

Newmarket Vision, Tourism sub-group - MINUTES

29.09.2014 – 1:45pm – Palace House Mews, Newmarket.

Present Rachel Wood, Mavevan der Werff, Sara Beckett, Joy Uney, John Hardy, Sharon Fairweather, Sandra Easom

Apologies received from Robert Nobbs,

1 – Review of minutes and matters arising

Concerns raised that even though Amy Starkey had explained the Master plan at the meeting of 08th September 2014 which we all agreed was the right way forward to incorporate ALL ideas for the Vision for the High Street this was not conveyed at the Town Centre Retail Economy Tourism meeting on 9th September 2014. We are concerned that there should be a mechanism that allows a smaller local contractor to be considered to undertake the architectural work required as they may well have a better interpretation of the area and some may have even worked on successful projects in Newmarket previously.

2 – Newmarket Vision Conference

The overall view was that the Conference was successful and whilst there are a few matters that need addressing the overall feeling was very positive. It was evident that there was still tensions and important that problems are not ignored, particularly those evident between racing people and non-racing people.

We need to educate people of the process that has been embarked on so they can feel proud of Newmarket

-ve aspects for discussion ~ Sound system = poor

Vision document only partially printed yet distributed to public

Excellent video to promote National Heritage Centre for Horseracing and Sporting Art yet
poor sound quality

Confusion over who, should and was invited

Catering ~ over catered for

Car parking ~ limited direction and then too late e.g. use of Tattersalls

Signage perhaps could have applied for an A Board to advertise the event would have brought it to public notice

Discussion

The Vision needs to go out to the public not just the public come to it i.e. go to venues/establishments/clubs/ groups where people feel comfortable in their own environment this may help to dilute any hostility to the Vision that can be demonstrated by reaction to the Horse Racing Industry.

There seemed to be confusion as to whether the Conference was intended to reach the public or to reach those already involved and specific interest parties. People were queuing outside the venue not because of numbers but the entrance was cramped and the exhibitors were in a small space making it very difficult for ease of movement. The chairs perhaps should have been removed after the speeches and presentations, so that the exhibitions could have been moved into the space and revisited by invitees.

Communication is so important

The event was hugely over catered for and concerns expressed about the unnecessary costs

It was suggested that as well as having other events where the public is invited that an event should be organised specifically for ALL the Vision groups so that ALL can be updated and a clear idea of what each sub group is planning and achieving.

Disappointment was expressed about the LOGO ~ poorly presented and no consultation with groups especially those groups that had expressed concerns and ideas to address those concerns from the very beginning. We wish to still address this and will take this to the next Town Centre Retail Economy Tourism meeting.

Reports on Seminars

[a] Rachel Wood gave an update ~ Sounded a great idea. Businesses will pay extra contribution to their rates and the extra money will be used to pay for someone to market Newmarket This is a long process though and needs to be consulted on

[b] Sandra Easom gave an update ~ a really positive and extremely interesting talk given by a number of speakers from various contributors of the Horse Racing Industry. It was clear that they all work together and should start telling people just how much the industry contributes to Newmarket. Very well attended. The Horse Racing Industry does so much for Charity and specifically Newmarket that is not well publicised, reference a recent letter in the local paper and this should be capitalised on and very good for Public Relations

[c] Neighbourhood Plan ~ Informative emphasised the need for communication and consultation to achieve a successful outcome.

[d] Bringing Horseracing to the High Street ~ Brilliant presentation with hand outs although only a small number attended

There are at least 2 really good videos, one from The Jockey Club and the one presented by Chris Garabaldi that could and should be more widely used, within Newmarket and on line. One suggestion was to ask Hughes TV and Audio in the High Street to use similar in their shop window. Make use of empty shops to publicise Newmarket and The Vision

3 - Progress Reports

[A] Future Champions Week

A compete programme has been included with the curriculum for year 8 students at Newmarket Academy which will be approximately 90 children various activities have been arranged for 4 days of one week e.g. historical walk culminating in a day at the races ~ Future Champions Day all sponsored by Qatar Investment & Projects Development Holding Company .

