

Creating a 'forward framework' for Framlingham town centre

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aka @man about towns



Creating a 'forward framework' for Framlingham

Undertaken by the People & Places Partnership with East Suffolk Council & in association with Framlingham Town Council & Framlingham Business Association



Relaunched national toolkit for revitalising town centres

Revitalising town centres: a toolkit for councils

This online toolkit is intended to provide practical guidance and resources to assist councils in taking a strategic and evidence-based approach to revitalising town and city centres. This updated version of the toolkit has been prepared with the People & Places Partnership to include newly available guidance to help local authorities and place partnerships to develop COVID-19 recovery planning as part of wider revitalisation.



Understanding town trends

Gathering evidence

- survey
- analysis

Creating partnerships

- engaging
- organising

Turning around towns

- planning
- delivery
- influence

Gathering & sharing evidence

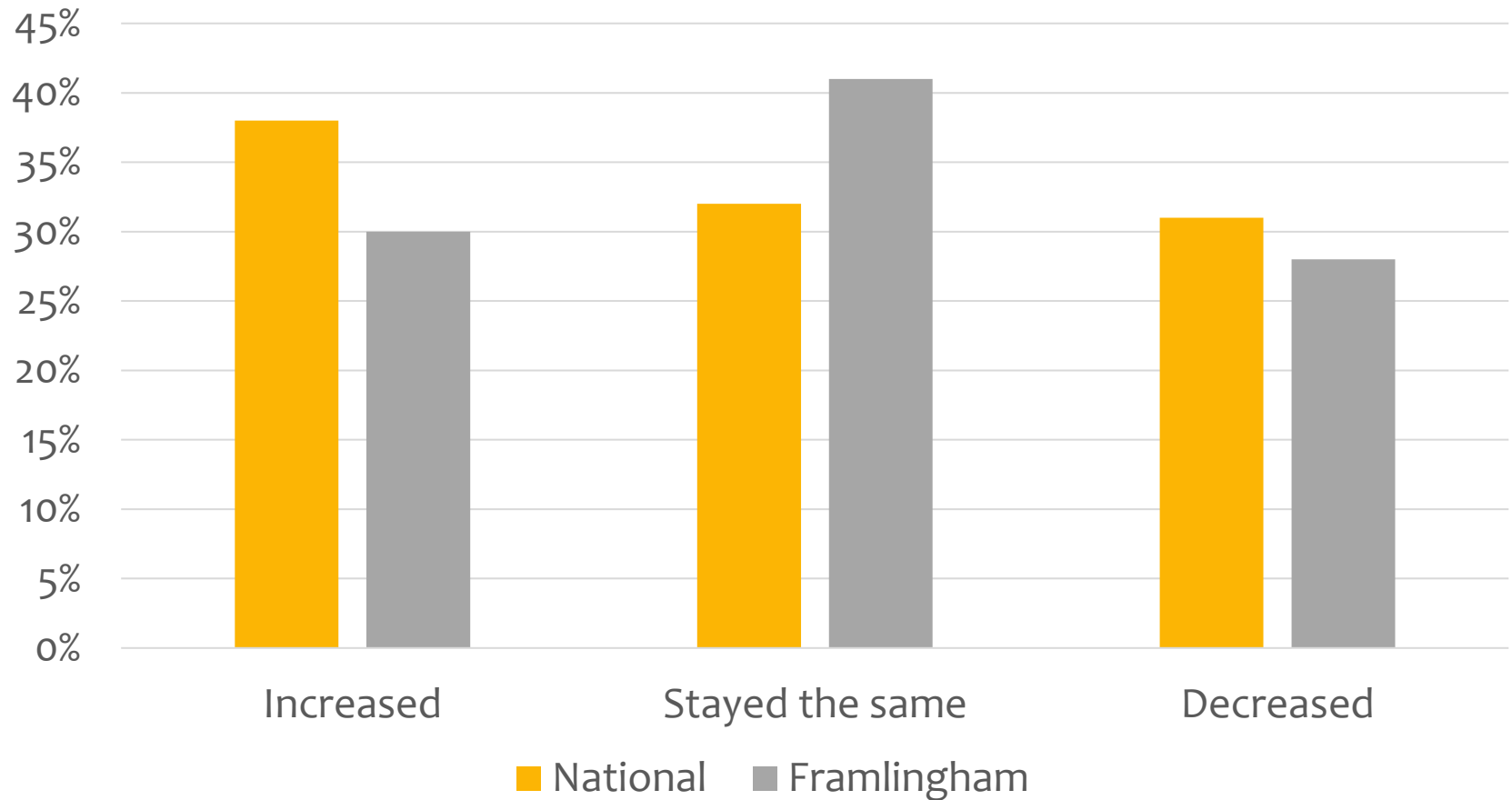
Baseline survey

- Stakeholder engagement
- 12 key performance indicators (KPIs)
- Town centre metrics
- Business confidence (51/58%)
- User's (79 on-street & 120 on-line)
- Digital development
- Detailed & summary reports
- East Suffolk comparisons



