

Lowestoft Town Council

For the attention of all Councillors

You are summoned to attend a **Events and Communications Sub- Committee Meeting** meeting of Lowestoft Town Council, which will be held at **Lowestoft Town Council** at **10:00 AM** on **Wednesday, August 27, 2025**.

The meeting is held in accessible premises and open to the public and press to attend.

Those attending shall be informed that the meeting may be reported on (including recording, photographing and filming). This does not apply to confidential items. Comments can also be submitting regarding any item on the agenda in advance of the meeting. Members of the public can join the meeting remotely via [Teams](#). The meeting can also be observed via [YouTube](#).

In providing any comments members of the public accept that, where they are suitable, they may be considered at the meeting and published in our minutes. Any individual submitting the comments should ensure that their name, address and contact details are included in their communication and should note that anonymous submissions will not be accepted. Members of the public accept that their name may be noted and recorded at the meeting. However, their contact details will not be noted and reported publicly.

Councillors must register relevant interests and declare them at a meeting if they have such an interest in a matter to be considered. Under the Localism Act 2011, a councillor with relevant interests in matters on the agenda cannot take part or vote on those matters, unless they have been granted a dispensation. Under the Council's Code of Conduct, a councillor must leave the meeting room if they have such an interest, unless they have been granted a dispensation. There may be other interests or matters in which councillors might be considered to be biased or predetermined in which case they will need to consider whether they should leave the room.

The Council has a duty to pay due regard to preventing crime and disorder and to conserve biodiversity as part of relevant decisions.

S. L. Foote

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Sarah Foote, Town Clerk
20 August 2025

Lowestoft Town Council
Events and Communications Sub- Committee Meeting

Lowestoft Town Council
10:00 AM on Wednesday, August 27, 2025

AGENDA

25 Welcome

To explain the fire evacuation procedure, welcome the meeting, and remind councillors and members of the public of the right to report.

26 To receive and consider approval of apologies for absence

27 Declarations of Interests and dispensations

27.1 To receive declarations of Disclosable Pecuniary, Other Registerable and Non-Registerable interests from councillors on items on the agenda

27.2 To consider written requests for dispensations for interests and note dispensations granted

28 To consider the draft minutes of the meeting on 23 July 2025

29 Public forum

An opportunity for the public to make comments on any matters on this agenda, and to consider any advance comments from the public.

30 Finance

To monitor expenditure by the sub-committee from its delegated budget.

31 Communications

31.1 To receive a report on analytical data of engagement on social media and the new website

32 Events

32.1 To note attendance at events of the Mayor/Deputy Mayor

32.2 To consider any applications for events on Town Council owned land.

32.3 To receive a report of permissions granted for events on Town Council owned land.

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32.4 To review and consider the following timetable of events:

Date	Item
8 March 2025	International Women's Day
August 2025	Lowestoft Pride
15 August 2025	VJ 2025
23 August 2025	Norfolk and Waveney Mind Wellness Festival
12- 21 September 2025	Heritage Open Days, including the Heritage Skills Market and Blitz Walking Tours
20 September 2025	Planet Positive
4 October 2025	Royal Naval Patrol Association 50th Anniversary
October 2025	Black History Month
9 November 2025	Remembrance Sunday and Parade
11 November 2025	Armistice Day
2026	Civic Event
27 January 2026	Holocaust Memorial Day
March 2026	International Women's Day
June 2026	Lowestoft 10K
July 2026	Lowestoft Pride

32.5 To review the summer events organised in 2025 and to consider events for 2026

32.6 To consider community events for play areas receiving CIL funding

33 To receive an update on the information board for Gunton Cliff featuring Vera Brittain and other notable people

34 Date of next meeting and reports
Wednesday 24 September 2025 10:00am

35 Items for the next agenda and close

Lowestoft Town Council
Events and Communications Sub-Committee
Hamilton House, Battery Green Road, Lowestoft, NR32 1DE
Wednesday 23 July 2025 AT 10:00 AM

MINUTES

Present: Cllrs Sonia Barker, Nasima Begum, Christian Newsome, Andy Pearce, Bernie Rappensberger and Nick Webb

In attendance: Christopher Meek (Events and Office Manager) and Michael Winter (Communications and IT Officer)

Public: No members of public present

14 Welcome

Cllr Barker welcomed everyone to the meeting. The fire evacuation procedure was explained, alongside the reporting of meetings.

15 To receive and consider approval of apologies for absence

Apologies with reasons were received from Cllrs Brooks, Coleby and Pitts. Cllr Pearce proposed acceptance of the apologies, seconded by Cllr Begum, all in favour.

16 Declarations of interests and dispensations

16.1 To receive declarations of disclosable pecuniary, other registerable and non-registerable interests from councillors on items on the agenda

No declarations were made. Councillors were reminded that they could declare any interests as and when they become relevant.

16.2 To consider written requests for dispensations for interests and note dispensations granted

No written requests were received.

17 To consider the draft minutes of the meeting on 25 June 2025

Cllr Pearce commented that item 7.1 needed amending to add Cllrs Pitts and Rappensberger to the sub-committee membership list. Cllr Pearce proposed acceptance of the minute, subject to the amendment being made. This was seconded by Cllr Begum, all in favour.

