



Rural Digital Towns

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11 East Suffolk Towns

Aldeburgh

Beccles

Bungay

Felixstowe

Framlingham

Halesworth

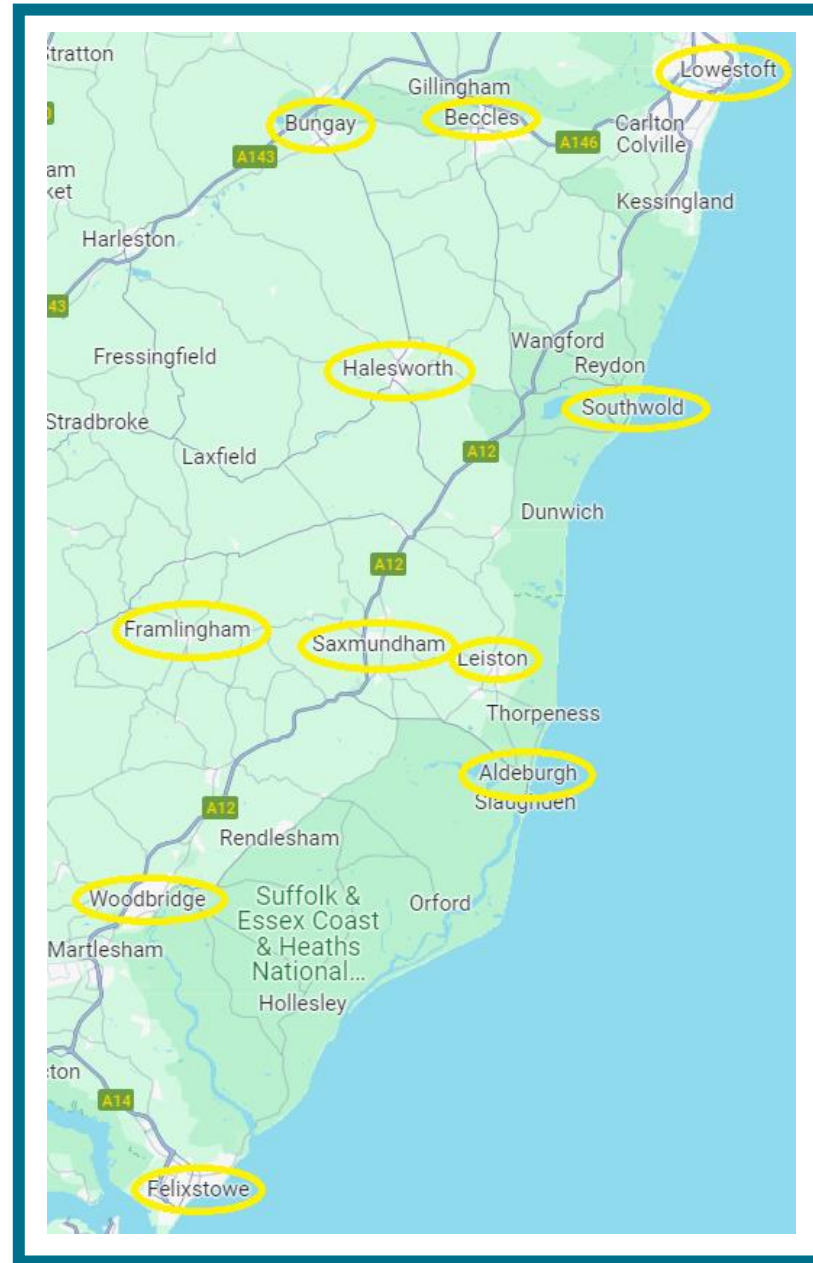
Leiston

Lowestoft

Saxmundham

Southwold

Woodbridge

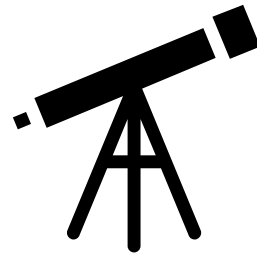


50 miles

Our vision

Vision:

To deliver the highest possible quality of life for everyone who lives in, works in and visits East Suffolk



Digital Lens – big city vibes!

Deliver digital skills for towns and businesses who aren't thinking digitally

Drive tangible benefits from digital projects to encourage more digital adoption

Embed digital thinking for the long term and allow us to step back

Linked initiatives



Free WiFi zones to improve town centre UX

Digital Springboard, a programme of digital skills for local business to help them compete in a fast-changing world

Email marketing campaigns, sending over 150,000 targeted promo emails annually to drive people into town centres



Linked digital initiatives

Digital audit programme to assess and optimise the performance of local digital assets and increase visibility

Data capture using footfall sensors that monitor town centre visitor numbers, popular locations and dwell times giving actionable insight



Free town WiFi: benefits



80,000 registrations to use the free WiFi so far (install completed June 2022)



50% use it to save data, 52% use it for better signal



20% of users under 25, 11% over 60 – digital inclusivity



70% say it enhances their town experience and makes them stay longer. 74% would be disappointed if it went.