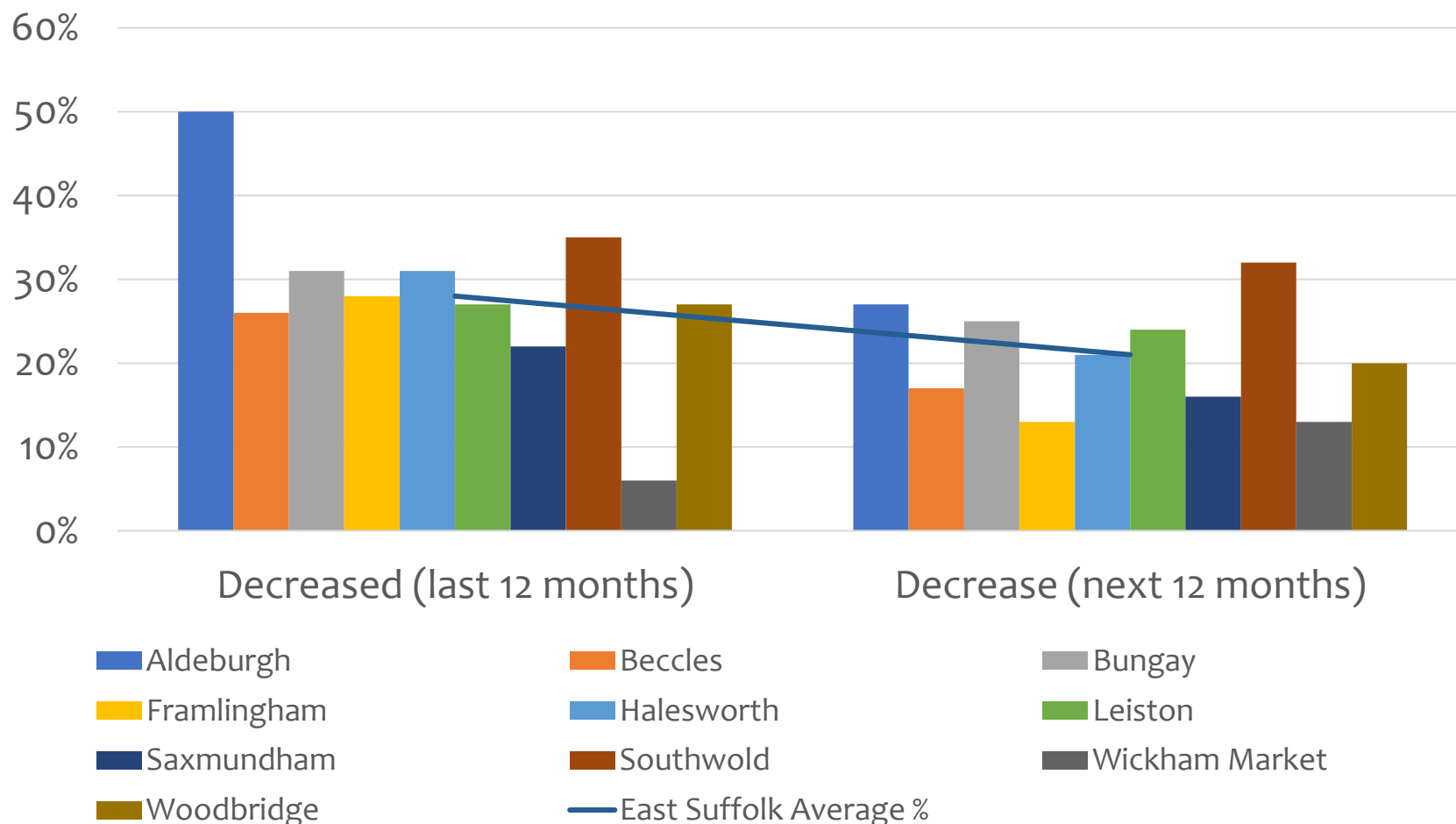
Town turnover

Change in turnover last 12 months

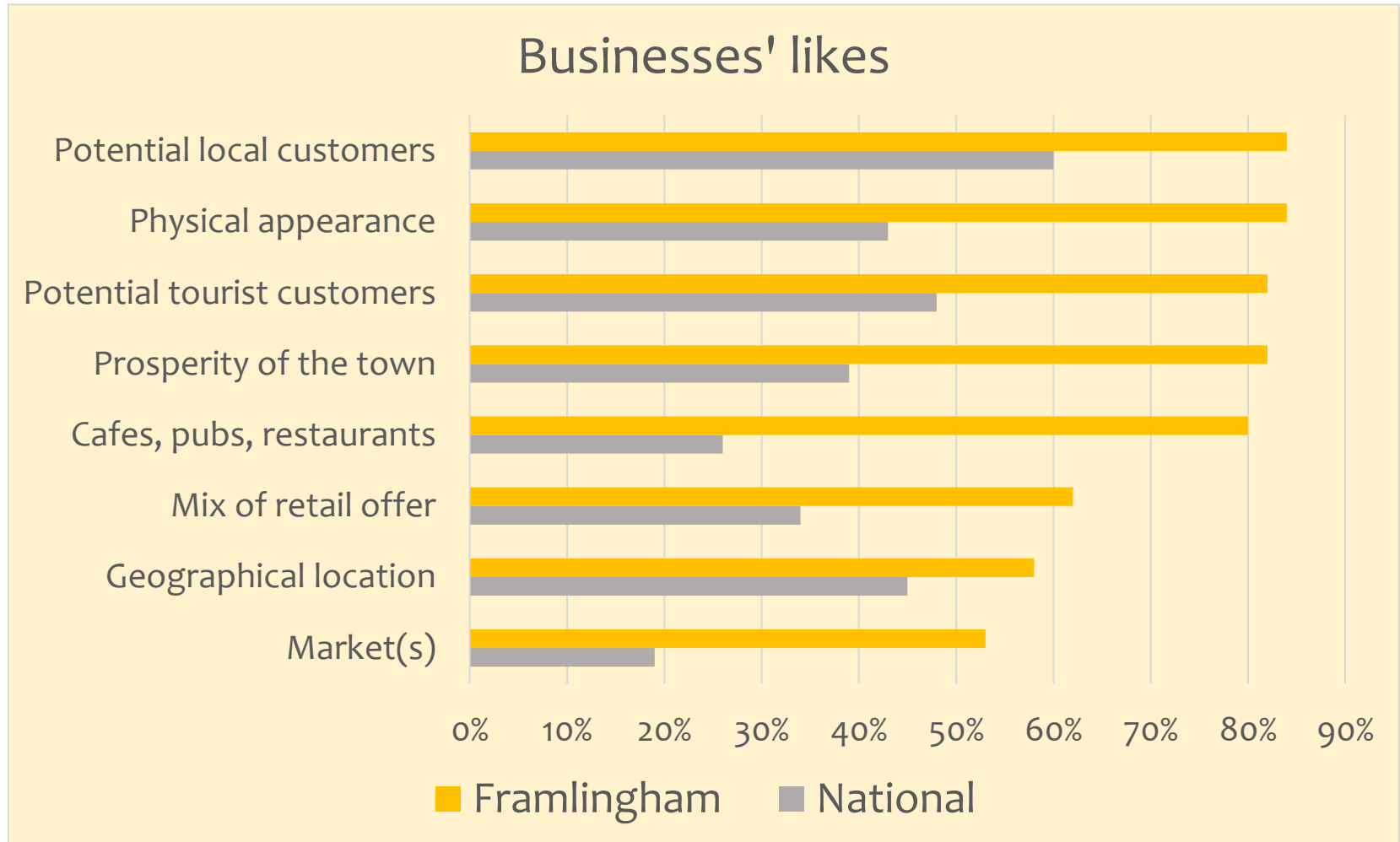


An East Suffolk perspective

Changes in Business Turnover across East Suffolk

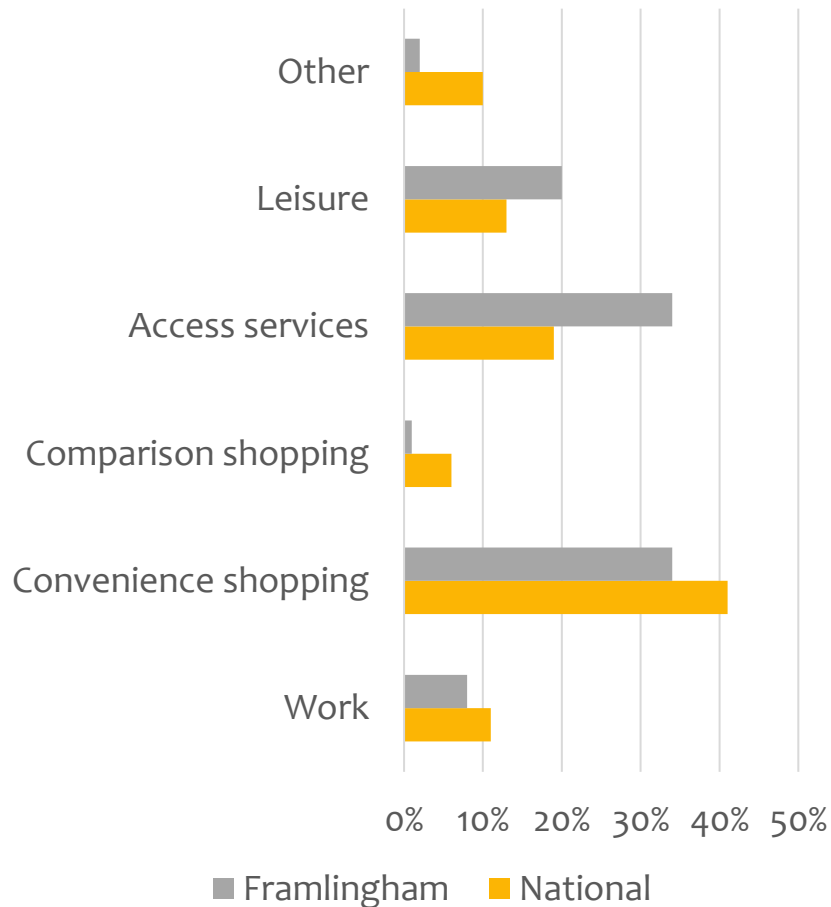


Businesses' likes

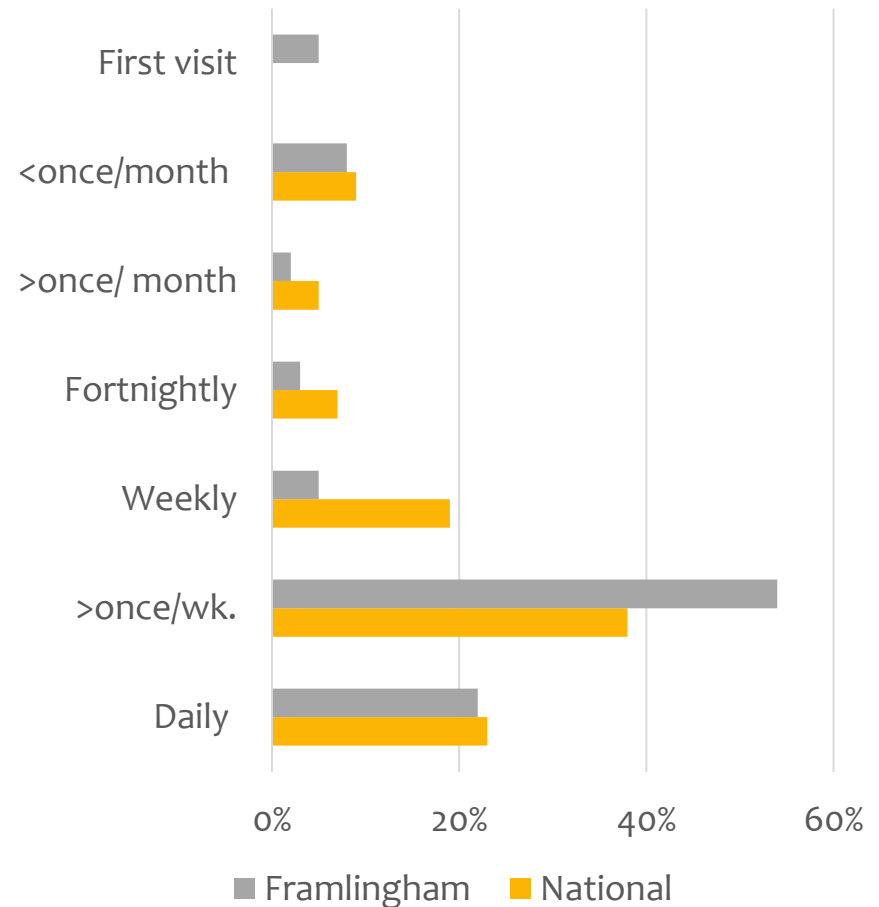


Understanding customers

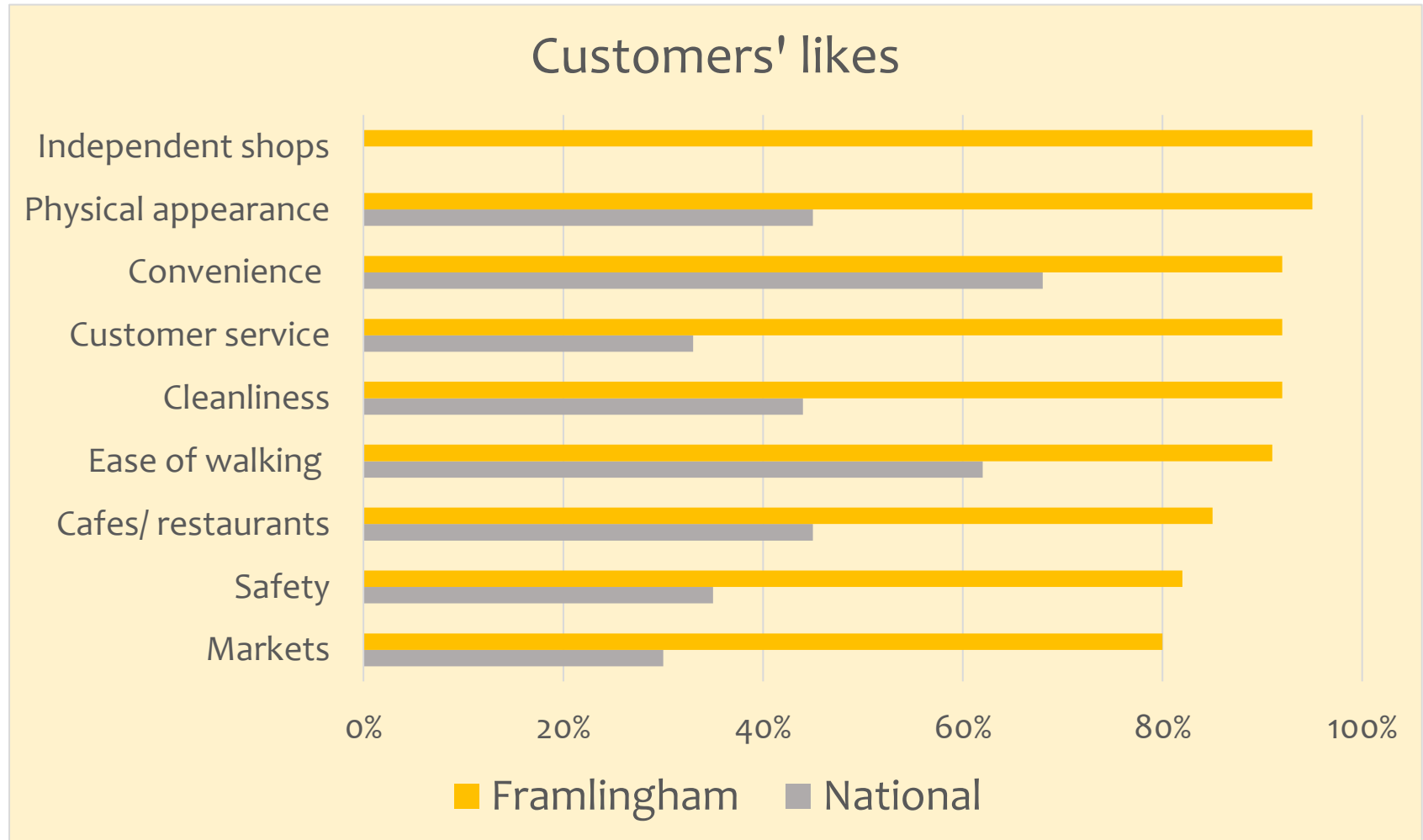
Main Purpose of Visit



