

**FRAMLINGHAM ESTI APPLICATION April'22-April'23**

**1. REPORT from ESC**

Item	Activity	Cost – budget estimate	Update
Events Co-ordination & Promotion	Following the consultancy and workshop stage of the Market Place project with First Light Festival team in late January it is planned to make a considered evaluation of the need for a <b>part time events co-ordinator</b> , prepare a job description including role & responsibilities and appoint a person with the appropriate management experience and team management skills to fulfil the role on behalf of FTC and FBA working with all groups and organisations in the town to develop closer engagement.	3,000	
Combined Welcome Pack (set up & maintain)	This will be a joint project with FTC, FBA and the Retail Association and will be in <b>both hard copy and digital format and linked to the new Framlingham.com website</b> . The <b>welcome pack</b> will include the usual community references to organisations, support groups , social activities, sports and leisure facilities, education etc but the content will be extended to have a business focus / directory showing what the town has to offer in terms of shops, restaurants, public houses, cafes, market information, hotels , tourist accommodation, businesses and public services.	1,000	
On line town trails (2)	Develop an <b>online version of the Town Trail</b> to include a new map of Framlingham and expanding the places of interest around the town showing historical spots, places of cultural interest, hospitality, leisure, sport and those of interest to families and in particular the children. The	2,000	

	trail will provide QR codes and be linked to the Framlingham.com website under the Visit Fram promotion together with the “Go Jauntly” app which will provide digital trails and walks.		
Digital Notice boards	ESTI funding will allow us to <b>replace 5 existing display board type town maps in and around the town with a digital version</b> bringing them up to date and creating a fresher modern feel with a new design including QR coding. <b>A new map could also be displayed in the Castle car park</b>	3,600	
Sunday Street Fairs (2 in 2022)	The proposal is to have <b>Sunday events</b> on Market Hill to attract more visitors to the town centre. We will be involving the retail association in particular as opening of shops and hospitality venues will be encouraged to take advantage of the increased footfall. The street fair could also take in Bridge St and Church St and would have a theme for the day with street entertainment and widely published on Framlingham .com. ESTI funding will allow us to pay for road closures, signage, publicity, street entertainment and street decoration.	2,000	
Friendly, welcoming, inclusive town	ESTI funding will provide us with the opportunity to <b>create professional artwork / signage for window advertising</b> and promoting of those businesses offering age friendly facilities and breast feeding under the banner of “friendly, welcoming and inclusive”	600	
Total		12,200	

## 2. Report from Cllr Jones

**Events Co-ordinator;** we have not taken this any further at this stage , we are working on a number of events for the current fiscal year where we know we have the funding in place and the resource to organise each event; we are working with other organisations where and when there is a need to and we are involving the public in volunteering. We would very much like to think that we could appoint a co- ordinator for the towns events but as we

mentioned before we are concerned about the sustainability of funding for the position and will give it further thought later in the year. The £10,000 ESTI grant did not cover everything in our application which was for £12,200 including £3,000 for this role and we are concentrating on the other things first.

**Combined Welcome Pack ;** We have spoken with the FBA who are positive and we are hopeful of bringing in the "Retail Association" in gathering the necessary information and agreement to work together on developing this pack both in hard copy and on both the framlingham.com and FBA websites. As you are aware the FBA are limited in their ability to act on behalf of the retailers as a considerable number of them are no longer members and therefore have no link to the FBA website. We will be speaking to each of them individually to try and establish the support we need for this project and others.

**Online Town Trails (2) and Digital Notice Boards (6) ;** Specifications are complete and both of these elements of the project are currently out to tender.

**Sunday Street Fairs ;** Earlier plans to have a Sunday Antiques and Craft Market in July were abandoned as a result of the cost of road closures, lack of support from the retailers for Sunday opening (too expensive) and clashes with English Heritage events in the castle. The plans are for a Spring Fair but again as these projects are intended to help the economy of the town we need to convince retailers and local businesses of the need to capitalise on the increased footfall and open on a Sunday .We are contacting the retailers individually to gain their contact details and will consult with them all to better understand their problems and see if they can suggest ways of increasing footfall in the centre of town.

**Friendly , welcoming, inclusive town.** This is simply a resource issue for us and is part of our planning for the 3rd quarter.