Free connectivity used to research local food, retail and leisure options



Market stall holders use to take payments

Email marketing: layering up

Brevo



Capture

Register people to receive promotional emails when we register them for the WiFi. Over 20,000 users on the list.

Design

Deliver a central service to design and send regular promotional emails to drive positive action: come into town, attend events, buy from local shops.
150,000 emails sent so far

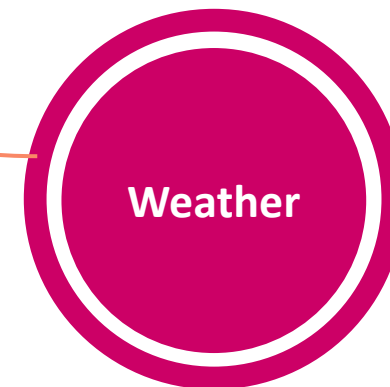
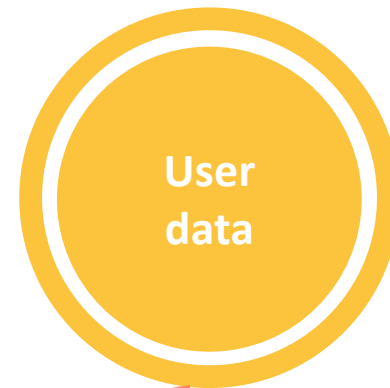
Benefits

More people aware of local events, more visitors coming back, more trade, more website visitors for towns and businesses

Digital audit



Data at the heart



53 footfall sensors



WiFi data



Additional data



Example data uses



Lowestoft

Footfall data from over 100,000 people at First Light Festival in Lowestoft allowed reshaping of customer flow to benefit the town centre as well as the seafront



Halesworth

Customer journeys, popular days and times and hot spot data helped Halesworth plan and launch a new and extremely successful street market



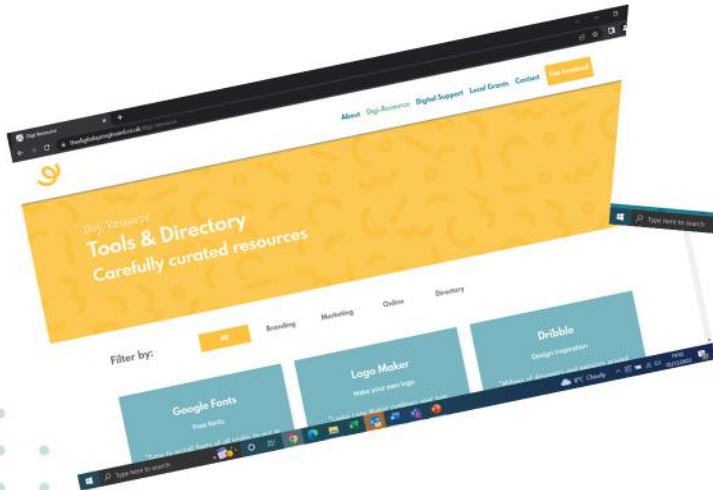
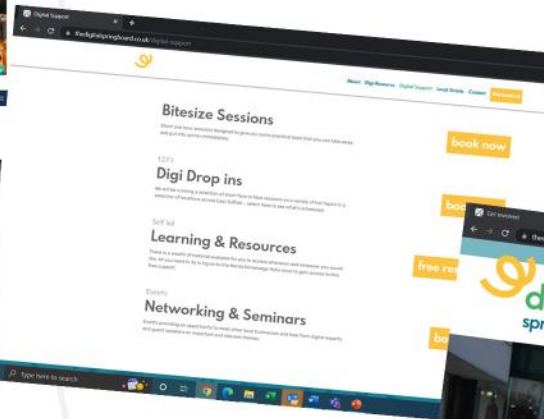
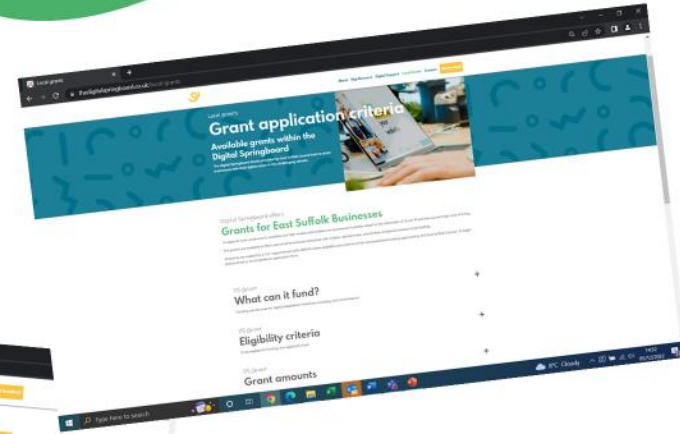
Aldeburgh

Customer journey and hot spot data helped Aldeburgh understand that they needed new signage to assist visitors in finding different zones and visitor attractions

Digital Springboard



Digital Springboard Website & Support



Digital Springboard

Who have we supported?