Customer Loyalty

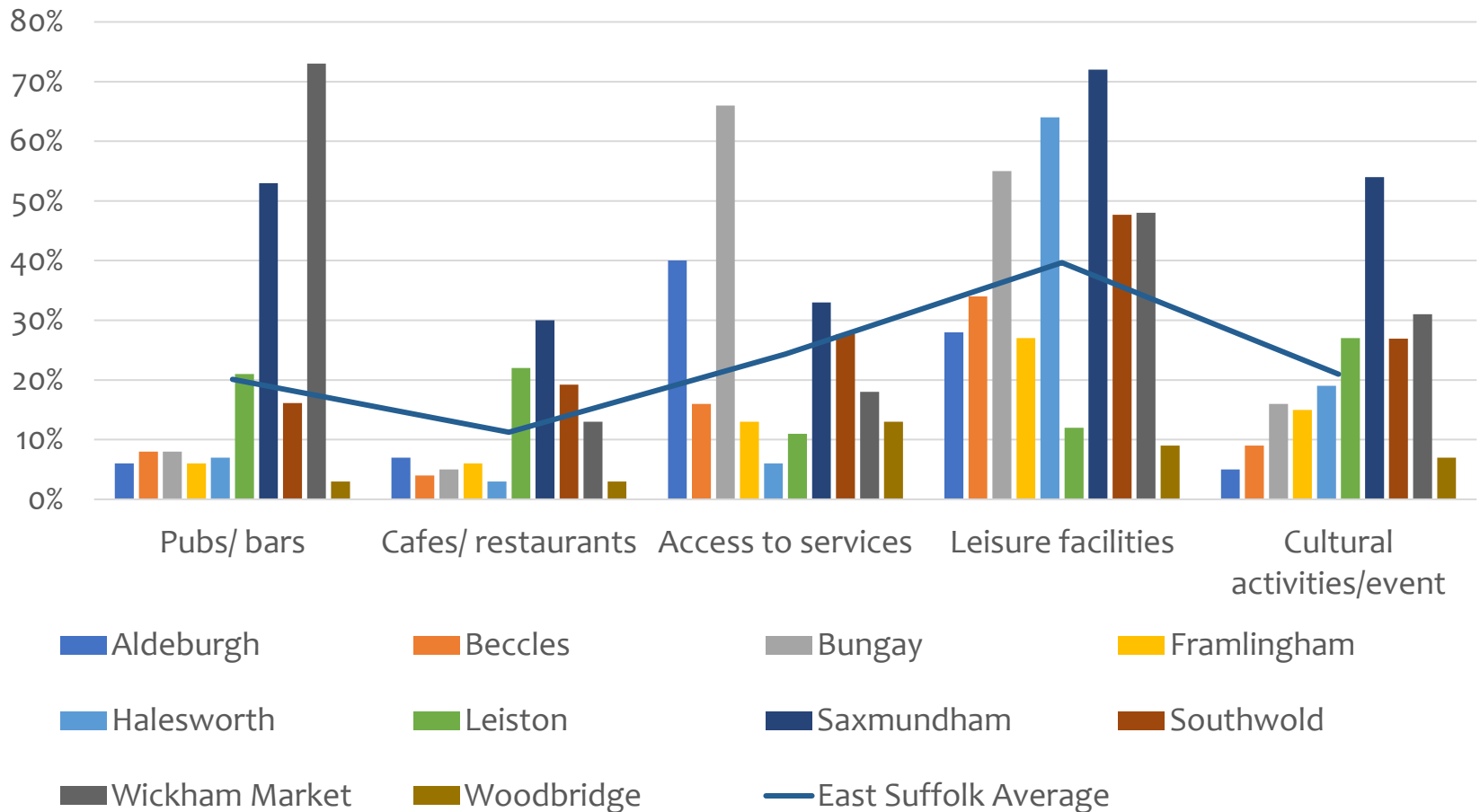


Customers' likes



An East Suffolk perspective

Customers' Negative Perceptions (Services)



COVID-19 & beyond



Understanding COVID-19 impacts



1a. How significant an impact do you think the COVID-19 crisis has had on such perceptions & priorities about using Framlingham town centre?

1b. Do we need to learn more about this?

