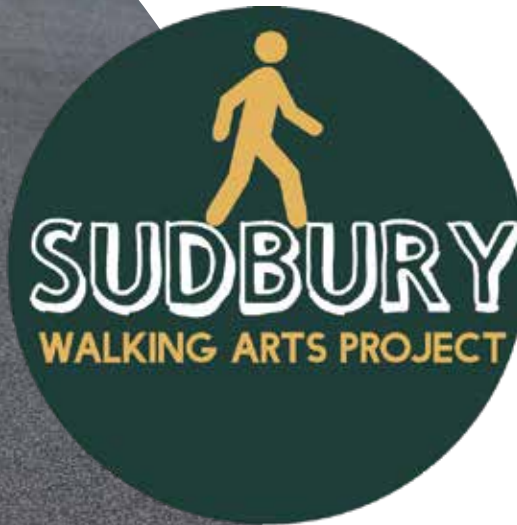


CREATIVE WAYFINDING IN SUDBURY

ACTIVE TRAVEL: A WALKING ARTS CONSULTATION

2021



THE PUBLIC ART COMPANY

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INTRODUCTION

SUDBURY CREATIVE WAYFINDING REVIEW 2021

The Sudbury Creative Wayfinding review is a walking arts research project, created by Sara Hayes of The Public Art Company. Investigating walking and arts in Sudbury, in partnership with Babergh District Council and Sudbury town council, with the goal to deliver ideas for creative walking projects moving forwards.

We began by gathering local knowledge of current walk routes through ‘walking meetings’ with key partners locally, and set out to:

- Examine what already exists locally and how it is working across trails, walking routes and wayfinding.
- Learn about who is using the routes, and how they are getting there.
- Observe general accessibility issues.
- Learn about the cycle provision locally and how it compliments walk routes.

We then created the ‘Sudbury Walking Arts Project’ brand. Creating an easily recognisable brand for the research project, and its arts events, though banners, posters and signs.

To support this, we created a social media campaign to encourage community engagement. Creating social media platforms for the project across Facebook, Twitter and Instagram.

An in depth wide ranging public survey was designed to answer some of the most relevant research questions about wayfinding and walking in Sudbury.

Our open call led to commissioned artists helping local people re-examine their location though walking art, and open up the community dialogue about walking in Sudbury.

Investigating though artists ‘walkshops’ from local artist Gemma Garwood, and Russian artist and former Goldsmiths student, Alisa Oleva. We also ran a highly successful community open day and exhibition, with a family drop-in clay workshop run by local artist Cally James MA.

Via user testing we mapped out the routes walked by new visitors to the town, and used a questionnaire to analyse the effectiveness of current signage.

The following report represents our findings, and concludes with achievable creative solutions for practical ways Sudbury can improve its wayfinding, whilst linking walking and arts locally.

So, back to the project start, we set out on walking interviews, with key partners and local people, to find out all about the location in relation to the arts and walking. Which is where we begin...

This study was commissioned by Babergh District Council and Sudbury Town Council and delivered by:

Sara Hayes
Author
The Public Art Company

Filipa Chambel
Events Assistant & Social Media Trainee
The Public Art Company

Tabitha Runacres
Town Centre Vision Co-ordinator
Babergh & Mid Suffolk District Councils

Rachel Price
Sudbury Town Centre Manager
Sudbury Town Council

Katherine Davies
Sustainable Travel Officer
Babergh & Mid Suffolk District Council



Walk & Talk with MARK BILLS

Director of Gainsborough's House

With a background steeped in the arts Director Mark Bills invited me for a tour of the works in and around Sudbury's Gainsborough House.

We began by talking a little about his studies at the Slade, with well known-artists including Paula Rego, and his previous postings including the Museum of London.

Mark suggests that in his experience Sudbury, and in particular the house, is a 'target destination', and therefore does not get so much 'passing trade.' He would like to see improvements in directions to and from car parks for people visiting as an often commented on subject by visitors.

Talking of the need for an overriding strategy for signage in the town, which would call for a clear infrastructure to which things can be added and attached as it grows, Mark tells me It is often the case that the house meets special guests at the

station rather than leave it to chance for them to find the location.

He also introduced me to the 'trilogy', an idea that the 'key three' arts sites of Suffolk could work together to draw in tourism. Gainsborough's House sitting as it does in the county near to; Willy Lott's Cottage in Flatford, which appears Constable's Hay Wain. Along with the Ipswich Art Gallery home to displays of Ipswich collections, work by international artists, touring exhibitions and even shows featuring local artists.

Mark believes that overall Suffolk lacks galleries and places to see art, and his work at Gainsborough's house looks to address that deficit, delivering a larger café and more for all year round visitors. The new gallery has a modular exhibition system which will lend itself to touring exhibitions and is kitted out to international gallery specifications.

The space also offers areas for community and schools, alongside events space and an excellent opportunity to view the town. This all takes place alongside urgent works on the electrical systems in the old house ensuring it will remain safe in perpetuity, and delivering a year round permanent collection on display.

Gainsborough's House has supported local events including acting as facilitators for the first Sudbury Silk Festival, with an exhibition of the work of Vivienne Westwood. They are keen to remain a key supporter of arts and events in the town.

Mark suggestions included:

- **More facilities for the arts across Suffolk**
- **A town Wayfinding Strategy for Sudbury**
- **Better Wayfinding from the station**
- **More signage to Gainsborough's House**
- **A Cultural Festival for Sudbury**



Curved wall featuring bricks made by inmates at nearby prison.



Interior work in the new gallery area, including gallery lighting system.



Building team hard at work. View of stairwell to next level.



Fantastic views. Work progressing in the historical building.



Walk & Talk with RACHEL PRICE

Sudbury Town Manager

I met Town Manager Rachel at Sudbury's Train Station. Walking towards town via Station Road we encounter the blank reverse of the large town map...

Rachel suggested when they were installed, they were configured for motorists parking near Station Road rather than rail users.

We walk towards the centre via Meadow Lane and the Crinkle Crackle wall. Via Friars Street, Market Hill and onto Gaol Lane (location of Tourist Information Centre and Town Hall) then to the Weavers' Piece Garden on Siam Place with many interpretation boards. The boards are informative, but dilapidated and illegible.

The 'Dental Emporium', a former silk mill adjacent and nearby Weavers Cottages and Dye Garden could be better described. One sign is covered by verdigris and there are three 'Weavers Piece' Sculptures, which are in the same form as the

fourteen 'Talbot Trail' posts, could confuse visitors walking the trail.

We head to St Gregory's Church, and encounter a bronze Talbot post 'Simon of Sudbury' beautifully detailed but easily overlooked and lacking context. In the churchyard is ancient Simon's Gate, part of the 'Heritage Blue Plaque Trail.' We walk on to the Croft and the empty boating lake with 'Canadian log' style signs, which are large and robust but may lack charm. We visit a stunning wier and WWII pill box, and en-route pass the charming Victorian Swimming Area as we head back along the trail.

There are multiple sites with, in my opinion, too many signs congregated, people have also made home-made signs about fishing and the lack of rubbish bins en-route and near the Mill Hotel. The Water Meadows we just passed are cut across by 'Stour Valley Path' and 'St. Edmund Way'.

Heading back into the town past charming Tudor buildings, traffic noise is very invasive. We join the raised Railway Trail, along this route there are two official walks; 'Gainsborough Trail,' and the 'The Valley Trail.'

Good yellow footpath and AA signage infrastructure kicks in here, but Rachel notes that there are no signs to route walkers into town from the estate at Ballingdon, to the Quay Theatre along railway line, or telling people about eating and drinking in town from the Water Meadows.

Back at the station, we assessed 'Town Centre' signs from our Station departure point, there is one well maintained finger post in dark red.

Some ideas from Rachel on our walk:

- **Address why people are putting up signs**
- **Re-branding the town**
- **Better signage for the park**
- **Gruesome Trail / Temporary Trails**
- **Free maps**



The Town Council's wayfinding map. The Silk Gardens.



Simon's Gate. Stour Valley Path footpath signs.

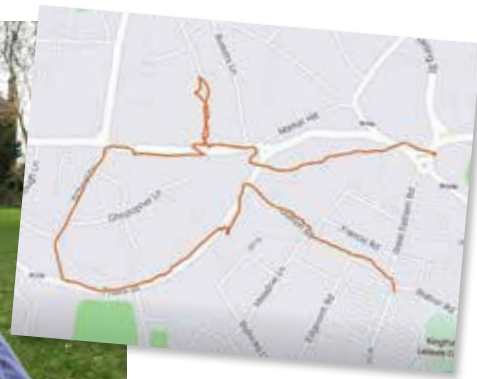


Large wooden signs, the content looks tired. AA directional signs.



Fingerpost overwhelmed by other signs. Belle Vue Park entrance.





Walk & Talk with VAL BRIGHT-JONES

Local Artist

I invited local artist Val Bright-Jones to take me on a walk of what she would consider ‘key arts locations’ in and around Sudbury.

We stopped first at the empty shop window display of art created by Sudbury Silk Stories with local artists Carole Creasey and Frin Arnold.

This was followed swiftly by Gainsborough’s House in its convenient town centre position. It was interesting to see the architect’s plans for the building along the outside, plus viewing portals to watch redevelopment, courtesy of an Arts Council Grant and local funding, into a World-class Art Venue and Gallery, a truly exciting project for the town.

Next up was Vanner’s Silk Mill, recently closed due to Covid at time of our walk, (the location has been saved and is to re-open with new owners.)

Painters coffee shop is a favourite of local artists and nearby Bridge Community Group offers arts, education and events catering to the most vulnerable in society, along with their café and bazaars.

We pass the newly opened gallery shop Pop Nouveau, and walk past the Framing Shop with its regularly changing window exhibitions, then on to the long established family firm,

Goslings Art Suppliers run by twin sisters. A feast of coloured paint tubes and artist’s materials.

Finally, we head just out of town to visit the Mill Tye Gallery, in its idyllic riverside location reachable from the town centre via a charming riverside walk, and with the nearby community centre where you can run arts workshops as Val herself has done.

What became immediately apparent from Val’s walk, was that in terms of artist tourism, Sudbury offers the whole package:

- **Inspirational art locations**
- **Art supplies, picture framers**
- **Short and long art courses**
- **Famous print workshop reopening soon**
- **Galleries, museums**
- **Places to stay**

It should be noted that all these locations are in easy walking distance of the town centre, and if arriving by train the location can easily be explored on foot.



First stop Gainsborough House, then Vanners Silk Factory.



The Bridge Project, and the Framing Shop.



Goslings Art Supplies is a must visit for any artist.



Mill Tye Gallery can be reached from the town via a river pleasant walk.



Walk & Talk with ZOEY BANTHORPE

Arts & Culture Lead for Babergh and Mid Suffolk District Council

From a theatre background, Zoey took us on a guided walk of the key Silk Festival sites in Sudbury to tell me more about the Festival...

We begin again at the window display of art created by Creative Young Weavers, project managed by Carole Creasey and local artist Frin Arnold. Zoey tells us all the materials, are by products of silk production. The work, created by groups including Sudbury Women’s Institute, was funded by Arts Council England with school groups from St Gregory’s and Cavendish Primary Schools taking part.

Passing Gainsborough’s House, we talk about how they have run printmaking workshops. They exhibited iconic British designer Vivienne Westwood, as part of the 2019 Silk Festival, who loves to work in silk, showing some of

her most historic costumes. We talked a little about locations which took part in the Festival which include St Peters Cultural Centre, and the Assembly Hall.

As we pass Vanners, Zoey tells me silk from Sudbury made here was used mostly in the menswear industry including ties, and that silk from Sudbury is used heavily in upholstery renovation for places including The National Trust buildings and the Royal Households.

Vanners is one of the four main silk mills in the town: Gainsborough Silk - by appointment to the her majesty the Queen, Humphries Weaving - makers of jacquard, Stephen Walters - established 1720, and Vanners - descendants of French Huguenots.

We briefly visit St Gregory’s Church, soon to have a permanent exhibition on site, and hear about the preserved skull of Simon of Sudbury, viewings on request!

No ‘Silk Walk’ of Sudbury would be complete without a visit to the weaver’s cottages and the weavers garden exhibiting ‘Weaver’s Piece in Siam Garden.’

The first Sudbury Silk Festival was created in 2019 through community engagement between the council and the previous town manager.

Some ideas from Zoey included:

- **A Silk Festival for 2023 with national recognition**
- **‘Wool Weekenders’ - local wool towns around Sudbury include; Lavenham, Clare, Long Melford, Sudbury and Bury St Edmunds**
- **Streaming on-line events, like Young Vic**



Creative Young Weavers. Gainsborough’s House shows Vivienne Westwood.



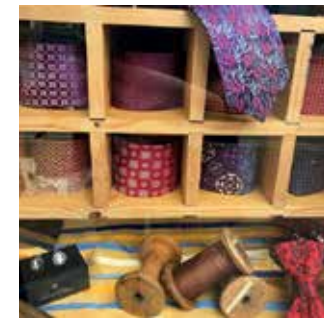
Photo: Colchester Stitch & Bitch



Ancient Art and tapestry work featuring a sheep in St Gregory’s



Gregory Mills Silk Shop. Sudbury Silk ties.



