

Newmarket Vision Steering Group - Programme Timeline

ID	Delivery Group	Owner	Days	Start	End	Notes	June	July	August	September	October	November	December	January	February	March	April	May	
1	Education Delivery Group																		
1.1	Work closely with schools to create community hubs. Create or enhance existing breakfast clubs and after school activities through partnerships between the racing welfare charity, Astley Club, the District Council and head teachers.	n/a				The delivery group have reassessed these actions set out in the Prince's Foundation document and felt that they were not aspirational enough. Interim actions are now listed below with a view to producing a new action plan focusing on 4 key areas following the Vision Conference in September.													
1.2	Hold open days for local schools at the racing yards to showcase the different career paths available in the equine industry.	n/a																	
1.3	Build on the example at Foley House by linking Children Centre Services, Youth Services and Adult Education.	n/a																	
1.4	Work with Head Teachers or both Primary and Secondary Schools to share experience and knowledge around improving overall education attainment in Newmarket.	School pyramid meetings																	
1.5	Educate local residents and school children in the access restrictions to equine land use and surrounding areas.	n/a																	
<b>NEW ACTIONS AGREED BY EDUCATION DEL GRP:</b>																			
R 1.	More challenging and strategic governing bodies.	Jo Lang / Paul Reed / Rachel Wood				Pilot around recruitment/retention/training/collaboration of governing bodies across schools in Newmarket including an associate governor scheme will commence in September.													
R 8.	Innovative curriculum design to enrich pupil and professional learning.	Howard Lay (Newmarket College)																	
R10.	An entitlement to earlier, richer and more empowering engagement with the world of work.	Judith Mobbs (SCC) via employers' brokerage scheme		Sep-14	ongoing														
R11.	(Local) Gap in meeting place for Young People in Newmarket.																		
2	Community Planning Delivery Group																		
2.1	Identify gap / redevelopment / 'brownfield' sites in the most sustainable locations, i.e. more central areas and / or where new trips are more likely to be by walk, cycle, bus or train.			Jun-14	Sep-14														
2.2	Identify existing low quality, low density, low occupancy residential sites in less sustainable locations and create plans for redevelopment.					Neighbourhood Plan													
2.3	If growth is required beyond the capacity of brownfield sites throughout the district, bring forward a masterplan for a new, mixed use community in / around Studlands, developing existing community assets, incorporating new and greatly improved links for walking, cycling, and new supporting bus services (refer to the 'renewing the Northern area' map on page 43 of NEng byDesign).					Neighbourhood Plan													
2.4	Develop integrated and purpose built housing for elderly and down sizing in any development.					Neighbourhood Plan													
4.12	Conduct an audit and character assessment of existing landscape assets within and surrounding the town with a view to create a landscape strategy. (moved from Traffic Group)																		
4.13	Explore ways of improving existing and new landscape assets (e.g. sports pitches) through development agreements and potential donations. (moved from Traffic Group)																		
4.15	Explore strategies to enhance biodiversity and ecological corridors within the Town Centre linked into the wider landscape. (Moved from Traffic Group)																		