Creating partnerships

Gathering evidence

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Creating partnerships

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Turning around towns

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- influence

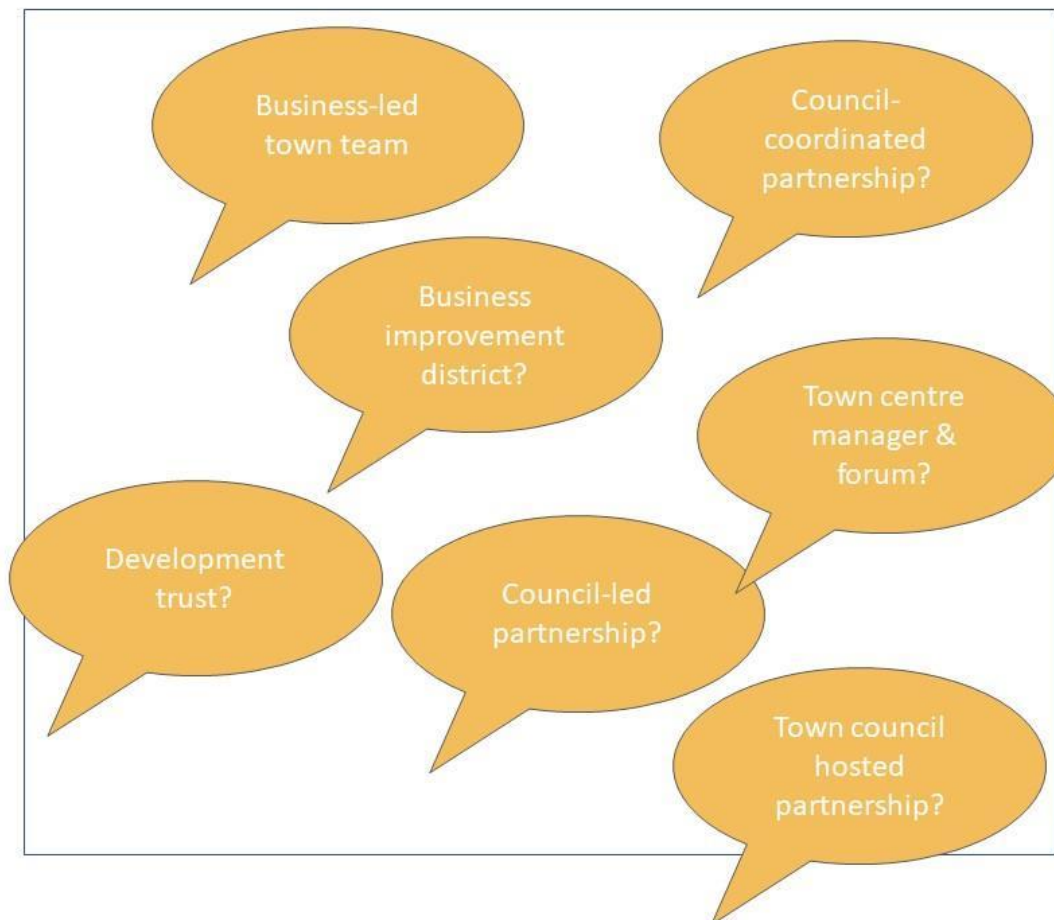
From evidence to engagement

Building a 'town team'

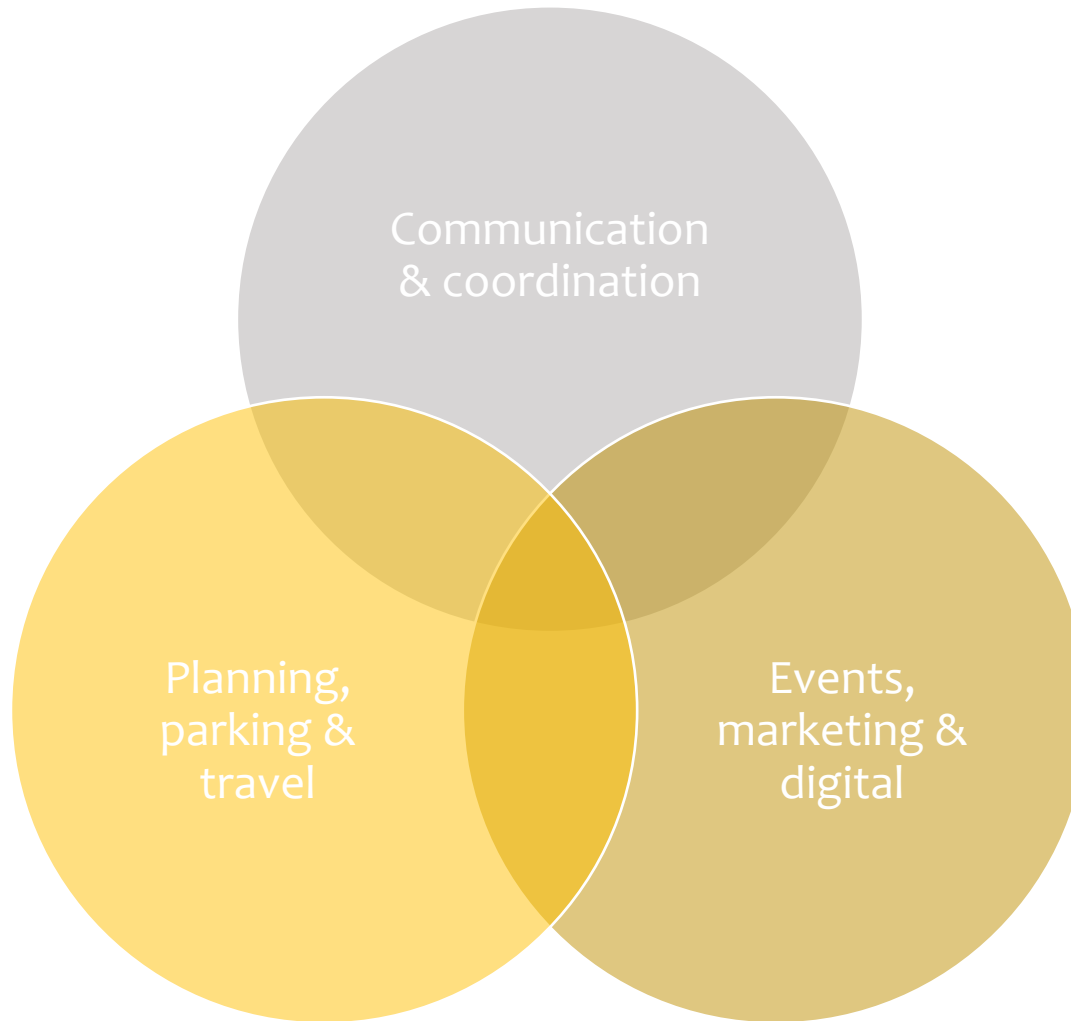
- Raise awareness of survey
- Organise any volunteers
- Publish findings
- Arrange stakeholder events
- Create working groups
- Develop projects to meet needs
- Produce action plan
- Establish team/partnership



‘how’ to get
organised &
deliver:
folk, form,
finances &
forward
framework



Proposed partnership themes

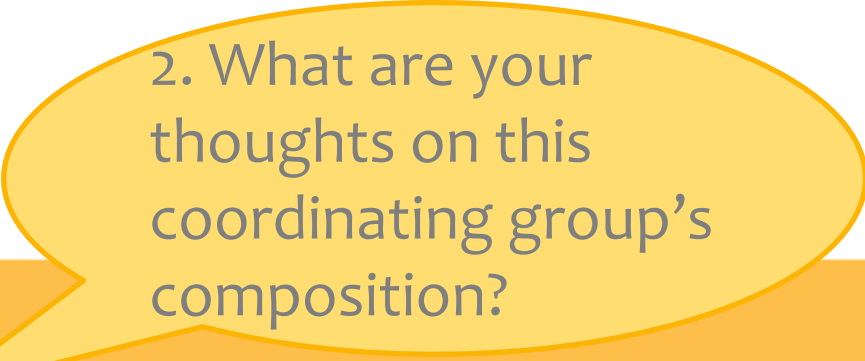


Co-ordination & communication link

A large, light grey circle containing the text 'Co-ordination & communication'.

Co-ordination & communication

- small & hands-on in supporting role
- coordinating across organisations, working groups & projects
- coordinating fund raising & finances
- communicating progress to partners, stakeholders & community
- comprising district, town council & business association
- monthly, virtual catch-ups

A yellow speech bubble with a black outline, containing the text '2. What are your thoughts on this coordinating group's composition?'.

2. What are your thoughts on this coordinating group's composition?

Turning around towns

Gathering evidence

- survey
- analysis

Creating partnerships

- engaging
- organising

Turning around towns

- planning
- delivery
- influence

From understanding to action: Southwold's Forward Framework



Multiples-v-independents
Parking-charges
Traffic-restrictions
Business-rates/rent
Parking-quality/quantity

Multiples-v-independents
Parking-enforcement
Business-rates/rent
Dog-do's/don'ts
Traffic-restrictions
Second-homes
Mobility
Parking-quality/quantity
Housing-shortage
Public-transport
Leisure-facilities



Reviewing Framlingham's town centre checklist

TOWN CENTRE CHECKLIST

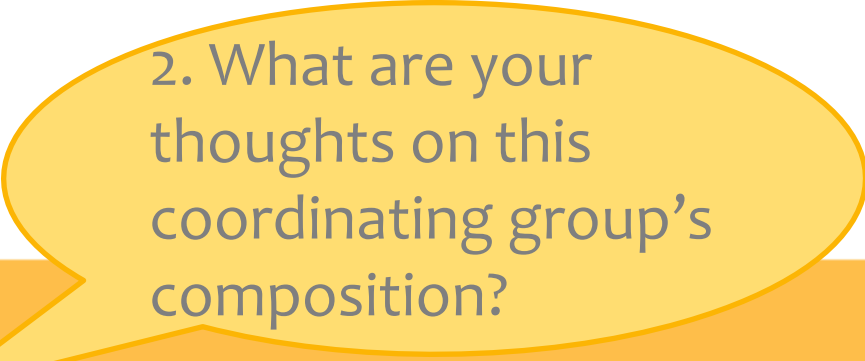
- ✓ FOUNDATION; evidence & objectives
- FUNCTION
- ✓ parking, travel & access
- ✓ planning & property
- ✓ streetscape & public realm
- ✓ business support
- ✓ place marketing & branding
- ✓ digital technology & data
- ✓ FORM; governance & influence
- FOLK
- ✓ community engagement & coordination
- ✓ roles & capacity
- ✓ FUNDING; finances & investment
- ✓ FORWARD PLANNING; strategy & plans

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**& PEOPLE
PLACES**
www.people-places.net

Revitalising Framlingham town centre; a forward framework





Improving parking & traffic

Businesses & customers have moderately negative perceptions about parking (56% & 58%) & traffic (40% & 59%), & these are their top future priorities (62% & 46%).



