



## **LOWESTOFT VISION BUSINESS UPDATES**

### **Pride of Place**

#### **Easter Egg Hunt**

This year Lowestoft Vision were able to bring an Easter Egg Hunt to the town centre, offering families a fun and free activity, whilst bringing footfall to our town centre.

We were delighted to receive support from East Suffolk Council to deliver this event and thanks go out to all those that hosted an egg, the talented young people from East Coast College, WS Training and Access Community College for designing the eggs and to Lowestoft Library who managed to the entry forms and prizes.

We included businesses in the wider BID area including those in the industrial estate and whilst the weather wasn't very kind over Easter with high winds, rain and chilly temperatures, we still received over 100 entrants!

Look out on social for Fergus the dog picking out the winners!

### **Pancake Race**

The Lowestoft Vision Pancake Race was a huge success and business and mascots lined the streets to cheer on the race. This year we introduced brand new trophies, in the form of a shield that can be engraved each year. Winners "Empower Mouse" from Access Community Trust and team "Hubbards hot shots" from Paul Hubbard Estate Agents are proudly displaying the shields after securing first places in a very competitive competition!

### **Crime Reduction Seminar**

Lowestoft Vision BID Businesses were given the opportunity to spend time with Tim Passmore, Suffolk's Police and Crime Commissioner. Tim and the wider Lowestoft Police team were able to provide businesses an update on the new policing model in Lowestoft, give updates on current issues and also gather feedback from our local business. The event was very informative and Tim was able to talk to lots local businesses, answer questions and share future plans. Keep an eye on our newsletters for any future meetings.

### **Summer Trail & Sponsorship Opportunities**

We are excited to tell you the team are working behind the scenes on the Summer Trail with a twist, enable more businesses to get involved, there will be some sponsorship opportunities with

fantastic packages and bespoke options available, talk to the team if you are interested or would like to know more.

### **Upcoming Events – Dates for your diary**

July/August– Summer Trail - let us know your feedback

October – Halloween Spooktacular – any ideas for extended ideas in Halloween welcomed

30 November – 2024 Christmas Light Switch On

### **Represent**

#### **Discover Lowestoft**

We now have a mailing list of over 6k of subscribers on our Discover Lowestoft website and we have introduced an e-newsletter to these contacts. We have tested this with our Easter Hunt campaign and have seen some great interaction. Businesses were asked to provide the LV team with content if they wish to be included in the E-Shots.

#### **Social Media**

Our social media presence continues to grow and we now have over 10k followers on Facebook. Our Instagram and LinkedIn profiles are continuing to grow in terms of followers and interactions. There is also a closed Facebook group which is a great way to send out messages to other local businesses.

### **Regenerate**

#### **UKSPF grants**

We are pleased to announce that East Suffolk Council have awarded us a grant towards our annual Halloween activities, we will be looking to extend the current offer. We would like to explore options to have more activities over the half term. We would love to hear your feedback on this and if you would like to form part of a working/steering group please let the team know.

#### **BID Training**

Lowestoft Vision is very excited to be offering Emergency First Aid at Work and Fire Safety Training for the first time ever. The training is exclusive to businesses in the business improvement district. These two courses are already hugely popular and places are booking up fast, so please act fast. Booking details available on the Lowestoft Vision weekly newsletter or talk to the team. The training will take place in September at MJ Training in Lowestoft.

### **Protect**

A reminder to all to please report any crime and shop lifting that occurs however small. Please call 101 or reporting online.

Five new police officers are now in employment and are purely dedicated to the harbour ward, it has been noticeable that there is more of a police presence in the area as the police are more visible.

Safer neighbourhood has changed over to community policing, the team are keen to do information days/drop-in sessions and have a number of them booked in at places like the Britten Centre. If any businesses would be interested contact Mike to arrange a session.