Silk bobbins. A ream of silk on display in the Silk Weavers Garden.





INFORMATION GATHERING

SOME OF THE IDEAS & THEMES THAT EMERGED
FROM CONVERSATIONS WITH KEY PARTNERS

CYCLING - HOW IT FITS IN?



KATHERINE DAVIES

Sustainable Travel Officer
Babergh and Mid Suffolk
District Councils

Active Travel Plans

Babergh District Council is currently developing a Local Cycling and Walking Infrastructure Plan (LCWIP). An LCWIP is a long-term approach to developing local walking networks over a ten-year period and forms a vital part of the Government’s strategy to increase walking activity substantially by 2025.

Currently, a public consultation is being undertaken to crowdsource information about where and why walking infrastructure is currently lacking, insufficient, or not fit-for-person, and suggestions about how it could be improved.

Information from this consultation, combined with some mapping work around key walking routes, will then help to determine what kind of interventions are needed to make these walking routes more accessible and useable.

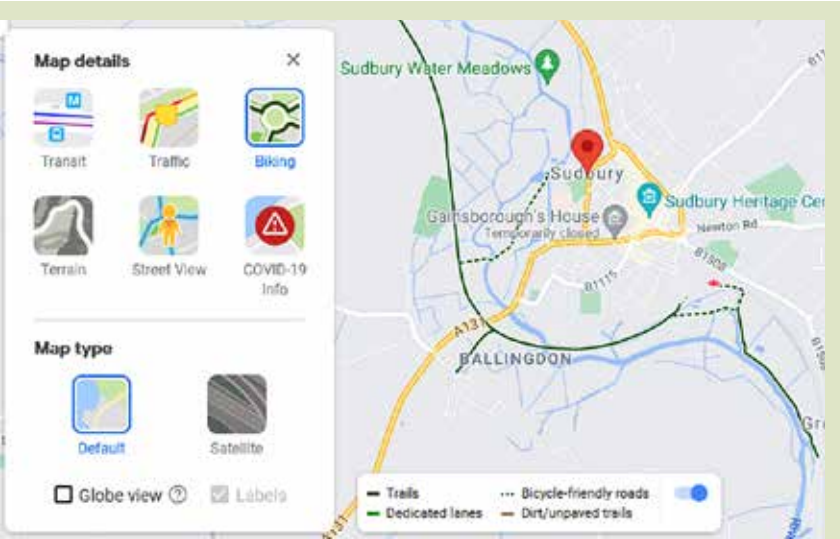
In some cases, this could involve working with the County Council's Highways and Rights of Way teams to rectify defects or solve immediate problems. In other cases, the missing links within walking routes might be more complex, and it might be that there is a potential ‘scheme’ to be implemented to improve the walking infrastructure. In these cases, the scheme will be

put forwards into the LCWIP, and prioritised amongst other schemes using national government recognised methodology such as The Walking Route Audit Tool.

Ultimately, this means that the district will have a list of areas that require attention in order to make walking more safe, accessible and pleasant, which will encourage more pedestrian active travel journeys.

Once a walking infrastructure scheme is included in the LCWIP, it can be progressed as and when funding becomes available.

Alongside a strategy to improve walking infrastructure, Babergh District Council will publish a ‘Cycling and Walking Vision’, outlining our reasons, ambitions and key values around getting more people making journeys via active travel, and also support behaviour change campaigns encouraging our communities to walk, instead of driving cars, wherever possible.



Google Map of current cycle connectivity around Sudbury

Shared Use Paths - Green Transport Connectivity

Local Cycling UK representative Tim Regester tells me that the Valley Walk to the south of Sudbury is a shared cycle and walking path. This route straddles the Water Meadow routes but it is too narrow in places for dual use and the surface does not encourage cycling after and during wet weather on every cycle or mobility scooter.

This route and improved connectivity with other routes needs financial investment to solve these issues and enable it to be a route usable for all path users.

Related Cycling Routes - The Painters Trail

There is a number of related cycle routes in the area, such as the Painters Trail which, with the improvement of cycle facilities such as centralised bike parking could deliver more people into the town centre, who could then take part in some of the shorter walks.



Why do people drive to Sudbury?

Whilst on the Urban Art Walkshop one of the participants explained; “People like to drive into town and park in market square, for quick things such as going to the bank, and then drive home.”

If these short journeys were replaced with bike rides, it would greatly improve the traffic and health of people locally and make the town a more pleasant place for walkers.

Why Cycling is Better for Local Businesses

Private companies, which support their employees in using a bicycle, can save money because their workers are healthier and they are not off sick as often as people who don’t exercise.

Although cyclists do not spend as much money as car drivers per shopping trip, on average they spend more money than car users because they go shopping more often. For example, in the German city of Regensburg cyclists spend 10% more money than car drivers per year, but make twice as many shopping trips¹.

Why Cycling is Better For individuals

Each person travelling by bicycle and, therefore, using the car less, saves money by avoiding the costs of fuel and parking. Furthermore, people’s health will be enhanced by cycling regularly. For example, for a person who was not doing sports at all but starts to cycle 30 minutes per day regularly, the risk of a heart attack can be diminished by 50%².

Source: civitas.eu

1 Heller, J. & Monheim, R. (1998): Die Regensburger Altstadt im Spiegel ihrer Besucher und Betriebe, in: Arbeitsmaterialien zur Raum-ordnung und Raumplanung, Vol 176, Bayreuth, German
2 IRTAD 2000, European Commission 2000, in: VCOE (2002): Mehr Radverkehr ist gesund und erhöht die Verkehrssicherheit, Fact Sheet 2002-03, <http://www.vcoe.at> (4th February 2010)

CYCLE PARKING - CREATIVE SOLUTIONS

Cycle Storage Provision

“In October 2020, Suffolk County Council invested some of the Government’s Emergency Active Travel Fund to instal some cycle parking bays in Sudbury. The locations of the cycle parking were selected in partnership with Sudbury Town Council, and cycle racks secured by decorative planters at each end have been installed on North Street near the Masonic Hall, King Street near to Rees Café and by the Belle Vue park art work.”³

3 Local Cycling and Walking Infrastructure Plan

Thinking Outside the Box

Sudbury has made a start creating a more appealing place for people to cycle, there are creative ways they can encourage cyclist and these include better storage and parking provision in more places, and some of the ideas here include combined seating and cycle park concepts.

Theres no reason cycle facilities have to be perfunctory, they can even be custom made with wayfinding signs attached!



Image: pinterest.co.uk



Image: Revos – pinterest.co.uk



Image: BRB-Bike Rack Bench' - Designing High Density Urban Bike Parking 2016 - Climate CoLab



Image: pinterest.co.uk



RESEARCH FINDINGS & STATISTICS

WHAT WE LEARNED FROM OUR SURVEY

OUR 8-PAGE SURVEY RAN FOR THE DURATION OF THE PROJECT, ASKING KEY QUESTIONS ABOUT WALKING AND ITS RELATION TO ARTS IN SUDBURY, HOW PEOPLE CHANGED THEIR WALKING HABITS DURING COVID AND WHAT PEOPLE ENJOYED AND WOULD LIKE TO SEE MORE OF. SHARING LOCAL KNOWLEDGE WAS A KEY RESEARCH GOAL.

GETTING AROUND

How did you get here?

A larger number of respondents came to the walks by local knowledge, with only one person using Tourist Information maps.

On-line, two people surveyed recommended ESSCRP:

“...found the Gainsborough Trail, and some excellent walks published by the ESSCRP (Essex & South Suffolk Community Rail Partnership) for walks linking Towns and Villages along the ‘Gainsborough Line’”

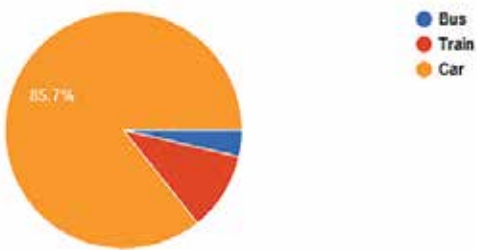
Whilst some used random visitor signs.

At time of starting the survey there was not a Sudbury Walks website or location.

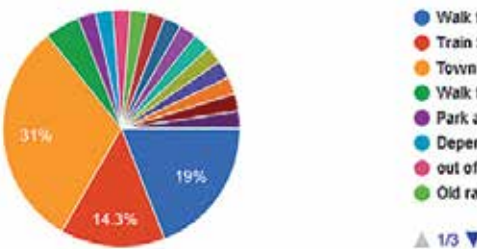
Two respondents commented on not feeling safe as a lone woman walking.

Dog poo came up as a negative in our survey three times!

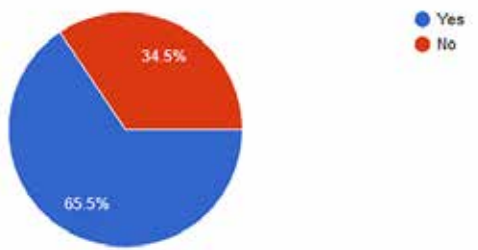
86% of people join their walk by car



19% of people walk to Sudbury from their local village



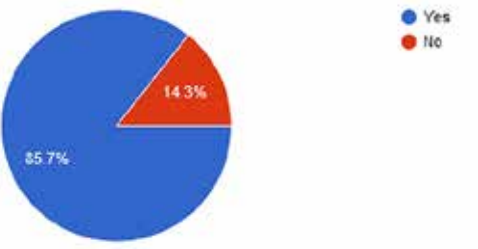
65% of people in our survey came to Sudbury to do a walk



60% of people only knew of 1-5 walks in Sudbury in spite of their being over 9 official walks, plus multiple other walks locally

71% said walks were easy to find locally

86% of people found it easy to find their way round on foot



COVID

How has it affected Walking?

How people found their new walks during Covid:

- By wandering up paths
- Facebook
- A friend took me
- By accident!
- Trying each road and seeing if it linked to another!
- Adventures and shared info from friends
- Looking at local OS maps
- Walks round Bures leaflet
- Walking & FP Maps website

By far the most walks were discovered by ‘recommendations from friends’ and by ‘just exploring.’

“We came to Sudbury during lockdown and went paddle boarding on the river with my sister and all the kids we had a great day and have vowed to go back as we didn’t know how good it was down by the river”

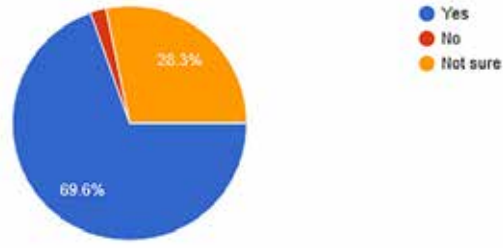
Where did people find new walks locally during Covid?

- Chilton
- Belchamp Brook
- Longer distance walks via Long Melford, Foxearth, Clare, Cavendish
- Up to the old grain Shiloh on the meadows
- From Middleton Road to Middleton Across the open landscape
- Gainsborough Trail - didn’t know about that before
- Great Cornard
- Sandy Lane; behind Middleton
- Little Cornard
- Bures Dragon
- All over the place within a five mile radius of Sudbury
- Stour valley path through Ballingdon
- Clare Castle Country Park
- Great Henny
- North of Melford
- Branden Mill
- Via paddle boarding on the river
- Water Meadows

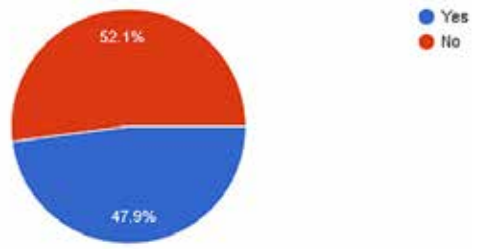
72% of people have done more walking during lockdown



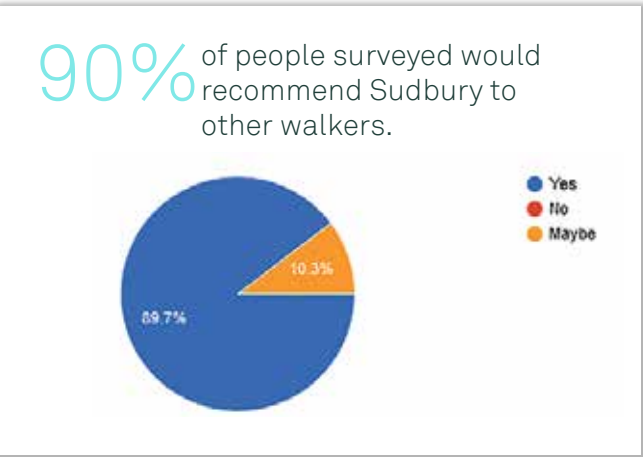
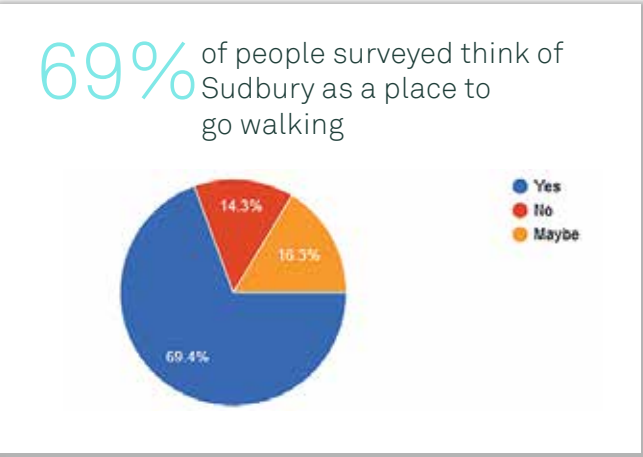
70% of people will continue to walk more after lockdown



48% of people found new walks locally during lockdown



WHAT SUDBURY IS GREAT AT...