Enhancing access & foot-flow

Whilst ease of walking around town (91%) is perceived positively, footfall is about 55% of expected levels, with a marked decline away from the centre.



Taking Framlingham online

There is a high customer demand for more digital services promoting Framlingham's businesses & attractions, including via social media (67%) & targeted marketing.



Building on the town's brand

Whilst customers' images of Framlingham are broadly positive & 95% would recommend visiting the town centre, 19% think their experience is worsening.



Coordinated across East Suffolk

Participating in district-wide work

Work to improve Woodbridge town centre will benefit from being part of the wider East Suffolk Towns Initiative (ESTI). As well as providing initial support for planned projects, it could fund cost-saving collaboration with neighbouring towns. It will also enable links to the parallel district-wide parking review and Smart Towns project.



Smart Towns project

After being piloted in Framlingham, the East Suffolk Smart Towns project is being rolled-out to other towns across the district. It offers investment in digital infrastructure & skills.

Town parking review

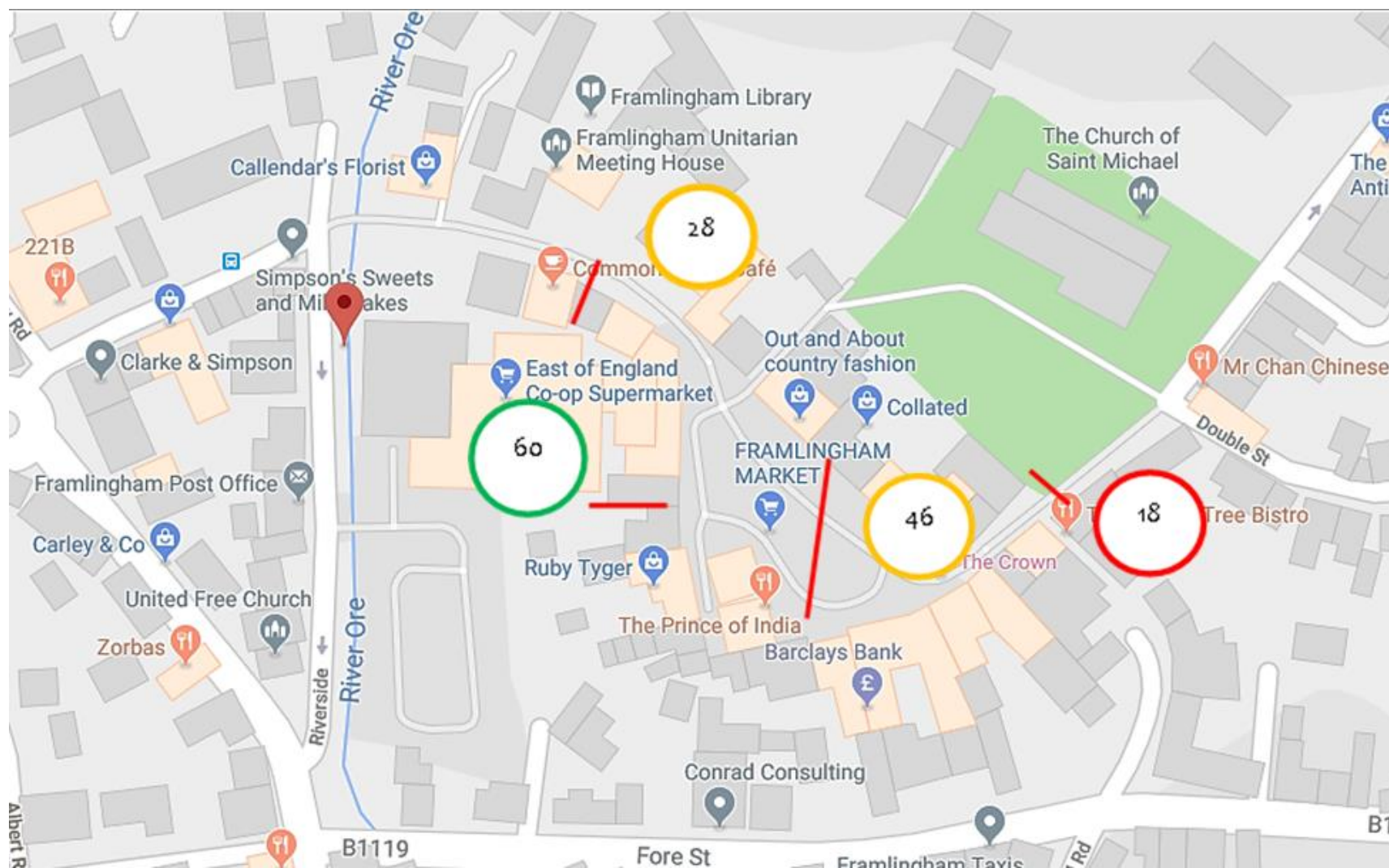
Roll-out of the district-wide Parking Review will benefit town centre customers & businesses through simplified tariffs, new payment technology & smart monitoring of usage.



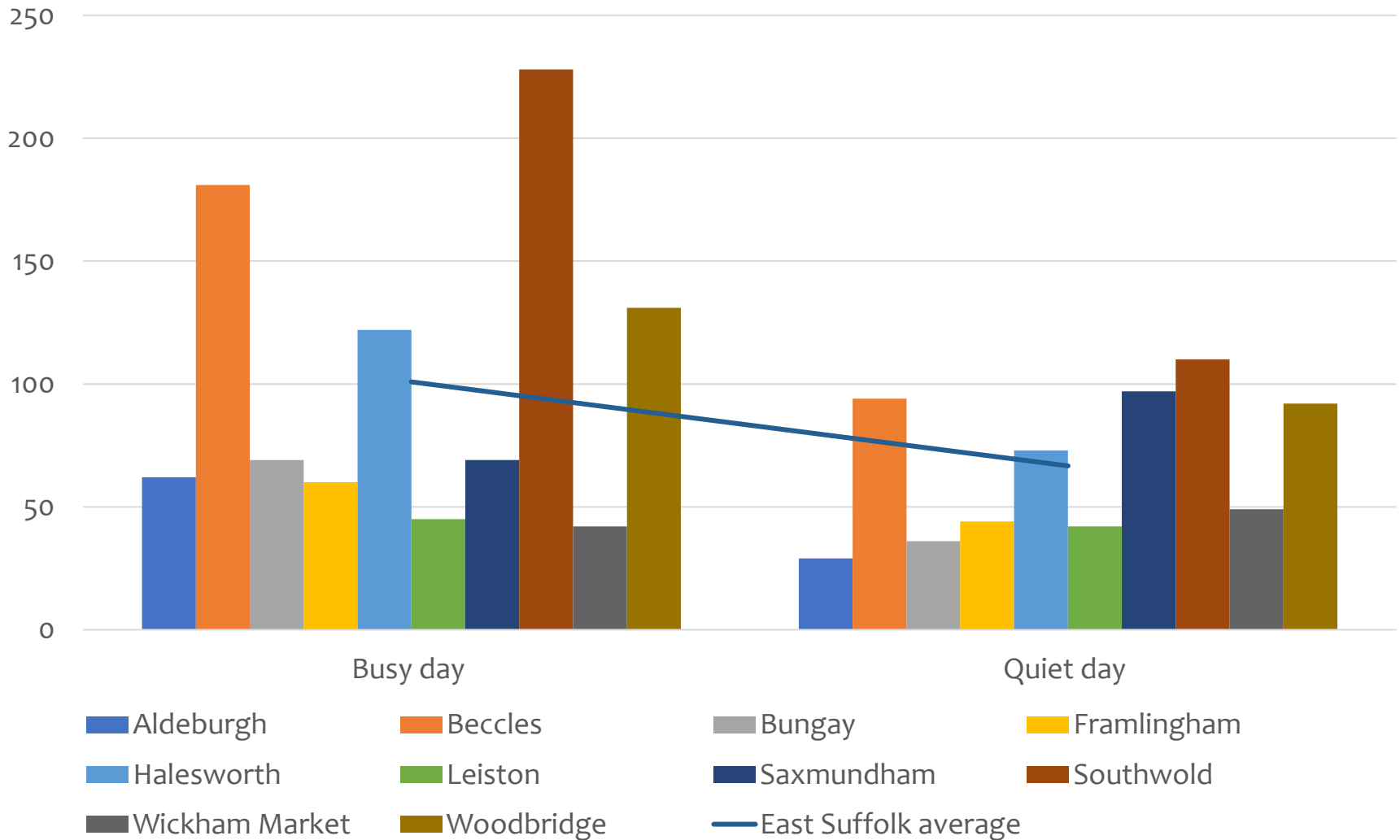
The background of the slide is a halftone-style illustration of a busy street scene. It features several cars in motion, including a prominent red car on the left and a white car in the center. The background shows multi-story buildings with various colored windows and a blue sky with a pattern of small circles.