18 Public forum

No comments had been received from the public.

19 Finance

Cllr Pearce reported that at Full Council a comment had been made that the Events budget might be stretched. It was noted that much of the Events budget expenditure is committed expenditure to particular events, with the Summer season being a particularly busy time for events.

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The Events budget spreadsheet was displayed and it was noted that it was mostly up-to-date with only a couple of invoices to be finalised. It was noted that the general Events budget had £12k spend against a £15k budget however this is for events without an earmarked budget. It was also commented that the HODs steering committee was unlikely to draw down on their earmarked budget.

20 Communications:

20.1 To consider the purchase of and maximum budget for an annual subscription to "Canva"

The Communications and IT Officer had created a paper outlining the costs for a subscription. It was explained that the free version of Canva was already in use to create posters, social media designs and short videos and that a free trial of the subscription version had been used recently with increased benefits for design and collaboration of work. The Communications and IT Officer commented that the "Teams" version was being recommended due to the use of Canva by the Communications and IT Officer, Sports Development Officer and Town Hall Heritage Officer.

Cllr Begum proposed to accept the recommendation. This was seconded by Cllr Pearce who added an amendment for the subscription to come from the Events budget this year and for it to be added to the subscription budget in future years. Cllr Begum agreed to the amendment. All voted in favour.

20.2 To note the introduction of a monthly IT drop-in for councillors

The Communications and IT Officer reminded councillors that a new drop-in session for councillor IT issues had been launched once a month and will aim to have a theme. It was noted that this did not replace reporting of any issues outside of these sessions.

21 Events

21.1 To note attendance at events of the mayor/deputy mayor

A report of events attended in the past month was circulated. Cllr Begum commented that she had added a few more details to the report. Cllr Pearce commented that he had attended a view of the events alongside the Deputy Mayor and had received positive comments on the work of the Town Council.

21.2 To consider any applications for events on town council owned land

No events needed to be considered.

21.3 To receive a report of permissions granted for events on town council owned land.

The Events and Office Manager reported that permissions had been granted to the Friends of Fen Park for a family event at the end of July, and for the use of Kensington Gardens in September for the Lowestoft to Aldeburgh 50K.

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21.4 To review and consider the following timetable of events:

29 June 2025	Lowestoft 10K
Cllr Pearce commented that feedback has been positive and proposed that the event should be become an annual event with officers to explore the possibility of the event having more participants and for shorter distance events to be organised. The proposal was seconded by Cllr Barker with all voting in favour. Cllr Barker commented that there is a ParkRun 5K organised every Saturday morning so any shorter distance event should not compete against this. Thanks to all the staff involved and made the event run smoothly was expressed.	
12 July 2025	Lowestoft Pride
The Events and Office Manager commented that the day was enjoyed by all and reported that there were a couple of issues with some people on the day alongside offensive social media comments which had been passed onto the correct authorities. Thanks was expressed to all the staff for the running of the event.	
15 August 2025	VJ 2025
The Events and Office Manager commented that the event was organised by 10am on Friday 15th August in Sparrows Nest Gardens. The event would include the planting of a memorial tree and the Royal British Legion would be involved on the day. Cllr Pearce commented that the event needs to be sensitive and feature an element of peace.	
23 August 2025	Norfolk and Waveney Mind Wellness Festival
It was reported that Norfolk and Waveney MIND were progressing with advertising the event.	
12-21 September 2025	Heritage Open Days, including the Heritage Skills Market and Blitz Walking Tour on 13th September 2025
The Events and Office Manager reported that the Town Hall Project was leading on the Heritage Skills Market with exhibitors being contacted and a road closure at Triangle Market being organised. Cllr Pearce proposed that the local HODs steering committee should be approached to see whether they will be drawing down on the ring-fenced HODs budget in the future. This was seconded by Cllr Rappensberger, all in favour.	
20 September 2025	Planet Positive
It was reported that local stakeholders were being contacted to take part. It was also reported that the Climate and Ecological Emergency Committee had agreed to their increased budget allocation for this event.	

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4 October 2025	Royal Naval Patrol Association 50th Anniversary
The Events and Office Manager reported that the event is in two parts. The first part would take place in Belle Vue Park with the remembrance element whilst the second part would take place in Sparrows Nest Gardens and include live music performances which the Town Council was financially supporting. Cllr Pearce proposed that the support for this event should be annual and not a one-off. This was seconded by Cllr Barker, all in favour.	
October 2025	Black History Month
The Communications and IT Officer reported that communications had gone out to the schools ahead of the school holidays. Further communications were planned for early September. The Events and Office Manager commented that the awards ceremony element would need some budget allocation. This would cover the booking of the venue and the additional performance and food elements. Cllr Pearce proposed for a budget of £1000 for the event, with a delegation to staff. This was seconded by Cllr Begum, all in favour.	
9 November 2025	Remembrance Sunday and Parade
Cllr Pearce commented that he had concerns over the works on Royal Plain around the War Memorial and how they may affect the parade area. It was understood from site visits that the area would be cleared for Remembrance Sunday. It was agreed that the other events to consider would be deferred to the next meeting.	
11 November 2025	Armistice Day
27 January 2026	Holocaust Memorial Day
8 March 2026	International Women's Day
2026	Civic Event

21.5 To note the Lowestoft Town Council summer activities programme

The Events and Office Manager gave a report of a variety of summer activities taking place that were being organised and funded by the Town Council. This included the three “Fun In The Park” sessions in Sparrows Nest Gardens, the Dino Jam event on 5th August in Fen Park and the programme of free Summer Sports Sessions. The Town Hall Project would also be attending a variety of events over the summer and delivering activities at them.