“Walking along the back streets in the town and looping around using the passageways linking the residential roads in my neighbourhood in a way I haven’t done since I was a child. Really helped to vary our routes and keep it interesting.”

Delivering on Walking...

Put simply Sudbury is great at delivering on walking, there are already a large number of walks, some (but by no means all) of which are listed below:

Walks

- Talbot Trail
- The Water Meadows
- Gainsborough Trail
- The Stour Valley Path
- Sudbury Branch Walks
- Suffolk Threads
- Walking in Gainsboroughs Footsteps
- Dinosaur Trail in Belle Vue Park
- Ed Sheeran Made in Suffolk Trail
- Christmas Naughty Elf Trail
- Sudbury Town Trail
- Open Studios 2020, Sudbury Trail

Also Working...

- Good local uptake of routes: Bures to Sudbury
- Good use of marshes from local dog walkers
- Dog friendly routes and pubs

Great Local Landmarks

When arriving in a new town or city people use natural way markers to navigate, in Sudbury they have many sites including:

St Peters Church

The spire is a main landmark in Sudbury for people arriving in the carparks and Bus Station to the South of the Town.

Market Square

Most on foot traffic will head towards the Market Square. Simply by following the main pedestrian traffic you will arrive at this point.



Sketches from Alisa Oleva’s walkshop, the church tower is a landmark from the Bus Station, above. Noticing various landmarks around the market square, below.



ROOM FOR IMPROVEMENT

Decluttering Wayfinding

Sign pollution is happening in Sudbury!

There are key points at which multiple signs are displayed, particularly at the railway station on arrival and at the car park locations.

We took outgoing mayor Jack Owen to the North Street Carpark to prove our point, asking him to imagine he had just arrived and what the first landmark he noticed was, he promptly said; “nothing.” We were metres away from a finger post sign, but when mixed with other posts it simply does not stand out, see pic.

The choice of finger post signs whist suporting the heritage appearance of the town, do not work when placed in locations with busy backgrounds or multiple signs as people simply don’t see them.



Arrival locations feature multiple signs which make seeing any of them difficult for new visitors.



We suggest location based audit of all signage and proposal for one concept of simple wayfinding, as a replacement across the board, rather than adding more signs to an already confused location.

Consolidating your offering - all trails branded together

There is a lot of local trails, see the project ideas at the end of this document for town branding and wayfinding, plus ideas on how the walks could be consolidated in the future.

“Before I knew my way around Sudbury it wasn’t obvious where the important attractions, main shopping and leisure areas were. It wasn’t even obvious how to access the water meadows - I didn’t even realise Friars Meadow was two minutes away via the Kingfisher car park or that a track links directly onto the beautiful Cornard Riverside Walk adjacent to Sudbury Station. The signage and wayfinding really needs work in these areas. Its a case of when you know about it great, but many first time visitors will miss some great Sudbury attractions through lack of signage.”

WHERE SUDBURY COULD IMPROVE

The Town Managers Feedback

Town manager Rachel is on the ground in Sudbury every day (subject to lockdown rules.) During our walk and over our time on the project we discussed some of things which she feels aren't publicised/promoted enough:

- Victorian Swimming Area
- Architecture
- Routes into town
- Lido
- Belle Vue Park



Lido

It's a shame at a time when towns are embracing outdoor activities the Lido's days are numbered. Already abandoned and filled in, the development of the area is soon to happen. Feedback suggested saving the monumental plaque from the site for posterity.



Not Working

Some of the things she felt weren't working well:

- Large log sings are looking tatty and out of date, particularly the Common Lands Charity signs.
- General over saturation of Trails.
- Silk garden. Badly executed, public info and missing data, the signs do not tell you what you are looking at in terms of the architecture you are directly facing.
- The Park - who knew it was here? Why is a grand public entrance not an option? Why don't they call it 'the park'?



Belle Vue Park

The park is considered to be a hidden jewel and an important asset and green space for Sudbury town centre.

Currently there is little to indicate the park exists or how to enter it. The Park sign is made of graffiti, which whilst this has its place, a civic entrance way would be much more appropriate here to increase accessibility and visibility from the road and from further up the street walking from Market Hill.

Once identified, the road can be busy to cross with long wait times, where a zebra crossing could ease this issue for locals and visitors.

The Perception of Safety

A couple of comments emerged from women stating they did not feel safe walking in Sudbury.

In her 2020 report for Transport Infrastructure Ireland on women and walking 'Travelling in a Woman's Shoes,' Rachel Cahill says; "We see that traditionally male-dominated leadership and management has contributed to an unintended male bias in the design of transport systems, resulting in adverse outcomes for women."

These fears could perhaps be addressed with a Reclaim the Night walk or similar. Find out more about Reclaim the Night here:

www.reclaimthenight.co.uk

"Isolated areas feeling unsafe for lone women"

4 TII-Travelling-in-a-Womans-Shoes-Report_Issue, Rachel Cahill, 2020

Some Simple Fixes

- Reduce road users to make Sudbury more pedestrian friendly.
Solution - promote cycling for local people for short visits to the shops.
- When you printed out the Talbot Trail map from the website it is unreadable.
Solution - make it a higher resolution.
- Sudbury town council website doesn't work across all browsers; some elements are unreadable.
Solution - cross browser testing.
- At time of starting the project there was no seminal walking location on the web for Sudbury, whilst a web page has been added I think there is scope to do a lot more. **See project proposals.**

- Dinosaur walk had been created but not launched. **Completed - launched as part of our Open Day**
- Audit existing infrastructure to identify improvements including; removal of barriers; widening; lighting; wayfinding; new crossings; and changes to waiting and 'clearance' times at crossings.⁵
- Extend 20mph limits across the city and reduce other speed limits where appropriate.⁵

57% Of our walk testers thought Sudbury was aimed at the car before pedestrians

5 Birmingham Walking and Cycling Strategy Consultation Draft, June 2019

Principles for Effective Wayfinding:

Create an identity at each location, different from all others.

- Use landmarks to provide orientation cues and memorable locations
- Create well-structured paths
- Create regions of differing visual character
- Don't give the user too many choices in navigation
- Survey views (give navigators a vista or map)
- Provide signs at decision points to help wayfinding decisions.
- Use sight lines to show what's ahead⁶



6 Mark A. Foltz, Design Principles for Wayfinding, <http://www.ai.mit.edu/projects/infoarch/publications/mfoltz-thesis/node8.html>

SIGN FITTING - LOCATION, LOCATION, LOCATION!

Navigating on Arrival

Thanks to our walk with Town Manager Rachel we discovered that are a number of signs are not facing in the logical direction as you enter the town either the Station or the town car parks.

In the case of the Station sign it is ‘...almost turning its back on sustainable transport.’

Simply fitting them in the right place could assist tourists.

One of our walk testers, Rowena Macaulay from Walk Colchester, suggested; “particularly at the busy intersection by Station Road Car Park there could be a garden with the sign and benches around the perimeter, this would make it safer for families with children and more pleasant for people in wheel chairs.”

I suggested a similar approach to in the North Street Car Park, an additional garden area as you leave the car park with a place to sit and get your things together before you head into town.



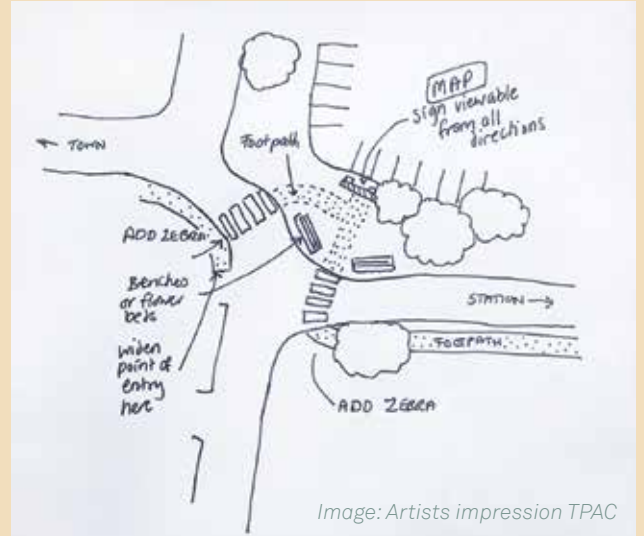
Two of the location maps face away from arriving visitors in the car parks where they are situated

Great Eastern Road - To Town

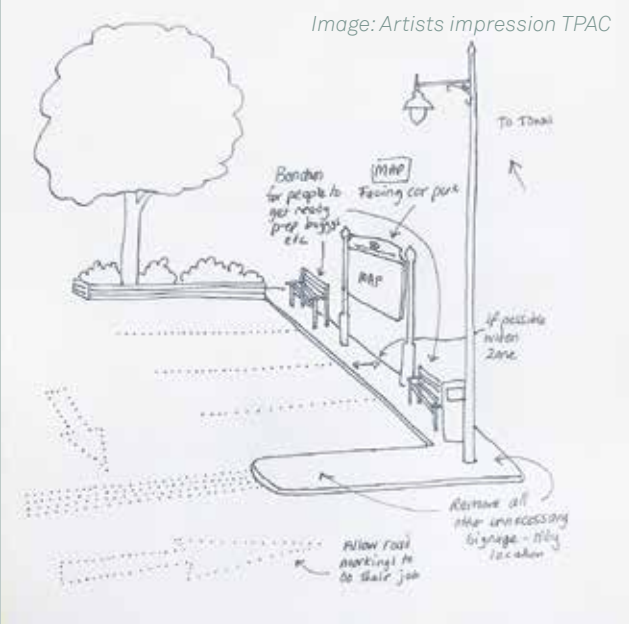


Above: Looking at the sign map at the above location, having come from the station there is no viable place to cross the complicated road system, then you are standing with your back to the traffic trying to look at the sign.

Below: Zebra crossings lead to a footpath into a garden area to look at sign with benches creating a barrier between visitors and the traffic, addition of two Zebras drive pedestrians to the nicer route to walk into town.



North Street Car Park - To Town



Above: Concept drawing for North Street carpark, a stopping area as you arrive where you can get your bags or buggy ready and look at the map, facing towards the town centre where you are heading.

Below: Unnecessary signage that repeats the painted signage, nowhere to sit, little if any indication you are heading into the town centre. When you do pass the map it is facing away from you so easy to miss.



At time of filming this traffic crossing was out of action on the crossing to market square. It is an extremely long wait when it is out of action.

Zebra crossings

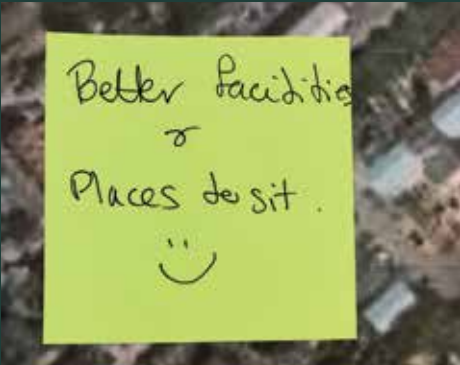
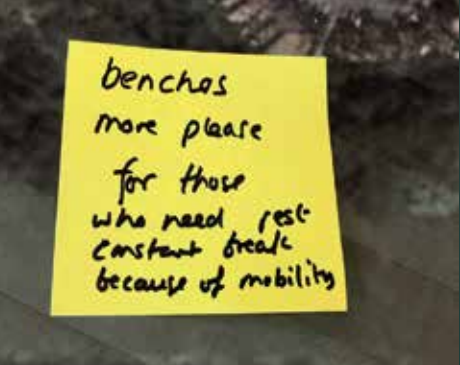
Wait times are long for pedestrians in Sudbury, the key route into town you will find a long wait to get to your destination. Putting the emphasis firmly on the car in this town centre.

A key missing zebra crossing point, is across the road into Belle Vue park. Mums with push chairs face a long wait to cross into what is a lacklustre front entrance to the park and could be much improved. More crossings around town, as per our research findings, would be desirable.

Community groups have endeavoured to improve it with planting and show the level of commitment to the park locally. Its a key area for people to walk away from traffic and in safety, making the route into it safe would be of benefit to local people and visitors alike and thought to the entrance as a whole would be valuable.

14% of our walk testers thought traffic light wait times were too long. 100% said they did have long enough to cross.