Theme 1: Planning, parking & travel

Understanding footfall & flow

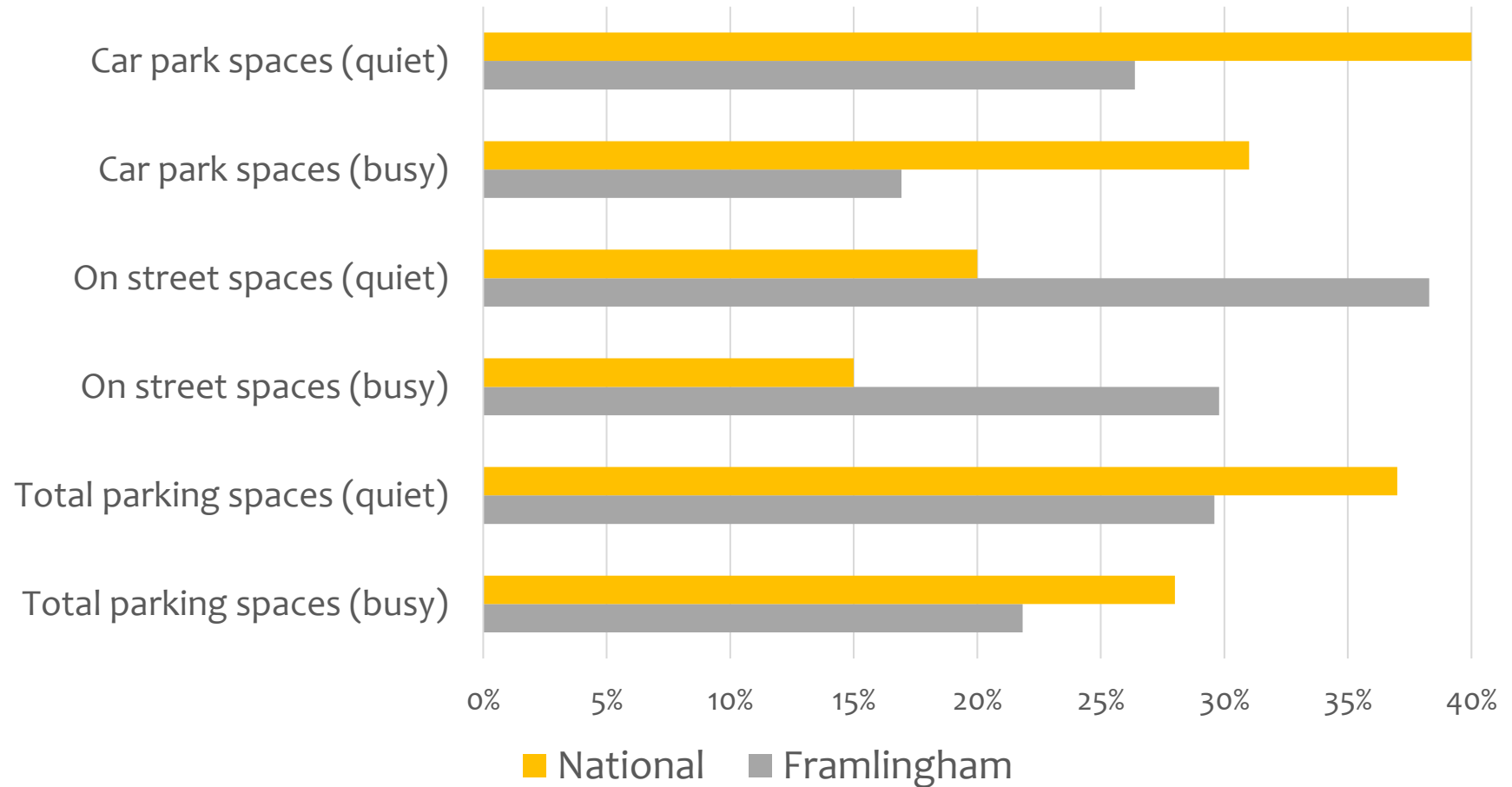


An East Suffolk comparison

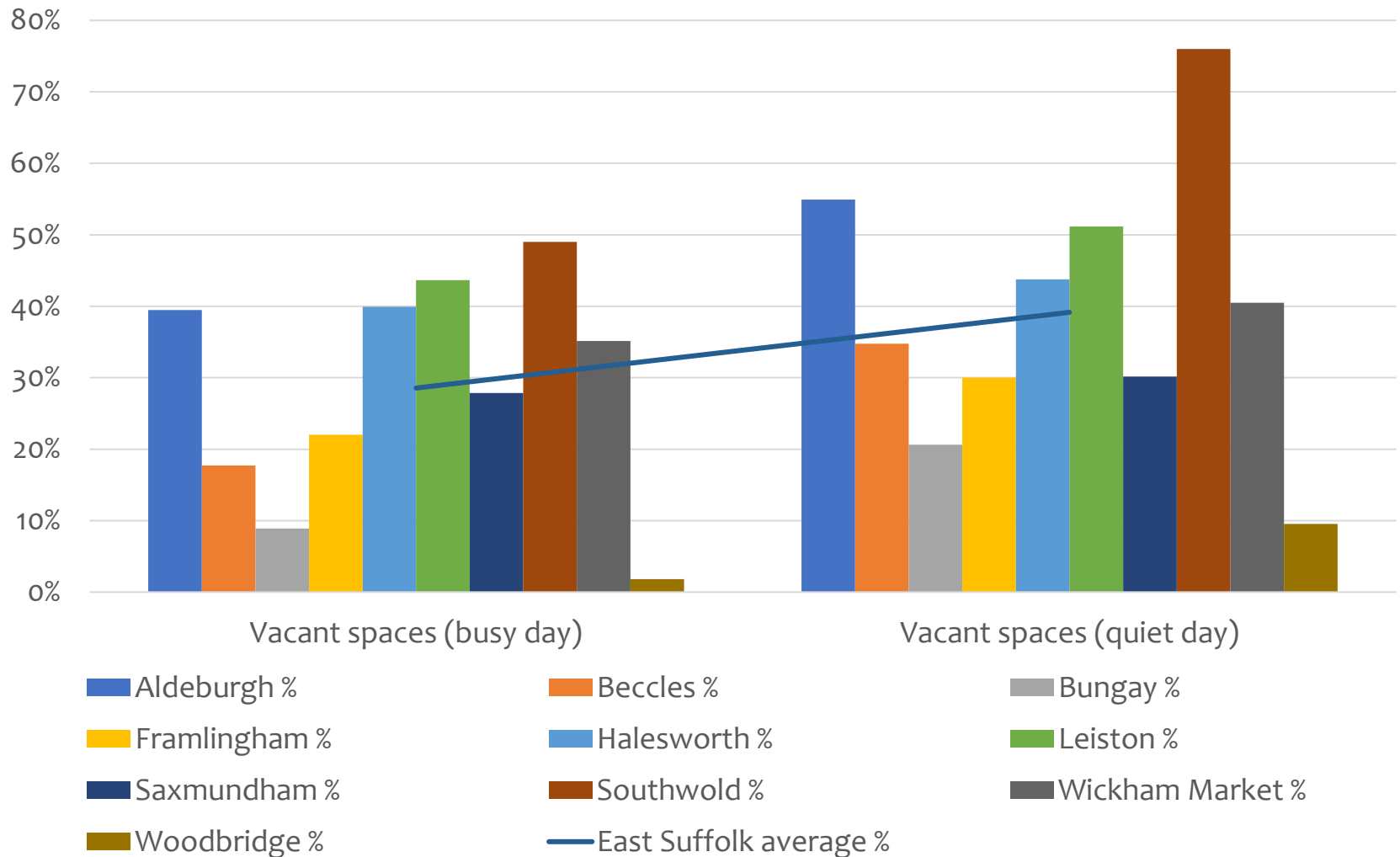


A place to park

Framlingham % Unoccupied Parking Spaces

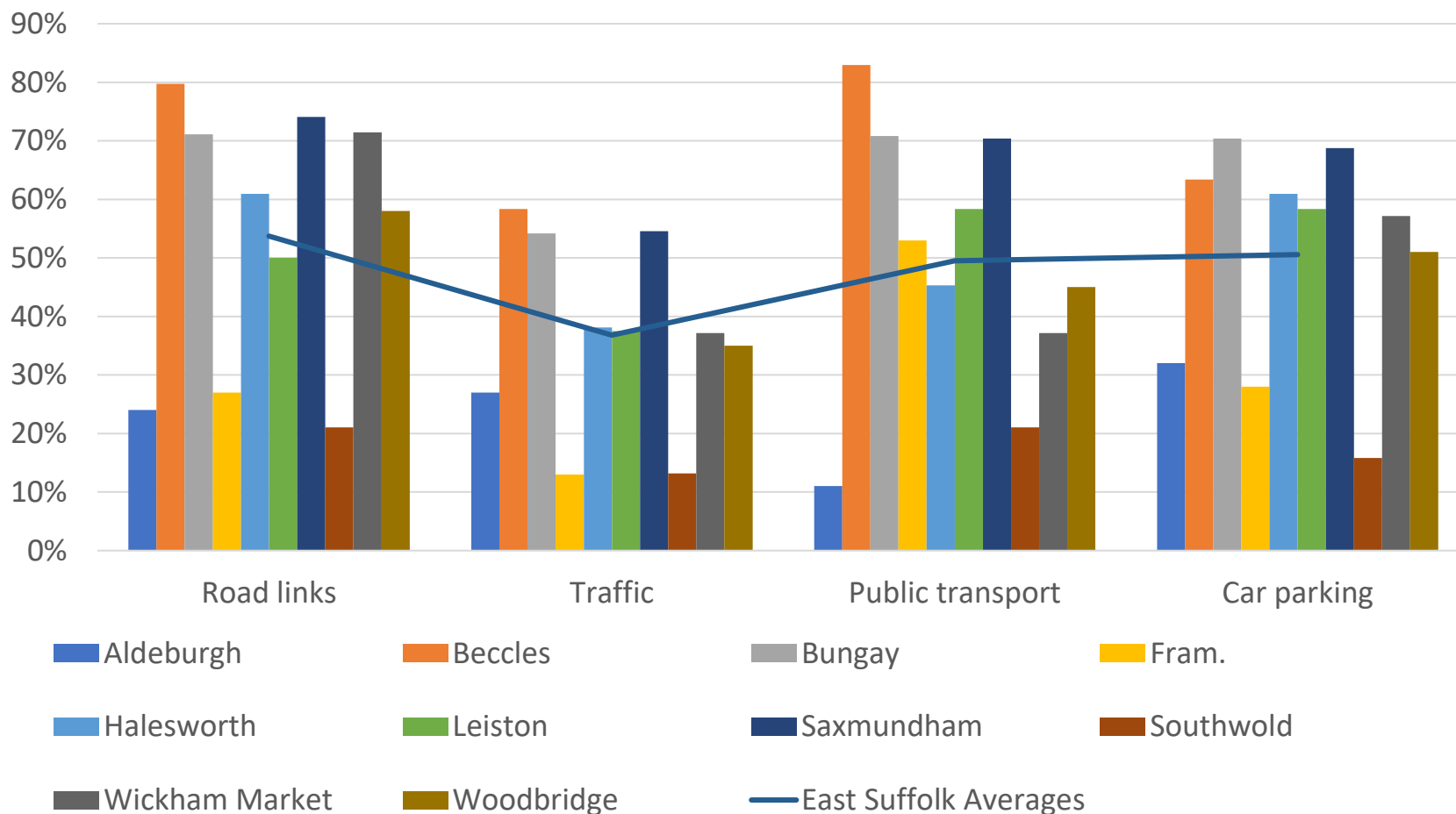


Parking comparisons

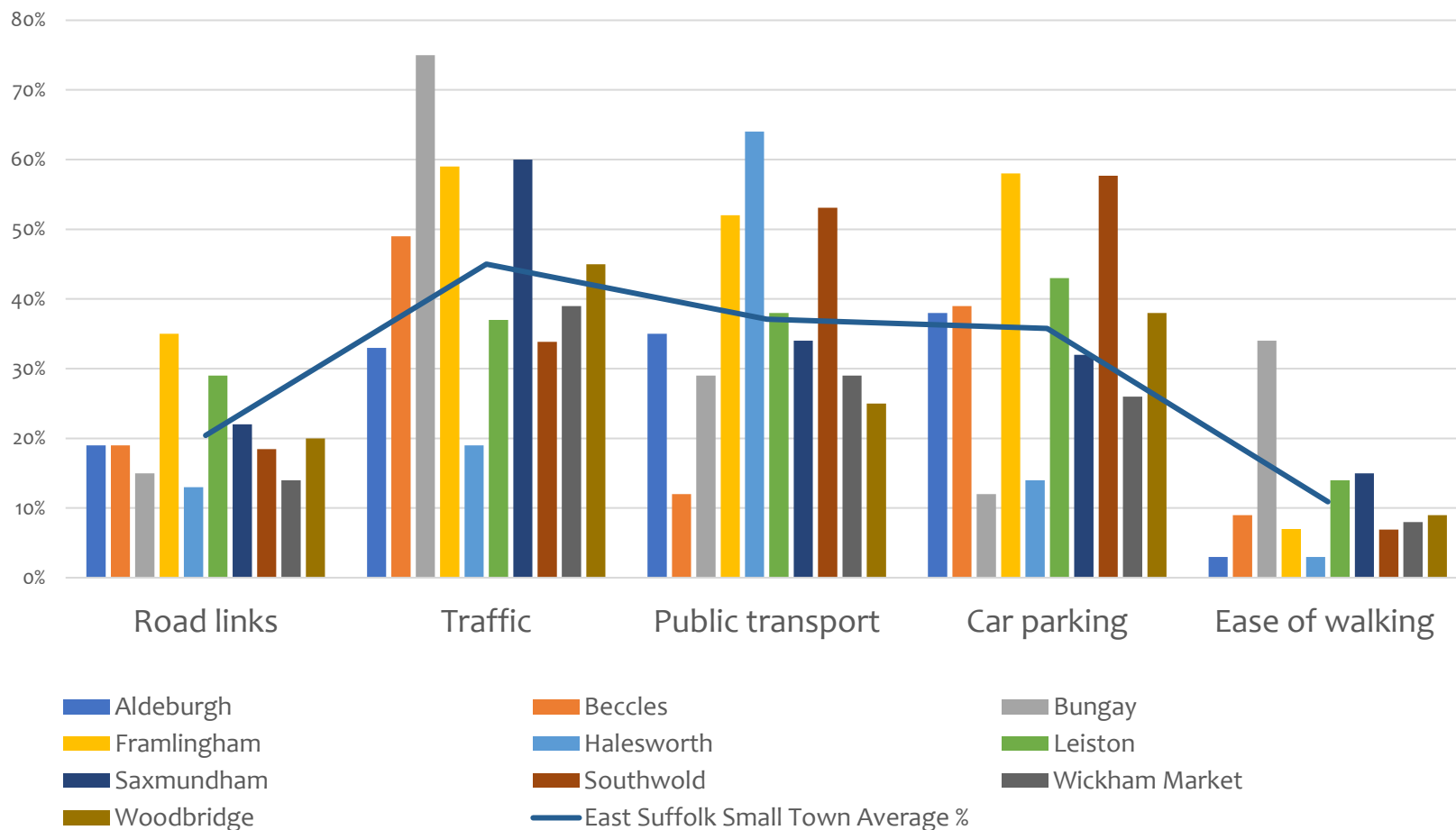


An East Suffolk perspective

Businesses' Positive Perceptions (Travel)



