



# Saxmundham Town Council

Minutes of the meeting of the Events and Communications Committee held on Thursday  
1<sup>st</sup> May 2025 at the Town House, Station Approach, Saxmundham at 11:30 am

## Minutes

01/25EC

### Attendees

Cllr Nick Jackson (Chair)  
Cllr Geraldine Barker  
Cllr James Sandbach  
Cllr John Findlay (Ex Officio)

### Apologies

None

### Also Present

Jess Palmer (Community Officer)

02/25EC

### Declaration of Interests

There were no declarations of interest or requests for dispensations from members on matters in which they have a disclosable pecuniary interest, other registerable interest, or non-registerable interest.

03/25EC

### Open Forum

There were no members of the public present.

04/25EC

### Minutes

It was **unanimously resolved** to approve the minutes of the meeting held on 17<sup>th</sup> March 2025 as a true and accurate record.

05/25EC

### Events in Saxmundham

- a) The Community Officer updated the Committee on plans for commemorating VE Day. Cllr Geraldine Barker agreed to request Waitrose to open their café doors and/or place tables on their patio area and the Town Clerk will be requested to invite key local people to the event.
- b) The Committee noted that bookings for the Christmas street market and craft fair are now open with some bookings received. The Community Officer informed the Committee that she is researching and contacting possible street performers.
- c) The Community Officer delivered an update regarding the Committee's request for changes to the Christmas lighting. This was considered by the Amenities and Services Committee who instructed the Deputy Town Clerk to investigate the cost and practicality. Following a request from Cllr Nick Jackson, it was **unanimously resolved** to request the Amenities and Services Committee to consider excluding the lamppost motifs this year.
- d) The Committee considered information received from RPM Display regarding a potential stunt-bike demonstration and slack-lining workshop. Following a suggestion from Cllr Geraldine Barker, it was **unanimously resolved** to offer these activities in sponsorship of the Saxmundham Community Festival to increase the provision of free activities for children.

Signed \_\_\_\_\_ Date \_\_\_\_\_

- e) The Community Officer delivered a proposal to engage with the Suffolk Wild Words project as a means of fostering creativity, engaging the community and continuing the positive impact of the Literary Event at the 2024 Sax Arts Fest. It was **unanimously resolved** to invite Wild Words to Saxmundham, noting that coinciding with September's Saturday Market would be preferable and could also involve storytelling and other enrichment activities.
- f) The Committee noted the success of the recent community litter picking sessions and suggested that any Volunteer Week activity should also be visibly led by Councillors to maximise its impact. It was **unanimously resolved** to engage with local charitable or voluntary organisations, offering Councillors to volunteer for the day, as well as promoting the organisations' work and requirements for further support.

**06/25EC** Following a discussion about community events for 2026, the Community Officer agreed to investigate the cost and viability of the proposals and report back.

**07/25EC      Branding and Identity**

Cllr Nick Jackson presented his document summarising progress with rebranding and his intention to have it incorporated into the Strategic Plan. Cllr Jackson informed the Committee that the next stage is to explore options on how to present and implement this.

**08/25EC      Next Meeting**

The Committee noted that the next meeting is scheduled for Thursday 3<sup>rd</sup> July at 11:30am. Cllr Geraldine Barker gave apologies.

The meeting closed at 12:45 pm.

**Jess Palmer**  
**Community Officer**

Signed\_\_\_\_\_ Date\_\_\_\_\_



Our ref Tour of Britain

Date 13/05/25

Please ask for Julia Catterwell

Direct dial

Email [Julia.catterwell@Eastsuffolk.gov.uk](mailto:Julia.catterwell@Eastsuffolk.gov.uk)

The Tour of Britain is the United Kingdom's premier men's professional road cycling stage race, with a storied history dating back to 1945. The 2025 Tour of Britain is scheduled to take place in September, featuring nine stages over a total distance of just over 1,300 km. The race will start in Glasgow and finish in London. We know one stage is going to be in East Suffolk, but the route is still to be confirmed. For more information, including detailed stage routes and team announcements, you can visit the official Tour of Britain website: [tour-of-britain.com](https://tour-of-britain.com).

