HELP US MAKE YOUR NEIGHBOURHOOD GREAT

Community Ambassador

Thank you for your interest in becoming an IP-Switched Community Ambassador.

We've created this document to share information about what to expect if you choose to become a Community Ambassador.

If you have any questions, you can message or call Eleanor Root via:

hello@ip-switched.co.uk

07850 245276

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What is IP-Switched

IP-Switched CPP asks neighbourhoods to influence and drive the programme of hyper-local creative activities, events and projects.

IP-Switched is designed for your neighbourhood, by your neighbourhood.

Your community. Your culture. Your call.

What is a Creative, People and Places Programme (CPP)?

IP-Switched is a Creative People and Places programme (CPP). There are 45 CPP's nationally, funded by Arts Council England. For CPP programmes, there are three outcomes that matter most:

1. More local people feel welcome, inspired and involved in creative and cultural activities.
2. We learn ways of working with communities that lead to high-quality experiences for everyone.
3. Local people's ideas and experiences guide what works best and suggests how to improve.

Why now?

The IP-Switched programme comes at a pivotal moment as the town launches its first cultural strategy. The town has so much to offer on its doorstep and we want everyone to feel the benefits.

How our decision making will work...

01



The Idea

The delivery team receives an idea from the community.

02



Culture Panel

The idea is presented to the steering group, who vote on next steps.

03



Open Call

Selected ideas are advertised, and people are invited to apply to deliver them.

04



Applications

The Culture Panel reviews the applications and selects the winning projects.

05



The Idea Happens!

The successful project is delivered in the community.

04

Why become a Community Ambassador?

We need your support to make sure everyone is 'in the know' about IP-Switched's events the people who often get left out have a warm welcome.

IP-Switched's community ambassadors are the friendly face of our programme and support by popping posters up in local shops, sharing social media content, and offering a warm invitation to come along and join in.

You will be helping ensure that everyone in our community is ‘in the know’ about what’s going on in their neighbourhood.

We will reimburse any reasonable travel expenses you incur when volunteering.

You will be invited to our annual volunteer celebration.

05

As a Community Ambassador you will...

- Attend a 30 minute 'in the know' meeting six times a year, at which you'll hear an overview of upcoming plans and can share ideas and ask questions.
- Follow IP-Switched social media accounts, engage with posts, like, share, and encourage others to participate.
- Take flyers and posters and pop them up on community boards, local shops, takeaways, etc.
- If you attend IP-Switched events, share your honest feedback.
- Create a group of Community Ambassadors that is respectful of diverse viewpoints and welcoming of people from a range of backgrounds.

Why is this happening in Ipswich?

A lot of Ipswich's cultural and creative opportunities happen in the town centre, and that can make it tricky for people to get involved.

We want to connect the town more and we need your support to make brilliant things happen on your doorstep.

IP-Switched will be running projects across the town but we will focus on three key areas in the first three years. The areas are Westgate, Chantry, and North West Ipswich.

07 FAQs

Where's the money from?

In 2025, IP-Switched received funding from Arts Council England's Creative People and Places programme. We've allocated a significant sum of money to deliver creative and cultural events in North West Ipswich by 2029.

As want our budget to match Ipswich's ambition, we will be applying for more funding to support individual projects.

Who's involved?

IP-Switched is led by a consortium who provides leadership for the programme. IP-Switched is responsible to the consortium, and they hold the project accountable to deliver activity. The consortium is a group of separate organisations joined together to realise a shared vision.

The consortium is made up of the following organisations:

- **The New Wolsey Theatre** – lead organisation and accountable body.
- **Jobcentre Plus Ipswich**
- **Ipswich Borough Council** - Vibrant Towns and Communities Support Department
- **Ipswich Central** (Business Improvement District)
- **Ipswich and East Suffolk Alliance** (Suffolk & North East Essex Integrated Care Board)
- **Volunteering Matters Ipswich**

As IP-Switched gets more established, we hope that more organisations and people will get involved and support events and activities across the town.

Meet the IP-Switched team



Melissa Matthews

Programme Director

Melissa is a born and bred Suffolk girl. She has forged her career in the county over the past 14 years. Working both locally and internationally, Melissa's career has been committed to using creativity as a catalyst for social change - and generally building community gardens at every opportunity.

Eleanor Root

Head of Community Partnerships

Eleanor grew up on a small island and moved to England to study history. Her background focuses on communicating with a range of audiences, nurturing community partnerships, and evaluation.
She's worked in Ipswich since 2015 and is a self-described super fan of Suffolk's county town.

Segan Lawal

Creative Producer

Segun Lawal won his first dance competition at the age of 10 in Devon! His love for all things creative has evolved over the years and his passion is understanding audiences, building strong artistic programming and creative producing. After years of international engagements, he now calls Ipswich his 'creative home'.

If you have any questions at all

Don't hesitate to ask.
hello@IP-Switched.co.uk

Tel: 07850 245276

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