

Summary feedback from Vision engagement activity

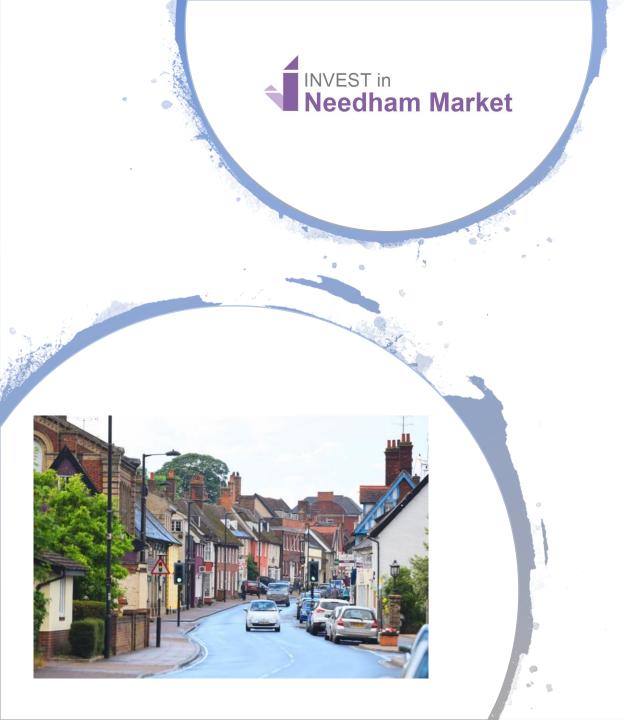


Vision engagement...an overarching theme *Dedication;Destination*

A lifestyle town for the community and also a tourist destination for visitors.

Joined up, promoted and customer focused on the visitor experience.

Residents are engaged, civic pride, active, organising, campaigning, cohesive.



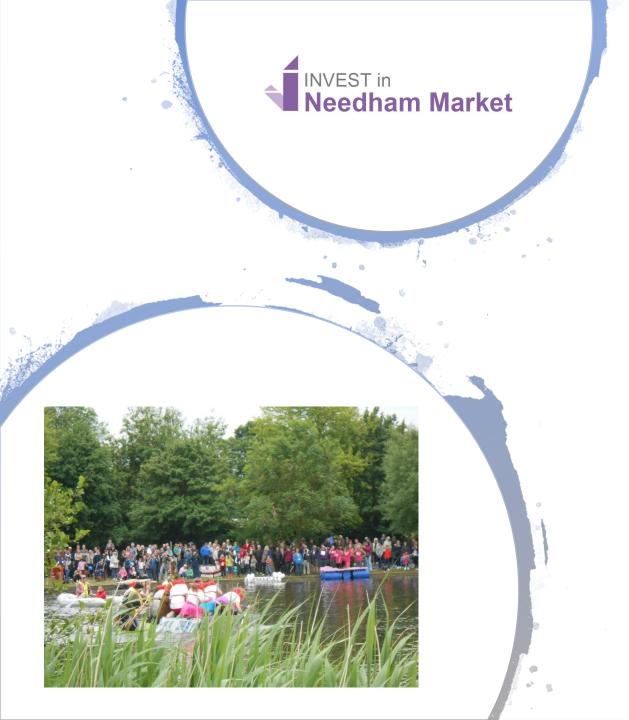
Experience Needham Market

A coordinated 'day out' visitor plan, parking, toilets, loos and brews, linking the lake with high street, wayfinding, trails, branding, communications and marketing, heritage, interpretation, & hospitality



Digital Shop Windows

Connected community communications, virtual noticeboard, directory of clubs, societies, events, activities, volunteering opportunities, collaboration, partnerships

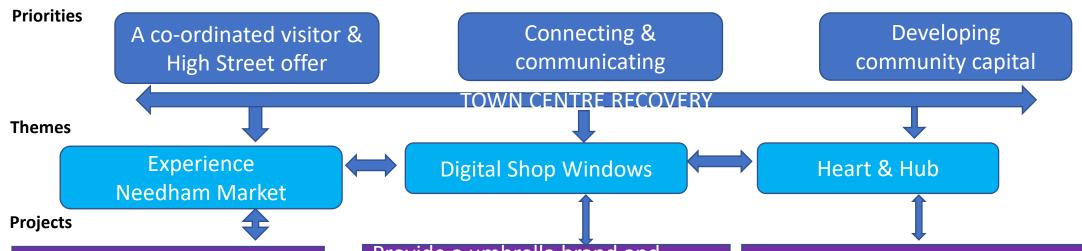


Heart and Hub

Harnessing pride and passion, experiential high street, linking the park with the town, succession planning, modern ambassador/pick and mix volunteering model, cross community buy-in,

Invest in Needham Market – plan on a page





Needham Lake Visitor Centre

Strategic

investment opportunities

Develop the year round Visit Needham Marketdestination plan, event programme and marketing toolkit

Access improvements at Needham Market station Town centre link to Needham Lake Provide a umbrella brand and identity for Needham Market & new outward facing town website Build on "Love Exploring" app to be available to visitors to the Lake and town

Introduce cutting edge virtual visitor and retail experiences facilitating 3D tours

Virtual High Street

Developing a volunteer programme and offer in the town

Developing the concept for a town "Sports hub" for sports and community club development

Developing as a Dementia Friendly place Community Centre provision Middle School site development – affordable homes

Needham Market Library relocation