

## Newmarket Project Ideas – draft action plan following meeting held on 12 October 2015

**Attendees:** William Gittus, Liz Watts, Chris Garibaldi, Amy Starkey, Rachel Hood, Graeme Lockey

**Invited guests:** Dawn Goodfellow

**Apologies:** John Morrey, Alison Huxley

	Theme	Ambitions / targets (over 10 years)	Ideas from workshop for development	How will the idea be taken forward?	By whom?	When?
1	The Newmarket Offer:	Newmarket recognised beyond the horseracing industry as UK and world world's no 1 equine/racing/breeding/ research cluster.	<p><b>An equine hub/network to deliver this and a broader programme of projects to grow/promote Newmarket's equine sector</b></p> <p>To be delivered through all of the deliverables below</p>			
			<p><b>New brand/vision/ website/marketing strategy for Newmarket.</b></p> <p>Official launch of Discover Newmarket in November 2014 and tours started in Jan 2015. New website and permanent member of staff. DN is set up as a community interest company. Enormous potential to expand beyond HRI. <a href="#">Discover Newmarket had a strategy meeting and is looking to be the tourism hub for Newmarket. Presenting at next town council meeting in November. YTD tour attendances are 4,000.</a></p>		AS/CG	<p>Jan 2015</p> <p><b>Discover Newmarket fully operational</b></p>
			<p>Agreed that further work is required to link into the digital high street project and to create a <b>signposting webpage to integrate the existing Newmarket websites</b> (Discover Newmarket, BID, Town council, etc).</p> <p><a href="#">Amy met Di Robertshaw and Warwick, set up a group, will establish need (scope) and cost and then work out how to fund. May be some S. 106 monies.</a></p>		Amy	

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			<p><a href="#">GL reported that there is some European money coming on line (rural diversification, tourism etc). GL to send out link to the group once available.</a></p>		<a href="#">GL</a>	
			<p>World Heritage status</p> <p>Funding may be available through HLF; some work has been done in the past – investigate further. <i>Update from SCC: application process will not re-open until 2022. Agree to put on hold.</i></p>		n/a	n/a
			<p><b>Royal Newmarket (RN) status</b></p> <p>This is an action in the Newmarket Vision, already being pursued. Bid was submitted in December 2014. Ongoing, positively. <a href="#">Still looking hopeful.</a></p> <p><a href="#">Statue approved by the town council (queen, mare and foal). Good feedback.</a></p>		RH	<p>Dec 2015</p> <p>Submission complete</p>
2	Equine infrastructure	1000 new horses attracted to the area.	<p><b>Uphill Gallop</b></p> <p>Project is on New Anglia funding list as 'medium priority'. Same position for GCGP.</p> <p>Design virtually agreed. JCE now talking to trainers about the concept and design. JCE Board likely to consider proposal in the Autumn. Planning and funding will follow, if the project is supported by the board.</p> <p>JC have done survey of all the trainers. Design almost there. WG to discuss funding with GL. <a href="#">WG meeting New Anglia LEP Chair next week and has permission from the Jockey Club board to take the project planning application stage. GL and Alison Huxley to consider other funding options. GL suggested that Neil Darwin</a></p>		WG, with support from SCC/FH DC when ready to pursue funding	tbc

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			<p><a href="#">(CEO) is contacted (GCGP LEP). LW suggested that this might be presented in the context of the Deloitte report looking at new funding sources.</a></p>		<p><a href="#">LW</a></p>	
			<p><b>Training yards</b> See 4 below and 2 above</p>			
			<p><b>All weather race course</b> No longer an short or medium term opportunity due to similar opening at Chelmsford</p>		<p>n/a</p>	<p>n/a</p>
			<p><b>Key worker housing/hostel/Housing for stable staff</b> Racing Welfare launching national survey on racing housing. Timing tbc (poss 6 months) 200 students coming out of BRS every year – lots of opportunity in NMKT but nowhere near enough accommodation. Discussions were held between BRS and FHDC Head of Housing. BRS aiming to deliver no more than 12 units, which may not be viable through the FHDC housing company route, but might be viable as a standalone project. Jockey Club also looking at potential development for racing related accommodation. Plan would be for rental properties for racing related use. <a href="#">JC have two sites. Discussions ongoing with Planning and Housing. Would create 140 units.</a> <a href="#">2 JC sites in local plan consultation. Trowers Hamlin advising on affordable housing element.</a></p>		<p>WG</p>	<p>Sep 2015</p>

