



Concept

Suffolk Day is an annual county-wide event on June 21st, the longest day.

It is an occasion to recognise, celebrate and herald all that is good in Suffolk and, importantly, individuals and communities that make it so.

Events and initiatives vary each year and there are no set rules as to what people can do to celebrate their community, venue or scheme.

Specifics

Suffolk Day ideas are inspired by charities, cultural groups and individuals although there is typically an annual theme determined by the steering committee.

The steering committee includes the County Council, BBC Suffolk and Newsquest, along with a number of county stakeholders (as listed on SuffolkDay.co.uk) and is coordinated by Oliver Paul.

Each year there has been a host town, providing the opportunity shine a spotlight on different part of Suffolk. Whilst there is no set format, and Suffolk Day components often dovetail with other activities or themes that are already important to the host town. The launch typically includes:

- ❖ A Suffolk Day Proclamation prepared by students from the host town which reflects their view on our community, our heritage, opportunities for the future.
- ❖ Reading the Proclamation to an open gathering, along with broadcasts and interviews etc
- ❖ Presentations of Suffolk Medals, organised by the Suffolk Community Foundation and often to recipients who have a connection to the host and/or the annual theme
- ❖ Invitations from the host Mayor to community and civic leaders across the county including a reception after the proclamation and medal ceremony.
- ❖ An invitation from the local MP to the students to read the proclamation to the county's MPs at the Palace of Westminster

Outcomes – Suffolk Day is:

- ❖ An opportunity to thank those who make this a great place to live, work, learn and visit, through public and official gratitude, as well as exemplary recognition by awarding Suffolk Medals
- ❖ An occasion to invite community representatives and leaders from across the county to come and see what compatriots are doing in different areas.
- ❖ The proclamation for the year, is a particularly valuable process to engage, capture and communicate the opinions of young adults.
- ❖ A chance to acknowledge all icons, venues and idiosyncrasies that make Suffolk special.
- ❖ A champion of localism; supporting neighbourhoods, enhancing social cohesion, fostering pride of place and fuelling our economy.

- ❖ It provides a platform to amplify messages and promote existing events, through a common theme that is around heritage, culture, communities, and opportunity.
- ❖ Partnering with existing events and initiatives increases the outcomes from the costs
- ❖ Whilst retaining the unassuming character of the county, Suffolk Day gives social and economic value by promoting the qualities of the county.
- ❖ A chance to draw the attention of traditional and social media in a managed and co-ordinated way, through an established network of marketing & comms experts across the county.

History

Year	Host	Theme	Elements
2024	Haverhill	Create more in 24	Culture, history and creativity for the future
2023	Ipswich	Be free in 23	Freedom of the Borough to the Army Air Corp.
2022	Framlingham	A Festival of Suffolk Celebration	The Top 25 Suffolk icons Seven (post-covid) medals
2021	Clare	Rejoice ~ Revisit ~ Remember	post-pandemic
2020	virtual	Commemorations at home	covid
2019	Felixstowe	The Big Weekender	
2018	Ipswich		
2017	virtual		

Suffolk Day 2025 is on a Saturday and coincides with the First Light Festival, which been a Suffolk Day participant over the years. The Festival is an exemplary community event and Lowestoft has much to show the rest of the county and beyond.

In 2026 the day will be on Sunday which presents an opportunity for St Edmundsbury to host the launch

Requirements

- ❖ A suitable venue(s) for an open gathering, where the proclamation can be read and/or the medals presented
- ❖ Associated dais, PA system, lectern and a few chairs for those who may need them.
- ❖ 'Dressing' the area: flags, bunting, gazebo(s), promotional materials
- ❖ Tea/Coffee reception for c. 50 invitees
- ❖ Events approval / licence as required