East Suffolk Council will again have a small grant scheme offering funding to support local activities/projects to those Parish/Towns that will be included in the route. This is an early notice for local communities to start thinking about what they could deliver in relation to the Tour of Britain. Once details of the route are confirmed, details of the grant application and timelines will be sent out.

Yours faithfully

Julia Catterwell  
Communities Officer  
East Suffolk Council

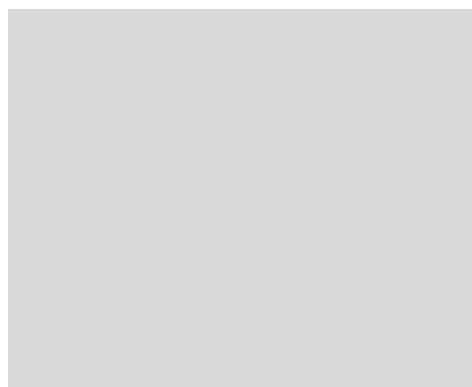
2025



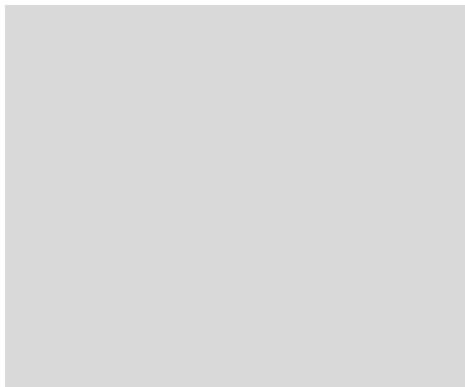
# YEARLY EVENTS



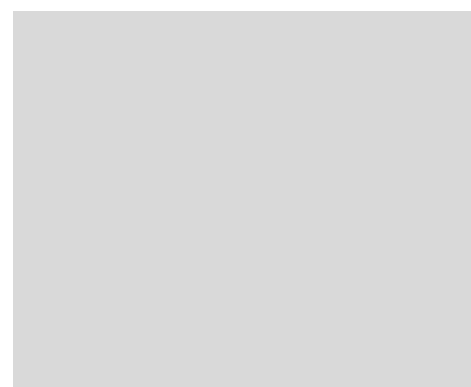
JANUARY



FEBRUARY



MARCH



APRIL

**Indoor & outdoor market**

MAY

**VE Day market & picnic**

JUNE

**Outdoor market**

JULY

**Outdoor market**

AUGUST

**Sax Fest Pop-up Market**

SEPTEMBER

**Indoor & outdoor market**

**Tour of Britain**

OCTOBER

**Outdoor market**

NOVEMBER

**Outdoor market**  
**Remembrance**

DECEMBER

**Christmas Fayre**  
Community Party



# YEARLY EVENTS



JANUARY

**IP17GNS Panto**

FEBRUARY

**Black History Month**

MARCH

APRIL

Market  
**Easter**

MAY

Market  
Annual Town  
Meeting

JUNE

Market  
Annual Report  
**Suffolk Day**

JULY

Market  
**Commonwealth  
games**

AUGUST

Market  
**Sax Music Fest**

SEPTEMBER

Market

OCTOBER

Market

NOVEMBER

Market  
**Remembrance**

DECEMBER

Christmas Fayre

## Saxmundham Town Council

Committee Meeting	Civic and Community
Meeting Date	3 <sup>rd</sup> July 2025
Item Number	6c
Report Title	Events Calendar 2025-2026
Report Author	Community Officer

### Background

Saxmundham Town Council has an established commitment to delivering community events that foster civic pride, social cohesion, and economic opportunity. Community events offer a tangible way of providing opportunities for the community, showcasing our heritage buildings, supporting local businesses, and highlighting Saxmundham as a place to visit, shop and enjoy cultural experiences.

