



**VISIT HADLEIGH**  
An historic town

# **Annual Report 2021**



**[visithadleighsuffolk.co.uk](http://visithadleighsuffolk.co.uk)**



## CHAIRMAN'S REPORT 2020-2021

Well, what a year! I hope you are all well and keeping safe, as I write this report it is comforting to know that we are rolling out the COVID vaccine in Hadleigh and truly hope it will not be too long before we can once again start welcoming visitors to our lovely town.

As always, I would like to say a huge thank you to Jane and Carole for all their help and support over the year, we make a great team!

Despite being in "lockdown" I made the decision to go ahead with the Hadleigh's hanging baskets in March; as I believed it to be really important to keep the town looking vibrant and cared for. However, as most of the businesses were shut I had to look elsewhere for funding and I am delighted to say that once again Councillor Mick Fraser gave a sizeable contribution from his Locality Budget and this was topped up by some very generous donations, giving us enough money to go ahead.

The baskets looked fabulous (as ever) and Rowan did his usual fantastic job of watering them throughout the summer.

I am delighted to be able to let you know Hadleigh Town Council and Councillor Mick Fraser have agreed to fund Hadleigh in Bloom this year.

Partridges donated 500 daffodil bulbs which I planted in the gardens of Sydney Brown Court to provide a splash of springtime colour for the residents and hardworking care staff.

We engaged a new Website Manager, Ben Land, at the end of the summer and we are working on further developing the website, with particular focus on making sure it is easily accessible from various search engines.

But once again, funding is going to be a real struggle this year and we have applied for some grant funding, so fingers crossed.

Our community has really pulled together over the last ten months and there are so many people to thank, but in particular I would like to congratulate Hadleigh Cares, for providing support to those self-isolating.

I would also like to say a massive thank you to Charmaine McKissock for developing my "Hadleigh Gets Creative" vision which amongst other things displayed local lockdown artwork in the High Street's shop windows whilst they were closed.

**Stuart Service Chairman**



## **Hadleigh Walk-in Visitor Information Services**

### **2020- 21**

Plans for a hosted venue for V.I. were considerably delayed by COVID and ultimately provision had only weekend opening during August and September. We would like to thank the Letting Shop, at the Market Place for their co-operation.

We are preparing for what we believe will be a phased recovery of more normal activity.

The provision of Visitor Information services has never been more important because we may well need to cater for more staycation visitors this summer. They will need not only a warm welcome and the usual information but clear guidance regarding how any COVID restrictions affect places and travel in and around Hadleigh. We are all hoping that things will be much better by the summer but sensible precautions will undoubtedly still be required. We are looking at where V.I. provision might best be provided in the town.

A new VISIT HADLEIGH A5 booklet 'Do you know about Hadleigh' is designed to give visitors a short overview, including notable buildings - town features - important people - annual events - walks, entertainment venues and more. Distribution will be targeted outside Hadleigh itself and the booklet added to our down loads on the WHAT TO SEE AND DO page of our website.

It is hoped that circumstances will allow our new exhibition 'The Gayfords' to find a suitable display venue. It recounts the life of Air Commodore Oswald Gayford, a pioneering aviator; and the little known story of his sister Eily, who worked and trained women to keep the movement of valuable goods on the canals during World War Two.

While it has been difficult VISIT HADLEIGH have been trying to keep in touch with other Wool Towns to see how they are approaching an unpredictable year ahead. Further closures of established Visitor Information venues in the area have been regrettable. At this point in time it is not known if they will be reinstated in the future. After four years we are proud to be able to continue to develop tourism as an integral part of the town's economy and well being.

**Jane Snowdon**

**Town Guide and V.I. Manager**

## TOWN GUIDES REPORT 2020 -21



### **New Look for Guiding**

The National Heritage festival (held annually in September) was certainly a challenge but the theme of HIDDEN NATURE, decided upon before COVID, was perfect for the circumstances. Along with our guided walks, we participated in the festival with a new self guided Tree Trail; the leaflet designed by artist Charmaine Mckissock, and had two free “Walking with Trees” guided walks. The Tree Trail encouraged time to value the beauty of trees and discover more about them. The trees were decorated with yarn craft and the feedback on social media was very positive.

ITV About Anglia took an interest in our contribution to the Festival and filmed a short piece with Town Guide Jane Snowdon. Over the two weeks nearly 100 hard copy Tree Trail leaflets were picked up. Others may have been downloaded.

The tourism infrastructure has been greatly reduced across parts of the Wool Towns area and the region, but the East Anglia Tourist Guides Association still has a strong membership. Jane has been asked to join the committee and hopes to raise the profile of the Wool Towns. This is one of the few Regional Tourism organisations left.

Hadleigh Town Guides are researching the viability of a fourth Guided Walk to be added to our repertoire. We are always seeking to use the format of guided walks to meet the needs of promoting our ‘High St of Distinction.’ While we have some types of business that have been trading from the same premise for over 100 years or more we have a real eclectic mix and some innovative newcomers. We have a High Street that can surprise visitors while engaging the loyalty of locals.

**Jane Snowdon**

**Hadleigh Town Guides**

<b>VISIT HADLEIGH WEBSITE</b>			
<b>INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDING 31ST DECEMBER 2020</b>			
<b><u>OPENING BALANCE</u></b>	<b>2518.43</b>		
<b><u>INCOME</u></b>			
Donation	5.00		
1 Sponsor	75.00		
Hadleigh Town Council-Town Guides Insurance Contribution	176.96		
Building Society Interest	4.01		
Hanging Baskets	500.00		
Babergh District Council - Visitor Information Pop-up	300.00		
	<b>3579.40</b>		
<b><u>EXPENDITURE</u></b>			
Web Manager	2020.00		
Web Maintenance - Business to Host Ltd	138.00		
Insurance - Town Guides	206.96		
	<b>2364.96</b>		
Surplus as at 31st December 2020	<b>1214.44</b>	<b>***</b>	
less funds held in reserve for:			
Balance of Hadleigh-on-Show	-237.09		
Hanging Baskets	-500.00		
Available funds carried forward 2021	<b>477.35</b>		
<b>NOTE - Funds expected from District Council in January 2021</b>	<b>600.00</b>		
<b>*** The Surplus reconciles with the Building Society Passbook</b>			
<b>Prepared by Carole Burne - Treasurer</b>			