Negative Perceptions (Travel & Access)



Getting into & around town

Planning,
parking &
travel

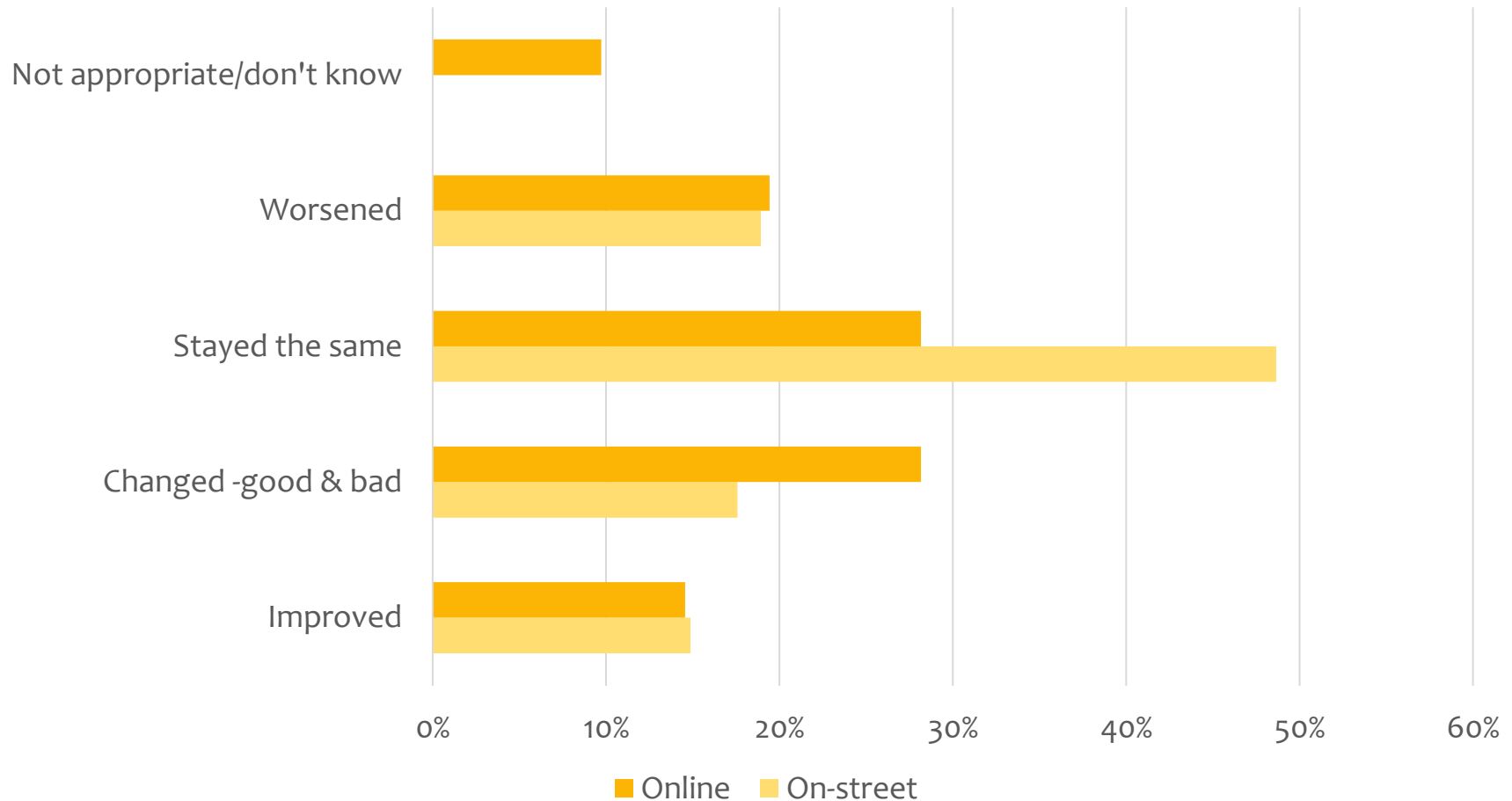
- devising, managing & delivering action plan for this theme
- commissioning further research
- over-seeing project delivery
- comprising county, district, town council, Neighbourhood Plan group & special interest groups
- updating coordinating group
- quarterly meetings