Cllr Pearce commented that, in general, there was a need for summer activities for young people who need supervised summer activities whilst their parents work. Cllr Pearce asked if Officers could discuss with local stakeholders if there was potential for providing summer activities that can be accessed by people who can pay but need to work in the future.

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21.6 To consider holding an annual mayor's ball

Cllr Barker noted that the events table had a long-standing event earmarked as a Civic event for when the Town Hall reopens.

Cllr Begum commented that, as Mayor, she has been invited to several Mayor's Balls across the county, each raising money for a selected charity. The suggestion was that Lowestoft could look to host a similar event for the start of the civic year with the Mayor selecting a charity for the year.

Cllr Newsome commented that he had concerns that these civic events are aimed at businesses leaders and dignitaries with high ticket costs and have little connection to the local community.

Cllr Pearce proposed that this should be looked at in principal, with officers to look into the logistics, seeking advice as appropriate, with the inaugural event to take place when the Town Hall reopens. This was seconded by Cllr Begum. Four voted in favour with one against and one abstention.

22 To receive an update on the information board for Gunton Cliff featuring Vera Brittain and other notable people

The Communications and IT Officer reported that in a previous meeting it had been commented that there were other notable people connected to Gunton Cliff who should be celebrated. It was commented that the size, design and number of signs was dependent upon how many people would be mentioned, and the associated information.

Cllr Pearce proposed that the Heritage Focus Group should be consulted to suggest notable people and the relevant information. This was seconded by Cllr Barker, all in favour.

MW look at what the content needs to be as this will determine the format of the information board. SB – can send info on Vera Brittain. AP – suggests that the Heritage Focus Group could be consulted, seconded SB, all in favour.

23 Date of next meeting

Wednesday 27 August, 10am

24 Items for the next agenda and close

Cllr Pearce commented that he would like an item to discuss the Scores Race and its future.

The meeting was closed at 11.37

Signed:
20 August 2025

Events EMR	Code	EMR	Start Figure	2022-23 Budget	2022-23 Spend to Date
Total to Precept				-£45,000.00	£0.00
Events EMR	1		£42,114.00	-£45,000.00	£0.00

Events Budget				£55,000.00	£34,149.55
Events Budget	2	Events EMR		£15,000.00	£6,432.64
Major Event - HODS	3	Events EMR		£5,000.00	£4,490.94
Major Event - Climate Event	4	Events EMR		£5,000.00	£1,623.72
Major Event - National Armed Forces D	5	Events EMR		£5,000.00	£5,000.00
Major Event - First Light	6	Events EMR		£5,000.00	£0.00
Major Event - Remembrance & HMD	7	Events EMR		£5,000.00	£1,602.25
Major Event - Scores Race	8	Events EMR		£5,000.00	£5,000.00
Major Event - Mental Health Event	9	Events EMR		£5,000.00	£5,000.00
Major Event - Vessels Festival	10	Events EMR		£5,000.00	£5,000.00
Major Event - Christmas	11	Events EMR		£0.00	£0.00
Major Event - King Coronation/OLB	12	Events EMR		£0.00	£0.00
Major Event - Pride Event	13	Events EMR		£0.00	£0.00
Major Event - Rock n Roll Event	14	Events EMR		£0.00	£0.00
Major Event - Suffolk Day	16				
Major Event - VE & VJ Day	15	Events EMR		£0.00	£0.00

Spend to Date

Code	Date
	2 Apr-Oct
	2 Apr-Oct
	3 Apr-Oct
	5 Apr-Oct
	4 Apr-Oct
	9 EMR
2	4/20/2022
2	4/20/2022
	Maximum Budget
8	12/12/2022
10	3/6/2023
2	11/1/2022
7	11/2/2022
2	12/21/2022
2	11/14/2022
7	11/14/2022
7	11/14/2022
7	11/14/2022
2	12/3/2022

2	12/8/2022
2	12/8/2022
2	12/8/2022
2	2/2/2023

2	1/30/2023
7	1/4/2023
7	1/19/2023
7	11/13/2022
2	1/16/2023
2	1/30/2023
2	2/2/2023
7	2/17/2023
2	2/3/2023
7	3/27/2023
2	3/27/2023
2	3/31/2023
2	4/9/2022
2	3/17/2023
2	3/26/2023
 2	 3/26/2023

2022-23 YE	2022-23 Notes	2023-24 Budget	2023-24 Spend to Date
		-£9,699.00	-£60.00
£17,964.45		-£9,699.00	-£60.00
		£63,921.00	£43,882.64
		£15,000.00	£5,794.90
		£5,000.00	£0.00
		£2,500.00	£391.00
		£10,000.00	£10,000.00
		£5,921.00	£5,921.00
		£5,000.00	£2,271.00
		£5,000.00	£0.00
		£3,000.00	£5,000.00
		£0.00	£0.00
		£2,500.00	£1,501.00
		£5,000.00	£3,062.02
		£5,000.00	£9,941.72
		£0.00	£0.00
		£0.00	£0.00