Newmarket Vision Steering Group - Programme Timeline

ID	Delivery Group	Owner	Days	Start	End	Notes	June	July	August	September	October	November	December	January	February	March	April	May
3	Town Centre/Retail, Local Economy and Tourism Delivery Group																	
3.1	Maintain and enhance the existing businesses, services and facilities based around the horse racing industry and ensure its future attraction and viability.					This has been agreed by sub group and delivery group as an aim for the Local Economy group - not an action												
3.2	Balance the present and future needs of the horse racing industry, with the requirement for a diverse and sustainable local economy for those seeking jobs unrelated to horse racing specifically high value jobs. The delivery group think 3.2 and 3.3 are similar and will be covered together.																	
3.3	Develop a more diverse local economy, while raising aspirations, offering different jobs for different skill sets to retain more of the skilled local workforce than at present. <b>The second half of this needs to be closely linked to local training and education.</b>			Sep-14	Sep-15													
3.4a	Implement a town centre legibility strategy which provides better information and directions for pedestrians and motorists structured around key landmarks and destinations (e.g. the Clock Tower, High Street, Station and Home of Horse Racing).	Robert Feakes (SCC)		Sep-14	Sep-15	a) Town Centre group signage, street furniture, operational matters (e.g. waste management)												
3.4b		Newmarket Retailers' Association		Autumn 2014	late 2016	b) Retail group work on project titled "Bringing Racing onto the High Street" - 2 year project. Also working on shop front policy with FHDC (which will be delivered by end 2014) and car parking strategy												
3.5	Improve the Town Centre's public realm and street furniture (in collaboration with the Town Centre Working Group).					see 3.4a												
3.6	Introduce a Town Centre wide 20 MPH (in collaboration with the Traffic / Highways Delivery Group).	n/a				see 4.9 below												
3.7	Explore possibility and opportunity to redevelop the Guineas Shopping Centre into a mixed use development with retail space, residential units and internal streets (refer to the 'Town Centre revitalisation' illustration on page 40 of the NEng byDesign).	L Watts - FHDC	120	Jul-14	Nov-14	FHDC will also investigate the potential for a cinema on this site with the new owners												
3.8	Revitalise the market by rethinking its offer, improving its management, enhancing its visual appeal, and moving it to a location which is part of the Town Centre retail circuit (initially to the top of the High Street and eventually to the redeveloped Guineas Shopping Centre's internal streets or spaces). Make the market a landmark and gathering place for residents and tourists.	Andrea Mayley Sharon Fairweather (FHDC)																
3.9	Through partnership working, a co-ordinated campaign should be devised to market and promote Newmarket to key business sectors and industries, and attract inward investment.	Joanne Rogers		Jul-14	end 2015	Newmarket Branding identity and Digital High Street Marketing project - private sector stakeholder panel set up												
3.10	Promote support for existing businesses to ensure their long term viability and provide them with the opportunity to grow and upgrade their businesses in Newmarket, rather than being forced to look beyond Newmarket for suitable premises.			Ongoing	Ongoing													
3.11	Provide the right conditions and locations for future growth by conducting a review of the existing business accommodation to assess its suitability and viability for businesses over the short, medium and long term.			June 14	December 15													
3.12	Use Newmarket's unique selling points to define a new marketing and branding strategy highlighting: the Home of Horse Racing, The Gateway to East Anglia / East of England, Local Cuisine (the Newmarket sausage), History, Arts and Culture and Environment and Landscape.			Sept	Jan	Discover Newmarket Launch												
3.13	Encourage Tourism offers which can also be used by local residents (i.e. the Market and Riding School / Tours). <b>See 5.1 below</b>																	
3.14	Partners should work together to balance the potential conflict between the design for inward investment - Newmarket the bright choice for business, with wider tourism - Visit Suffolk, The Gateway to the East of England is one such measure to co-ordinate both messages.			August	ongoing													
3.15	Explore and communicate the historic landscape pattern of the town.																	
3.16	Establish an Equestrian / Sports Science Centre of Excellence in collaboration with the Community Planning Delivery Group.					It was agreed that the Local Economy group's action on this is to support the Equine Hub Working Group where necessary (some people sit on both groups). See section 5 below.												
4.10	Create a more diverse / higher quality night time economy by introducing a cinema or live music venue in the Town Centre. (Moved from Traffic Group)					see 3.7 above												

Newmarket Vision Steering Group - Programme Timeline

ID	Delivery Group	Owner	Days	Start	End	Notes	June	July	August	September	October	November	December	January	February	March	April	May	
4	Traffic/Highways Delivery Group																		
4.1	Consider improvements to signage with respect to encouraging walking and cycling and signing to car parks.	P Horne - SCC	90	Aug-14	Oct-14	Existing cycle route map to be reviewed and options for new links and improvements identified. To include working with the town centre group to agree sign post style.													
4.2	Identify and enhance walkable and cycle loops around the town.																		
4.3	Improve / create cycle routes between schools and green spaces. The delivery group consider this priority is covered at 4.2, so will not be considering separately.																		
4.4	Explore the potential to enhance existing and create additional horse walks. The delivery group note the scheme for a new horse walk identified for Snailwell Road. The group will consider new proposals.	Existing schemes S Buck - SCC New schemes - N Patton (JCE)	50	Sep-14	Oct-14	Horse Walk improvements to replace bollards due to commence 08/09/2014 and be completed 26/09/14. New horse walk Snailwell Rd due to commence 29/09/14 and be completed 24/10/14													
4.5	Upgrade crossings, with a prioritised programme for implementing improvements.	S Buck - SCC	365	Sep-14	Sep-15	Fordham Rd /Snailwell Rd junction to be signalised to improve horse crossing and pedestrian crossing. Due to commence 29/09/14 and be completed 05/12/14 Horse crossing improvements identified for the town centre. Schemes to be delivered during 2015. Fordham Rd / Rayes Lane horse crossing and zebra to be delivered early 2015.													
4.6	Identify points of conflict in the movement system and create a plan which arbitrates the different access requirements of pedestrians, cyclists, motorists and the horse racing community. The delivery group thought this priority was unclear. However, access for all users groups is covered within other priorities listed, therefore this priority will not be considered separately.	n/a																	
4.7	Prepare a town centre parking strategy covering on/on street, long/short stay, number of spaces, location, pricing, signage and enforcement; maximising the value of parking to the economy whilst minimising the environmental impact of traffic (co-ordinating with the town centre/retail delivery group). The delivery group will give this <b>high priority status</b> . Links with public realm improvements and air quality. Taxi issues need to be considered.	S Buck - SCC G Smith - SCC West Suffolk Officer	365	Feb-14	Feb-15	TRO reviews and consultation on residents parking ongoing. Review to include on-street parking in the High St, off-street parking and car park signage.													
4.8	Improve the Town Centre's public realm and street furniture (in collaboration with the Town Centre / retail delivery group). The group will look at the High Street in particular.	G Smith - SCC	81	Jun-14	Sep-14	Existing scheme on Rutland Hill. To work with town centre group re the High St													
4.9	Introduce a Town Centre wide 20 MPH (in collaboration with the signage, pedestrian and cycling working group). 20mph schemes have already been considered by the NTWG and will not be considered further at this time.	n/a																	

