

NEWMARKET VISION: Tourism Delivery Sub Group: Action Plan (28/03/14)

A. Why is Tourism Important to Newmarket?

- It diversifies our economy
- It maximises the return on existing assets, many of which are currently undervalued
- Improvements made for visitors will also benefit residents
- It promotes a sense of community pride.

B. Our Aims:

- To find ways to enhance our offer so that all visitors extend their stay by at least one night
- To add depth and breadth to the 'Home of Horseracing' offer, to maximise and build upon its success
- To recognise and protect our neglected historical assets, and to seize this opportunity to market them
- To use our unique assets to form a unified and collaborative offer
- To ensure that Newmarket becomes a regional tourist hub
- To use cutting edge technology to lead the way, and to aim for the highest quality

C. Actions:

Immediate

1. Audit the Newmarket Offer by drawing up preliminary thematic lists of assets:
 - 1) Location; 2) Horseracing and the Equine Industry; 3) Historical (incl. Royal connections);
 - 4) Landscape; 5) Hospitality; 6) Retail (incl. Market) **[Action achieved]**
2. Public consultation via Friends of Newmarket Library (FONL):
Find out what the community values, reassess asset lists & produce FONL Town Guide **[Due July 2014]**

Short-term

1. Completely review signage & welcome at town gateways for visitors by car, rail, cycle or on foot
2. Achieve World Host status
3. Implement Shop Front Policy
4. Remove Taxis from High Street
5. Develop effective communication and co-ordinate websites, working with the 'Newmarket Experience'
6. Audit crossings and paving

Mid-term

1. Attractive, highly visible, centrally located Tourist Information Office, integrated with Town Museum and Library
2. Analyse tourism transport needs (parking, rail services & station, courtesy transport to major attractions)
3. Education Package (preschool/primary/secondary)
4. Develop Integrated Tourism Plan: Newmarket's offer in context of East Anglian themes
5. Develop extensive set of walking/cycling tours; blue plaque scheme; race-related activities

Long-term

1. Develop Family-friendly offer
2. Apply for Royal Status
3. Develop Arts and Culture offer
4. Develop links with Euston Hall
5. Develop Local Cuisine offer

Every aspect of our tourist offer should be developed so as to have a direct benefit for all residents, and cross-community involvement should be sought at all stages. New enterprise should be encouraged.

In relation to assigned aims from the Vision Document:

1. *Use Newmarket's unique selling points to define a new marketing and branding strategy:* **In progress**
2. *Encourage Tourism offers which can also be used by local residents:* **Recognised as integral to Action Plan**
3. *Partners should work together to balance the potential conflict between inward business investment and wider tourism:* **Recognised need to co-ordinate our plans with the Local Economy Delivery Sub Group**
4. *Explore and communicate the historic landscape pattern of the town:* **In progress**

Rachel Wood, March 2014

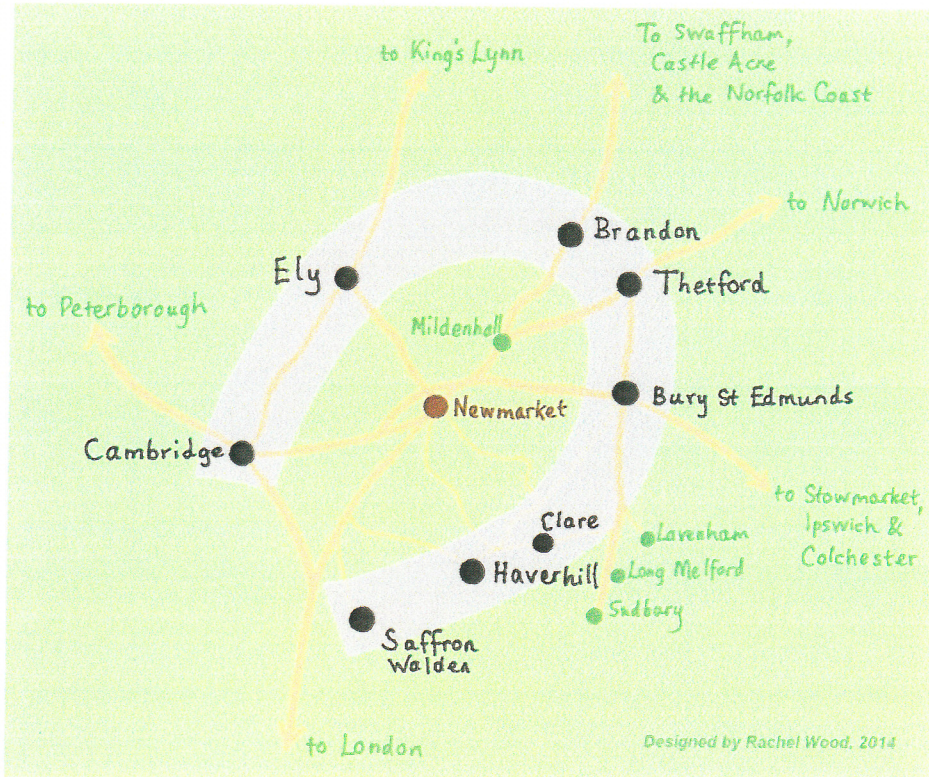
With many thanks to Bev Beak, Sandra Easom, Joy Uney and Mave van de Werff

