

Newmarket Equine Hub: Project Status report

Latest update: 1st April 2016

Meeting Attendees: William Gittus, Jill Korwin, Chris Garibaldi, Rachel Hood, Graeme Lockey, John Morrey, Alison Huxley. **Apologies:** Dawn Goodfellow.

	Initiatives and latest position	Meeting Update & Actions	Lead	When?
1	The Newmarket Offer: Newmarket recognised beyond the horseracing industry as UK and world world's no 1 equine/ racing/ breeding/research cluster.			
	<p>1.1 New brand/vision/ website/marketing strategy for Newmarket.</p> <p>Official launch of Discover Newmarket in November 2014 and tours started in Jan 2015. New website and permanent member of staff. DN is set up as a community interest company. Enormous potential to expand beyond HRI. <u>Discover Newmarket had a strategy meeting and is looking to be the tourism hub for Newmarket. Presenting at next town council meeting in November. YTD tour attendances are 4,000.</u></p>		AS/CG	<p>Jan 2015</p> <p>Discover Newmarket fully operational</p>
	<p>1.2 Develop tourism strategy</p> <p>Discover Newmarket will develop and needs to be part of the Suffolk's tourism offer. We need to a position the area as an attraction and a tourist gateway to Suffolk.</p> <p>Jon Miles (FHDC) has met with Chris Garibaldi</p>	<p>West Suffolk Councils supporting the formation of a Destination Management Organisation for Bury St Edmunds</p> <p>West Suffolk developing tourist strategy and will update at May meeting (JK/GL)</p>	GL & CG	
	<p>1.3 Integrating Newmarket Websites: Agreed that further work is required to link into the digital high street project and to create a signposting webpage to integrate the existing Newmarket websites (Discover Newmarket, BID, Town council, etc).</p>	<p>Responsibility of TRET and BID group – GL will speak with Amy</p>	<u>Amy</u>	

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	<p><u>Amy met Di Robertshaw and Warwick, set up a group, will establish need (scope) and cost and then work out how to fund. May be some S. 106 monies.</u></p> <p><u>GL reported that there is some European money coming on line (rural diversification, tourism etc). GL to send out link to the group once available.</u></p>		GL	
	<p>1.4 World Heritage status</p> <p>Funding may be available through HLF; some work has been done in the past – investigate further. <i>Update from SCC: application process will not re-open until 2022. Agree to put on hold</i></p> <p><u>CG has made contact Oxford University contact – interested. Will be inviting him to Newmarket.-</u></p>	<p>Double check the application date (Charles Tetteh)- Dept of Culture Update – position on GL to ask Alison Huxley to check process dates</p>	CG	n/a
	<p>1.5 Royal Newmarket (RN) status</p> <p>This is an action in the Newmarket Vision, already being pursued. Application was submitted in January 2015 by Town Council. Ongoing, positively. <u>Still looking hopeful.</u></p> <p><u>Statue approved by the town council (queen, mare and foal). Good feedback.</u> Planning Permission in place and work will start on 2/5 and will be a 14 week build out</p>	<p>1/4 Sculpture progressing to timeline. Need to continue to press for the Royal Newmarket status. Could we get the road renamed _ QE11 Ave- Cllr Andy Drummond has applied for this. RH to speak to Andy.</p> <p>All we can do re Newmarket is to continue to improve NM to warrant the status</p>	RH	<p>Dec 2015</p> <p>Submission complete</p>
2	Equine infrastructure: Over next 10 years 1000 new horses attracted to the area.			