Newmarket Vision Steering Group - Programme Timeline

4.10	Create a more diverse / higher quality night time economy by introducing a cinema or live music venue in the Town Centre. (Moved to Town Centre Grp.)	n/a																
4.11	Create a plan for a series of walkable loops as a means of connecting different local centres to enhance community cohesion (refer to the 'Indicative movement strategy' map on page 32 of NEng.byDesign). The delivery group consider this is covered in 4.2 and so will not be considered separately.	n/a																
4.12	Conduct an audit and character assessment of existing landscape assets within and surrounding the town with a view to create a landscape strategy. (Moved to Community Planning)	n/a																
4.13	Explore ways of improving existing and new landscape assets (e.g. sports pitches) through development agreements and potential donations. (Moved to Community Planning)	n/a																
4.14	Enhance the 'sense of arrival' at the main town centre gateways - including the railway station, the racecourse junction' and the main car parks - with measures from aesthetic improvements to better signage. The delivery group consider this is a <b>priority</b> for the group. The rail group will be considering gateway treatments and signage as part of their work.	S Harper - SCC K Allen - SCC NTVDG Rail Group Parking Strategy Group	365	May-14	May-15	Issues to be considered by the rail group and as part of the parking strategy work.												
4.15	Explore strategies to enhance biodiversity and ecological corridors within the Town Centre linked into the wider landscape. (Moved to Community Planning)	n/a																
4.16	Look at improvements to bus services and bus infrastructure. The delivery group has added a <b>NEW priority</b> .	P Hulbert W Hirst	180	Jul-14	Dec-14	To look at the possibility of DRT and volunteer bus services.												
5	<b>ADDITIONAL items agreed by the Equine Hub working group</b>	<b>Owner</b>	<b>Days</b>	<b>Start</b>	<b>End</b>	<b>Notes</b>	<b>June</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>
5.1	Create a new brand/vision/website for Newmarket through the relaunch of the 'Newmarket Experience', potentially as a Destination Management Organisation	Chris Garibaldi (NRHM)/Amy Starkey (Racecourse)			January 15													
5.2	Secure 'Royal Newmarket' status	Steering Group, plus support from HRI			December 15													
5.3	Create a second uphill gallop (race course side) in order to attract 1,000 new horses to train in Newmarket	William Gittus (JCE)																
5.4	Investigate the potential for 'key worker' accommodation (aimed at stable staff) in Newmarket	William Gittus (JCE)			September 15													
5.5	Creche facilities - research to assess demand for more flexible facilities for staff working in HRI (unsociable hours)	Matt Mancini (Racing Centre)																
5.6	Independent traffic survey to assess long term solutions including possible improvements to A11/A14 junctions	Traffic/Highways Group with support from John Morrey																
5.7	100 new HRI businesses to locate/expand in Newmarket	William Gittus (JCE)/ Suffolk County Council / FHDC																
5.8	250 HRI Apprenticeships (25 per year)	SCC (skills team)																
5.9	Schools programme at Racecourse ('off curriculum week')	Amy Starkey (Racecourse)			October 14													
5.10	Assess potential for, and then secure funding for research project into stable waste recycling	William Gittus (JCE)/ Suffolk County Council / FHDC																
5.11	Investigate the market for complementary/ancillary equine activity with a view to increasing visitor numbers by 10% annually	Amy Starkey (Racecourse)																