

# Newmarket Vision Workshop

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



### Equine Hub Focus Group

#### Three Successes

- Communication - We are 350  
Discover Newmarket  
Discussion
- Engagement - Newmarket Academy  
Race Course  
Home of Horseracing  
Town Council  
Business Community

- National Heritage Sporting Asset - Palace House  
Deloittes Report

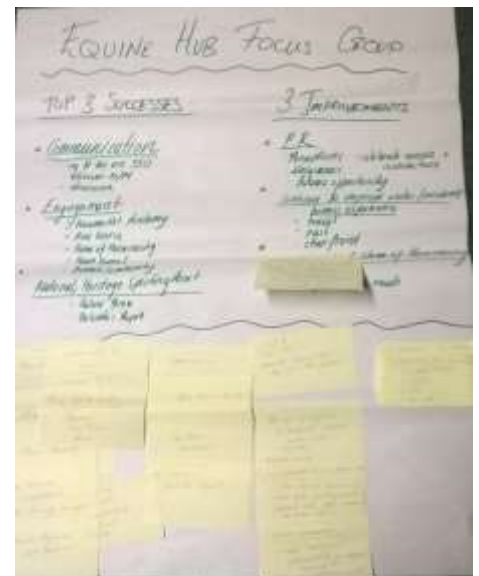
#### Three Improvements

- Public Relations - Perceptions (celebrate success and contributions)  
Uniqueness  
Business Opportunity

Continue to improve visitor /  
resident / business experience - Travel

- Rail
- Shop Front

- Make most of Home of Horseracing - Public Relations  
Infrastructure Needs



## **POST-ITS**

### Communication

#weare350

Discover Newmarket

Open discussion and disagreement but seek way forward

Education Programme – link families in

### Industry wants to engage

Racing industry working with academy, race course, museum, Vision, Town Council, stakeholders

### Opportunities

Palace House & HoH

Train Station Improvements

### Research – Deloittes Report

### Perception / View

Racing needs to be seen as a business / businesses by all local authorities eg. planning designations

Build on Deloitte report

### Public Relations

Clear Vision – Newmarket Vision is more than just these groups

Make more of the uniqueness of Newmarket...‘positioning’

Celebrate success

### Seize Opportunities – joined up

Home of Horseracing

Ensure traffic and parking planned for

Understand traffic flow, demand and future impact

### Improve Communications

‘why’ messages

Improvements for all business

## **TRET Delivery Group**

### **Three Successes**

Shop Front Policies

Music Festival

Railway Project

### **Three Improvements**

Communication

Market

Small Business Support



## **POST-ITS**

Management Plan Yellow Brick Road / Linear Park

Design of Town Guide

Business Improvement District

Professional vision of High Street

Parking

Town Audit

Shop Front Guide

Signage

Improvement with Railway Group

Budgets required to complete small projects

Inward investment pack

Litter

Music Festival

## **Education Delivery Group**

### **Three Successes**

Connections and Networking

Input from community into schools

Transformation of Newmarket Academy

### **Three Improvements**

Governors – needs more networking

Needs all schools to be involved

Brokerage between young people / schools / businesses

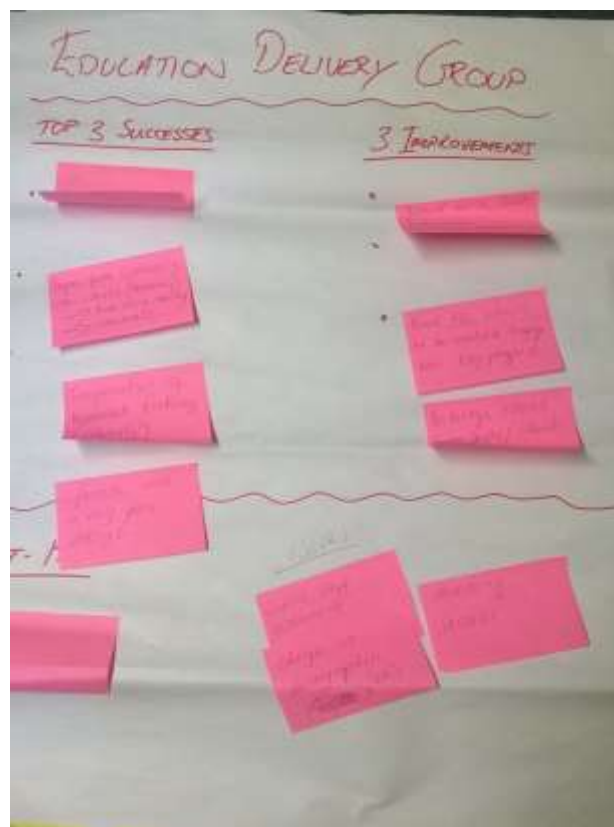
## **POST-ITS**

Fantastic work in Early Years

School staff recruitment an issue

Changes in school demographics  
challenging

How do we measure success



## Transport Delivery Group

### Three Successes

Agreed Improvement Programme

Securing s106

Buy-in from SCC Cabinet Member, Highways England, Greater Abellio

### Three Improvements

Internal Communications

External Communications

Review focus and direction

### POST-ITS

Group had a head start

Broad contribution

Strategic approach

Improved horse and pedestrian safety

Collective decision making