Appendix 1: Newmarket's Tourism Offer

A: The Town

1. **Location:** 15 miles away from other towns, this helped to establish the medieval market. We can develop this now by promoting Newmarket as **'The Gateway to East Anglia'** – a base from which visitors can easily make daytrips to other attractive towns.

'The Newmarket Horseshoe'



Sample text:

"Newmarket's location, around 15 miles (1 day's journey in medieval times) from many significant settlements in the district (e.g. Ely, Bury St Edmunds, Cambridge, Thetford, Brandon and Haverhill), helped to establish its medieval market and meant that visitors would stay overnight in the town; it is from this that Newmarket's tradition of hospitality first arose.

Nowadays, 15 miles takes just a short drive, and so Newmarket makes a perfect base for modern day visitors to the region. Of course, by staying in Newmarket you can ensure that you are here early enough to appreciate the unique sight of racehorses exercising on the Heath, and yet you can still be away in time to visit one of the fine historic towns of the 'Newmarket Horseshoe' – if, of course, you have already sampled all that Newmarket has to offer!"

2. **Horseracing and the Equine Industry:** Home of Horseracing; National Gallery of Sporting Art; National Stud; Racecourses; Jockey Club; Animal Health Trust; Tattersalls; British Racing School; Gallops, Studland; Horse Walks; 'Legends of the Turf'; chance to see racehorses exercising daily.
3. **Historical (incl. Royal connections):** our town's unique story; links with Queen Etheldreda, James I, **and especially Charles II**; historic core, incl. many attractive Grade II buildings; ancient landscapes; catalyst events of national importance; Palace House sash window; Newmarket Bomb; Greyhound Inn tankard; Memorials; Social History; Archives; Intellectual assets.
4. **Landscape:** Flora and Flora; key views; sites of special scientific interest (Devil's Dyke, Warren Hill); open spaces for walking and picnics.
5. **Tradition of Hospitality:** our hotels, restaurants, cafés, theatres, clubs, and the World Host scheme should be presented as part of a tradition going back to medieval times: hospitality has been a key

industry throughout the town's history.

6. **The Market and Retail:** the Market was the foundation of Newmarket's medieval prosperity; this should still be one of our key offers. The Prince's Foundation correctly stressed that a town named "Newmarket" simply must have an outstanding market. We should stress our variety of shops and local products (sausages).

B: As Part of an Integrated Tourism Plan for East Anglia

How our assets (in brackets) link with broader local themes:

