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SEAFRONT FUN: Main photo, from left, T-J Haworth, Abigail Harrison, Gemma Woolwough, Marianne Fellowes, Louise Philpot, three-year-old Holly Philpot and Shirley Barber play the customised Aldeburgh edition of the board game Monopoly yesterday. Below, Eve Cameron joins in the fun on the town's seafront

Photos: GREGG BROWN



It's all 'Go' as town tweaks capital idea

ALDEBURGH: Customised Monopoly game on sale

By Craig Robinson

IT IS one of Suffolk's holiday hotspots, attracting thousands upon thousands of visitors each year eager to experience a taste of life in a quintessentially English seaside resort.

And now lovers of Aldeburgh can get their hands on some of its most revered landmarks – thanks to the latest edition of a popular board game.

Monopoly – The Aldeburgh Edition will be officially launched this afternoon at the town's Christmas lights switch-on, which takes place at 4pm.

The traditional London street names and attractions have been replaced by a variety of local businesses, hotels, restaurants, pubs and iconic buildings.

A number of landmarks are featured, including The Red House, the former home of composer Benjamin Britten; the historic Moot Hall; Maggie Hambling's *Scallop* sculpture; and Garrett House, the home of Elizabeth Garrett-Anderson, the first woman to gain a medical qualification in Britain and the first female mayor in England.

The usual Chance and Community Chest cards have also been specially written to reflect some of the history, culture and life in Aldeburgh, such as the annual carnival, and even the "Go to Jail" instructions have a local theme.

The project has been five months in the making and was co-ordinated by town and district councillor Marianne Fellowes.

"I wanted to showcase how special Aldeburgh is as a place to live, work and visit," she said.

"Located on the River Alde and on miles of unspoilt North Sea shingle coastline, marsh



HATS OFF TO A JOB WELL DONE: Project co-ordinator Marianne Fellowes, far left, with Abigail Harrison, centre, and T-J Haworth hail to Aldeburgh edition of Monopoly

and heathlands, in an area of Outstanding Natural Beauty, it remains largely the same as it has been for decades.

"Yet there is now a diverse range of leisure and sporting activities, theatre, arts and music events throughout the year – with something for everyone."

Nik Battersby, of Winning Moves UK Ltd, which has the licence from Monopoly owners Hasbro to produce the customised game, added: "The whole team has enjoyed working on this project and learning about Aldeburgh and the surrounding area.

"When we were approached by Marianne, we thought it was a great idea. We've created editions for larger places before, but the unique, special community feeling of Aldeburgh makes this a very special edition indeed."

Tony Pick, of Coastal Images, which provided many of the photographs used on the board and box, continued: "It has been a real interesting project, working with all the different businesses and property owners who took part. The town really lends itself to be featured in this way."

The game is available to buy online and a stall at this afternoon's Christmas light switch-on outside Tony Pick Coastal Images in the High Street between 3-5pm. A limited number of copies will also be for sale at Snares Maltings.

For more details about the game or to buy a copy visit www.aldeburgh-monopolyandgames.co.uk or contact Ms Fellowes 07771593218.

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