3. What are your thoughts on the role & representation for this theme?

Theme 2:
Events, marketing & digital

Changing experience

How has the experience of town centre changed?

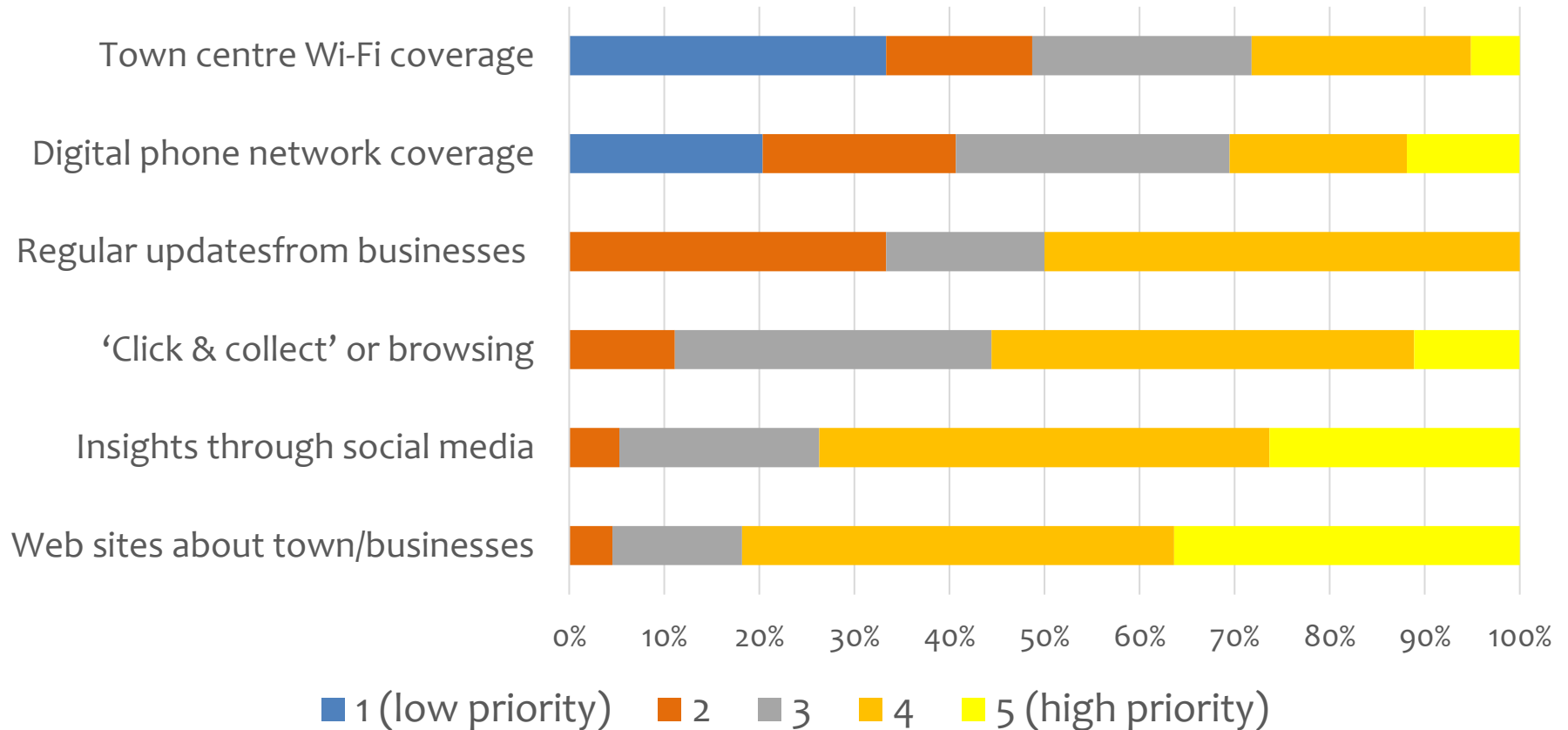




Customer
perceptions

Developing digital (customers)

Framlingham customers' priorities (on-street)



Taking the town on-line



Talk of the Towns East Suffolk & PEOPLE PLACES



Feeling promotional: working group



Events,
marketing &
digital

- devising, managing & delivering action plan to boost appeal
- over-seeing delivery of branding, promotion, events & digital
- comprising Business Association, district council (incl. Smart Towns) plus special interests such as Sausage Festival
- updating coordinating group
- quarterly meetings



4. Any thoughts on role
& representation?

Delivering joined-up solutions

Creating a 'can-do' attitude with measurable change

Delivering successful town centre change is a long-term venture involving vision, ambition, a broad approach & coordinated delivery amongst local partners. Here are some suggested building blocks of successful action planning focused on measurable targets for tracking change. It is vital for local partners to keep focused on such outcomes.

It can
be done!

Influencing parking & travel

Targets: Working with the county & district councils to influence policies & shape plans for improving stakeholder perceptions & current limitations on the transport system & parking provision.



Increased movement around town

Target: Measurable increases in foot-flow into & around town plus dwell times amongst local residents & visitors. Such improvements should be mirrored by improved business confidence across Framlingham town centre.



Enhanced identity & experience

Targets: Improved local customer & visitors' perceptions of their changing experience reflected in continued positive perceptions about the town centre & increased business confidence.



Positive engagement & impact

Target: Evidence of increased digital marketing by businesses & community groups; greater customer engagement; improved perceptions of the retail & services mix; boosted business confidence.



Agreeing an Action Plan

Issue	Potential project/initiative	Outcome sought (2 & 5 year)	Monitoring indicators
Place branding & marketing: Is there a clear understanding of the town brand with pooled budgets and a creative, collective marketing campaign?			
It seems opportune to make more of Framlingham's positive identity in a way that boosts footfall & foot-flow in a manageable way. A modest 21% & 36% of businesses are positive about existing events and marketing respectively. Events and activities for young people are a significant future priority. Whilst 95% of users recommend a visit to Framlingham, a moderate 19% think their experience of the town is worsening. Population data for Framlingham indicates a town with an older profile than typical nationally; the third of the population that is under 40-years-old will become increasingly important. The image of the town expressed in a single word paints a picture of an attractive place to both use routinely and visit.			
Digital technology & data: Is there an ongoing assessment of digital infrastructure and skills with an investment plan and approach for the collective use of data in marketing and monitoring the town centre?			
Businesses' priorities for investment in infrastructure need to be balanced with customer demand for enhanced digital skills/services to help them make more of their visits. Businesses give high levels of priority to town-wide investment in digital infrastructure with the highest priority given to fast broadband infrastructure with (75%). There is only a low to moderate priority amongst businesses for digital skills development with the highest average score given to the use of social media (56%). 37% of businesses see competition from the internet as a negative. There is a moderate to high demand from customers for investment in digital infrastructure including the phone network (53%). Customer demand is greater for digital services development with the highest priority given to social media (66%).			

Creating a 'Forward Framework' & PEOPLE PLACES



Next steps

5. How would your organisation like to be involved in taking these next steps?

1. Feedback on the issues & potential ways of working
2. Representatives of Town Council & Business Association getting together to talk in more detail
3. Agreeing on way to involve wider stakeholders in theme-based groups
4. Drafting an action plan of priorities & responsibilities
5. Finalising a 'Forward Framework' that covers 'how' work can be delivered.
6. Drawing-down East Suffolk Town Initiative support for 'quick wins'.
7. Engaging with 'Smart Towns' opportunities

Creating Framlingham's 'Forward Framework'

Let's talk!