Description	Amount	Code	Date
OLB	£812.36	2	4/11/2023
David Parr Memorial	£1,735.00	6	4/5/2023
HODS	£4,490.94	9	6/20/2023
Armed Forces Day	£5,000.00	9	6/20/2023
Big Green Weekender	£1,623.72	12	4/12/2023
EMR Transfer to Grants	£5,000.00	2	4/24/2023
4x Sparrows Nest Tally Counters	£8.81	2	4/8/2023
Purple Guide Subscription	£30.00	12	5/17/2023
Remembrance & HMD	£3,397.75	12	5/17/2023
Scores Race	£5,000.00	2	4/6/2023
Vessels Festival	£5,000.00	5	5/11/2023
BHM Book Tokens	£450.00	12	5/7/2023
Remembrance Event Application	£28.00	2	5/15/2023
Reclaim Reimbursement	£6.04	2	5/15/2023
Reclaim Plaque	£435.00	12	5/15/2023
Remembrance Sound	£925.00	2	5/15/2023
Remembrance Wreaths	£125.00	12	5/17/2023
Remembrance Meeting Refreshments	£10.00	12	6/1/2023
Christmas Market	£921.00	13	6/9/2023

Reclaim Plaque Installation	£100.00	13	6/9/2023
Reclaim Plaque Amplification	£250.00	2	6/19/2023
Proclamation Amplification	£250.00	2	6/26/2023
Travel and accommodation for Comms Officer to attend Love Park Awards in	£173.21	12	5/7/2023
70th anniversary commemorative plaque on South Pier re loss of "Guava" on night of '53 floods (per F&G 12/12/22)	£485.00	13	9/29/2023
HMD Wreaths	£120.00	4	8/16/2023
HMD Bench	£120.00	13	6/6/2023
Remembrance Refreshments	£15.50	13	8/4/2023
SN Flood line Sign x3	£160.00	13	9/3/2023
South Pier Memorial Plaque	£80.00	13	8/20/2023
Temporary Event Notice and Travel	£21.45	13	8/8/2023
HMD Reimbursement	£8.75	13	8/16/2023
TM Banner	£46.10	13	8/16/2023
Holocaust Memorial Day Sound System	£250.00	13	8/24/2023
South Pier Memorial Plaque Sound System	£250.00	2	7/14/2023
Picture Frames	£16.67	13	7/13/2023
Sparrows Nest Licence	£149.20	13	7/10/2023
Events Licence	£21.00	13	8/4/2023
Flags	£25.98	2	7/23/2023
Flags	£5.82	Moved to 24-25 Maximum Budget	
		2	10/12/2023
		Moved to 24-25 Maximum Budget	
		Moved to 24-25 Maximum Budget	
		Moved to 24-25 Pending	
		2	10/16/2023
		2	10/16/2023
		2	11/20/2023
		2	11/3/2023
		2	11/3/2023
		11	11/20/2023
		7	11/13/2023
		7	10/26/2023
		7	11/15/2023
		7	11/20/2023
		7	11/20/2023
		11	11/22/2023
		11	12/9/2023
		11	11/30/2023
		11	12/12/2023
		11	12/12/2023
		11	12/12/2023
		2	1/2/2024

1	8/31/2023
11	12/15/2023
7	1/15/2024
7	1/23/2024
7	2/15/2024
2	2/9/2024
2	2/8/2024
2	1/21/2024
2	2/1/2024
2	2/26/2024
7	2/2/2024
7	2/2/2024
2	2/22/2024
2	2/19/2024
2	2/19/2024
2	2/27/2024
2	3/4/2024
2	3/12/2024
2	3/22/2024
2	3/22/2024
2	3/22/2024
2	3/28/2024
2	3/28/2024
2	3/28/2024
2	3/28/2024
2	3/31/2024
2	3/30/2024
2	Accrual

2023-24 YE	2023-24 Notes	2024-25 Budget
	Amend formula at L3	-£12,109.00
£28,363.81		-£12,109.00
	Transfer £2K from code 1 to code 9, and £2,373.71 from code 1 to code 13, to cover individual event shortfalls	
		£73,599.00
		£15,000.00
		£5,000.00
		£5,000.00
		£3,000.00
		£6,099.00
		£2,500.00
		£5,000.00
		£0.00
		£0.00
		£2,000.00
		£0.00
		£11,000.00
		£7,000.00
		£12,000.00

Description	Amount	Code
Easter Market	£25.00	15
First Light Festival	£5,921.00	6
MIND Event	£3,000.00	4
MIND Event	£2,000.00	2
Amplification	£1,765.00	
Easter Market	30.53	9
Easter Market Performance	£50.00	2
Ben Davies Performance	£150.00	2
Super Swing Big Band	£400.00	2
Easter market	£25.00	
Armed Forces Day	£10,000.00	2
Sam & the SwingTones Perform	£425.00	Move to 25-26
Cable Ties Reimbursement	£9.97	15
Waveney Concert Band	£200.00	15
Sarah Travel Reimbursement	£24.42	15
Plaisir Grift Reimbursement	£3.50	15
Supply of 1100L Bin	£50.00	15
First Aid Cover	£211.20	15
Public Notice Advert	£211.29	15