BEAUTIFUL BENCHES

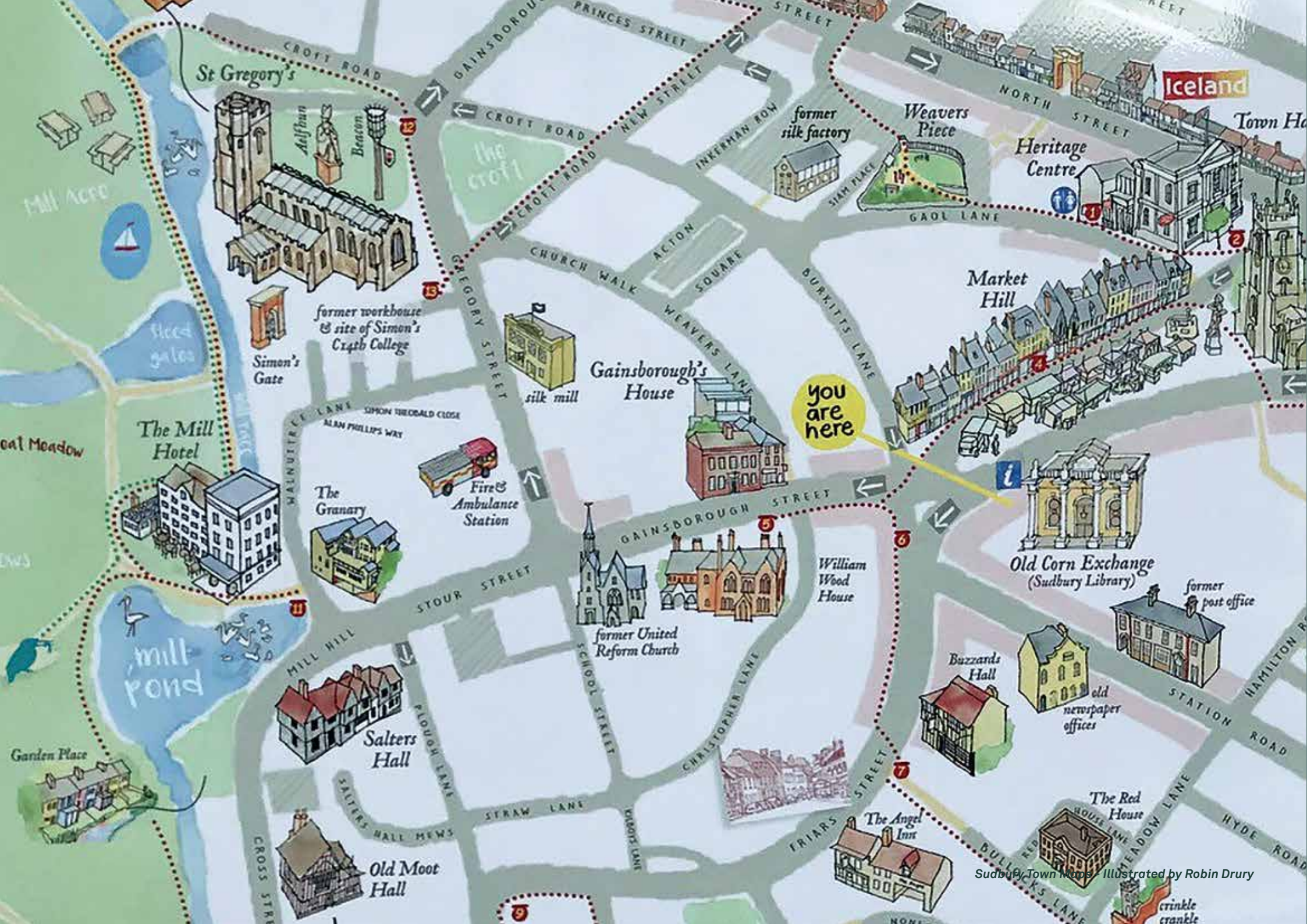


Rest a while...

When we spoke to a number of people at our Open Day they suggested that there was not enough places to sit in Sudbury, particularly for older and less able residents when you are walking into town. There are any number of options for benches including combined wayfinding and bike park benches.



Public benches - inspirationfeed.com



WALK TESTING

TESTING SUDBURY'S WALKING INFRASTRUCTURE WITH NEW USERS

WE SENT OUT A GROUP OF PEOPLE WHO HAD NEVER WALKED IN SUDBURY BEFORE, AND ASKED THEM TO IMAGINE THEY WERE A TOURIST VISITING THE TOWN. USING THEIR OWN MEANS, THEY HAD TO FIND THREE TOURIST DESTINATIONS AS PART OF A WALK OF UP TO 1.5 HOURS. WE RECORDED THEIR WALK AND SET THEM A QUESTIONNAIRE ABOUT THEIR FINDINGS...



Walker 1

Name: **Rita Sepulveda**

Age: **22**

From: **Colchester/Portugal**



Walker 2

Name: **Gavin Sherriff**

Age: **58**

From: **Dedham, Essex**

Walker 3

Name: **Christina Sherriff**

Age: **60**

From: **Dedham, Essex**



Walker 4

Name: **Rosanne Ganley**

Age: **25**

From: **Stowmarket**

Walker 5

Name: **Emily Godden**

Age: **27**

From: **Stowmarket**



Walker 6

Name: **Rowena Macaulay**

Age: **57**

From: **Colchester**

Walker 7

Name: **Fiona Broom**

Age: **66**

From: **Colchester**

Note: Strava did not record an accurate time, possibly due to being paused - Actual walk time closer to 1 hr 30 mins.

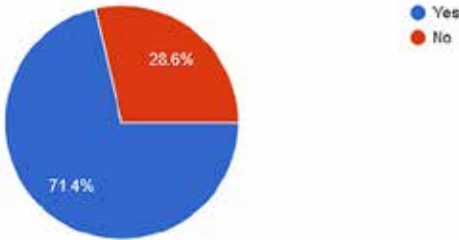
About the Group

Our walk testing group were aged between 22 and 66. Most were born in the UK with English as a first language, and one tester coming from Portugal. One tester was a wheel chair user.

How did you navigate Sudbury?

Our testers all used multiple methods to navigte Sudbury from the list provided of; Google Map, Printed Street Map, Wayfinding signage in the town, and asking people.

Did you find it easy to find your way around Sudbury?



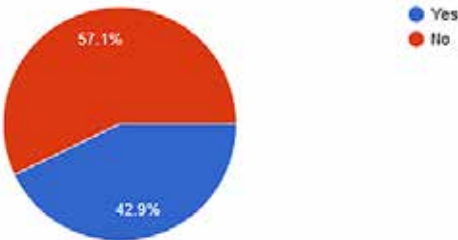
Most of our testers found it easy to navigate (2 out of 7) via:

- Signage.
- Found Footpaths easy.
- Street map really useful to get an overall view.
- Small size, clear boundary with countryside. But not so easy to find POI. Perhaps there is a paper map of these, but not online?
- Some street signs were very detailed and helpful.

Those who didn't said that:

- Got a bit lost connecting footpath to town centre.
- Before I set off, I looked for POI specifically for Sudbury and most 'returns' other than for Gainsborough House, were e.g. Long Melford etc. Such a shame, because Sudbury is clearly stuffed full of it!
- Not clear signage in places- especially outside of town.

Did you find the walk route into Sudbury from your start point attractive?



If no, why not?

- We commented on this straight away. We parked at the pool, by the station. Ugly buildings (save one!) Ring road. Three adjacent car parks. Few redeeming features here.
- From the station into carpark and large retail area, more flowers /planting would help. Two plants at station entrance/ exit-more needed please.
- Through car parks, busy access roads to supermarket.
- Ugly building.

All the group but one found Sudbury's designated walks.

With the most people (4) finding the Gainsborough Trail, then Talbot Trail (2) and one spotted the Stour Valley Walk.

100% of our walk testers felt safe walking in Sudbury

Photos: Gavin Sherriff



WALK TESTERS FINDINGS



100% Saw them
71% Used them to navigate

Comments:
Cannot be specific on location, Didn't pay attention because we were not relying on them.



71% Saw them
83% Used them to navigate

Comments:
Entrance/exit and one on Market Square/ St. (I think!) Used them but photographed one and worked from that.



100% Saw them
67% Used them to navigate

Comments:
By river, near start.
Along the Gainsborough Trail and Valley Trail.



29% Saw them
67% Used them to navigate

Comments:
I don't remember noticing any.

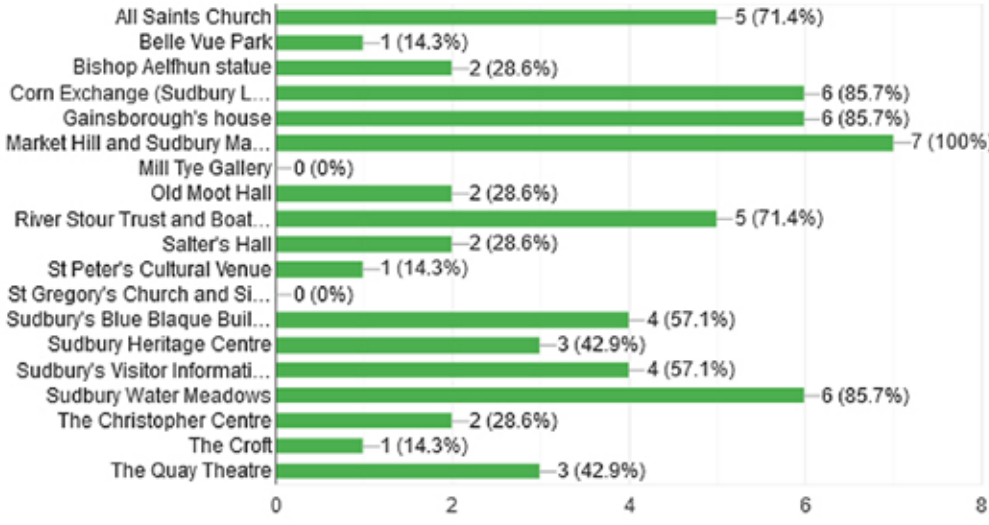


14% Saw them
0% Used them to navigate

Comments:
I didn't notice any.

Places of Interest

Did you visit any of the following?

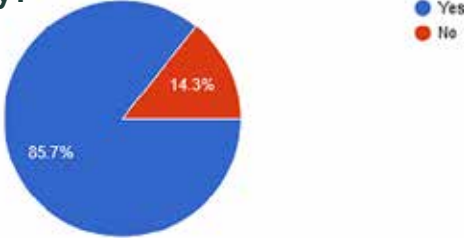


Did you find any places of interest not listed here? If so, tell us about them:

- I found it a very charming place to walk around and see the buildings and outlines of Sudbury from the nature trails.
- I loved the local fields that we came across. I wanted to know about Silk Mills but could not find them.
- Gainsborough Trail.
- Boating pond, cricket ground, cricket club, tennis club, open art (...?) trail
- The Stour Valley footpath and St. Edmund's way signs
- Boating Pond and area Mill Acre dedicated to a family in the Yugoslavia air crash, Gainsborough Museum, Open Art Galleries.
- Friar's Meadow, Gainsborough's statue.

Accessibility

Did you find it easy to navigate around Sudbury?



If yes, what helped?

- I used google maps if I suddenly found myself confused.
- It's very small.
- Large town maps on display.
- Signs and maps.
- Perhaps oddly (as a chair user) I didn't think too hard about accessibility as I was a) on my bike motorised, and b) many locations were closed.

If no, why not?

- Confusing at times, knowing which direction the town centre is.

Were there enough places to sit down in Sudbury?



WALK TESTERS SUGGESTIONS

Are there any things Sudbury could improve to help accessibility?

Some pavements were quite narrow with doorsteps that reduced access even further.

1) Improve advance info. Almost all disabled people advance plan - they depend on it.

2) Crossing points. Plenty of dropped kerbs but didn't seem to be many zebra crossings, i.e.: easy means of stopping traffic.

3) Adjacent to railway station, three car parks sit side by side. Confusing (and unattractive). Could they be better identified? Could there be a sort of 'gathering point' (shared) between them and town, with e.g. planting, benches, a place to take stock before setting off?

4) Accessible routes by way of connection between town and countryside i.e.: out on to the circular trails. We accidentally found our way out via an overgrown footpath, ending up at the tennis and rowing clubs.

5) Tried to visit Belle Vue Park but couldn't find any obvious access point. Later, on our way home, we drove around perimeter to find the entrance and only found one, on Ingram's Well Road, which would have been very inaccessible to me in a wheelchair from town centre or Railway Station car park. May have missed the main entrance somehow, in fact, until we found Ingram's Well Road, I thought I must have been mistaken about the existence of the park at all at this location.

