC) would like to meet with Joanne and Kay to discuss it further I'd be happy to arrange a meeting.

Kind regards,

Joss



**Joss Mullett | Communities Officer – Framlingham,  
Wickham Market & Surrounding Villages**

East Suffolk Council

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### **C-CARE Reset and Redesign - Town Centre Recovery: new approaches**

C-Care is a cross-Channel EU project which aims to respond to some of the socio-economic challenges brought about by the Covid-19 pandemic. It seeks to test and/or assess the feasibility of new approaches to town centre recovery and to reimagining our market towns as vibrant and thriving 21<sup>st</sup> century communities

Led by Kent County Council, New Anglia Local Enterprise Partnership (LEP) is one of three English partners alongside three French organisations progressing a number of workstreams. New Anglia are offering four contracts of £20,000 for two projects in Norfolk and two in Suffolk to be led by District Councils.

## Project Summary

East Suffolk Council has been delivering a comprehensive towns development programme over the last two years, which has seen work to provide capacity and skills to towns, event support and delivery, and a focus on using digital technology to better collect data on the usage of town centres.

Since the installation of town centre public WiFi and Geo-sense technology in the market town of Framlingham in 2020, we have been able to establish a baseline of metrics focused on usage of the town centre. Interrogating that data has shown that young people aged between 13 – 19 are using the town centre approximately 34% less than those aged 20 - 30. In addition to this, those aged between 30 – 40 years of age are using the town centre by as much as 48% less than 20 – 30-year-olds. The data captured shows that there is lack of engagement from both by our 'next generation', likely to be caused by lack of suitable town centre uses and public transport issues, and from what are likely to be 'young family' parents. However, the footfall metrics from those aged 20 – 30 is likely to be symptomatic of the young people that move back to their hometown following their higher / further educational studies. This has been further highlighted through the work being undertaken within the East Suffolk Town Celebrations Event consultancy work. Engagement with stakeholders through this work has highlighted concerns about succession planning for future town centre projects, activities, and planning.

The project will procure an external consultant to deliver a package of youth-focused engagement work through the delivery of an engagement strategy. The project will focus on Framlingham town centre and the project will consist of a number of elements starting with a research and action planning phase to research the youth landscape (groups, current levels of engagement, barriers to engagement) in Framlingham and to look at different ways to engage the cohort. The project will analyse the barriers of engagement for young people / young families in using Framlingham town centre will look at how these can be overcome through direct engagement.

The project will also establish a core pilot group setting them a challenge to plan, organise and deliver a town centre event that engages our target audience. The engagement strategy will also look at how we can successfully engage young people into wider town centre groups and activities, providing opportunities to have a voice, to get directly involved, and ultimately to provide a town centre which meets the future needs of the population.

The project will focus on local skills development, including how town centre development and engagement can incorporate skills development, such as work experience / placement schemes, volunteering, mentoring (those aged 20 – 40), and training accreditations. For those aged 30 – 40 there can also be a focus on how these events can be developed into enterprise opportunities.

We will work with Framlingham Town Council, Framlingham Business Association, local educational providers, and local community groups to deliver the project.

## **Project Costs**

The total project cost is £20,000 and the budget breakdown is as follows:

- £11,000 for the delivery of an engagement strategy through a procured consultant.
- £5,000 to deliver a town centre-based event, which will be coordinated by the procured consultant who delivered the engagement strategy.
- £4,000 for post project analysis and evaluation. The analysis and evaluation will be completed by the consultant, including engagement with East Suffolk Council, Framlingham Town Council, Framlingham Business Association, local educational providers, and local community groups.

We are currently in process to secure a further £3,000 of match-funding (unsecured) from the Framlingham, Wickham Market and Villages Community Partnership. If additional match funding was secured this would fund additional activities to provide enterprise and skills development, e.g. it could be one-to-one guidance to enable someone to trial a market stall business idea at an event.

## **Time Frames**

In terms of project timeframes, the project will be procured between April – May 2022, with research and feasibility work being undertaken between June – July 2022, engagement work and the development of a core group taking place between September – November and final deliver of the event, follow up analysis and evaluation taking place between December 2022 – March 2023.

## **Strategic Fit**

This project seeks to expand / build on the positive outcomes that pilot projects undertaken through our town's development work, bringing together a number of workstreams to enable a long-lasting legacy for our towns, that delivers community / business ownership to assist with the recovery from the pandemic and future resilience. We are looking to combine a range of projects in an evolved and dynamic way and in this case look to pilot a project based on town feedback that will maximise the benefits the pilot projects have brought and address the capacity, resource and skills gaps within towns to enable them for the future.

Our proposal focuses on the impacts of the pandemic and how that has affected usage of Framlingham town centre, but it also recognises that many town centres were facing issue pre-pandemic including vacant shops and reduced footfall.

Our work through the East Suffolk Towns Development Programme has focused on establishing our market towns as visitor destinations, using data to pilot and test new ways of attracting people back into the high street, making them fit for the 21<sup>st</sup> Century. This project will trial a new approach and specifically focus on young people / young families and how they engage (or don't) with Framlingham town centre. This project will look at new

approaches to attracting young people into the high street which is a key element to combining community and business activities to enable high streets to sit the heart of our communities. This work we will build longevity to our high streets by reconnecting our future populations of our market towns, building a sense of place and pride.