Craft Supplies	£50.00	15
Market TEN	£21.00	15
24th June Market	£100.00	4
Coronation Event Refreshment	£36.40	4
Pride Donation	-£500.00	4
Love Parks	£391.00	2
Event Licence	£100.00	2
Poster Reimbursement	£111.09	2
Toilets	£1,300.00	4
First Aid	£1,170.42	4
Pride Bins	£105.00	2
Performances	£1,520.00	15
Staging	£5,482.00	2
Pride Donation	£70.00	15
Event Wristbands	£22.49	4
Banners	£119.60	15
Pride Bunting	£178.50	15
Staple Gun	£23.82	15
TH Engagement Event	£399.00	3
Memorial to Amy Denny and Rose Cullender	£2,500.00	8
Wreath	£20.00	13
D-Day commemoration: 2023/	£3,000.00	2
Music Day: 2023/24 £3K, 2024/	£3,000.00	13
Flags	£1,000.00	13
TH Engagement Event Space Hi	£60.00	13
TH Engagement Events	£1,680.00	13
Halloween Market Pumpkins &	£108.00	13
BHM Event Entertainment	£250.00	13
BHM Event Prizes	£380.00	14
Xmas Market Licence	£21.00	13
Remembrance Sound	£925.00	14
Remembrance Wreath	£175.00	14
Remembrance Music	£250.00	14
Remembrance Reimbursement	£82.14	13
Remembrance Reimbursement	£4.50	13
Xmas Market Performance	£250.00	13
Xmas Market Performance Lon	£100.00	13
Xmas Market Motifs	£100.00	14
Xmas Market Performance	£25.00	14
Xmas Market Performance	£50.00	14
Xmas Market Sound	£700.00	13
TH Engagement Event	£525.00	14

JROL Plaque	-£60.00		14
Xmas Market Performances	£255.00		14
2x Wreaths	£120.00		14
Copper Daffodils	£200.00		13
Amplification	£500.00		13
KG Story Trail	£69.57		14
Valentine Market Performance	£40.00	Remove	
Valentine Market TEN	£21.00	Move to 25-26	
Marina Activity Valentine Mark	£41.67		2
Kindertransport History Panel	£500.00		2
Travel Reimbursement	£10.20		7
HMD Reimbursement	£4.16		7
Valentine Market Travel	£9.00		
Valentine Market Performance	£65.00		7
Valentine Market Performance	£25.00		7
Valentine Market Toilets	£160.00		7
Valentine Market Performance	£65.00		7
Marina Activity Easter Market	£41.67		2
Easter Market Performance	£50.00		2
IWD Event Hall Hire	£60.00		2
Easter Market Performance	£100.00		2
IWD Amplification	£250.00		2
Easter Market Performance	£50.00		
Easter Market TEN	£21.00		2
Easter Market Performance	£25.00		2
Easter Market Performance	£50.00		2
Easter Market Performance	£81.50		13
Easter Market Toilet	£160.00		4
			11
		Move to 25-26	
			11
			2
			2
			2
			13
			13
			11
			7
			7
			2
			2
			2
		Prepayment	

7
2
2
2

2024-25 Spend to Date	2024-25 YE	2024-25 Notes
£0.00		
£0.00	£24,479.73	
£62,592.22		
£11,029.26		
£5,000.00		Spent on IBTC
£1,251.00		
£0.00		
£5,000.00		
£3,462.05		
£5,000.00		Spent on IBTC
£5,000.00		
£0.00		
£1,990.00		
£0.00		
£8,641.77		
£8,796.55		
£7,421.59		

Date	Description	Amount
Prepayment	Knightingales Deposit	£50.00
Prepayment	First Light Festival	£5,000.00
Advanced Receipt	Climate Donation	-£500.00
Virement	Triangle Market Events	£3,000.00
6/4/2024	Mind	£5,000.00
5/17/2024	Fishing Remembrance Day	£229.17
5/3/2024	Excelsior Event	£750.00
5/31/2024	Fair Trade event	£650.00
4/24/2024	Chairs	£592.75
Maximum Budget	Thank You Badges	£1,500.00
5/9/2024	Knightingales Performance	£545.00
6/7/2024	Stage	£4,175.00
6/6/2024	Beacon Lighting	£300.00
6/6/2024	Suffolk Glenmoriston Pipe Band	£600.00
6/10/2024	Peter Piping	£200.00
6/6/2024	Food	£18.50
6/23/2024	First Aid	£572.00

11/30/2024	Lowestoft Signing Choir	£100.00
6/12/2024	Super Swing Jazz Band	£400.00
5/13/2024	TEN	£21.00
5/2/2024	First Aid	£350.00

