

Naming 'East of England Park'

There are several reasons to make naming the Park a priority

1. Identity

In order to create Social Media ID's (Facebook, Twitter, Instagram) we need the name to be decided. It would be foolish to create one which has to be changed. @NessPointPark is available (at time of report) on all platforms.

2. Media Releases

I would like to proceed with a National and Local/Regional Media Campaign to publicise the great work and potential of the area. I'd like to get this in advance of the Summer so as to maximise holiday visitor numbers. Many magazines are monthly so the lead in time can be 3 months. I would like to get a campaign organised with Lowestoft Journal so we maximise coverage and have ownership of the story.

3. Local buy in

If we don't name the Park it will 'acquire' a name from the locals which may be hard to replace.

Options

1. Run a competition

Pro's –

local buy-in – Community feels involved
publicity

Cons –

Name new to locals, holiday makers and general public Regionally/Nationally
Time constraints (to run a competition successfully will take 12 weeks min)
Name that is fixed to a date and group of people that will rapidly date

2. Consultation

Invite stakeholders to discuss short list as drawn up by the council

Other names could include;

Lowestoft Ness Park, Ness Park, Easterly Ness, etc etc

Pro's –

Get the widest range of opinions
Everyone feels heard

Cons –

Time
Could be hung decision if no consensus reached

From a Marketing perspective I would recommend Ness Point Park.

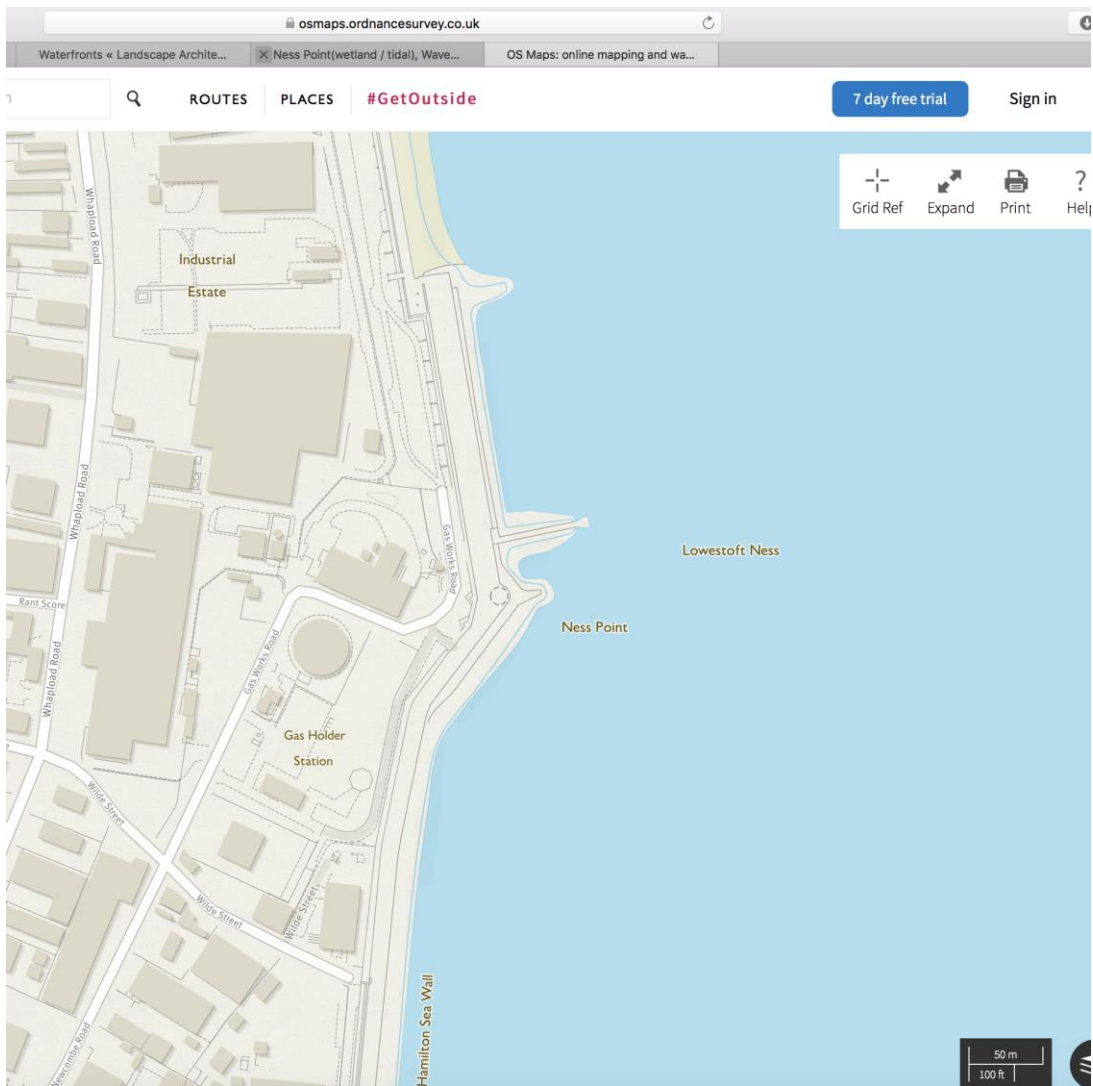
It ties the park to the most Easterly point in the UK

It's the name on OS maps

It's what comes up on Google/BING/Yahoo – the top three search engines in the UK, on Chrome and Safari