1. **Ancient Sites (Icknield Way):** Grimes Graves
2. **Roman (Newmarket's location close to Mildenhall):** Mildenhall Treasure
3. **Anglo Saxon (Devil's Dyke, Queen Etheldreda):** West Stow, Lakenheath Warrior in Mildenhall
4. **Stuarts (James I, Charles II, Palace House):** Oliver Cromwell's house in Ely
5. **Coaching towns (Coaching Inns):** Norwich
6. **Fisher Theatre Circuit (Wildwood Restaurant building):** Lowestoft, Wells-next-the-Sea, Halesworth, Woodbridge, Eye, East Dereham, Sudbury, Thetford, Beccles, Swaffham, Bungay, North Walsham
7. **Pilgrim routes (Newmarket's location on major routes):** Bury St Edmunds, Walsingham, Norwich, Ely
8. **Attractive Historic buildings (Newmarket's historic core):** other nearby towns, villages and historic houses
9. **Military (important bases in both World Wars):** Duxford, Bressingham
10. **World War Two Code Breaking (Bill Tutte Memorial):** Bletchley Park
11. **Natural sites (Warren Hill, Devil's Dyke):** Wicken Fen, Lackford Lakes
12. **Local Cuisine (Newmarket Sausage):** other East Anglian delicacies
13. **Cycling (National Cycling Route goes through town centre; Bill Tutte; local cycle shop; location within cycling distance of other towns):** annual Churches' cycle ride
14. **Fine Art (National Gallery of Sporting Art, Bill Tutte Memorial by Harry Gray):** Constable country, sculptures by Harry Gray in Cambridge and Ipswich; other local art galleries
15. **Theatre (King's Theatre & Nomads):** other local theatres

Appendix 2: Newmarket Asset Lists

N.B. These asset lists have been drawn up to show how we can market our town to visitors, but they could just as easily form the basis of a local interest education policy for Newmarket schoolchildren.

1. Location Assets

1. **Historic position on Icknield Way**
2. **Location 1 day's foot journey away from other towns** led to establishment of medieval market, and now offers chance to market the town as a base to explore the district (see Appendix 1). There are regular bus services to Cambridge, Ely and Bury, and an hourly rail service to Cambridge and Bury.
3. **Easy access to London by rail and road**
4. **Gateway to East Anglia:** most westerly town in Suffolk
5. **Easy access to beautiful, historically significant towns and villages in surrounding area**
6. **Natural sites nearby (e.g. Wicken Fen, Lackford Lakes)**

2. Horseracing Assets [with thanks to Joy Uney]

1. **Home of Horseracing Project**
2. **National Gallery of Sporting Art**
3. **National Stud**
4. **Two Racecourses**
5. **Tattersalls**
6. **Thousands of beautiful racehorses!**
7. **Jockey Club**
8. **Jockey Club Estates:** landscape adapted for horseracing; gallops, training ground, studland
9. **Unique horse crossings**
10. **Famous Horse Walks** (need to be marketed for afternoon guided walks)
11. **Gallops** (unique chance to see horses training every morning)
12. **British Racing School**
13. **Animal Health Trust**

3. Landscape Assets

1. **Unique and beautiful rolling chalk grassland** (Icknield Way); largest area of cultivated heathland in the world
2. **Flora and fauna, esp:**
 - Chalkhill Blue butterfly (July-August)
 - Pasque flower (April-June)
 - Lizard orchid (late June-early July)
 - Green tiger beetlebut also:
 - **Plants:** bird's-foot trefoil, horseshoe vetch, pyramidal orchid, bulbous buttercup, cowslip, field scabious, purple milk vetch, quaking grass, salad burnet
 - **Butterflies:** Dingy Skipper, Brown Argus, Green hairstreak, Common blue, Brimstone, Peacock, Small tortoiseshell [*Butterfly Conservation* has 800,000 members...]
 - **Other insects:** Bumble bee, Burnet moth,
 - **Birds:** House martin, Jackdaw, Plover, Rook, Skylark, Swallow, Whitethroat, Yellowhammer, Long tailed tit
3. **Gallops and famous Horse Walks:** landscape adapted for horseracing
4. **Devil's Dyke**
5. **Warren Hill**
6. **SSSIs**
7. **Public spaces:** Memorial Hall Gardens, Severals
8. **Open spaces for picnics**
9. **Maintained hedges on main routes into town**
10. **Open East Anglian skies**

11. Key views (new postcards required):

- Stallion statue
- Millennium Grandstand
- Clock Tower
- Palace House
- from Warren Hill over town and to Ely
- from West end of High Street, across High Street to Warren Hill
- from Devil's Dyke over July course
- from Clock Tower down High Street
- (coming) HHR; Bill Tutte Memorial

4. Historical Assets [with thanks to Sandra Easom and NLHS]

1. Our town's unique story¹

2. Royal connections, esp.

- **St. Etheldreda**, daughter of the Anna, King of the East Angles.
- **James I**, who 'discovered' the suitability of Newmarket Heath for sporting pursuits.
- **Charles II**, the famous 'Merry Monarch'; there is unbelievable potential to market Newmarket as Charles' town. This can be done tastefully and intelligently.