6/15/2024	Amplification	£825.00
5/19/2024	Freedom of the Town Event	£566.67
5/7/2024	Cloth Reimbursement	£4.17
5/17/2024	Fishing Remembrance Day Reimbursers	£41.24
6/21/2024	Aartwork Performance	£280.00
6/24/2024	Cam T Performance	£150.00
6/28/2024	BVP Event Reimbursement	£10.85
5/10/2024	D-Day Flag	£6.99
5/12/2024	Flags	£4.82
5/30/2024	D-Day Banners	£23.96
6/27/2024	My Rock Choir	£75.00
6/17/2024	D-Day Performance	£150.00
5/30/2024	D-Day Flag	£30.09
7/24/2024	D-Day Food	£250.05

Virement FG 16/7/24	International Boatbuilding Training	£5,000.00
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Virement FG 16/7/24	International Boatbuilding Training	£5,000.00
7/24/2024	Pride Reimbursement	£92.90
7/24/2024	Tennis Event	£3.00
7/29/2024	Pride Event Supplies	£100.00
8/2/2024	Pride Performance	£175.00
8/2/2024	Pride Performance	£80.00
8/8/2024	Pride Music	£175.00
8/4/2024	Pride Staging	£4,525.00
8/9/2024	Pride Performance	£300.00
8/9/2024	First Aid	£175.00
8/15/2024	Pride Performance	£175.00
8/24/2024	Rock n Roll Performance	£240.00
8/23/2024	Rock n Roll Performance	£400.00
7/24/2024	First Aid	£350.00
8/7/2024	Security	£640.00
10/17/2024	Toilets	£700.00
8/2/2024	Pride Banners	£85.90
8/15/2024	Pride Performance	£475.00
8/30/2024	Rock n Roll Performance	£400.00
8/30/2024	Rock n Roll Performance	£200.00
8/30/2024	Rock n Roll Performance	£200.00
8/30/2024	Pride Performance	£75.00
8/30/2024	Rock n Roll Performance	£400.00

	8/30/2024 Rock n Roll Performance	£1,100.00
	8/29/2024 Rock n Roll Security	£430.00
	8/25/2024 Rock n Roll Stage & Sound	£4,880.00
	8/23/2024 First Aid	£734.00
	9/6/2024 Pride Reimbursement	£8.97
	9/6/2024 Rock n Roll Reimbursement	£21.55
Maximum Budget	Portable Amplification	£1,000.00
Maximum Budget	Benjamin Britten Event	£1,000.00
	9/13/2024 Gym Equipment	£494.60
	9/30/2024 Twinning Reimbursement	£410.47
	10/26/2024 Music	£1,400.00
	1/29/2025 Amplification	£800.00
	11/4/2024 Wreaths	£50.00
	10/31/2024 Lord Kitcheners	£400.00
	11/10/2024 Food	£25.45
	1/29/2025 Armistice Amplification	£450.00
	1/29/2025 BHM Amplification	£400.00
	10/20/2024 BHM Room Hire	£350.00
	11/14/2024 BHM Prizes	£240.00
	10/4/2024 BHM Speaker	£291.67
	11/21/2024 BHM Trophy	£20.83
	10/11/2024 RNPSA Freedom of the Town	£40.49
	9/26/2024 Speaker for Circuit Training	£66.66
	11/25/2024 Paddles & Balls	£307.50
	11/30/2024 Pride Performance	£100.00
	11/30/2024 Climate Performance	£50.00
	11/30/2024 Xmas Market Performance	£25.00
Maximum Budget	Gazebo	£2,000.00
December	Xmas Market	£1,490.00
November CC	Bags	£59.98
	1/29/2025 RNPSA Amplification	£400.00
	2/13/2025 Self Defence Event	£75.00
	1/20/2025 Boston Pionair Plaque	£505.00
	12/19/2024 Music Prescription D-Day Event	£100.00
	12/19/2024 Music Prescription Pride Event	£100.00
	1/29/2025 Xmas Market Amplification	£475.00
	1/14/2025 HMD Roll up Stand	£81.60
	1/16/2025 HMD Wreaths	£130.00
	2/11/2025 Boston Pionair Flowers	£36.67
	3/11/2025 IWD Café Hire	£349.00
	3/17/2025 Lowestoft 10K Measure	£147.80
	3/19/2025 Union Flag Bunting	£62.60

	3/31/2025 EACH HMD Donation	£125.00
	12/20/2024 Witches Memorial	£252.60
Jan-Mar	Events	£453.32
accr	boston	£275.00

2025-26 Budget	2025-26 Spend to	2025-26 YE	2025-26 Notes	2026-27 Budget
-£10,000.00	£1,868.00			£0.00
-£10,000.00	£1,868.00	£39,560.75		
£80,990.00	£48,531.30			£62,761.00
£15,450.00	£12,003.98			£15,914.00
£5,000.00	£0.00			£5,150.00
£5,000.00	£1,250.00			£5,150.00
£0.00	£0.00			£0.00
£0.00	£0.00			£0.00
£5,000.00	£0.00			£5,150.00
£5,000.00	£0.00			£5,150.00
£5,000.00	£5,000.00			£5,150.00
£0.00	£0.00			£0.00
£2,000.00	£0.00			£2,000.00
£0.00	£0.00			£0.00
£11,330.00	£8,577.00			£11,670.00
£7,210.00	£0.00			£7,427.00
£10,000.00	£12,183.52			
£10,000.00	£9,516.80			