This report sets out the rationale for a varied community events programme in 2025–2026 and provides a set of options for consideration.

Events in 2024, including the Arts Festival (and literary event), Saxmundham Community Festival, and Christmas Fayre (including Fromus Centre event), have shown that community events in Saxmundham are of benefit to many members of our community, including businesses. In order to make the best use of resources, the Community Officer proposes a schedule of fixed events for the remainder of this financial year which caters to multiple demographics and aligns with the Town Council and Officers' other commitments.

### Why does the Town Council organise events?

- To promote Saxmundham's identity, civic pride, and heritage: Events highlight the town's creative, historical and culture, supporting tourism and external reputation.
- To support local businesses: Events boost footfall in the town, particularly around large events, benefiting traders and shops.
- To increase community wellbeing and cohesion: Social events reduce isolation and promote cross-generational engagement. Cultural events offer learning opportunities and expression. Free family events deliver enrichment and inclusion for all, especially those on low incomes.
- To enhance the public perception and reputation of the Town Council: Through visible leadership and delivery of engaging activities and collaborative working.
- To deliver objectives in the Annual Delivery Plan: Including youth engagement, local economic development, culture and events.

### Options for Events in 2025–2026

The following events are proposed for committee discussion and prioritisation:

Event	Target Audience	Potential Benefits	Notes / Cost Considerations
Christmas Fayre	Whole community	Builds tradition and festive spirit; supports market and traders, raises Saxmundham' profile and STC's reputation. Businesses in town centre benefit.	Strong attendance in previous years, risk of cancellation, requires early planning & lots of Officer time, large budget.

Event	Target Audience	Potential Benefits	Notes / Cost Considerations
Community Family Party: Story & Song	Children and families	Supports oracy, arts engagement, inclusivity	Proposal received from CB Jackson; approx. £300-£500 plus staffing. Ticketed event recommended.
VJ Commemoration (Aug)	Older residents, veterans, civic guests	Civic duty and remembrance; education, community togetherness	Pop-up market previous weekend, staff availability is low. Builds on VE Day commemorations.
Literary Market	Adults, families, schools	Supports literacy, culture and reputation. Engages local creatives; builds on 2024 success	Collaborations available, may fit into market programme to reduce cost and resources.
Skating Workshop / Bike Display / Sports Events	Youth and families	Engages young people; promotes health and use of outdoor spaces	Potential funding from Active Suffolk or ESC.
Community Walks Programme	All ages	Social isolation reduction; health and place-making	Reaching a broad demographic, supports wellbeing (Sax Health collaboration?), may be supported by volunteers or local guides, could tie into Environmental work.
Monthly Market with incorporated mini-events	Traders, shoppers, creatives	Regular footfall booster; adaptable to community needs	Regular events with efficient delivery alongside current market schedule.

### Key Considerations

- Resourcing: Officer time, volunteers, and budget required for planning and delivery.
- Audience reach: Does the event appeal to a wide range of people or targeted demographics?
- Cost Recovery: Are ticket sales, sponsorship or partnerships viable?
- External support: Are community groups, schools or artists already engaged? Can sufficient visitors, vendors or performers be persuaded to attend?
- Reputation and economic return: Will the event add value to Saxmundham's public image? Will it benefit the local economy? Will it cause inconvenience or difficulty to some members of the community?
- Timeline: Is there sufficient time to successfully deliver the event? What is the Town Council and its Officers already committed to? What other projects may suffer or require postponement?

### Recommendations

That the Committee supports the development of a structured events calendar for 2025–2026, with a balance of seasonal, cultural and youth-focused activities.

That the 'Story & Song' event be considered for delivery during a School Holiday in October, February, April or July/August, rather than alongside the Christmas Fayre.

That the Committee considers mini-events at quarterly markets as a means of boosting footfall and reputation of the markets, as well as delivering events in a more efficient way.