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			<p><a href="#">Racing Welfare also looking at another option for young people's affordable housing. (Racing Welfare currently has 6 rooms, so hoping to expand these. Potentially 16 on this site).</a></p>		DG	
			<p><b>Crèche facilities</b></p> <p><a href="#">Dawn Goodfellow keen to work on this, in order to keep more young women in racing. Dawn is working with BHA and looking at sites near the Racing Centre (based on French model of running creches for racing staff – appropriate hours etc).</a></p> <p>Museum working with Abbeycroft Leisure to look at holiday activities for older children. Suffolk Museum development officer looking at a project for sustainable, commercial models of holiday clubs in museums/leisure venues. AS keen to work with CG on this project.</p>		DG  CG/AS	tbc
3	Local /supporting infrastructure	Sustainable long term plan for traffic management.	<p><b>Traffic survey</b></p> <p>Work to be carried out through the Transport Delivery Group. Brief now drawn up which will be form the basis of a long term plan to address traffic issues, both at a local and strategic level.</p> <p><a href="#">WG met new PH from SCC (James Finch) for a tour, and then presented to the Transport Group. Concern that the long term vision has not yet been 'landed'. Either for transport or signage.</a></p> <p><a href="#">CG has had discussions with FHDC (Darren Dixon) and SCC about car parking strategy and routing for the new heritage centre.</a></p>		JM, Transport Del Gp  CG/JM	tbc

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			<p><b>Links/improvements to town centre and high street.</b></p> <p>Already a central plank of the Newmarket Vision work</p>		Nmkt Vision Town Centre Group	
			<p><b>Station and rail links</b></p> <p>Already a central plank of the Newmarket Vision work. May be a role for the HRI to lobby here. Positive meeting with CG and rail operator.</p> <p>CG and Amy Starkey now attending the Newmarket Rail Group.</p> <p>Looking at working with Art Gallery in BSE for a joint community rail partnership across the Ipswich – Cambridge line. CG/AS working on further economic impact of updating the railway line (with BHA). CG preparing brief. Funding round for Racing Foundation is in September – may be an opportunity here.</p> <p>Agreed to look at the impact on racing of opening up the 'West' loop (Newmarket – Ely). East Cambs already have done significant work on this. GL to provide contact at East Cambs.</p> <p>JM talking to Brooke Fairburn about Newmarket's station buildings. <a href="#">RH/WG following up in this area.</a></p> <p>£90,000 now committed by Racecourse, Tattersalls, SCC, FHDC and Abeillio to undertake aesthetic improvements to the station. Works to take place at end of September.</p> <p>Warwick Hirst has joined the rail group.</p> <p>Longer term issue of more trains and improved line</p>		CG/WG /AS GL  <a href="#">RH/WG</a>	

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			needs to be addressed through this partnership. Discussions around the need to get engagement from East Cambs, potential for Dullingham station to expand to take vehicle traffic for cars leaving Newmarket, etc. <a href="#">New information available about infrastructure upgrade required being work to level crossings (not tunnel etc etc). This should be key focus. Anglia Route Feasibility study around 'the art of the possible' imminent. Agreed to invite Matthew Hancock to a lobbying lunch.</a>		AS/WG	
4	Business growth and development	100 new HRI businesses to locate/expand in Newmarket.	<b>Starter yards / Expansion from racing to other equestrian areas / Inward Investment analysis / Linking to other local areas.</b>  'Point of consumption' Act will help draw smaller trainers into Newmarket. This has now been referred to the European Court.  Further research work to be undertaken with 'Invest in Suffolk' – research the 25 business which have entered in the last 5 years in order to pursue new opportunities.  Possibility of commercial opportunity for starter yards as 'incubator' units – potential for JV btwn JCE and LAs.  Links into business case for uphill gallop (see above).  Agreed to concentrate on core racing items (put 'expansion from racing' on back burner for now).  Overall growth in horse numbers 3.5% up on last year.		SCC/GL / WG	tbc
5	Skills	250 local apprenticeships	<b>Careers brokerage service</b> Central plank of Newmarket Vision education group		Nmkt Vision	