3. Historic Core: attractive historic buildings,² many Grade II, often with unexpected histories, e.g.

- **Palace House**
- **Rutland Arms**
- **One of East Anglia's few surviving Fisher Theatres (1826)** – now Wildwood Restaurant. The owners worked with *Newmarket Local History Society*, with the result that the interior is decorated with information and photographs relating to the previous history of the building. This co-operation has underlined the significance of the building and enhanced the town with a unique venue.
- **Clock Tower**
- **Kings Restaurant**: the possible site of James I's Palace
- **Crockford's Coffee House (Abbotts)**
- **Corney & Barrow**
- **Memorial Hall frontage** (including bomb damage from Newmarket Air Raid)

4. Ancient landscapes:

- **The Icknield Way**
- **Bronze Age barrows**
- **The Devil's Dyke**
- **Traces of medieval strip farms in layout of medieval roadways running off High Street**
- **Two medieval churches (rebuilt)**

5. Catalyst events of national importance:

- 1620s Dr. William Harvey (physician to James I and Charles II) conducted experiments in Newmarket which supported his discovery of the circulation of the blood.
- 1664/5 Charles II founded the Newmarket Town Plate, the first horserace run under written rules.
- 1683 The Great Fire of Newmarket: Charles II had to leave Newmarket early, thereby foiling the Rye House Plot.
- 1907 Town Hall Fire: the fire happened during a cinematographic show; this and other fatal fires led to the Cinematograph Act of 1909, which laid down safety regulations.

6. Objects of historical importance:

- **The Palace House sash window**; this is the earliest counter-balanced sash window, described by English Heritage as "**the most significant find within the whole of Europe**".

p.t.o.

¹ See Appendix 3 (*Highlights from Newmarket's History*)

² For more information, see *Newmarket Conservation Area Appraisal*, (June 2009)

<http://www.westsuffolk.gov.uk/Documents/CoreDocs/ForestHeathConservationAreaAppraisalNewmarket-pages1-55.pdf>

- **The Newmarket Bomb** – two thirds of a German bomb case, one of 10 bombs that fell on the High Street in the Newmarket Air Raid of 1941 (from the NLHS Archive)
- **Greyhound Inn tankard**; a perfect piece of pottery, providing a direct link to one of Newmarket's many inns, later incorporated into Charles II's palace.

7. Memorials:

- **The Memorial to 99 Squadron RAF at the Racecourse**; this consists of a single propeller blade from Wellington R-Robert, the plane which engaged with the Dornier and probably saved the town from a second machine gun attack in the Newmarket Air Raid.
- **The Bill Tutte Memorial** will add a whole new dimension to the town's tourism offer, and will appeal to a different sector. The creation of a "virtual museum" online, signposted from the memorial itself, will position the town at the forefront of new technology.
- **War Memorial**

8. Social History

- The town's development arises from the marriage between Richard de Argentein and Cassandra de Insula; the area of land was Cassandra's dowry.
- Newmarket prospered because its early inhabitants were freemen, not villains; they paid rent and could sell their surplus.
- St Agnes: a servants' church
- One remaining Victorian Railway station building (out of 3); the railways changed horseracing by opening it to the masses.

9. Historic Archives:

- **The extensive NLHS photo library** (NB images cannot simply be reprinted for commercial use)
- **The paper and artefact archives of *Newmarket Local History Society***. This should include proper financial support, and a resolve to find proper housing for them, so that they can be catalogued, studied and preserved. (We owe a debt of gratitude to members of *NLHS*, without whom a number of key assets would have been lost or remain unknown.)
- **The *Newmarket Journal* archive**; an irreplaceable record of the people of the town from runs from 1883 to the present, which urgently needs to be safeguarded. It has recently been moved to Bury, away from the community which values it most, and as such it is vulnerable. **It urgently requires a secure location in Newmarket, as well as sponsors for conservation and digitization.**

10. Intellectual historical assets:

We should properly value local knowledge, and promote books which have been published about the town and its history. We should find sponsors to allow reprinting of key NLHS publications, and new publications should be properly subsidised to allow larger print runs (although intellectual rights should remain with the authors and any profits should belong to NLHS).