It's already known locally and regionally and Nationally

SCREENSHOTS OF NAME SEARCHES



NESS POINT(WETLAND / TIDAL), WAVENEY

LOCAL AREA INFORMATION, MAPS, WALKS AND MORE FROM GETOUTSIDE

GRID REF: TM 5561 9368 • X/Y CO-ORDS: 655613, 293690 • LAT/LONG: 52.4812,1.76302352

SUFFOLK • EASTERN • ENGLAND • NR32 1XQ APPROX

About Ness Point(wetland / tidal), Waveney

Name: Ness Point(wetland / tidal), Waveney

Place type: Wetland

Location: Grid Ref: TM 5561 9368 • X/Y co-ords: 655613, 293690 •

Lat/Long: 52.4812,1.76302352

District: **Waveney**

County/Unitary Authority: **Suffolk**

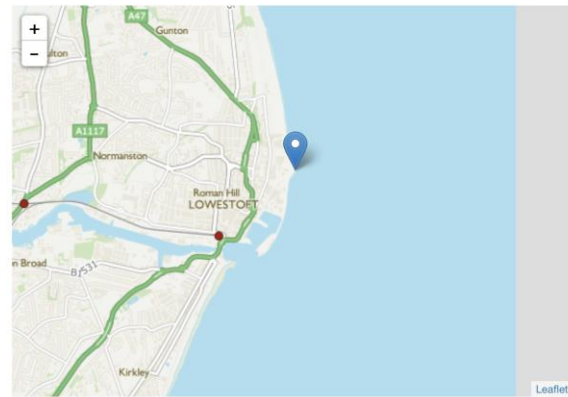
Region: **Eastern**

Country: **England**

Height: -0.7m

OS Explorer map: **OL40: The Broads**

Map of Ness Point(wetland / tidal), Waveney



VIEW ON OS MAPS

where is the most easterly point

https://www.google.co.uk/maps/search/where+is+the+most+easterly+point+in+the+uk%3F/@52.4798811,1.7453431,15z/data=!3m1!4b1

where is the most easterly point

Rating at least
Any rating ▾

Ness Point
3.8 ★★★★★ (290)
Tourist attraction
Most easterly destination in the UK

Ness Point Information
4.1 ★★★★★ (10)
Tourist Information Centre · 49 Haward St
Open until 17:00



what is the most easterly point in the uk



All Maps News Images Shopping More Settings Tools

About 1,690,000 results (0.57 seconds)

Lowestoft

Ness Point in **Lowestoft**, the Most Easterly Place in the UK. Welcome to **Ness-Point.co.uk**, the official **Ness Point Website**. **Ness Point** is the most easterly point in the United Kingdom and is located in the historic and cultural town of **Lowestoft** in Suffolk.



[Ness Point Information – Ness Point – Most Easterly Place in the UK](http://www.ness-point.co.uk/)
www.ness-point.co.uk/

About this result Feedback

People also ask

- What is the most easterly point in the UK called? ▾
- What is the most westerly point in the UK? ▾
- What is the most northern point of the UK? ▾
- What is the most easterly point in Scotland? ▾

Feedback

most Easterly point in the uk - x +

https://www.bing.com/search?q=most+Easterly+point+in+the+uk&qsn=&form=QBLH&sp=-1&pq=most+easterly+point+in+the+uk&sc=... ☆ Error Ja

Apps Free Hotmail Imported From IE AudienceView De... Dashboard < Mari... My UK Theatre - ... JAM | AMA

This site uses cookies for analytics, personalized content and ads. By continuing to browse this site, you agree to this use. [Learn More](#)



most Easterly point in the uk



Sign in Rewards

All Images Videos Maps News Shopping | My saves

Make Bing your search engine >

6,490,000 Results Date Language Region

Most easterly point in England

Furthest east. Ness Point, also known as Lowestoft Ness, is **Britain's** most easterly point. In **Lowestoft, Suffolk**, the point is marked with a large circular plaque called Euroscope, which indicates the distance to the other extremity points of **Britain** and various European destinations.

[Extreme Britain - Telegraph](http://telegraph.co.uk/travel/destinations/europe/united-kingdom/articles/extreme-britain)
telegraph.co.uk/travel/destinations/europe/united-kingdom/articles/extreme-britain

Is this answer helpful? 👍 🗑️

List of extreme points of the United Kingdom - Wikipedia

https://en.wikipedia.org/wiki/Extreme_points_of_the_United_Kingdom
This is a list of the extreme **points** of the United Kingdom: the **points** that are farther north, south, east or west than any other location. Traditionally the extent of the island of Great Britain has stretched "from Land's End to John o' Groat's" (that is, from the extreme southwest of ...
[Extreme points ...](#) · [British Overseas ...](#)

See results for

Ness Point

Ness Point, also known as Lowestoft Ness, is the most easterly point of England, the United Kingdom and the British Isles. It is located in Lowestoft in the Waveney distri...



where is the most easterly point in the uk

Park » Suffolk Coastal and Waveney DI... Waterfronts « Landscape Architecture Works | Landezi... Ness Point(wetland / tidal), Waveney - area information... where is th


where is the most easterly point in the uk

All Maps Images News Shopping More Settings Tools

About 1,370,000 results (0.59 seconds)

Lowestoft

Ness Point in **Lowestoft**, the Most Easterly Place in the UK. Welcome to **Ness-Point.co.uk**, the official Ness Point Website. Ness Point is the most easterly point in the United Kingdom and is located in the historic and cultural town of **Lowestoft** in **Suffolk**.



[Ness Point Information – Ness Point – Most Easterly Place in the UK](http://www.ness-point.co.uk/)
www.ness-point.co.uk/

About this result Feedback

People also ask

- Where is the most westerly point in the UK? ▾
- Which English city is farthest from the sea? ▾
- Where is the most southerly point in England? ▾
- Where is the exact middle of the UK? ▾

Feedback