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<p>2.1 Uphill Gallop</p> <p>Project is on New Anglia funding list as 'medium priority'. Same position for GCGP.</p> <p>Design virtually agreed. JCE now talking to trainers about the concept and design. JCE Board likely to consider proposal in the Autumn. Planning and funding will follow, if the project is supported by the board.</p> <p>JC have done survey of all the trainers. Design almost there. WG to discuss funding with GL. <u>WG meeting New Anglia LEP Chair next week and has permission from the Jockey Club board to take the project planning application stage. GL and Alison Huxley to consider other funding options. GL suggested that Neil Darwin (CEO) is contacted (GCGP LEP). LW suggested that this might be presented in the context of the Deloitte report looking at new funding sources</u></p> <p><u>Been developing business case to attract LEP interest; aiming for planning application July.</u></p>	<p>Have appointed someone to develop business case. Timetable JCE Board end of June and Stewards end of July to get authority for planning application</p>	<p>WG, with support from SCC/FHD C when ready to pursue funding</p>	<p>tbc</p>
<p>2.2 Key worker housing/hostel/Housing for stable staff</p> <p>Racing Welfare launching national survey on racing housing. Timing tbc (poss 6 months)</p> <p>200 students coming out of BRS every year – lots of opportunity in NMKT but nowhere near enough accommodation. Discussions were held between BRS and FHDC Head of Housing. BRS aiming to deliver no more than 12 units, which may not be viable through the FHDC housing company route, but might be viable as a standalone project.</p> <p>Jockey Club also looking at potential development for racing related accommodation. Plan would be for rental properties for racing related use. <u>JC have two sites. Discussions ongoing with Planning and Housing. Would create 140 units.</u></p> <p>WG <u>Met with Simon Phelan & Jonathan Geale from FHDC Housing to</u></p>	<p>Going in right direction JC Estates still working with Simon Phelan and racing welfare have plan to create 18 young people units.</p>	<p>WG</p>	<p>Sep 2015</p>

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	<p>explore how the build can fit in with affordable housing requirements. Looking at let properties. (shared ownership too complex). Hope to have planning application in end of 2016/ beginning of 2017.</p> <p>2 JC sites in local plan consultation. Trowers Hamlin advising on affordable housing element.</p> <p>Racing Welfare also looking at another option for young people's affordable housing. (Racing Welfare currently has 6 rooms, so hoping to expand these. Potentially 16 on this site).</p>			
	<p>2.3 Crèche facilities</p> <p>Dawn Goodfellow keen to work on this, in order to keep more young women in racing. Dawn is working with BHA and looking at sites near the Racing Centre (based on French model of running creches for racing staff – appropriate hours etc).</p> <p>Museum working with Abbeycroft Leisure to look at holiday activities for older children. Suffolk Museum development officer looking at a project for sustainable, commercial models of holiday clubs in museums/leisure venues. AS keen to work with CG on this project.</p> <p>Hoping to roll out pilot this Summer; Racecourse & Racing Foundation have been very supportive.</p> <p>Dawn and Simone (Racing Welfare) have been in contact with SCC Children's services. Making progress. Currently funding for childcare places restrictions on time that care can be provided.</p>	<p>Have a BHA grad coming over summer to collect evidence in order to influence change around funding. WAG has spoken to Matthew Hancock. SCC willing to help</p>	<p><u>DG</u></p> <p>CG/AS</p>	<p>tbc</p>
3	Local /supporting infrastructure: Sustainable long term plan for traffic management.			
	<p>3.1 Traffic survey</p> <p>Work to be carried out through the Transport Delivery Group. Brief now drawn up which will be form the basis of a long term plan to address</p>	<p>JK to chase again issue re traffic survey. We have no traffic strategy for NM given the opening.</p>	<p>JM, Transport</p>	<p>tbc</p>

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<p>traffic issues, both at a local and strategic level.</p> <p><u>WG met new PH from SCC (James Finch) for a tour, and then presented to the Transport Group. Concern that the long term vision has not yet been 'landed'. Either for transport or signage.</u></p> <p><u>CG has had discussions with FHDC (Darren Dixon) and SCC about car parking strategy and routing for the new heritage centre.</u></p>	<p>Parking adequacy how has this been assessed?</p> <p>JK Chase signage issue – with James Finch as the issue was not picked up at the Transport Group meeting at 30/3</p>	Del Grp	
<p>Links/improvements to town centre and high street.</p> <p>Already a central plank of the Newmarket Vision work</p>		TRET Group	
<p>3.2 Station and rail links</p> <p>Already a central plank of the Newmarket Vision work. May be a role for the HRI to lobby here. Positive meeting with CG and rail operator.</p> <p>CG and Amy Starkey now attending the Newmarket Rail Group.</p> <p>Looking at working with Art Gallery in BSE for a joint community rail partnership across the Ipswich – Cambridge line. CG/AS working on further economic impact of updating the railway line (with BHA). CG preparing brief. Funding round for Racing Foundation is in September – may be an opportunity here.</p> <p>Agreed to look at the impact on racing of opening up the 'West' loop (Newmarket – Ely). East Cambs already have done significant work on this. GL to provide contact at East Cambs.</p> <p>JM talking to Brooke Fairburn about Newmarket's station buildings. <u>RH/WG following up in this area.</u></p> <p>£90,000 now committed by Racecourse, Tattersalls, SCC, FHDC and Abeillio to undertake aesthetic improvements to the station. Works to take place at end of September.</p> <p>Warwick Hirst has joined the rail group.</p>	<p>Consultation has been circulated from Abellio. Sara Noonan at West Suffolk Councils is looking at this – GL to speak to Sara to get a note on the proposal from the Council's perspective.</p> <p>Racehorses perspectives - OK if the speed is slow</p>		