5. Hospitality Assets

1. **Key economic activity since Medieval times**
2. **Former Coaching inns**
3. **Hotels**
4. **Restaurants**
5. **Cafés**
6. **Historic pubs**
7. **Sites of Cock Pits**
8. **Theatres**
9. **Clubs**
10. **Memorial Gardens play area for children** (N.B. there is no comparable 'rainy day' play area besides the Library).

6. Retail Assets (incl. Market) [with thanks to Bev Beak]

1. **Market** dating to Medieval times; held twice weekly.
2. **Indoor market**, selling collectables etc. (Tuesdays, Memorial Hall).
3. **Independent Retailers**, some of whom have been established in the town for many years, including butchers, a fishmonger, an electrical shop etc.

4. **Friendly service:** many shops have sent their employees on 'World Host' training, qualifying them to display a plaque proclaiming this.
5. **Local products:** Newmarket Sausages and Newmarket Sausage Association.
6. **Attractive traditional buildings on High Street**
7. **Wheelchair friendly:** Shopmobility scheme in place.
8. **Parking for out-of-town visitors:** plentiful with many cheap spaces.
9. **Compact shopping area,** including covered shopping in the Guineas.

Appendix 3: Highlights from Newmarket's History

- Newmarket is situated on the Icknield Way. This is an ancient trading route, comprising of a number of tracks which follow the chalk ridge which crosses southern England from Wiltshire to Norfolk. The presence of a water supply suggests that the site would have been inhabited, and this is proved by the Bronze Age barrows which survived on the Heath until the 19th Century.
- The modern town lies just to the east of the Devil's Dyke, the largest Anglo-Saxon dyke in Britain. It is thought to have been built around 600 AD, either for defence or to control travel and trade, as its 12km length effectively crosses the breadth of the Icknield Way. If the London Road (A1304) gap in the Dyke is early, it would follow that travellers on the Icknield Way would have converged on that point, meaning that large numbers would have been passing through the site which developed into Newmarket.
- When Cassandra de Insula married Richard de Argentein in around 1200, her dowry included part of the manor of Exning, and the King soon granted her new husband a charter to hold a market here – the so-called 'New Market'. This allowed him to benefit from the travellers passing through along the Icknield Way, and was evidently successful because in 1223 the King granted a charter for an annual fair. All this argues against the myth that Newmarket was established in 1227 because plague came to Exning and the market was moved; moreover, the evidence suggests that there never had been a market in Exning.
- The market thrived; the Lord's land was rented by freemen, who could sell any surplus they produced, and the town was ideally positioned around 15 miles (1 day's journey in medieval times) from other towns (e.g. Ely, Bury St Edmunds, Cambridge, Thetford, Brandon and Haverhill), allowing such a variety of traders to gather that the market was organised into streets of particular types of stall.
- Since traders and travellers would need to stay overnight in Newmarket, a second major industry was hospitality. Accommodation varied from large inns to ale houses with a single room to let. The 'ale wives' who ran these smaller establishments formed a further industry by brewing beer, and local bakers would come into the town to sell their bread; Newmarket prospered.
- In 1604, James I visited Newmarket and recognized the potential for the Heath for field sports. He eventually built a Palace on the High Street, where he, and later Charles I, stayed regularly. Charles II built his own Palace, of which the section known now as 'Palace House' survives; this was a substantial building to which the King would bring his court, meaning that the realm was governed from Newmarket for the duration of each visit. Newmarket has continued to attract royal patronage to the present day.
- With better roads, Newmarket became an important coaching town on the route between London and Norwich, building once more on its history as a place to stay. Coaching inns included the Rutland Arms and the White Hart Hotel. The advent of the railways in 1848 changed Newmarket once again – there were three railway stations, and the town expanded with terraces of Victorian houses.
- The Newmarket Air Raid took place on February 18th 1941. Just before 3pm on market day, a single Dornier 17 flew down the north side of the High Street from the Clock Tower, dropping 10 bombs and firing machine guns. Twenty seven people died, around 250 were injured and there was extensive damage, including the destruction of the telephone exchange. The Dornier then flew out to the Heath (an RAF airbase from 1939-41), and was chased and fired upon by Wellington T 2888 R-Robert, which was out on a training exercise. This is the only recorded incident where a Wellington bomber was used as a fighter plane, and it probably saved the town from a second machine gun attack.

With thanks to Sandra Easom and Newmarket Local History Society