



## Felixstowe Town Council Occasional Grant Report

On behalf of the Directors of Felixstowe BID, please accept my sincere thanks for the Occasional Grant requested by the BID to enhance content for the new Visit Felixstowe website which will be launched in April 2022.

To achieve our aim of making it a dynamic, multi-media platform, we are populating the site with a mixture of video, still photography and written features and the contribution of £2,341 from FTC has enabled us to invest in this varied content.

The landing page features a drone video taking the viewer on a journey from Felixstowe Ferry along the seafront, passing seafront businesses and amenities before continuing to Landguard and the Port. The objective is to show Felixstowe and its environs and demonstrate that as well as the resort we have interesting and beautiful places to visit at our boundaries with the Rivers Deben and Orwell. Whilst the raw video footage was donated free of charge by a local enthusiast, editing and post-production was charged at £600 by Felixstowe-based Prominent PR.

To compliment this, we have commissioned a state of the art 360-degree video tour of the town centre, starting at the Railway Station, and featuring shops and businesses along the length of Hamilton Road, Crescent Road and Orwell Road, concluding at Bent Hill. The objective here is to highlight that our vibrant town centre has a mix of independent shops, national chains, leisure facilities and an attractive pedestrian zone with café seating areas. This contract has been awarded to Wyndham Multi-Media at a total cost of £1,120.

The remaining balance of the grant has gone towards the cost of a freelance writer to file features and stories for the website which are then teased on our social media platforms, namely Facebook, Twitter and Instagram. To date we have published 13 features referencing 48 shops, eateries and attractions as well as promoting events and diary dates. The copy is timely, search-engine optimised and supported by new photography. Whilst the new website is under construction, we are using the existing site to publish these stories and can report an upturn in visits to the website as a result.

Attached is a screen shot of the aerial video and a graph illustrating increased traffic to the website thanks to new content.

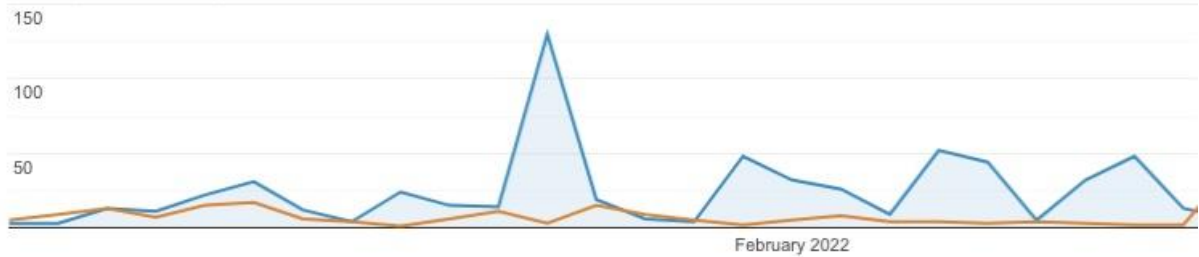


○ ○ **All Users**  
 +0.00% Sessions

○ + Add Segment

**Social Referral**

**Jan 16, 2022 - Mar 29, 2022:** ● Sessions via Social Referral  
**Jan 16, 2021 - Mar 29, 2021:** ● Sessions via Social Referral



**Jan 16, 2022 - Mar 29, 2022:** ● All Sessions  
**Jan 16, 2021 - Mar 29, 2021:** ● All Sessions



This report was prepared by Sheline Gledhill, Manager of Felixstowe BID and submitted on behalf of the Board of Directors on March 31, 2022, in respect of an Occasional Grant from Felixstowe Town Council.