



Thursday 21<sup>st</sup> April 2016



# **Councillor Sarah Stamp**

Cabinet Member for Communities  
Suffolk County Council

# Workshop Session



Each Delivery Group

- Top Three Successes
- Top Three Improvements

**Howard Lay**

Education Delivery Group Chair

Agreeing a Vision  
Raising standards  
Increasing  
involvement



**ACHIEVEMENTS**

Coherence in time of change  
Investment in infrastructure  
Recruitment and retention  
Social Cohesion



**CHALLENGES**

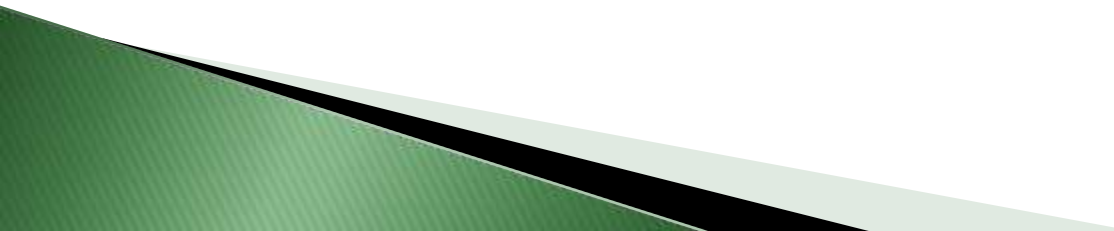


**MAIN POINTS FROM TABLES**

# Successes

- Connections and Networking
- Community Input
- Transformation of Academy

# Improvements

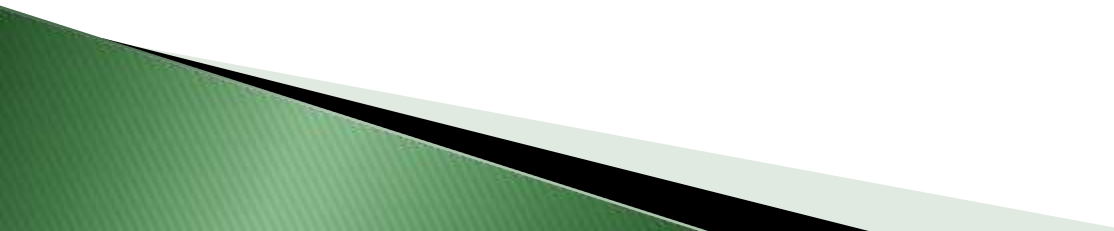
- Governors
  - Engagement with all schools
  - Brokerage between YP, Schools and Business
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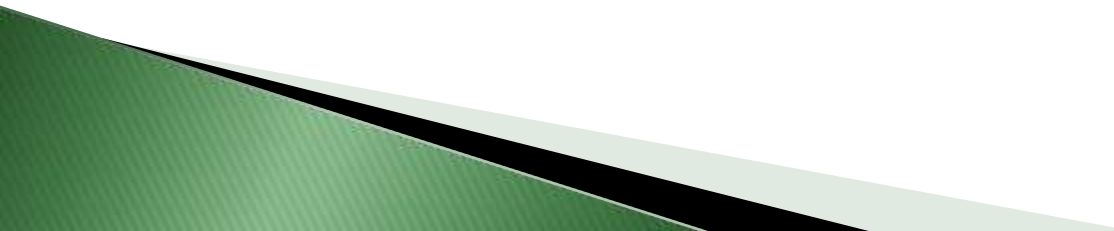
**Councillor Robin Millar**

Transport Delivery Group

# Transportation


- Has a budget!
  - Had a head start!
  - Seen some real successes (Railway Station improvements, pedestrian and horse safety etc.)
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# Successes

- Agreed a programme of improvements
  - Linking projects to S106 funding
  - Securing strategic links and buy-in (SCC Cabinet Member, HE connection)
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# Improvements

Activity has highlighted communications...