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	<p>Longer term issue of more trains and improved line needs to be addressed through this partnership.</p> <p>At Suffolk Chamber – Abellio said still speak to DoT re this issue as they are considering franchise.</p> <p>Station building – owner may be prepared to sell that building. Tatts own the carpark – looking if some of carpark could be used for non-sale days.</p> <p>Discussions around the need to get engagement from East Cambs, potential for Dullingham station to expand to take vehicle traffic for cars leaving Newmarket, etc.</p> <p><u>New information available about infrastructure upgrade required being work to level crossings (not tunnel etc etc). This should be key focus. Anglia Route Feasibility study around 'the art of the possible' imminent. Agreed to invite Matthew Hancock to a lobbying lunch</u></p>			
4	Business growth and development : 100 new HRI businesses to locate/expand in Newmarket			
	<p>4.1 Starter yards / Expansion from racing to other equestrian areas / Inward Investment analysis / Linking to other local areas.</p> <p>'Point of consumption' Act will help draw smaller trainers into Newmarket. This has now been referred to the European Court.</p> <p>Further research work to be undertaken with 'Invest in Suffolk' – research the 25 business which have entered in the last 5 years in order to pursue new opportunities.</p> <p>Possibility of commercial opportunity for starter yards as 'incubator' units – potential for JV btwn JCE and LAs.</p> <p>Links into business case for uphill gallop (see above).</p> <p>Agreed to concentrate on core racing items (put 'expansion from racing'</p>		SCC/GL/ WG	tbc

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<p>on back burner for now).</p> <p>Overall growth in horse numbers 3.5% up on last year.</p>			
<p>5 Skills: 250 local apprenticeships: Leads UK in investment in training</p>			
<p>5.1 Careers brokerage service</p> <p>Central plank of Newmarket Vision education group</p> <p>GL to follow up with SCC. Need contact from racing industry to be point of contact. WG/RH to consider.</p> <p>Discussion around a 'proposition in the town' to involve riding, tourism, hospitality. Online presence through new county council/district website. Grant (Racing School) and Judith Mobbs (SCC) to take this work forward.</p> <p>SCC has now awarded the careers online platform contract which will be branded as 'I can be a....', providing a portal to connect school children/leavers and the Suffolk labour market. October 2015 launch date. WG to put GL in contact with Carole Goldsmith, Skills lead at BHA. AS reported on 'Living Your Dreams' programme (Newmarket Festival) which could also be a useful link.</p> <p><u>SCC launch put back from 21 October. No revised date.</u></p> <p>Pan Suffolk Contract to deliver brokerage service awarded to TCHC for delivery. Real worry around availability of people to work in racing industry. Apprenticeships can be hard work for smaller business.</p> <p>Suffolk Chamber of Commerce exec visiting the Jockey Club</p> <p>Education group has finalised its action plan and one is around connecting with employers.</p>	<p>Brokerage service - Suffolk chamber have taken over the apprenticeship service. Have appointed a local broker – GL will be speaking to them. Update – about to happen. Also West Suffolk have contributed to "I can be a...." When up and running Graham will evaluate and open discussions re look at developing a horse racing "channel".</p>	<p>Nmkt Vision Education Group</p> <p>GH</p>	

