

**Minutes of the Newmarket Vision
Town Centre / Retail, Local Economy and Tourism Delivery Group
held at 10.00 a.m. on Friday, 12th June, 2015 at the Sir Ernest
Cassel Room, Newmarket Town Council Offices**

Those Present:

Noel Byrne, Chairman (NB)	Rachel Wood	Jill Buckingham
Julie Eden	Richard Fletcher	Diane Robertshaw
William Gittus	Alison Hayes	Chris Garibaldi
Liz Watts	Peter Hulbert	Warwick Hirst
Cllr David Bowman	John Morrey	Amy Starkey
Jonathan Miles	Sara Beckett	Christine Rush, (CAR) Minutes

Ramon Keeley, Guest presenter 10.30am

Apologies

Boyd Nicholas

1. Minutes of the last meeting 17 April, 2015

Minutes of the last meeting were agreed as correct. A review of the actions from the last meeting:

- Next Newmarket Vision Conference – Cllr DB had spoken to LW and it was thought that a conference in the first part of the year would be too soon, and it would be better to wait until there is more progress to report back on, perhaps later on in 2015. but look towards the end if that changes.
ACTION: WH will take this forward to the NV Steering Group.
- PR and Communications of the Jockey Club/Racecourses – this is underway.
 - AS mentioned the press release regarding Devil's Dyke footpath being re-routed during the Newmarket Nights events.
 - AS stated (5.9 of Priorities) that a lot of work had been done with Primary and Secondary Schools with visits etc. AS was happy to have received thanks direct from the schools involved, but it would be really nice if some public recognition of time and use of facilities etc. were reported in the media. Extracts of children's work in the media would perhaps help raise recognition. AH was happy to join tours etc. and write accordingly.

2. Guest - Ramon Keeley 5 minute presentation

'Pathway to enhance the High Street' arrived at 10.30 a.m.

JB introduced Ramon Keeley to the meeting and explained that the Town Centre Sub Group are working on 3.5 of the Priority List 'working towards improving the public realm in the High Street.' Ramon had been asked to work up a visual based on an idea that the sub group had of improving the High Street looks, the way it is used and the street furniture and planting.

RK gave a short five minute presentation with the aid of a video he had produced.

The High Street divides the town and the Sub Group felt not easy to cross. RK explained that 'place' should take precedence over traffic as mentioned in planning guidelines. The envisaged crossing on the video showed the link of a pedestrian crossing over the High Street from Sun Lane to Wellington Street. It was thought by the Sub Group that a similar crossing could be repeated further down the High Street from Market Street to Crown Walk. The video sketch proposal also showed seating and trees.

There was a show of hands as to who liked the idea when JB asked the NV TRET Delivery Group. WG comment that the Sub Group were trying to achieve the same as we have for horse walks.

There was a difference of opinion during a general discussion whether the work would require significant funding, or not. RK advised that the work would be done at night time rather than during the day so as not to be too disruptive. NB stated that the whole of the High Street needs to be looked at and how could the group take this forward, do we need a working group? Further discussions on taking the idea forward; laybys need to be taken into account. The meeting concluded that a plan to address the whole of the High Street would avoid a piecemeal approach, and LW suggested that people have a look at the recently completed Haverhill Masterplan.

ACTION: LW will send a link to the Haverhill Masterplan for information; link minuted below also:

<https://democracy.westsuffolk.gov.uk/documents/s7580/CAB.SE.15.034%20Haverhill%20Town%20Centre%20Masterplan%20-%20Consultation%20Document%20-%20Appendix%20A.pdf>.

It was agreed that it would be important to involve the Highways department from SCC as early as possible.

JB reported that the Town Centre Sub Group are applying for the Townscape Heritage Initiative Grant. Draft to be drawn up and BN will assess and supporting this process.

ACTION for all: Look at Link and send all suggestions to NB and CAR who will collate and circulate all proposals to everyone.

- Set up Working Group – to include FHDC Planning, Boyd Nicholas, SCC Robert Feakes and Suzanne Buck; representative members from Town Centre, Retailers and Tourism Sub Groups. Include a representative from Newmarket Neighbourhood Plan Steering Group.
- Write Briefing document.
- Send Briefing document to NV Steering Group.

LW stated that the next NV Steering Group to meet hopefully either late June or early July after FHDC membership decided.

3. Review of actions against Princes Foundation Report

The actions against each Princes Foundation Priority were reviewed – notes added to spreadsheet in blue.

The NED Project statues are on hold due to unforeseen circumstances, however the furlong posts holding historical and town information are still planned to go ahead. Sub Groups working with Artists. These posts are not to be confused with the blue plaques 'who lived here, who worked here.' JE hoped the furlong posts would not be just for the High Street, but for the whole town. Town Walks could be potentially high lighted to encourage foot fall.

With reference to 3.8 Newmarket Market – Cllr DB stated traders are in favour of a trial move to the front of the Guineas. Discussion on what the meeting felt works / or not and improving footfall to and through the market. Market need to review what they are selling, be consistent (not always around after 2.00 pm or if weather bad), make the stalls more attractive. Agreed that any move should be linked to some clear guidelines for the traders to improve the offer, and LW noted that this could be achieved through the new market regulations, which have recently been approved by FHDC.