[B] Promoting The Vision

General points of discussion

Key aims

Tools

What can we do?

Guineas, Leisure Centre other venues events stalls

For further discussion

[C] Royal Links

Update from Sandra Easom ~ all have had a draft copy but no feedback to date. Still problems relating to printing but these can be overcome

[D] Signage

To be reported to Town Centre Retail Economy Tourism on 10th October 2014

Interactive Parking Map to direct people Tourist primarily as a map that can be 'dropped' into various web sites.

Rachel Wood, Sara Beckett and Jill Buckingham met with Guy Smith (Suffolk County Council Highways) extremely good meeting

We wanted to meet with him was to discuss the things we were thinking of

What we can and what we can't do ~ we can't have brown tourist signs

Parking signs are used in stages from the out skirts of the Town and target specific areas

To arrange a further meeting together with Darren Dixon who is the new West Suffolk Parking Manager.

Mr Smith found the meeting useful too and went away with the map Rachel Wood has used previously which has the benefit of showing the crossing points of the High Street, moving one alone would be £40,000

[E] Banners

Rachel Wood ~ there are concerns re costing and needs clarification, together with the shared usage between the Town Council and The Racecourse

[F] Arts and Culture

Joy Uney ~ Newmarket Festival, there has been a meeting between Lizzie Cocker and Richard Baldwin (and others as reported last meeting)

An idea to take forward to Churches Together is to utilise the conduit of the Newmarket Festival to have music in the Churches of Newmarket. Everyone was in agreement and ideas were in abundance of what where and who. It would be marvellous as it would open the venues (which needn't be limited to Churches) to the public of Newmarket (Residents, visitor and tourists)

Other venue ideas Tattersall's, Museum, Nomads Theatre, Memorial Hall etc. could also incorporate theatre/cinema to show/perform Musicals.

As with many topics we discuss COMMUNICATION is paramount

Publicity has been lacking or with too little notice

Schools should be involved

A meeting needs to be arranged to discuss all the ideas that are coming forward coordinate them and involve others.

Sharon Fairweather has had great experience with her involvement of the Bury Festival and will bring her expertise especially related to publicity and selling of tickets for Festival ideas that come forward.

[G] Rail Link

Angus Wood (nice neighbour of Maeve) has met with Chris Garibaldi which was good and Angus Wood is very keen. Another meeting between the 2 will be arranged.

Discussions about the Railway Station and adjoining land as to whether part of the land could be 'used' to increase Station us i.e. car parking and other facilities.

[H] Sausages (3:12 of Vision document)

Mavevan der Werff gave a detailed update of the progress of the Sausage Project

The Curriculum document is available all written by 'Mr Sausage'

It has been tried and tested in a school in Essex and has been extremely successful

The best time for the commencing this would be early 2016 Waitrose would/could be involved and there is a need to liaise with the Retail group of Town Centre Retail Economy Tourism Group

No specific year group has been identified but would be years 8, 9 or 10

The project provides subject matter for Technology, Science, History, Geography and English so is multi-faceted.

The end product means that children will learn masses and they can eat it!

Unfortunately due to the Health and Safety aspect of the production of the sausage there will NOT be visits organised but of course re Local Economy they might like to offer Apprenticeships

Any Oher Business

Sharon Fairweather reported that The Tourist Information Office is moving to the current National Horse Racing Museum in the High Street.

Sara Beckett reported that looking further ahead when those premises are vacated the prospect of them being used by various Public bodies as per last minutes

Sara Beckett reported Tesco have submitted planning applications for the old WH Smith in the High Street

These can be viewed at

<http://planning.stedmundsbury.gov.uk/online-applications/>

and putting in the reference numbers below for various aspects of the application (never simple!)

DC/14/1608/FUL

DC/14/1609/LB

DC/14/1605/FUL

DC/14/1607/LB

DC/14/1606/LB

Advertisement consent DC/14/1610/ADV

DC/14/1611/LB

- **Next Meeting: Monday 20th October 2014 at 1:45pm at Palace House Mews.**