

## **Newmarket Vision**

Minutes of the  
Town Centre/ Retail, Local Economy and Tourism Delivery Group  
10.00 a.m. - Friday, 24 January, 2014  
held in Sir Ernest Cassel Room, Newmarket Town Council Offices

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Members present:

Cllr Warwick Hirst FHDC/NTC  
Diane Robertshaw Newmarket Retailers (Waitrose)  
Rachel Wood History Society/Library  
Richard Baldwin FHDC/SEBC  
Cllr David Bowman FHDC  
Kirsty Pitwood FHDC/SEBC  
Abigail Nolloth FHDC/SEBC  
Robert Feakes SCC  
Alison Huxley SCC  
John Morrey Tattersalls / Newmarket Horseman's Group  
Graham Abbey Chamber of Commerce  
Richard Fletcher Resident/Bill Tutte Memorial  
Julie Eden Newmarket Retailers (Coffee & Co)  
Sara Beckett Resident  
Cllr Peter Hulbert Voluntary Network  
Cllr Joy Uney NTC  
Boyd Nicholas FHDC/SEBC

1. **Welcome:** In the absence of the Noel Bryne (Chair), Cllr Warwick Hirst (Vice Chair) welcomed all to the first meeting of the Newmarket Vision ~ Town Centre/Retail, Local Economy and Tourism Delivery Group
2. **Apologies** were received from Noel Byrne (Hoteliers), Jill Buckingham (Resident), William Gittus (Jockey Club), Joanne Rogers (Town Centre Manager) and Sharon Fairweather (Tourism/Events).
3. **The Princes Foundation Report** recommended that four working Groups should be established. The membership should reflect all sides of the Town, including residents, businesses, the horse industry, retailers and all groups with an interest in progressing the interests of the town.
4. **Issues discussed:**
  - The matter of enforcement was raised as a priority for Newmarket in order to improve the appearance of the town.
  - It was suggested that we could learn from ONE Haverhill, a collaboration between different stakeholders in Haverhill. All were happy for GA to invite Sarah Howard from ONE Haverhill to present at a future meeting.
  - RW raised the point of the relocation of the library and the potential for a tourism information centre/local history centre. This would bring business into the high street.
  - Would be useful for a library of documents to be made available to the group.
  - It was suggested that the racing asset is not promoted as much as it possibly could be. Newmarket Experience should be invited to attend the next meeting to provide further information around this (although it was noted that NB chaired this group and would be able to offer his expertise).

5. **Timetable:** The question of a timetable was discussed. Was there an urgency needed from the group? The vision is a 20 year plan but we will do our best to achieve our goals as efficiently and at a pace which circumstances allow.
6. **Sub Groups:** It was felt that the group as a whole had a large remit and as the title was conveniently sub divided then the membership should be split between those four identified and smaller groups. It was recognised that there would inevitably be an overlap but the issues could then be addressed and combined when the four sub-groups meet as the main Delivery Group, which will possibly be on a monthly basis. It will be up to the individual sub groups to arrange their own meetings bearing in mind that some members will be involved in one or more of the Delivery Groups or Steering Group.

	<b>Sub Group Title</b>	<b>Members</b>	<b>Issues</b>
<b>1</b>	<b>Town Centre</b>	<b>Robert Feakes Co-ordinating Officer</b> Richard Fletcher Peter Hulbert Jill Buckingham Boyd Nicholas Sara Beckett	Improve the Town Centre's public realm and street furniture (in collaboration with the Town Centre Working Group).
			Introduce a Town Centre wide 20 MPH (in collaboration with the Traffic / Highways Delivery Group).
			Explore and communicate the historic landscape pattern on the town.
<b>2</b>	<b>Retail</b>	<b>Joanne Rogers Co-ordinating Officer</b> Julie Eden Di Robertshaw Rachel Wood Sharon Fairweather	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).
			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 NEnq. By Design).
			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.

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<b>3</b>	<b>Local Economy</b>	<b>Kirsty Pitwood</b> <b>Co-ordinating Officer</b> John Morrey Graham Abbey David Bowman Alison Huxley	<p>Maintain and enhance the existing businesses, services and facilities based around the horse racing industry and ensure its future attraction and viability.</p> <p>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.</p> <p>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. This needs to be closely linked to local training and education.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>Establish an Equestrian / Sports Science Centre of Excellence in collaboration with the Community Planning Delivery Group.</p>
<b>4</b>	<b>Tourism</b>	<b>Abigail Nolloth</b> <b>Co-ordinating Officer</b> Joy Uney Rachel Wood Amy Starkey (Newmarket Racecourse – to be invited) Robert Nobbs (Heath Court Hotel) Roz Howling (The National Horseracing Museum) Sharon Fairweather	<p>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.</p> <p>Encourage Tourism offers which can also be used by local residents (i.e. the Market and Riding School / Tours).</p> <p>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.</p>

## 7. **Points noted and agreed action:**

- Newmarket Town Council have resolved to merge the Town Centre Regeneration Committee into this Town Centre/Retail, Local Economy and Tourism Delivery Group.
- Some members may wish to attend more than one sub group.
- Sub groups to report the Delivery Group.
- There are short and long term goals which will need to be refined and prioritised.
- There will be overlaps between the Delivery Groups.
- Sarah Howard, Chair of ONE Haverhill Board to be invited to a meeting of this Delivery group by Graham Abbey.
- The Tourist Information Centres within the district are due to be evaluated; it would be a good opportunity to review the Library preferably to a better location, i.e. High Street or the TK Maxx building which could then combine the Information Centre, Tourism, Library and local history.
- Funding – this should not limit our goals, so we should look at the best we can do and funding should be a secondary consideration looking to the 21<sup>st</sup> Century. FHDC have been guilty in the past, of looking at what is good for now, and not what is good for the future. Aim High!!!
- Reports, papers, ongoing projects and policies will be used for guidance, information and points of law.

### Examples:

- Rachel Wood has prepared a paper on the Newmarket Library, which will be circulated.
- Newmarket's Equine Cluster, a report commissioned by FHDC and Newmarket's Horseman Group.
- Shop Front Policy.
- Signage and 'A' Board Policy.
- Improvement of Rutland Hill.
- Bill Tutte Memorial.

## 8. **Date of next Delivery Group Meeting:** Friday, 28 March, 2014 at 10.00 am in Sir Ernest Cassel Room, Newmarket Town Council Offices.

The four Sub Groups to arrange date, time and venue of their first meeting, and then report back to the Full Delivery Group Meeting on 28 March.

**Warwick Hirst**  
**03.02.2014**