ACTION: Cllr DB will give update at next meeting.

4. Specific Actions of the four sub groups

- **Tourism Sub Group** progress report by RW following the last meeting of 27 April, 2015:
 - **3.12** the use of Newmarket's unique selling points Location, Horseracing, Landscape, Historical, Hospitality and Retail:
- Newmarket Sausages promotion in schools and Food and Drink Festival at the Racecourse.
- Publication of historical document with Royal connections
- Banners in the High Street – a seasonal promotion of events.
- Newmarket Cake to be promoted along with Suffolk Springer Beer.

3.13 Encourage Tourism Offers:

- Music Festival
- Doric Centre proposal feedback given.
- Working on a Town Guide with Friends of Newmarket Library – to be published later this year.
- Working Groups being set up for the development of Cycle and Walking Tours.
- Kept updated by Sharon Fairweather on developing the Market.
- Litter working with the Town Centre Sub Group and Mark Walsh of FHDC with a schools programme on the issue of litter. A pilot is planned to run at a local school in Autumn.

3.14 Partners should work together:

- Encouraged residents to take part in two rail consultations. CG working hard on securing rail service upgrades.
- Developing Car Parking Map A5 flier plus interactive version. Waiting feedback from SCC. Map to incorporate car/rail/cycle/foot information for visitors.

3.15 Explore and communicate historic landscape:

- Walking Tours as mentioned above.
- Blue Plaques
- Lighting up monument.

- **Town Centre Sub Group** last met on 5 June, 2015 and JB reported apart from the High Street improvement at item 2 that the Sub Group has been busy looking at the shop front guide with Boyd Nicholas as at item 6 of these minutes; and The Townscape Heritage Initiative as at item also at item 2. JB stated that the Sub Group (and the Tourism sub group) had made some progress with Litter having engaged with the Community Services Programme.
- **Retailers** – DR updated the meeting on the BID process which is continuing. Mosaic online survey - not picked up by all retailers that survey had indeed commenced. Hard copies were personally distributed to other businesses to raise awareness and encourage responses. Just over 40 responses were received. The date has been extended to mid June. Mosaic will pull all BID work together. Discussion on survey awareness, press release and publicity – not great. Mosaic only gave five days notice before the survey was available, not good PR. DR stated that it made front page once. Mo is out of the country at the moment and DR felt Mo had stretched himself too far and not concentrating on this contract which she found most frustrating. Mosaic had a previous good record, so on the whole disappointing. WH confirmed that contract has been paid by FHDC.
ACTION: DR to have further discussions with Mo.

5 **The Underground Survey**

AS reported that the Underground Survey quotation had been received, but could not get hold of SCC Guy Smith. During the meeting AS was able to confirm that the survey costs had been reduced to £5K. Cllr DB originally had some funding as Portfolio Holder, and would have to check if funds still available.

ACTION:

- AS and NB to supply information to JM.
- Immediately following the meeting it was confirmed that funds of £5,000 had been secured for the underground survey
- JM to raise a purchase order for the underground survey.

6. **Shop Front Policy**

JB reported that the Shop Front Guide has been adopted, but not ready for circulation although Boyd Nicholas would hope to get the Shop Front Policy published and on the website by mid July / early August. JB stated that a note would be sent to all Retailers. New applications will have to follow the new policy. Cllr DB suggested a small pot of funding could be made available to encourage shop owners to upgrade their frontage.

Discussion on landlords and shop owners took place. Not all landlords are forthcoming with upgrading the shop fronts. WG stated he could supply a list of retailers so that the Town Centre Group could actively attempt to encourage subtle change.

7. **Signage**

Town Centre and Transport Group to advise. Guy Smith only just learnt of requirements / need for Horseracing Museum, car parking signage etc. LW

stated that signage would come under the Car Parking Strategy. LW reported that she had asked for more clarity around this and that it is done in the correct order. NB asked for a report rather than being drip fed information, as the group has been promised information 12 months ago and no further forward on this.

Cllr DB mentioned that he is the Portfolio Holder of Operations and car parking is part of his portfolio.

ACTION: LW to get an update.

8. Business Rates for Suffolk and for Norfolk

WH had raised the question did business rates relate to post codes (potentially meaning that Newmarket might be financially worse off by having a CB postcode) and was pleased to advise the meeting that this was not the case.

9. Music Festival

RW had a draft three fold leaflet and she extended thanks to AS and the Jockey Club for design and their assistance in producing such a leaflet. On approval of final draft RW will circulate to all and asked that we all assist in the distribution. RW circulated hard copy to the meeting.

ACTION: RW to circulate final copy of the Music Festival leaflet.

10. Any Other Business

AS mentioned a very special big birthday of 350 year anniversary of horse racing - celebrations to coincide with the opening of the new museum.

11. Date of next meeting

It was agreed that Friday, 4th September, 2015 would be the date of the next meeting.

ACTION: CAR to book the room and to request water refreshment.