Businesses Supported

207

Total	Clients
Aldeburgh	1%
Beccles	6%
Bungay	3%
Felixstowe	19%
Framlingham	2%
Halesworth	4%
Leiston	2%
Lowestoft	9%
Saxmundham	5%
Southwold	3%
Woodbridge	24%
Other East Suffolk Areas	22%



Digital Springboard

Event Attendees

497

- 66 Bitesize Events
 - First Steps to Building Online Presence
 - Building your Brand Online
 - Optimising Your Website
 - Using Social Media
 - Selling Online & getting Paid Safely
 - Introduction to Google Ads
 - Keeping Safe Online
- 15 Networking Events
- 8 Digi Drop In Events
- 47 Knowledge Hub Users

Client Support Provided

Grant Applications Agreed

30

A total of **£27,216.29** has been awarded to Support:

- Website builds/development
- Digital Hardware/Software
- Improving online presence/SEO

Digital Springboard

Client Feedback

We are very proud to have received great feedback & stories of how Digital Springboard has helped clients, such as:

A Aaron Sprake
1 review
★★★★★ 6 months ago

I recently attended three courses run by Stuart Bushnell-Wye, 'First Step to Build Your Online Presence', 'Building an Effective Website' and 'Optimizing Your Website'. These courses have given myself a great starting point to develop my online business profile and presence. I could not recommend these courses and Stuart's coaching high enough. If anyone is considering starting a business, this is a great way into getting started online and developing a professional presence online.

Another great session to complete the seven I have attended. I will be putting all the information gathered from the sessions into practice within my business. Really good trainer who delivers the sessions in a friendly and informative way. Thank you.



STARRED PHOTOS
REMEMBERING THE UNFORGETTABLE

CASE STUDY – STARRED PHOTOS

Liz tells us about her business Starred photos.....
I have a photo organising business, helping people rediscover and enjoy their unforgettable photo memories.

My professional background as an IT Analyst has given me a strong technical understanding and organisational skill set which has proven useful when organising digital photos. My personal motivation to create my business, was when I preserved my old photos from 30 years when I learnt to fly with the Royal Air Force. I then realised that I could help other people remember their unforgettable times through photos. My photo organising experience started with my own printed photo archives, digitising old photos, slides and scrapbooks, organising images from old hard drives and bringing them all together into a central online photo archive, and creating printed photo books to share the memorable photos.

This service extended to Family and Friends and, since 2020, and is a full-time passion of mine providing local and remote photo organising services for anyone looking to rediscover old memories.

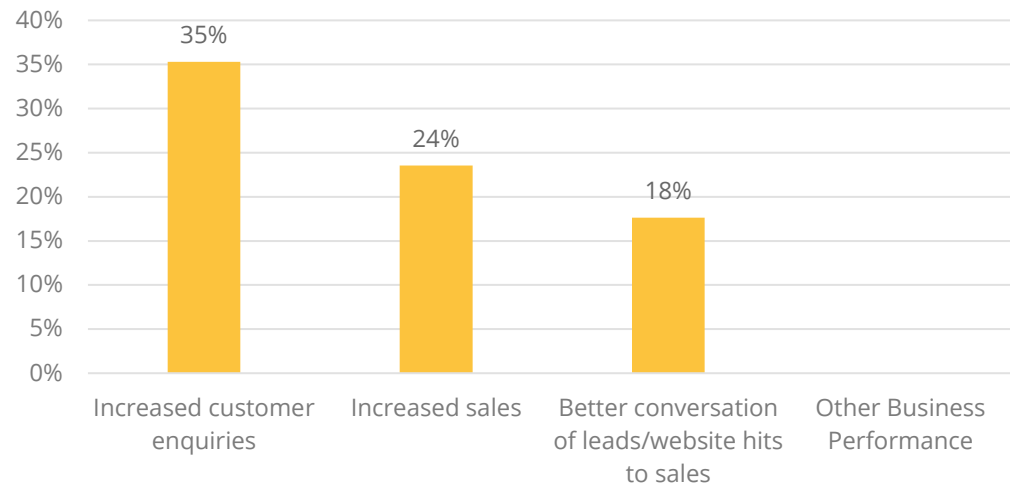
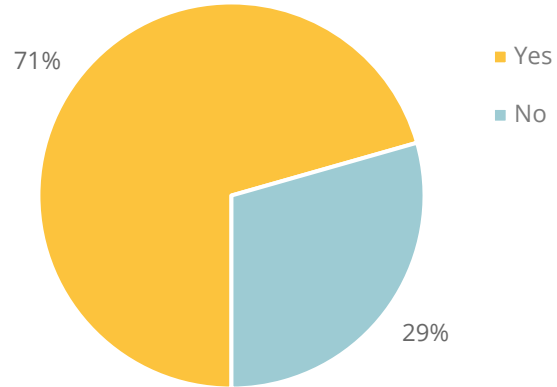
Liz's experience with MENTA...
A friend recommended the MENTA Business Start Up Workshops, and I attended these in 2019 I found them an invaluable introduction to starting a small business.