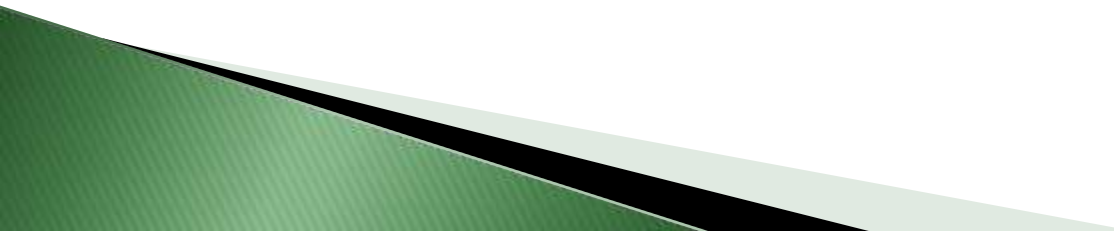
- Internally – between Delivery Groups and agencies
  - Externally with residents
  - A “refocus” of the vision and understanding of structure
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**Noel Byrne**

TRET Delivery Group  
(Town Centre, Retail, Economy & Tourism)

# Local Economy Group

The first objective of the LE Sub Group was to identify the statements listed within the original Princes Foundation report that related to these aims. Following this, exercise the following **6 ACTIONS** that the Local economy group worked on:

- *Develop a more diverse local economy.*
  - *Promote Newmarket with a view to attracting inward investment. Encouraging business to start up or relocate to Newmarket.*
  - *Promote support for existing businesses*
  - *Provide the right conditions and locations for future growth of existing business's*
  - *To regularly update and involve the business community in Newmarket Vision work.*
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### **Action 1.**

- Support the take up of Apprenticeships.
- Employer Brokerage Programme. Strengthening links between employers and schools across Suffolk.
- Access to Training. For local business's
- Business Incubation. We are currently working on a project with ambitions that will better support new business and business start-ups.

### **Action 2.**

- Produce and Inward Investment Pack. Launched Early 2015
- Create a Business Ambassador Programme. Discover Newmarket PLUS the launch in 2015 of the Suffolk Business Ambassadors.
- Strengthen links between local business and UKTI.

### **Action 3.**

- Gain a better understanding of the support local business require. Host a number of Business Forums in order to engage with local businesses and gain feedback.
- Growth Hub. Actively engage and create strong links with The New Anglia Growth Hub. This has resulted in a number of local companies gaining access to grants and funding.
- Newmarket Business Improvement District. Actively support the Newmarket BID

### **Action 4.**

- Completed a Business Audit
- Investigate existing commercial land allocations. On-going.

### **Action 5.**

- Equine Growth Hub. Support the activities of this group.

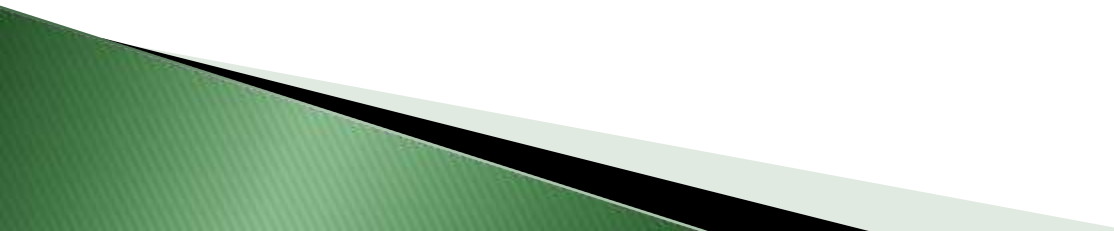
### **Action 6.**

- Update and involve business in the Newmarket Vision Programme. Regular business Forums and meetings hosted by NDCC in order to update and engage business.

**Inward investment pack, with top-level information to make a decision for potential new business or relocation of business to the Newmarket area.**

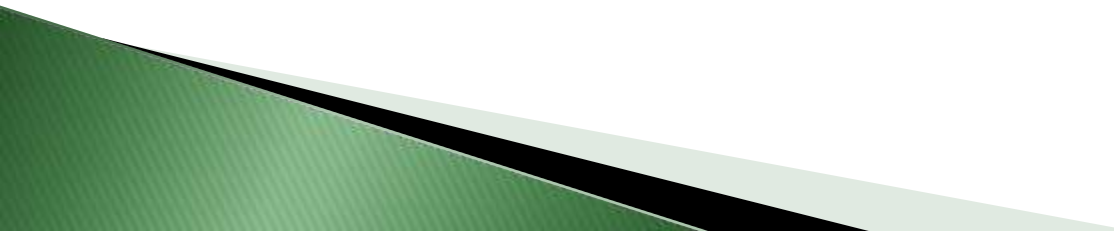
**Commissioned through FHDC the production of an audit of the current business community, with real time information**