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	<p>5.2 Schools/colleges programme</p> <p>West Suffolk College have a 'how to run apprenticeships' resource which could be introduced to HRI businesses</p> <p>SCC initiatives delivered through the skills team at SCC.</p> <p>Racecourse offer for 2015 will be:</p> <ul style="list-style-type: none"> • 7 local schools' Year 5 pupils in June 'Under Starters Orders' • 150 students from Newmarket College from 5-9th October (mainly but not exclusively Year 9) – off curriculum week. • 2016 will hope to bring in pre-schools. <p>WG working with museum education office to set up racing oriented after school club at Newmarket Academy.</p> <p>Work ongoing between racecourse and museum developing these programmes. Positive meeting with Dubai who want to work more closely with Newmarket Academy.</p> <p>CG developing key relationship with All Saints Primary school.</p>			ongoing
6	Science research & innovation: £5m funding secured for sector related innovation/research; Five new research partnerships/projects			
	<p>6.1 Equine fertility unit</p> <p>back burner for now</p>			
	<p>6.2 Links to Cambridge</p> <p>back burner for now</p>			
	<p>6.3 Stable waste recycling (bio energy opportunity)</p> <p>Burning is currently the only treatment method. No long-term contracts</p>	<p><i>WAG pursuing new opportunity from Sweden. Keep GL in loop as he will link</i></p>	<p>WG with support</p>	tbc

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	<p>with current disposal supplier. May be research funding available. WG to talk to Canadian company and see if there is any potential. If there is, follow up with support from SCC inward investment, FHDC ec dev and GL.</p> <p>WG had a lot of contact with Canadian company. Waste is being recycled and is not clean enough to re-use for thoroughbred horses.</p> <p>WG visited a commercial company attached to Southampton University and is pursuing some work with them. Research project may need funding.</p> <p><u>WG still researching - not found anything that works. Turning it into something that can be used is a challenge. Need to find use for heat as will generate significant heat.</u></p>	<i>to the LEP.</i>	from SCC/FHDC for access to funding	
7	Visitor experience: 10% increase in visitor numbers; £5m additional visitor spend.			
	<p>7.1 New events (e.g.) show-jumping/ dressage etc.</p> <p>Extended calendar of events/12 month offer</p> <p>7.2 Horse Park</p> <p>What is the market for complementary/ancillary equine activity? Dressage? Polo? Concern around bio-security issues.</p> <p>Amy to find Aintree research. May then be worth a bigger piece of research. Park for now.</p>		AS/LW	tbc
	7.3 International equine conference centre		Tbc	Tbc

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	<p>Conference opportunities using HRI facilities are already significant and could be expanded. Issues discussed around difficulty of travelling to Newmarket. Pressing need to lobby for improved rail links.</p> <p>Agreed that the possibility to co-ordinate this activity through Discover Newmarket should be explored. On backburner for now.</p>			
8	350 Years of Making History			
	<p>Amy reported that a Proposition paper was being worked on and it would take another couple of weeks or so before this document was ready to go out to Stakeholders for them to consider. The paper was likely to be a mix of ideas, suggestions and an invitation for others to join in as they did not want it to be seen as a fait accompli.</p>	<p>Meeting noted the positive presence of the marketing around the town.</p>	AG	

Other notes:

21 April Vision Celebration positioning event.

Discussed achievements; Discover Newmarket and Education effort. Been great success. JC and Racecourse has supported the BID and we will know whether there is one.

If have any publicity let Graham know. WAG will prepare a couple of slides

BID – outcome of BID vote will be known later today. FHDC will issue press release but GL will let people know informally by email

Nat Horseracing Museum Building– Quentin has commissioned plans for developing (The Subscription Rooms) and plans have been developed. It has been explored for Police, West Suffolk drop in, Library, Job centre. *JK to pick up with Cllr Sarah Stamp as to what progress has been made.* WAG keen to find use to take liability away. (Goldings Garage on short term lease that would create access from Park lane and car parking). Site would need upgrading but it is prime location.

Hub for people with special needs (Sensing Change) – they are closing facility due to shortfall.

Next meeting mid May – Christine to look for dates with Sharon