Code	Date	Description	Amount
2	Ongoing	Lowestoft 10	£8,461.74
1	5/21/2025	Gazebo	£1,868.00
2	5/1/2025	Fen Park Dinc	£1,000.00
15	Ongoing	VE Day	£9,516.80
2	Ongoing	Summer Ever	£1,770.00
16	Ongoing	Suffolk Day	£12,183.52
9	5/8/2025	Festival of Kir	£5,000.00
13	6/3/2025	Pride	£8,577.00
2	5/7/2025	Crowd Barrier	£522.24
4	Ongoing	Planet Positiv	£1,250.00
2	5/1/2025	PA System Ar	£250.00

2026-27 Spend to 2026-27 YE	2026-27 Notes	2027-28 Budget	2027-28 Spend to 2027-28 YE
£0.00		£0.00	£0.00
£0.00	£39,560.75		£0.00
			£27,539.75
£55,334.00		£54,938.00	£54,938.00
£15,914.00		£16,392.00	£16,392.00
£5,150.00		£5,305.00	£5,305.00
£5,150.00		£5,305.00	£5,305.00
£0.00		£0.00	£0.00
£0.00		£0.00	£0.00
£5,150.00		£5,305.00	£5,305.00
£5,150.00		£5,305.00	£5,305.00
£5,150.00		£5,305.00	£5,305.00
£0.00		£0.00	£12,021.00
£2,000.00			
£0.00			
£11,670.00		£12,021.00	£12,021.00
£0.00		£7,650.00	£12,021.00



2027-28 Notes	2028-29 Budget	2028-29 Spend to date	2028-29 YE	2028-29 Notes	Target
	£0.00	£0.00			
		£0.00	£15,157.75		£40,000.00
	£56,591.00	£56,591.00			
	£16,884.00	£16,884.00			
	£5,465.00	£5,465.00			
	£5,465.00	£5,465.00			
	£0.00	£0.00			
	£0.00	£0.00			
	£5,465.00	£5,465.00			
	£5,465.00	£5,465.00			
	£5,465.00	£5,465.00			
	£0.00	£12,382.00			
	£12,382.00	£12,382.00			
	£7,880.00	£12,382.00			

LTC Online Analytics

Report – August 2025

Website:

lowestofttowncouncil.gov.uk

The new LTC website was launched in June 2025. Analytically data has been captured since mid-July 2025 to give an initial overview of how the website is performing.

Page views (15th July – 20th August 2025): 11.6K

Average Session Length: 38 seconds

Top pages:

- Home Page
- Summer Sports Sessions
- Your Town Council
- Bulky Waste
- Get In Touch
- Events
- Council Services

*Other than the **Sports Sessions** and **Bulky Waste**, this shows that users are navigating the website well as these are main “umbrella” pages. The **Sports Sessions** and **Bulky Waste** pages are specific pages that have been linked to via social media for further information. The **Events** page has also been linked to on social media when events are posted about, whilst the **Council Services** page was used during the recent Love Parks Week promotion.*

Devices Used

- Desktop – 34.4%
- Tablet – 1.3%
- Mobile – 63.4%
- Other (Kindle etc.) – 0.9%

This justifies the new design approach which was “mobile first” due to the higher level of mobile devices used to access the website.

How are people getting to the website?

Search Engines (Google, Bing, Yahoo etc.)

A large number of visits come from Search Engines. Most of these head to our homepage or pages linked to possible internet searches (e.g. specific parks, events etc.)

Facebook Links

*The visits from Facebook tend to be to specific pages, matching with links that have been shared on Facebook posts, such as the **Sports Sessions, Bulky Waste** and **Parks**. A high percentage of these are on mobile (over 80%).*

External Websites (*Discover Lowestoft, InfoLink, Lowestoft Journal etc.*)

*There is limited traffic from external websites currently however, most of the traffic is to specific pages linked to a particular event or project. For instance, the Historic England website has generated traffic to the **Town Hall Project** page.*

Social Media:

Lowestoft Town Council has three “brands” (Lowestoft Town Council, Sports and Town Hall Project), each with its own Facebook and Instagram pages.

Facebook: Lowestoft Town Council

Followers: 4,324 (up 12.2% since the start of 2025)

Top Content by Reach:

Content	Date	Type	Reach	Reactions	Comments	Shares
Bulky Waste Re-launch Announcement	1 August 2025	Graphic	22.5K	111	35	77
Historic England Funding Announcement	7 August 2025	Photo	21.2K	210	54	11
Free Sports Facilities Post	23 May 2025	Multi-Photo	17K	151	15	30
VE Day Final Announcement	7 May 2025	Multi-Graphic	16.6K	120	9	48
Fun in the Park	23 July 2025	Graphic	14.6K	37	17	32
VE Day Line-Up	6 May 2025	Multi-Graphic	14.4K	68	9	52
Trading in the Triangle offer	14 May 2025	Graphic	14.1K	50	7	41
Summer Sessions Market	24 July 2025	Multi-Graphic	13.9K	61	6	81

The Town Council Facebook page has seen a large boost in followers in 2025, surpassing 4,000 followers earlier in the year. The content on Facebook is a mix of graphics, photos and videos. The top posts in 2025 show highlights the large announcement-style posts.