Photos: Rowena Macaulay



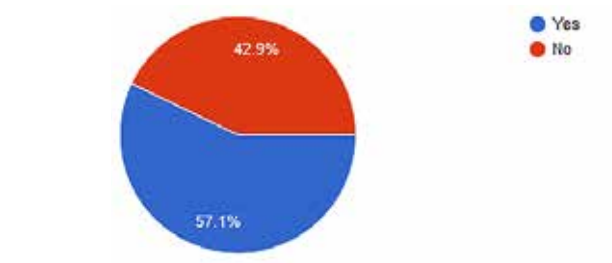
WALK TESTERS FINDINGS

Market Hill Area

100% Of our Walk Testers visited Market Hill

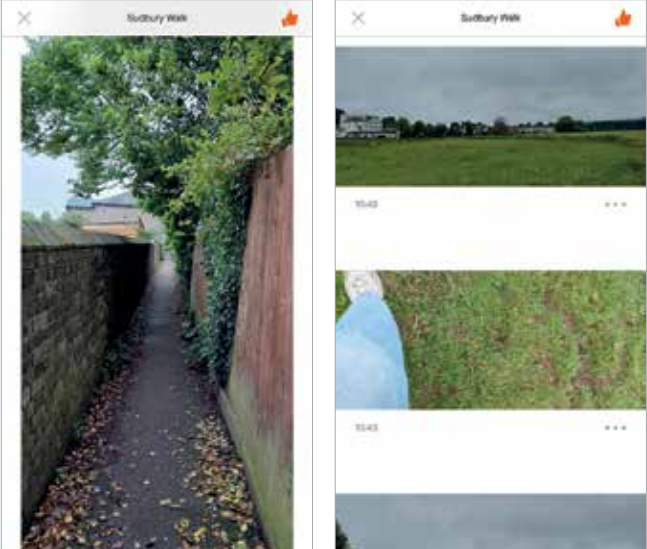
- What do you think of the space? How do you think the space could be used? (the area is currently closed to parking for social distancing)**
- It had a lovely market of flowers from what I have seen.
 - Nice to see tables outside for people to sit at.
 - Good to see an actual market.
 - Markets.
 - Limited seating and not many places to cross the road safely.
 - Lovely big space, Open air music venue/ street musicians, cultural events.
 - It's a huge space and a pity to be dominated by parking, especially when so many car parks border this small town. Markets (obviously), other external events, planting (scope for full-size, non-ornamental trees). Boules, miniature boat lake, outdoor eating. What are the alternative options for the traffic? Could traffic be time limited?

Did you feel there was adequate signage to help you find your way around in Sudbury?



If no, where could improvements be made?

- Yes, but not much info on how accessible things are. Not much info on things to do.
- More signage when you come from footpath to reconnect to town centre.
- There could be more signage as you approach the town centre to help find your way around.
- Note: people very friendly, clear pavements despite a lot of dogs, quite a few dog bins, saw and heard a good amount of wildlife.
- Not so much *more* signage but review/ overhaul existing so that it has more consistent feel and is better converted. In particular, content on-line with paper maps on the ground. The lack of ability to advance plan a sightseeing trip to Sudbury seems to me the biggest shortcoming since essentially free to address, and does half your job of 'signposting' before your tourist has even arrived. Also advance planning key to accessibility for many.



Photos: Rita Sepulveda

Are there any things Sudbury could improve to help people walking?

- More clear signs of possible 'touristic' routes to follow? They could be clearer especially with the 'you're here' point in the map. I found it hard to find.
- Tell them where the trails are - signs about where the little footpath end up - signs for tourist office were wrong so it was shut when we went. Gainsborough's House was shut.
- Dogs being off lead in meadow areas even though it says they are supposed to be on lead.
- Signage on alley ways, and more signs towards river.
- Bigger pathways, more crossings, more notice boards.
- Colour coded signs with lengths/ times of walks, more publicity of trails available e.g. at Station, car parks or on street maps.

Did you feel Sudbury prioritised the car or the pedestrian?



What are your thoughts about walking in Sudbury now you have visited?

- Very nice people. Beautiful nature trails and a lot of them. Enchanting town, but not the easiest to find main points.
- I would like to go to Waitrose and the Silk Mills and explore the countryside - I want to see art.
- Would visit more of the trails handy there is free parking to give time to go long walk.
- Speed of cars seems high. When you are on narrow footpaths/ pavements traffic calming would help friendly people, lovely garden
- The Valley walks are wonderful but limited places to cross in the town.
- A beautiful place to walk. Homes have added plants/flower in corners and plant gardens. Lots of little paths and alleyways- very interesting to walk and discover a variety of buildings.
- It has fantastic access. Urban and countryside (we want to return!); great heritage that is poorly publicised; urban space is very spoiled by busy roads, noisy, little by way of traffic calming measures and/or street reclaiming.

100% Of our Walk Testers would recommend Sudbury to a friend



Photos: Emily Godden



COMMUNITY ENGAGEMENT EVENTS

A SERIES OF EVENTS AS PART OF OUR
COMMUNITY ENGAGED PRACTICE



Photo: Artem Bereznev



URBAN ARTIST WALKSHOP

ALISA OLEVA

Where do the streets take you?

SATURDAY 22ND MAY 2021

The workshop took participants to their local everyday streets while offering a tilted angle, a crack, a perspective, an interval, a texture to play with and which transformed thier perception of the place in a playful and wondrous way.

Moscow born, London based artist Alisa Oleva holds a BA and MA from The Courtauld Institute of Art and an MA in Performance from Goldsmiths. She treats the city as her studio and urban life as material, to consider issues of urban choreography and urban archaeology, traces and surfaces, borders and inventories, intervals and silences, passages and cracks.



Photo: Adam Biggin



RURAL ARTIST WALKSHOP

GEMMA GARWOOD

Walking as a ritual act of letting go

SUNDAY 23RD MAY 2021

Together we took a walk down to the water, to let go of some of the things that were holding us back over the last year... participants were guided to collect stories and materials. Which were ceremoniously arranged and deposited (in an environmentally safe way) via a purpose built ritual.

Gemma Garwood is a multidisciplinary artist who creates beguiling and locally relevant works, grounded in the fields of mythology, heritage, performance and theatre. "As a child I would sing songs to the fields around my village home and as I grew, local stories of rising water and wild women calcified into the core of my being..."





SUDBURY WALKING ARTS PROJECT

OPEN DAY

Art Exhibition | Stalls | Community Café | Community Feedback | Clay Making Drop-in | Dinosaur Trail Giveaways | Town Crier

SATURDAY 29TH MAY, ST PETER'S CHURCH

Our Open Day at St Peter's raised the profile of the Walking Arts event, and enabled bags of community engagement. We had a local team of volunteers running the café for us, a live clay workshop with local artists Cally James, plus our information gathering point with giant interactive map and visitor book.

As part of the event we launched the 'Belle Vue Park Dinosaur Trail' which had been created during lock down but not launched. We opened the event formally with the Mayor in attendance and our own artist Gemma Garwood doing an Art Town Crier appearance, which really got the people on the market interested!



FAMILY CLAY MAKING DROP-IN

CALLY JAMES

Sudbury Community Walking Vase

SATURDAY 29TH MAY, ST PETER'S CHURCH

Local artist Cally ran a family drop-in, to create a walking inspired Clay Community Vase. Ideas were modelled inspired by walking in Sudbury and selected pieces were added to two large vases for firing.

Cally James is a Ceramic artist based in Suffolk, interested in experimenting with different mediums. She works with clay, both fired and unfired as well as Plaster of Paris in order to explore and expand her skills with sculpture. Creating pots from terracotta clay, which lends itself well to being burnished and wood fired using materials that are found.



MARKETING REACH

Social Media, Mailing Lists & Press Releases

Followers Gained

Instagram	280
Twitter	84
Facebook	157
Total	521

Mailing List

Key Partners	103
Artists	167
Total	270

Events & Testing

Participants in Questionnaire	55
Visitors attending Open Day	230
Stand visitors at Green Sunday	50
Participants on Walkshops	25
Participants filling in Survey	55
Participants in Walk Testing	7
Total	422

Total Engaged

Population	13,000
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Media Interaction

- Project manager Sara Hayes interviewed on Radio Suffolk.
- Our two walking artists both interviewed on Radio Suffolk.
- Piece about the Walking Art Project in Suffolk Free Press.
- Spread about Open Day in Suffolk Free Press.

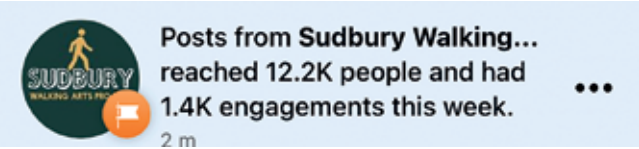
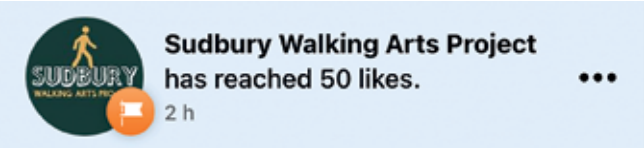


Key Marketing Achievements

- Radio Interview through Instagram
- Newspaper support, featured twice
- Reached almost 10k people with one post and had 32 comments on that post
- Our Open Day Facebook event reached 2216 people, had 54 responses and had 40 people interested in the event
- Reached almost 300 followers on Instagram in three months

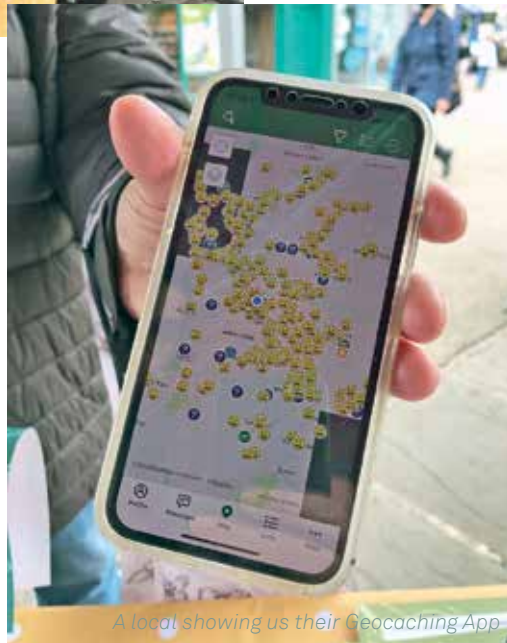
SOCIAL INTERACTION

Right: On opening the Instagram account we had 50 followers before we had even posted anything. Below: Excellent Facebook engagement around the events,



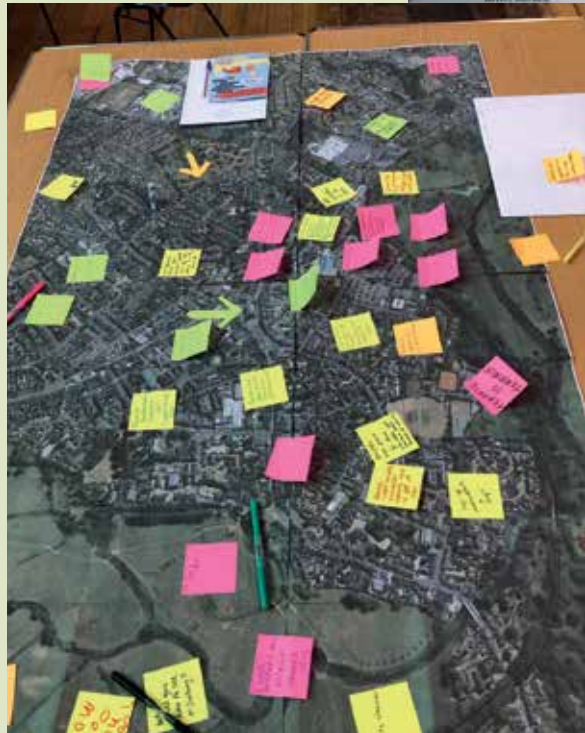
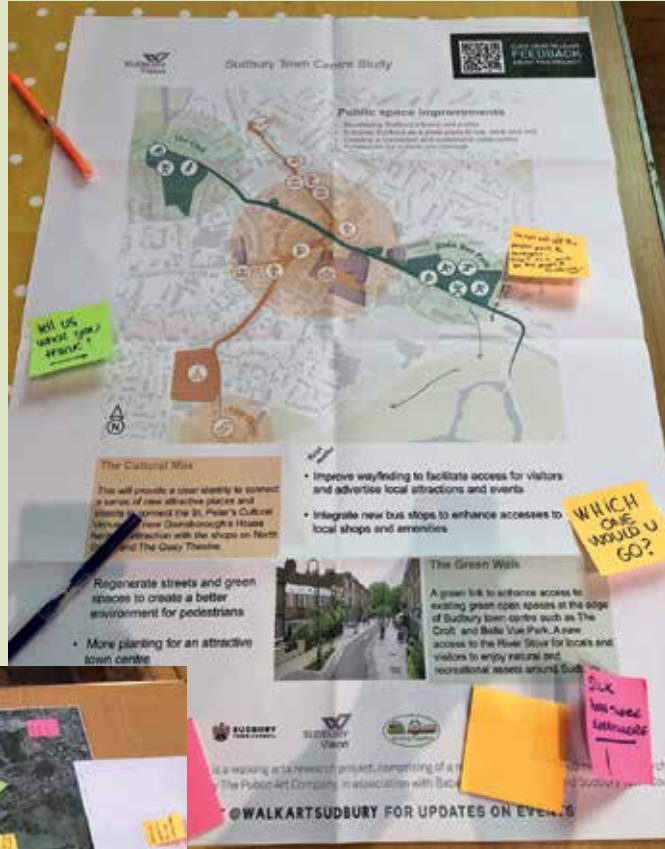
MARKET STALL / GREEN SUNDAY STALL

We enjoyed spending a day on Sudbury Market, meeting locals and asking them their thoughts on walking in Sudbury. We provided a Covid friendly seating area to help people fill in our questionnaire.