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		Leads UK in investment in training	<p>GL to follow up with SCC. Need contact from racing industry to be point of contact. WG/RH to consider.</p> <p>Discussion around a 'proposition in the town' to involve riding, tourism, hospitality. Online presence through new county council/district website. Grant (Racing School) and Judith Mobbs (SCC) to take this work forward.</p> <p>SCC has now awarded the careers online platform contract which will be branded as 'I can be a....', providing a portal to connect school children/leavers and the Suffolk labour market. October 2015 launch date. WG to put GL in contact with Carole Goldsmith, Skills lead at BHA. AS reported on 'Living Your Dreams' programme (Newmarket Festival) which could also be a useful link.</p> <p><a href="#">SCC launch put back from 21 October. No revised date.</a></p>		<p>Education Group</p> <p>GH/JM</p> <p>WG</p>	
			<p><b>Schools/colleges programme</b></p> <p>West Suffolk College have a 'how to run apprenticeships' resource which could be introduced to HRI businesses</p> <p>SCC initiatives delivered through the skills team at SCC.</p> <p>Racecourse offer for 2015 will be:</p> <ul style="list-style-type: none"> <li>• 7 local schools' Year 5 pupils in June 'Under Starters Orders'</li> <li>• 150 students from Newmarket College from 5-9<sup>th</sup> October (mainly but not exclusively Year 9) – off curriculum week.</li> <li>• 2016 will hope to bring in pre-schools.</li> </ul> <p>WG working with museum education office to set up racing oriented after school club at Newmarket Academy.</p>		<p>SCC</p> <p>AS</p> <p>WG</p>	ongoing

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			Work ongoing between racecourse and museum developing these programmes. Positive meeting with Dubai who want to work more closely with Newmarket Academy. CG developing key relationship with All Saints Primary school.		AS  CG	
6	Science research & innovation	£5m funding secured for sector related innovation/research  Five new research partnerships/projects  Noted that LEP funding usually needs match funding.	<b>Equine fertility unit</b> back burner for now			
			<b>Links to Cambridge</b> back burner for now			
			<b>Stable waste recycling (bio energy opportunity)</b> Burning is currently the only treatment method. No long-term contracts with current disposal supplier. May be research funding available. WG to talk to Canadian company and see if there is any potential. If there is, follow up with support from SCC inward investment, FHDC ec dev and GL. WG had a lot of contact with Canadian company. Waste is being recycled and is not clean enough to re-use for thoroughbred horses. WG visited a commercial company attached to Southampton University and is pursuing some work with them. Research project may need funding.	WG with support from SCC/FH DC for access to funding	tbc	
7	Visitor experience	10% increase in visitor numbers.	<b>New events (e.g.) show-jumping/ dressage etc.</b> <b>Extended calendar of events/12 month offer</b>			



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		£5m additional visitor spend.	<p><b>Horse Park</b></p> <p>What is the market for complementary/ancillary equine activity? Dressage? Polo? Concern around bio-security issues.</p> <p>Amy to find Aintree research. May then be worth a bigger piece of research. Park for now.</p>		AS/LW	tbc
			<p><b>International equine conference centre</b></p> <p>Conference opportunities using HRI facilities are already significant and could be expanded. Issues discussed around difficulty of travelling to Newmarket. Pressing need to lobby for improved rail links.</p> <p>Agreed that the possibility to co-ordinate this activity through Discover Newmarket should be explored. On backburner for now.</p>		Tbc	Tbc
8	350 Years of Making History		<p>Amy reported that a Proposition paper was being worked on and it would take another couple of weeks or so before this document was ready to go out to Stakeholders for them to consider. The paper was likely to be a mix of ideas, suggestions and an invitation for others to join in as they did not want it to be seen as a fait accompli.</p>		AG	

**NEXT MEETING: 9 DECEMBER, 8.30AM, JOCKEY CLUB**