Why Liz decided to seek support with Digital Springboard.....
I heard about the Digital Springboard through MENTA. With my background as an IT Analyst, I am interested to learn how different technical areas can help maximise the website marketing and productivity of my business, to help it grow.

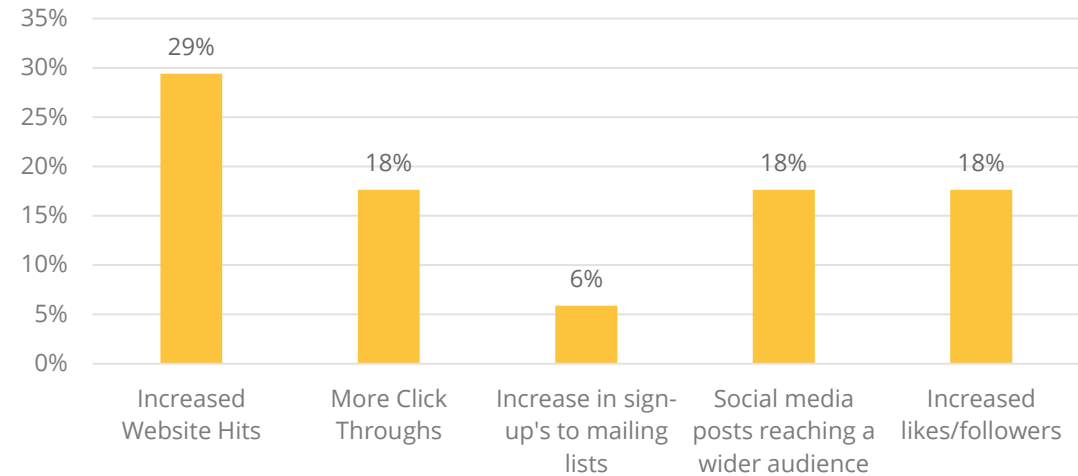
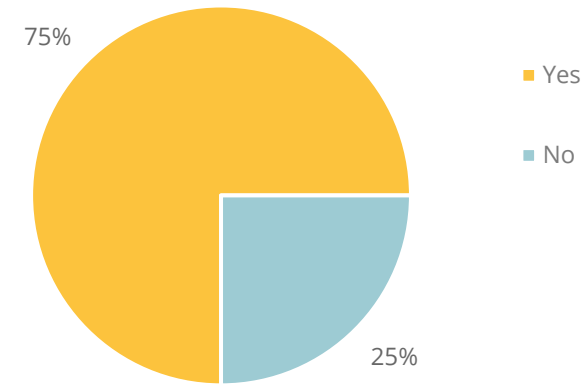
Why Liz would encourage other businesses to explore business support available through MENTA.....
Being part of the business support provided through MENTA and the Digital Springboard, has given me the confidence and understanding of how different technology can grow my business. More than anything, it has helped me streamline my processes and develop my marketing skills, as well as understand the significant marketing power you can capture through your website and social media.



Business performance improved with support



Online presence improved with support



Outputs and outcomes 2 years in

2025

100k



25k



300k



2024

80k

20k

150k

Users /
businesses
seeing
benefits

80% improved their web presence

70% of 100s of businesses say their performance has been improved

Towns thinking /
investing digitally!



WiFi zone extension: Aldeburgh, Leiston, Halesworth, Saxmundham, Southwold



Investing in new websites: Beccles, Framlingham, Halesworth, Leiston, Southwold



Employing marketing co-ordinators: Beccles, Bungay, Framlingham, Halesworth, Saxmundham



Benefits: more people online, towns better able to promote, residents and visitors with more information



Future plans

NOW

NEXT

Towns thinking and investing digitally

Town apps, augmented reality trails



Towns and businesses better able to promote themselves

Real-time location based promotion



Collaboration around best practice and use of data

Machine-learning models for data analysis



And truly digital towns...