A local showing us their Geocaching App

Attending the first ‘Green Sunday’ event. Lots of feedback on our interactive map of Sudbury.



THE PROJECT DELIVERED

The Sudbury Walking Arts research project delivered a number of events and outcomes as part of the process:

- A day on Sudbury Market
- Walkshop with Alisa Oleva
- Walkshop with Gemma Garwood
- Open Day at St Peter’s Cultural Centre
- Engaged local volunteer group to run the event café
- Successful launch of the ‘Dinosaur Walk’ as part of our Open Day
- ‘Walking Arts Vase’ created in workshop with local ceramicist Cally James as part of our Open Day
- Attended ‘Green Sunday’ event
- Our trainee from University of Essex worked as a volunteer on the project and has since been employed by ECC
- Partnership projects and opportunities have arisen for the groups and artists involved in the project
- Proposals for future walking projects



10% of the population took part in the Sudbury Walking Art Project in some way.



Engagement Figures

Followers Social Media	521
Key Partners/Mailing Lists	270
Events Research & Testing	422
Total Engagement	1,213



Still from Gemma’s Walkshop - video footage by Harry Hayes



Parkour in Belle Vue Park as part of Alisa’s Walkshop



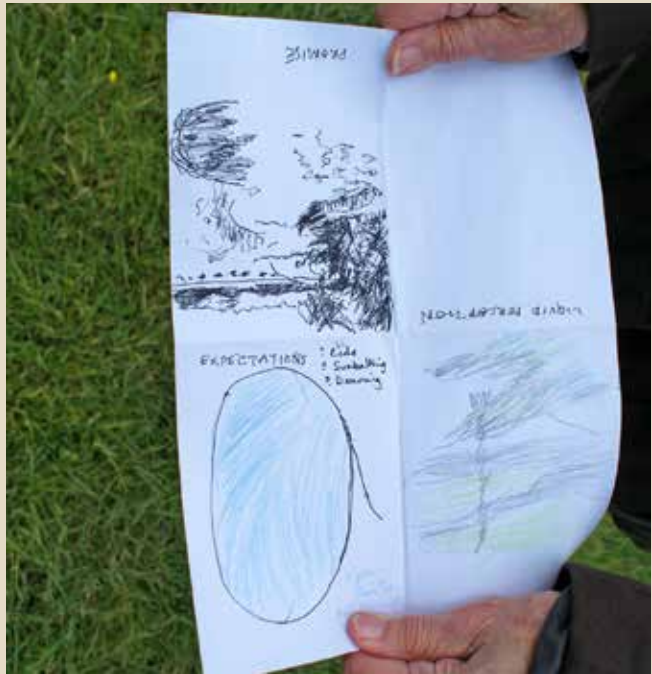
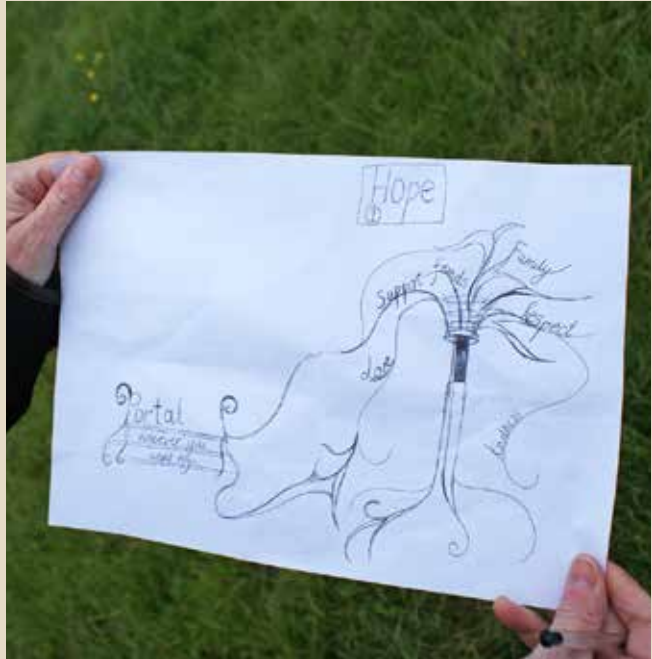
Clay panels made by families for Cally’s Clay Walking Vase

SUDBURY TOWN COUNCIL INITIATIVES

Some of the walking initiatives which also happened locally during the project...

While we were working on the project Town Manager Rachel was busy improving the council and Sudbury’s walking offering...

- Creating a walk leaflet with link to the new town council walking web page: www.sudburytowncouncil.co.uk/walking
- Application for ‘Walkers are Welcome’ is in, Sudbury is working towards this national walking accreditation.
- Considering application criteria for ‘Dogs are Welcome’ accreditation.
- Sudbury gained ‘Big Draw’ membership, and they were big supporters of all our projects on social media.
- Launch of the new ‘Sudbury Urban Sketchers’ group.



Artwork created on the ‘Walking as a ritual act of letting go’ Walkshop as part of Sudbury Walking Arts Project

OTHER LOCAL INITIATIVES

Gainsborough Trail

The Gainsborough Trail has been in development locally for a number of years and is run by a working group comprised of representatives from town, district and county council alongside voluntary groups and residents.

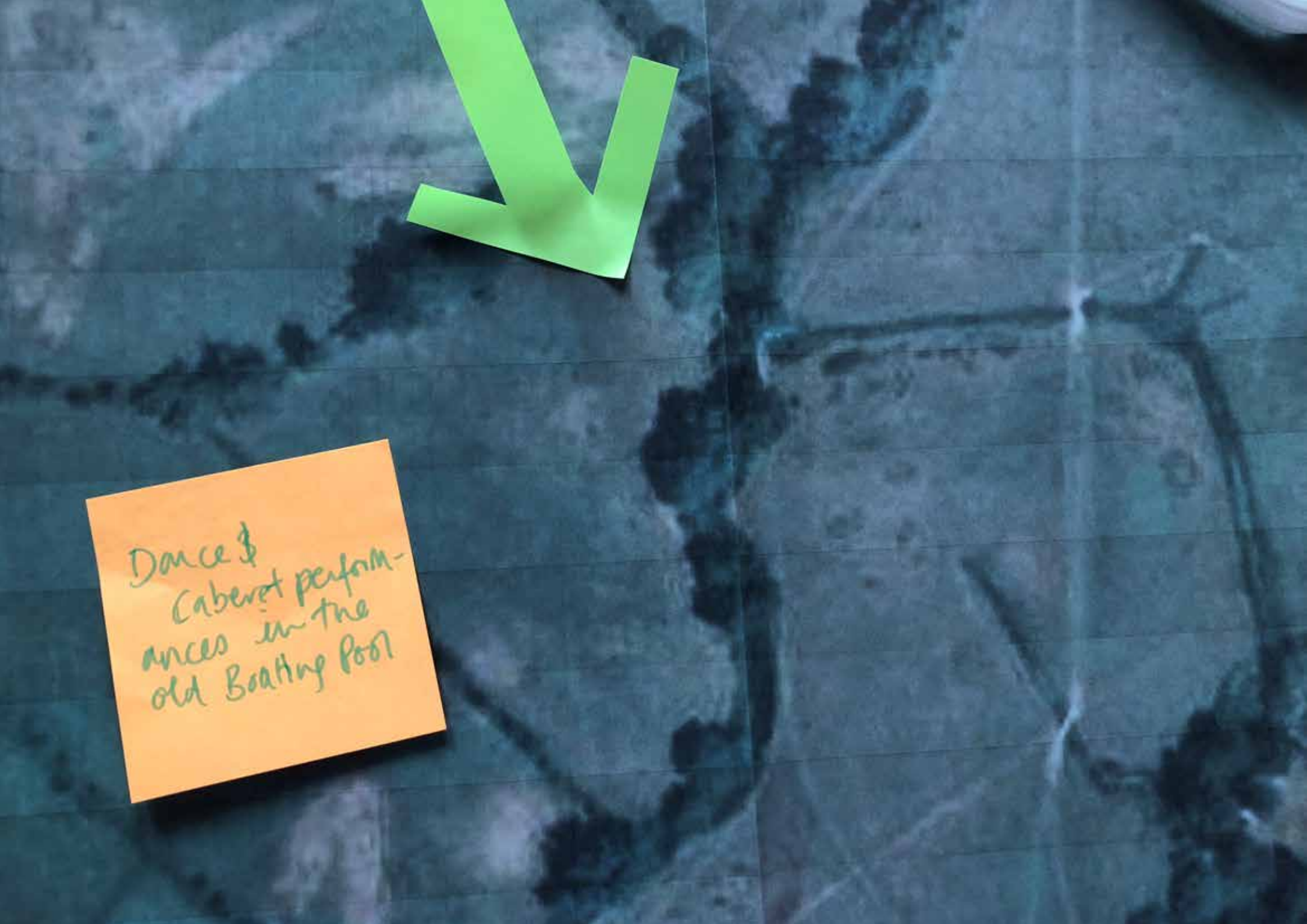
The plan is for three walks:

- Meadow Walk
- Cornard loop
- Chiltern Loop

Section one was originally completed in 2013, and the second Cornard Section of the walks is in development.

Once completed the group will be reviewing the current Sudbury section of the Gainsborough Trail leaflets and Boards to bring them up to date and in line with the new Cornard section.





PROJECT PROPOSALS

WORK PACKAGES FOR WALKING & ARTS
PROJECTS IN SUDBURY MOVING FORWARDS

INCLUDING SUMMARY OF ALL PROJECT PROPOSALS

SUDBURY GREEN SPACE & URBAN CULTURAL WALK

(WORKING TITLE)

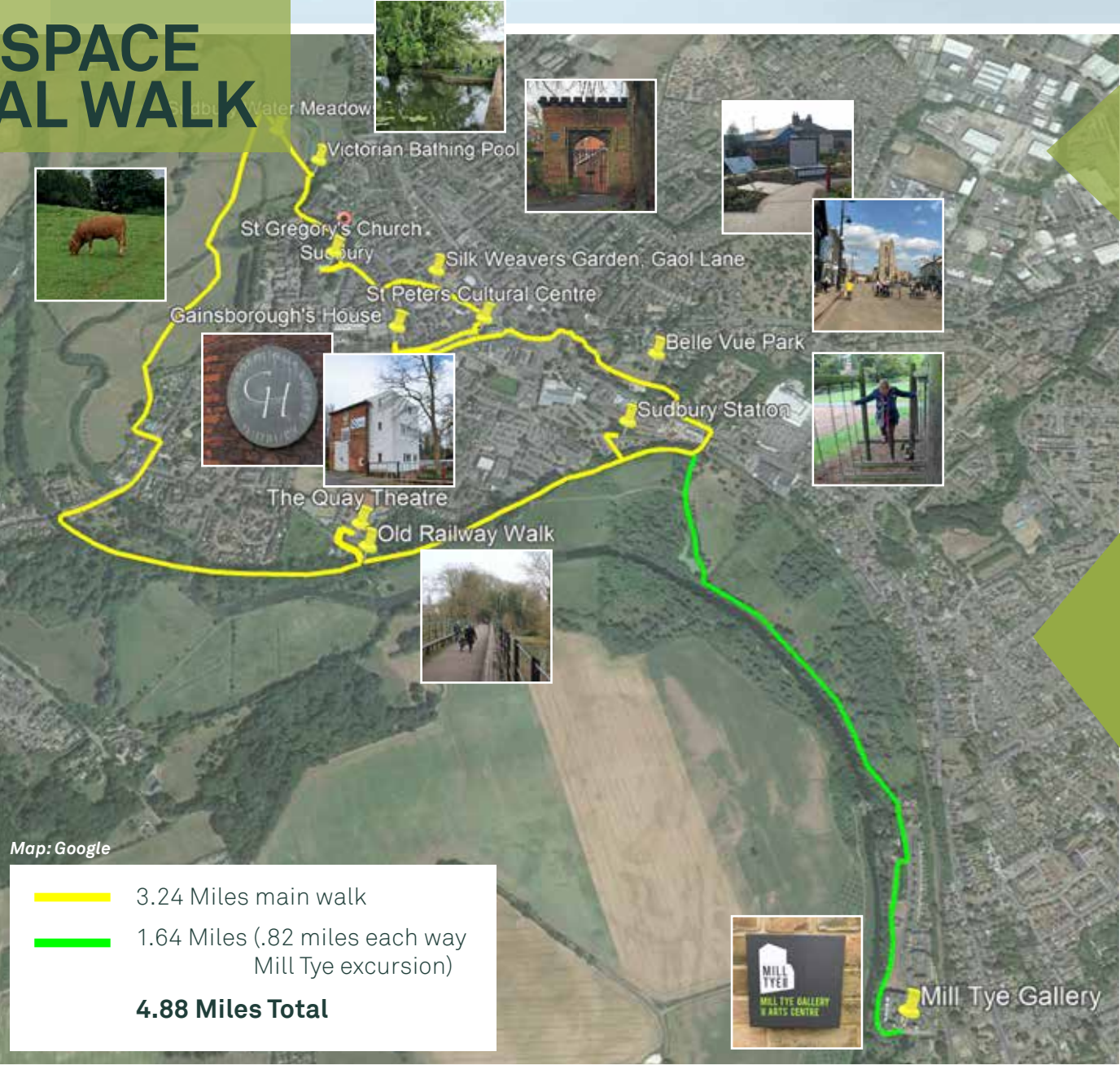
Sudbury is one of the few places where you can be in the town centre then in the beautiful Suffolk countryside in minutes...

