**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

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Jo Leverett,
Marketing and Events Co-Ordinator
Friday 7 December
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

Jo Leverett,
Marketing and Events Co-Ordinator
Friday 7 December
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
www.ness-point.co.uk/

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?

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
telegraph.co.uk/travel/destinations/europe/united-kingdom/articles/extreme-britain

List of extreme points of the United Kingdom - Wikipedia
https://en.wikipedia.org/wiki/Extreme_points_of_the_United_Kingdom

Excerpt: 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'Groats" (that is, from the extreme southwest of...
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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? ▼