Instagram: Lowestoft Town Council

Followers: 1,092 (up 24.5% since the start of 2025)

Top Content by Reach:

Content	Date	Type	Reach	Reactions	Comments	Shares
Pride Thank You	14 July 2025	Video/Reel	4K	18	1	0

Lowestoft Pride 10 Day Countdown	2 July 2025	Video/Reel	4K	16	2	4
Upcoming Triangle Market Events	15 July 2025	Video/Reel	4K	1	0	0
Normanston Wildflower reveal	18 July 2025	Video/Reel	3.9K	26	2	0
Suffolk Day One Week	13 June 2025	Video/Reel	3.7K	14	1	1
VE Day Two Weeks	24 April 2025	Video/Reel	3.4K	8	0	1
Lowestoft Pride Two Weeks	24 June 2025	Video/Reel	3.4K	13	0	4
VE Day Getting Ready	8 May 2025	Video/Reel	3.2K	23	1	0

The Instagram account continues to evolve. Although a smaller audience, it is evident that this is growing and engages with a different style of content with videos/reels getting a high-level of engagement. Lowestoft Pride was popular on Instagram. Instagram is also popular when used for “at the event” comms with quick videos/photos posted as stories. These are also duplicated on Facebook but a higher engagement happens for these on Instagram, especially with artists/performers.

Facebook: Sports

Followers: 864 (up 385.4% since the start of 2025)

Top Content by Reach:

Content	Date	Type	Reach	Reactions	Comments	Shares
Lowestoft 10K Save The Date	28 April 2025	Video/Reel	9.3K	123	49	21
Free Skateboard Sessions	26 February 2025	Graphic	9K	57	9	40
Lowestoft 10K One Day To Go	28 June 2025	Video/Reel	7.9K	70	37	15
Lowestoft 10K Thank You	29 June 2025	Video/Reel	7.8K	307	50	19
Denes Oval Box-Up Announcement	20 June 2025	Video/Reel	6.5K	48	5	11

The Sports Facebook page has seen a large increase in followers, thanks mostly to the Lowestoft 10K Event. One-off and announcement style posts have the largest engagement compared to repeat content.

Instagram: Sports

Followers: 220 (up 233.3% since the start of 2025)

Top Content by Reach:

Content	Date	Type	Reach	Reactions	Comments	Shares
Lowestoft 10K Thank You	29 June 2025	Video/Reel	8.4K	35	2	2
Denes Oval Box-Up Announcement	20 June 2025	Video/Reel	6.9K	8	0	40
Lowestoft 10K Details	30 April 2025	Video/Reel	6.7K	15	0	2
Box-Up Reminder	2 July 2025	Video/Reel	3.3K	4	0	1
Free Summer Sports	4 August 2025	Multi-Graphic	2.7K	8	0	1

Similar to the Facebook page, the Instagram page has an boost in followers due to the Lowestoft 10K. Despite the smaller follower size, its posts gain a similar amount of views due to the short, informative nature of the posts.

Facebook: Town Hall

Followers: 657 (up 64.3% since the start of 2025)

Top Content by Reach:

Content	Date	Type	Reach	Reactions	Comments	Shares
Town Hall Construction	10 April 2025	Cover Photo	14.1K	110	N/A	6
Town Hall Construction Update	25 April 2025	Multi-Photo	13.4K	127	56	13
Exhibition Personal Story Share	19 February 2025	Photo	13.2K	87	6	8
Barnes Drop-In Session	16 March 2025	Graphic	7.9K	25	4	16
Town Hall Weathervane	13 June 2025	Multi-Photo	7.7K	117	15	7

The Town Hall page has seen a steady increase in followers however, its top content often performs well. More regular posting (such as the “Little Boat” trail in the lead up to the Stories By The Sea Exhibition) increases the visibility of the page.

Instagram: Town Hall

Followers: 295 (up 35.3% since the start of 2025)

Top Content by Reach:

Content	Date	Type	Reach	Reactions	Comments	Shares
Video Poem Share	25 March 2025	Video/Reel	726	7	1	0
Hoardings Unveil	29 July 2025	Multi-Photo	618	26	2	7
Town Hall Construction Update	25 April 2025	Multi-Photo	378	19	0	4
Exhibition Invite	17 February 2025	Multi-Photo	346	14	2	2
Stories From The Sea	14 May 2025	Graphic	288	12	1	2

Posts around creativity and arts (such as poems and graphic design) perform well on Instagram for the Town Hall Project, which could be a way of increasing engagement on this platform.

Mayoral Attendance at Events

Period Covered: July/August 2025

Date of Event	Organisation	Mayor or Deputy Mayor?
22/07/2025	Newmarket Royal Visit	Mayor
15/08/2025	Bury St Edmunds VJ Visit	Deputy Mayor
15/08/2025	Lowestoft VJ Event	Mayor
20/08/2025	Lowestoft Mobility Anniversary	Deputy Mayor
23/08/2025	Norfolk and Waveney Mind Event	Deputy Mayor
23/08/2025	Victoria Hotel Birthday Celebration Event	Mayor
24/08/2025	Bands of Hope and Glory	Mayor