This means you really can enjoy a walk in the open space of the water meadows, and still take in lunch and enjoy our arts heritage in the town centre in one walk!

Starting at Sudbury Station, we are going to take you on a walk of some of the stunning the green areas of Sudbury and take in some of the arts venues you may like to visit!

However this walk is not exhaustive of the many sights to see in Sudbury, if we have peaked your curiosity for Sudbury, check out our website www.walksudbury.example for a selection of walks on different topics.

Whether you are visiting for the day or staying for a while, there are so many walks for you to enjoy locally!



What: 10-point walking trail
Where: Around the town and green spaces
When: Six months to one year delivery time, from commission.
How much:
From £15,000k way marker based trail
£45,000 Information board trail
From 8k digital add on
Delivered by: TPAC

- Key Points:
1. Old Railway Walk
 2. The Quay Theatre
 3. Water Meadows
 4. Victorian Bathing Pool
 5. St Gregory's Church
 6. Silk Weavers Garden & Gaol Lane
 7. St Peters Cultural Centre
 8. Gainsboroughs House & Gallery
 9. Belle Vue Park
 10. Mill Tye Gallery

PROJECT MANAGEMENT

As a Walking Trail Project Manager I consult with communities to deliver trails which fit their needs and allow them to get involved and take ownership of the projects.



DESIGN PRINT & MAPPING

I oversee the creation of supporting literature from content gathered from your community through engagement and feedback events and design branding, leaflets, web sites and supporting material.



WAYMARKERS

Think outside the box... route way markers could be; ancient stones, pieces of industrial equipment, carved wood, painted onto buildings... think creatively here!



VIRTUAL WALK

It has been my pleasure to work with Love Exploring on this project and we have discussed collaborative projects moving forwards including digitizing future Sudbury Walks.



INFORMATION BOARDS

Interpretation boards are commissioned by craftsmen, whether it's signs made from sustainable cedar wood, treated with environmentally friendly oils, or metal signs made in a Blacksmiths Forge!



MARKETING & LAUNCH

Advice is given on insurances and ongoing maintenance of trails. I organise social media campaigns and launch events, allowing all community members involved to attend and celebrate their achievement.



WALKING EVENTS CALENDAR

Walking can extend the visitor season of a town considerably, with relatively small investments

I suggest extending the current tourist season by creating a wider calendar of walking events year round. Looking at your current calendar of events the WAP was well received as it slotted into an early part of the year when not much is happening.

Further I propose Sudbury joining 'Jane's Walk' a global walk festival will put Sudbury on the global map as a walking town and destination, see list of towns in the UK currently participating (right). These are walks curated by local people for local people at a grass roots level, and can start really small and grow over time. They are entirely run by volunteers.

Response to Walking Arts Project was more than positive locally, with the social media there waiting to be re-used for future events, the brand can be built upon and utilised as a Walking Arts network for Sudbury. We have two walks already which could be re-run as part of future events.

Sudbury Walking Arts Event

Catalogue of walking arts events in a program similar to delivery of Sudbury Walking Arts. Could utilise the existing Walking Arts Project social media channels.

Take the Train...

Partnership with Essex & South Suffolk Community Rail Partnership to create an events day with affordable train ticket to bring visitors from London to Sudbury for a day of walking arts events.



Where: Sudbury
When: July 2022
How much: From £3000
Delivered by: TPAC

SUDBURY ANNUAL WALKING EVENTS CALENDAR

NEW	Sudbury Spring Walking Festival	March
NEW	Jane's Walk	May
	Suffolk Walking Festival	May
NEW	Sudbury Walking Arts Event	July
	Sudbury Silk Festival	September
NEW	The Big Draw	October
NEW	Reclaim the Night	November

Jane's Walks

Jane's Walk is on the Global Platform of Walking Events, current cities taking part in the United Kingdom; Belfast, Nottingham, Plymouth, Birmingham, Paignton, Reading, Bristol, Colchester, Manchester, Leeds, Liverpool and London.



Where: Sudbury
When: May 2022
How much: No Cost
Delivered by: Volunteers



Sudbury Spring Walking Festival

Designed to expand the walking calendar, this could be simply a selection of versions of the led walks already on offer, publicised as one festival.

The first edition could coincide with launch of Digital Art Walk (see Project 4) as an option.

Where: Sudbury
When: March 2022
How much: No Cost
Delivered by: Volunteers

SUDBURY SCULPTURE TRAIL

With its beautiful countryside so near to the historic town centre, plus a high desire for more community arts opportunities Sudbury lends itself to the creation of a Sculpture Trail

How would it work?

The project manager will work within a budget or target budget if raising funding. They manage auditing locations, insurances, fitting and the event.

Starting with an Open Call to go out to local artists, complimented by a call out for an established artist to feature in publicity for the project.

With its beautiful un-spoilt landscape work which reflects that, in its use of natural or recycled materials, would be a great idea for Sudbury.

Why create an Art Trail?

Art Trails are proven to bring in tourism, and benefit the local economy, this can be a temporary or permanent trail, and I would suggest the more you invest the more permanent the work will be.

What: 10 Point sculpture trail, emerging artists

Where: Around the town and green spaces

When: 6 months/1 year delivery time

How much: From 15K

Delivered by: TPAC

Supporting Funding Ideas

Art Council/Arts Funding - Depending on the theme and topic of the trail arts funding may be possible, current themes being funded include mid-career artists improving their practice.

High Streets Funding - There is currently post Covid economic recovery grants becoming available for hard hit town centres.

Local Sponsorship - Art Trails are proven to increase visitor traffic in towns, are local businesses open to encouraging more shoppers by sponsoring sculptures?



Photo: Wild at Art Giraffes Colchester



Photo: Forest of Dean Sculpture Trust

Case Study

Art Trails are big business nowadays, Animal Trails such as Wild in Art can boost local economies by as much as 33 million,* with visitors returning an average of seven times with a party of four people each time.
*source Wild at Art

"Stand Tall giraffes raised more than £115,000 for charity when they went under the hammer at Firstsite."



Photo: Rick Tang/sonomacounty.com



Pendle Sculpture Trail by Philippe Handford for inhabitat.com. Photo: Taflin Laylin



East London 'The Line' Sculpture Trail
Photo: cktravels.com

VIRTUAL TALBOT ART TRAIL

Sudbury is a town of dog lovers, and we propose an art project to expand Sudbury’s Virtual Walk offering...

In collaboration with Love Exploring, creation of a Children’s Talbot Art Trail, where children will colour-in Artist designed Talbot graphics, which will be translated, from their artwork, into a virtual Talbot at each point of the trail.



Who will make the Templates?

An Open Call would go out to local artists - this could also be supported by a call out for a key well known artists to lead on the project and drive publicity for the project.

What will the designs be based on?

The brief will be to reflect and aspect of Sudbury’s history, wildlife or culture, and can tie in with the Talbot trail content via story telling.

Why create a Digital Art Trail?

Art Trails are proven to bring in tourism, and benefit the local economy, this is a temporary Digital Trail which can be run as a promotion during school holidays or events, and will generate a lot of Social Media interaction from local mums.



Already completed:

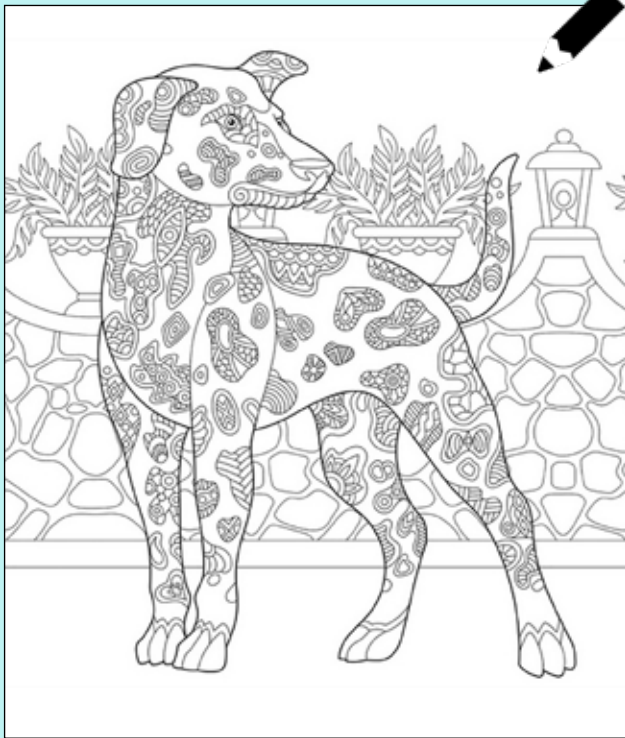
Virtual Dinosaur Trail in Belle Vue Park. You can also see one of them in St Peter’s Cultural Venue!



Currently Under Construction

Audio Trail of the Silk Walk - Telling the stories of Silk Making in Sudbury via a character led trail.

Photo: Wild at Art Giraffes Colchester



Children’s Talbot Art Trail - Encouraging children to bring out their creative side via colouring-in, their artwork will be translated into a virtual ‘Talbot’ at each information point of the trail.

What: Talbot Art Trail

Where: Around the town and green spaces

When: Current

How much: Digital Walk Already paid for. POA for content delivery.

Delivered by: Love Exploring/TPAC



SUDBURY TOWN BRANDING

A fully researched tourism marketing strategy, cohesive branding, plus website for walking and tourism marketing

What is Town Branding?

Branding a town to create a professional public facing brand with logo, corporate colours and marketing strategy all around a central theme really sets a town apart.

How is it created?

Through extensive public consultation and market research the creative team will ascertain what would be the best way to market the town, this brand would then be supplied with guidelines for its ongoing use.

Does it have to be rolled out at once?

As things expire they can be replaced with the new branding.

How does this affect Trails?

Walking trails are a key tourism draw, and as such deserve marketing on a bespoke website, this site could also be a tourism marketing point which could be used by the local tourist information who currently use the council’s website, which, whilst it is great for council info, may not be the best vehicle for the visitor economy - as the two groups are not looking for the same things.

Case Study

The seaside town of Walton-on-the-Naze received funding to create a series of Walking Trails, but they also utilised the project as an opportunity to create a new brand for the town designed by The Public Art Company as part of the project.

The town logo and colour scheme was then used across all the Trail design, and the town website, which became a home for the walking trails and local and tourist information.



Trail Branding

Walking Trails can be re-branded with the new theme as they become out of date, or old, and need replacing - the life span of a Walking Trail is usually around ten years, depending on its materials and location.

Where do we use the new town branding?

- Website
- Advertising
- Social Media
- Print



What: Town Brand, marketing website with integrated trails

Where: The town

When: 8 months, with ongoing roll out of branding

How much: £19,500+VAT

Delivered by: Mackman Marketing/TPAC

MARKET HILL CONNECTIVITY

Connectivity in Sudbury, bringing people into Sudbury town centre on foot

When we talk about connectivity in Sudbury it is vital to consider how people enter the town. Our research found that a large number of residents arrive on foot from nearby villages.

It would be advisable to think of a key central point where everyone arrives in the town, in this case Market Square, and think about it in relation to the points of entry from arterial routes.

Signs or directional markers at key points encourage on-foot traffic into the town centre, and in the case of the passing walks including ‘Stour Valley Path’ and ‘St. Edmund Way’ letting people know that they can head into the town whilst walking on those routes.

Key entry points are:

- **Sudbury Station**
- **Ballingdon Footpath**
- **Water Meadows**
- **North Street Car Park**
- **Sudbury Station**
- **Waitrose/Sainsbury’s Car parks**
- **Great Cornard Footpath**

Additional points can be added as required.

Navigation can be assisted via inset floor markers, post or disk way markers for example. The following ideas illustrate some creative solutions to wayfinding.



