

Felixstowe Forward: Suffolk Armed Forces Weekend – Feedback 06.07.17

(Please note an official de-brief by the committee is planned for July 17th)

Event and Community Impact

Feedback overall has been excellent. Great showcase event for Felixstowe.

Generally people felt the event attracted a 'different crowd'.

No crowd capacity issues – crowds felt manageable throughout the day.

Event area really suited entertainment and family picnics.

Good use of multiple sites across Felixstowe.

Great showcase for Felixstowe 'heritage'

Martello P Tower had approx. 700 visitors over the weekend on guided tours. (Garrisoned by 5th Btn 60th Regt worked really well and created a great atmosphere in the Tower).

Landguard Fort and Felixstowe Museum had huge crowds on the Sunday.

Local police report only one minor problem in the early evening.

Good turn out of volunteers including police cadets.

Flavour of comments (excluding the many on social media) received.

'Thank you very much indeed for the opportunity to witness the event at Landguard Fort on Sunday. I had a fantastic day and really appreciated the invitation, and all of the effort that the organisers had gone to.'

'A compliment on great service Armed Forces Weekend Society spends so much time complaining, I felt it appropriate to give mine and my friends thanks for a wonderful weekend during the Armed Forces Weekend. Having attended the last three AFD events in Suffolk and found them to be massively underwhelming I wanted to congratulate SCDC and FTC and the good people of Felixstowe for staging such a magnificent event. You really have done your armed forces community proud. Can you do it every year please as I think whoever follows you in 2018 has an extremely tough act to follow.'

'I have been asked by some local residents to say thank you for A GREAT WEEKEND which was WELL ORGANISED and ALL CLEARED AWAY AND TIDY READY FOR MONDAY MORNING'

Logistics - Car parking, Transport, Set up

One complaint received from someone who was unable to park in Garrison Lane car park.

Norse – proved to be of invaluable support on the day.

Local police confirmed roads were busy but manageable.

Road works which we were expecting to be problematic appear to have had little impact.

Communications

Build up through regular press releases worked well. Created atmosphere and anticipation.

Good coverage in local free papers, EADT, BBC Radio Suffolk.

Social Media Campaign

Appendix A

Excellent social media campaign. Approx £30 spent on 'boosting' Visit Felixstowe Facebook page in Cambridge, Stowmarket Ipswich and Woodbridge. Views on the day were reaching around 2,500. Social Media became instant communication method for information throughout the day via direct messenger – when, where, what? Over 100 messages answered.

Visit Felixstowe website saw a huge spike of interest +502% increase in users of 2,000 plus.

Follow Up relationships

Links with Harwich Town Council.

Link with Goldstar International

Link with International College.