



SOUTHWOLD AND REYDON SOCIETY
Protecting the character and amenities of Southwold & Reydon

14 Jan 2019

To Whom It May Concern

Dear Madam/Sir,

Application to Coastal Community Fund for Southwold Projects

I represent the Southwold and Reydon Society on the Southwold and Reydon Coastal Community Team. Our amenity Society, with some 400 members, has contributed to, and fully supports, the priorities of our Coastal Community Team. To ensure that Southwold remains economically viable and has a sustainable local community, it is essential that we do all we can to maintain the prosperity and vitality of the Town Centre, both the High Street and the nearby Arts and Leisure facilities, and we ensure that the range of employment available in the town extends beyond tourism, hospitality and harbour-related work and includes higher value sectors such as design and information technology. The evidence for Southwold's potential to develop as a local hub for design and IT is supported by the work of SouthGen (Southwold Hospital project) and two recent developments of small business unit premises by local builders (former Kings Head pub) confirms that businesses are ready to occupy suitable premises.

The Southwold CCT application to the CCF directly addresses both these objectives. Development staff to lead and support the Town Centre, including extending the programme of visitor attractions to cover the whole year as well as supporting the local businesses in marketing etc, will make an immediate and long-term difference to the economic and social life of the town, including the engagement of visitors in what is on offer. The capital scheme to redevelop the Town Council's site at Station Yard to include a flexible range of business units will contribute to employment generally but also, crucially, to diversification of the employment mix.

I hope that you will see the considerable merits of this application and recognise that it is a key part of a well-thought out strategy to maintain the viability of our coastal community. I urge you to award the funding for which Southwold CCT is applying.

With best wishes,



Secretary

Secretary:

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