Way Markers

Floor set

- Metal
- Lights
- Concrete

Wooden Signs

- Engraved posts
- Finger posts
- Way Marker Posts

Metal Signs

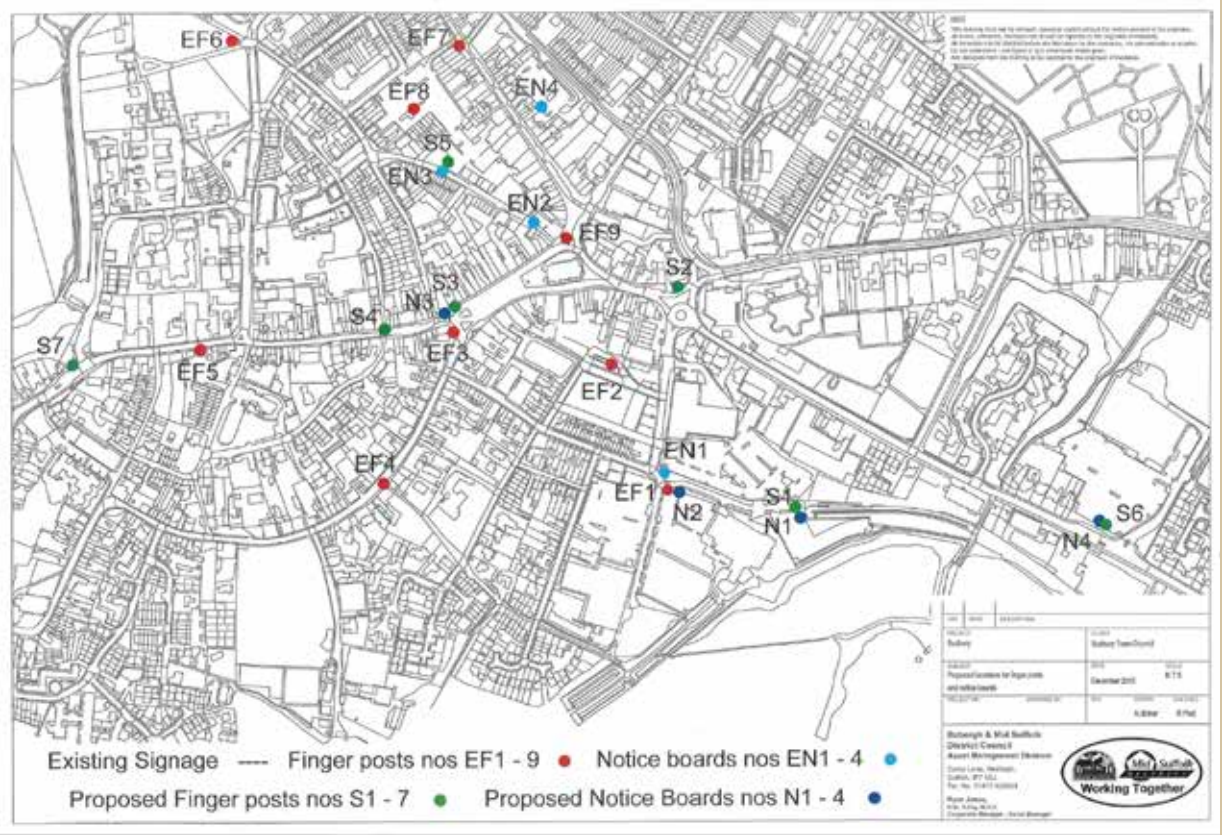
- Traditional
- Plinth
- Custom
- Cast coins

Where: Markers at key points and central location in Market Hill

When: Planning and delivery in 1 to 2 years

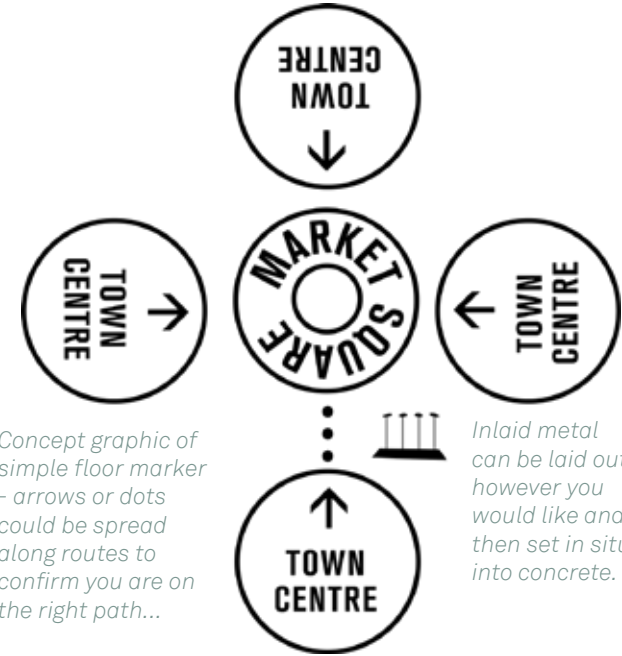
How much: POA, dependent on number of sites and materials used.

Delivered by: TPAC team of craftsmen



Sudbury Town Centre - Signage Plan Proposals, Jodie Budd, 2015 - the key entry points described here are reflected in our suggestions

Concept Drawing



Concept graphic of simple floor marker - arrows or dots could be spread along routes to confirm you are on the right path...



Outdoor Digital Touch Screen, Luminati, Prices start from £8270.00 per sign, no content

Custom concrete and metal floor wayfinding

Cast floor 'coins'

Map of the river Thames and Greenwich, Greenwich National Maritime Museum, custom made product

SILK FESTIVAL

Where: Around Sudbury
When: One year lead time.
How much: From 12K
Delivered by: TPAC and partners

Taking the Sudbury Silk Festival to the next level...

Sudbury Silk Festival is the perfect vehicle for the town, it touches on history and heritage, arts and creativity, walking, architecture and so much more...

Whilst the festival has come to a hiatus during lock down, its potential is still very much evident, and it could be time to think about bringing in a project manager to complete funding apps and appoint creative partners which can take the festival to the next level in terms of size, publicity and public engagement.

The Festival could include:

- Schools program
- Walking schedule
- Workshops and walkshops
- Performance arts
- Commercial partnerships

A more ambitious Silk Festival could be run as a Charity or CIC, with a team of creative partners who have run large events in the past. Learning from your previous successful events to create a festival which is of a global calibre.



Listen Festival branding, The Public Art Company

Proposal

Step 1 - Creating Festival Brand

The process starts with the creation of a festival brand, which can be unique or tied into Project 5 (Town Branding.) The festival then carries this branding with it as it moves forward and has a recognisable brand.

Step 2 - Professional Management

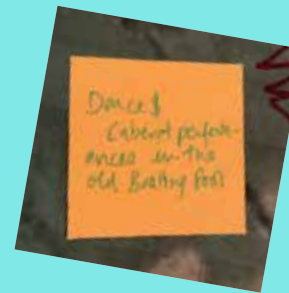
Put a project manager at the heart of the festival. Engage your grassroots members and supporters moving forwards in supporting and taking part as creatives and volunteers. Via funding engage professional designers, marketers and social media team build on previous success.

Step 3 - Key Partners

With the support of key partners such as Gainsborough House, as it opens its new gallery space, and St Peter's Cultural Centre as it moves forwards with its renovation and re-launch, the potential for larger more profitable events at both of these venues becomes possible.

Step 4 - Think Creatively

Create a fantastic line-up of events to draw the crowds, draw on creative partners to think outside the box!



Step 5 - Global partners

Through creative partnerships Sudbury could forge links with the silk makers of India for example, and make this a truly global festival!

Photo: Colchester Stitch & Bitch



2019 Silk Festival, bottom left and right, photos Ruth Philo



Case Study

Listen Festival Event Branding - Every event should have a style designed to appeal to its target demographic and to reflect its content.

Project Supporters

- ActivGardens

All Saints Church

Babergh District Council

BBC Radio Suffolk

Befriending team

Belle Vue Park

Essex & South Suffolk Community Rail Partnership

Gainsborough’s House

Green Sunday

Love Exploring

Mackman Branding

Market Hill/ Sudbury’s Virtual High Street

Mill Tye Gallery and Arts Centre

Painter’s Cafe

Quay Theatre

River Stour festival
- River Stour Trust & Boat Rides- The Granary

St Peter’s Cultural Centre

St. Gregory’s Church

Stour Valley Business Centre

Strava

Sudbury Art & Framing Centre

Sudbury Common Lands Charity

Sudbury Library

Sudbury Rotary Club

Sudbury Silk Festival

Sudbury Town Council

Sudbury Urban Sketchers

Sudbury Walking Festival

Suffolk News

Suffolk Open Studios

Suffolk Police

The Big Draw

- The Bridge Project

The Christopher Centre

The Sudbury Heritage Centre

Tourist information centre

Vanners

People

- Alisa Oleva

Cally James

Gemma Abbott

Jack Owen

Mark Bills


Penny Nichol


Sue Ayres


Val Bright-Jones


Zoey Banthorpe


Project Team

- 

Sara Hayes
Project Lead/Author
The Public Art Company
- 

Filipa Chambel
Events Assistant & Social Media Trainee
The Public Art Company
- 

Tabitha Runacres
Town Centre Vision Co-ordinator
Babergh & Mid Suffolk District Councils
- 

Rachel Price
Town Centre Manager
Sudbury Town Council
- 

Katherine Davies
Sustainable Travel Officer
Babergh & Mid Suffolk District Councils

THANK YOU!

WE WOULD LIKE TO SAY A MASSIVE THANK YOU TO EVERYONE WHO TOOK THE TIME TO ENGAGE WITH THE SUDBURY WALKING ART PROJECT! WHETHER THROUGH WALK AND TALKS, DELIVERING ARTS WORKSHOPS, OR HELPING WITH OUR EVENTS AND OPEN DAY. ALONGSIDE THAT OUR THANKS TO EVERYONE WHO ATTENDED AND TOOK PART, FILLED IN OUR QUESTIONNAIRE, WROTE IN OUR GUEST BOOK, OR PUT POST-IT’S ON OUR MAP, ALL CONTENT WAS GRATEFULLY RECEIVED! WE WOULD LIKE TO EXTEND OUR THANKS TO EVERYONE WHO TOOK PART!

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THE PUBLIC ART COMPANY

Sudbury Walking Arts Project was conceived by Walking Trail Designer Sara Hayes, using Walking Arts Practice to research walking and wayfinding in the town of Sudbury Suffolk. Through community engagement and in partnership with Babergh District Council and Sudbury Town Council a series of ongoing project ideas were delivered.

Contact

The Public Art Company

Tel: 07950 836488

e-mail: info@thepublicartcompany.co.uk

Studio: 2A10B, Art Hub Studios, Building 28, Westminster Industrial Estate, Woolwich, London. SE18 5TF

Reg Office: Priory House, 19 St Julian Grove, Colchester, Essex. CO1 2PZ

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Work Package Overview

Please Note: All prices are estimated, correct at time of release (2021/22) and relate to location specific projects. Please contact TPAC for up to date estimates/further info. Delivery, unless otherwise stated, The Public Art Company.

WORK PACKAGE	PROJECT TITLE	PROJECT OVERVIEW	ESTIMATE COST	POTENTIAL FUNDING
WORK PACKAGE 1	Sudbury Green Space & Urban Cultural walk	10 point trail based in and around the town and green spaces with a focus on visitor wayfinding	£45,000 Information Board Trail PM & Deliver From £15,000k way marker based Trail PM&D From 8k for digital add on	Section 106 Local Funding Tourism Regeneration Heritage Lottery Fund
WORK PACKAGE 2	Walking Events Calendar	Expanding the visitor economy by delivering a series of walking events thought the year for example: Sudbury Walking Arts Event Jane's Walks Sudbury Spring Walking Festival	Price for small scale start up event: From 3k for project management and delivery Free - delivered by volunteers Free - delivered by volunteers	Lottery / Local Arts Funding Small local grants to support printing costs Suffolk Community Grants (up to 1.5k)
WORK PACKAGE 3	Sudbury Sculpture Trail	A sculpture trail delivered with local emerging and focal point established artist	From 15k* (depending on calibre of artists) project management and delivery *Fitting and H&S dependent on art works and locations and not necessarily included within that budget - for example heavy works which require surveyor/underpinning etc.	Lottery Arts Grants / Arts Council Commercial Sponsorship
WORK PACKAGE 4	Virtual Talbot Art Trail	Artist designed Talbot colouring drawings, which will be translated into a virtual Talbot at each point of the trail.	POA for content delivery, from 3k approx. Open call collate content, deliver in Illustrator along with high-res photography of locations and text content about artists. PR and launch of Trail, with guided walk	8k Digital Trail already funded (App delivery Love Exploring) Lottery / Local Arts Funding
WORK PACKAGE 5	Sudbury Town Branding	Town Brand, marketing website with the potential for integrated Walking Trail Guides. Support on delivery of project including community engagement, and walk packages	From £19,500+VAT (Delivery Mackman Marketing) POA subject to requirements	High Street Recovery Funding Portas Pilots / Town Teams
WORK PACKAGE 6	Market Hill Connectivity	Wayfinding markers for visitors at key points and central location in Market Hill	POA, dependent on number of sites and materials/signage used	Central Funding from Borough Council Highways Funding / Section 106
WORK PACKAGE 7	Sudbury Silk Festival	Branding and marketing the Festival so it has an ongoing legacy moving forwards, which can help it expand	From 12k for project management and delivery	Funding for all, partnering with local arts organisation e.g.: Quay Theatre Lottery / Local Arts Funding Commercial Sponsorship Arts Council

