

Dear stakeholder,

I am delighted to share details of a new scheme that has been launched to support the fishing industry across the east of England during the pandemic. Our local authority partners in Suffolk and further beyond in Norfolk as well as the New Anglia Local Enterprise Partnership are working with Call4Fish to launch Call4Fish (East) to support the local fishing industry from Kings Lynn to Felixstowe. Call4Fish is a national initiative to support the fishing industry during the COVID-19 crisis and beyond. It helps reconnect customers with suppliers, helps rebuild the supply chain and protects jobs. A fantastic initiative.

Two new Super Peripheral Stores (SPS) that opened in east and west Suffolk last month have continued to help ease the pressure on equipment services. The stores, located at Suffolk One in Ipswich and the Skyliner Leisure Centre in Bury St Edmunds, have been supplying a greater range of equipment, including hoists and pressure care.

So much generosity and support is still in evidence for our frontline services. Thank you to Holland-on-Sea Bowls Club, whose members have come to the rescue and delivered lots of soft drinks for our key workers. In addition, many thanks to Scrubs4Heroes for donating to Clacton Hospital.

Three citizens advice services in east Suffolk have teamed up with the local authority to launch a campaign to remind residents with financial worries that free support and advice is available. 'Money Matters – Managing Debt Together' offers help and suggests ways to deal with debt and manage money. Their services have never been more important than during the pandemic, which has left thousands of people and many businesses across our system under financial strain.

I was so inspired to read about how a local primary school has said it will raise £2,000 to help youngsters with their mental health. The Willow Brook Primary School in Colchester is working with the charity *Amazing Minds* to raise money. *Amazing Minds* was set up as a not-for-profit organisation to tackle this ever-growing problem through programmes to build the skills of psychological flexibility and resilience in children – especially important at this time. Helping youngsters with their mental health is a key ambition of our wider integrated care system.

Finally, a big thank you to all our reserve forces for everything you do for us. As mentioned in my briefing last week, this week is Armed Forces Week. As such Tendring District Council has been urging local people to submit their photographs of local people saluting. [#SaluteOurForces](#) is a simple way for anyone to pay tribute to the British Armed Forces community for their hard work and dedication – a great local initiative that shows our appreciation.

Stay safe!

Ed.