# Town Centre Group

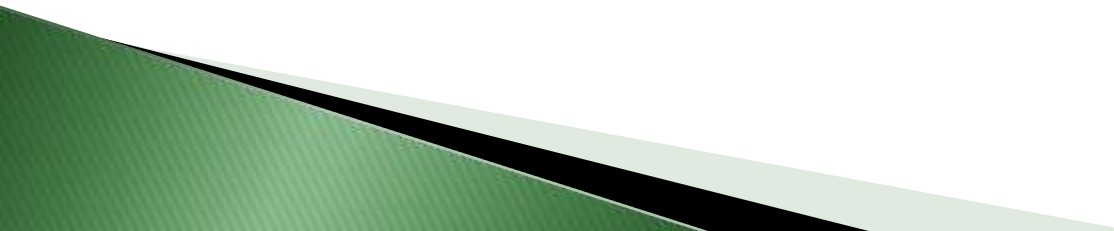
- Have concentrated on the High Street and its need for Improvement. Some of the group worked on The ' Bill Tutte Memorial' project
  - Sara Beckett has worked with the enforcement officer Andrew Smith, monitoring the number of A boards in the High Street and the advertising flyers attached to street furniture.
  - We worked with Boyd Nicholas on The West Suffolk Shop front Policy which will gradually improve the shop fronts as they become available WE have already seen progress with the likes of Starbucks and Pizza Express sympathetically decorating their frontage. Rachel Hood and I persuaded Paddy Power to adopt a 'Heritage' approach to their shop front and we have written to all other Bookmakers and Barclays Bank to ask them to consider the same
  - We have been looking at The Historic Towns Forum and comparing
  - different Town Centres round the country in order to give some idea as to which way Newmarket should go.
  - We have contributed to the Signage debate/review in the town,. Resulting in the installation very soon of New directional signage, imp[roved car parking signs and later on the introduction of new brown tourist signs from the major road links in.
  - Three members of our group are working with Boyd Nicholas and Robert Feakes on The High Street Design Brief.
  - We are exploring the Heritage Lottery fund in order to submit a grant application to support this work.
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# Retailers Group

- The successful outcome of the new Business Improvement District. This has been a long and detailed process.
  - Support of the Shop Front Policy implementation.
  - Contribution work on the development of the High Street.
  - Investigating new initiatives that will enhance the High Street and adjacent streets, such as Sun Lane
  - Working with the Town Centre group to look at ways in which to improve the High Street vista.
  - Working on New and existing Technology to market and support the shopping experience for the future, for visitors to the town.
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# Tourism Group

- Developed and successfully launched with NTC the 2015 Music Festival and planning of the 2016 event well underway
  - 2016 Newmarket Calendar was successful
  - We are supporting all 'we are 350' projects
  - In conjunction with the Rail Group, contributed on rail service upgrades proposals
  - Supported the improvements to the Rail Station platform
  - Helping with new Town Guide, especially developing new town centre map for visitors
  - Developed Newmarket Heritage and Tourism awards – all key partners now on board and £200 funding secured from Cllr Appleby
  - Introducing a Newmarket Blue Plaque scheme
  - Developing a 'Horseshoe Trail' in the town
  - Working to develop our Cycle friendly offering in and around the town.
  - Monthly meetings to look into initiatives that promote the Tourism offering of Newmarket, in every way.
  - Alongside all of the above, the successful launch of Discover Newmarket.
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## **In the words of one of our group:**

*'The key to Newmarket Vision's success is the way the Vision has built networks, which have allowed people in the private / public and residential sections of the town to collaborate and work more efficiently for the future well-being and benefit of all who live and visit Newmarket.'*



## Successes

- Shop Front Policy
- Music Festival
- Railway Improvements

## Improvements

- Communication
  - Market
  - Small Business Support
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**William Gittus**

Equine Hub Focus Group


# ENGAGEMENT



## Successes

- Communication
- Engagement
- National Heritage – Sporting Asset

## Improvements

- PR
  - Continue to improve visitor / resident / business experience
  - Make the most of Home of Horseracing
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