

Newmarket Vision, Tourism sub-group - MINUTES

23.06.2014 - 2pm – Palace House Mews, Newmarket.

1. Update

- Sandra confirmed that the money was in place for the brochure in readiness for the application of Royal Status – Chris advised that he had some photographs available which could be added to the brochure and will pass these on to Sandra. It was suggested that the Animal Health Trust are also contacted.

2. Development of Rail Link and Station

- Chris updated the group following a meeting with Abellio Greater Anglia on 9th June – Noel also attended. It became apparent that many were not aware of the Newmarket Vision and we need to be more proactive in passing information on. (For reference please see email from Chris attached).
- ACORP – adopt a station scheme – Chris recommended the group considers having a membership as a practical way of moving the vision forward. Group agreed this would be worth while – cost is £25 for the membership.
- Greater Anglia were clear that this work must be community led; must be a private group which can be led by the public sector for assistance but with the private organisation being the main body.
- The initiative of this needs to go to the transport group – could we find out if there are any BID groups which could lead on this? Sandra suggested the possibility of having a ‘friends of Newmarket Station’ group.

3. Signage Audit

- Shop fronts are to be listed as a priority.
- Any new shops must comply with a shop front policy once this is in place. **AN has confirmed with Boyd Nicholas that there will be a draft for this later in the summer (early August) and adopt towards the end of the year.**
- Rachel and Sara will be going out around Newmarket and listing the shop fronts in the High Street (not yet decided how this will be done, possibly a list of the good and the bad?).

4. Banners and Fixings

- Agreement for certain times of the year that banners can be out.

5. Marketing

- Roz will email out a copy of the marketing plan. To include:
 - Young families
 - Horse racing
 - Learning disabilities

6. Arts and Culture Offer

- Rachel raised the idea of having a children's concert to promote the arts and culture that Newmarket has to offer.
- Mave suggested an open air opera / concert.

7. Next Meeting:

- The next tourism meeting will be on 21st July 2014 at 2pm at Palace House Mews.