

**Minutes of the Newmarket Vision
Town Centre / Retail, Local Economy and Tourism Delivery Group
held at 10.00 a.m. on Friday, 22 January, 2015 at the Newmarket Town
Council Offices**

Those Present:

Noel Byrne, Chairman (NB)	Peter Hulbert (PH)	Clair Bryant (CB)
Amy Starkey (AS)	Jill Buckingham	John Smithson (JS)
Richard Fletcher (RF)	Boyd Nicholas	Christine Rush, (CAR) Minutes
Warwick Hirst (WH)	Julie Eden (JE)	Kay Dawson (KD)(for first two items)
Michael Jefferys (MJ)	Rachel Wood (RW)	
Sara Beckett (SB)	Graham Abbey (GA)	

Apologies received:

William Gittus (WG)	Jonathan Miles (JM)
John Morrey (JM)	Alison Hayes (AH)
Cllr David Bowman (DB)	

1. Welcome and Minutes of the last meeting 6 November, 2015

NB welcomed Clair Bryant, Jockey Club Marketing Manager for Eastern Region and Graham Abbey, Newmarket Chamber of Commerce. Minutes of the last meeting were agreed as correct.

2. 350 Years of Making History - Anniversary of racing in Newmarket

AS gave a presentation on this celebratory year - this is not a horseracing celebration – a town celebration aimed to unite the town behind celebrating 350 years of Newmarket making history. King Charles II signified the transition of racing on his return to Newmarket in 1666. AS stated that the Spring and Autumn meetings still meet today and a new round course of 3miles 6 furlongs was created. Newmarket racing has been running longer than Ascot.

The Jockey Club, Discover Newmarket sponsors and partners, residents, Tattersalls, the horse racing industry, the National Heritage Centre for horseracing and sporting art, the Retailers' Association, five councils, schools and media are all in support.

A programme of events starts in April. CB advised the meeting that information can be found on an interactive website <http://www.weare350.co.uk/> and social media, www.facebook.com/newmarketracecourses and **#350yearsofmakingmemories**. CB added a soft launch was made today. Any feedback on the site would really be appreciated.

Interests:

- a time capsule burial;
- a photo book on the website which people can upload photos to; so potentially an expanding album;
- commemorative race cards at key festivals and
- AS is getting in contact with 'Horrible' history.
- Unveiling of a statue of King Charles II replica of one that stands at the Old Bailey
- Unveiling of a statue of The Queen in the High Street.

- Work on a video past and present.

Ideas such as:

- Memory tree
- Newmarket Monopoly and games
- Emma Bridgewater Mug has been commissioned.
- 350 year history quiz at the Memorial Hall.
- Birth certificates signed by HM The Queen.
- 350 word cloud – space to write why you like Newmarket run by Newmarket Journal. Partnership with the Journal to gather photos.
- Party at the Severals
- Themed Tea Dances
- Town Film

Any more ideas are welcomed for events and encouraging people to take part. Ideas can be submitted on-line and town events can be signed up to here.

The meeting congratulated AS on her presentation. RW was interested in taking an adapted version to the schools. AS was keen to assist as class participation would be welcomed, letters to parents invite them to free racing event. The museum would be showing a presentation to visiting schools.

NB mentioned a link with Belmont Park, New York used to be called Newmarket before the current name.

AS stated that Tim Cox and Sandra Easom have been very supportive with all the historical data.

RW and AS will have a separate meeting to discuss choirs and the musical festival.

3. East Anglia Railway update

WH advised the tender was out for the Eastern Region. Expect decision and take over of franchise in June 2016. WH reported that although people have been pressing for a half hourly service, a business case is needed to support this and another factor, so unfortunately is not included in the tender. Discussions need to take place once the new contract has been awarded. Would like a direct route to Liverpool Street Station from Newmarket, but WH is not sure there is any commitment for this currently. No electric facilitation currently. MP is backing this also and is disappointed this wasn't included. GA commented that what was happening at Mildenhall, the link would be very important.

The ticket machine is working intermittently. Abellio owns the machine. Tattersalls own the car park and is committed to improvements. The Station building is owned by someone else. However the station has been improved. The improvements to the rail station are to be officially opened on 5th February at 3.30pm.

PH stated that it would be sensible if some trains left Newmarket later especially when events are on, as the last train tends to leave too early. GA mentioned the trial Manchester were running with their trains. AS stated that Abellio have said they have not got the rolling stock to put on late trains. £25 is the average spend of visitor so would make economic sense. Dept for

Transport, MPs have been lobbied by The Jockey Club. SCC Tracey Allen has supported AS. Copy attached.

When the franchise contract is awarded it was agreed that the following points can be raised:

- Half hourly service;
- Direct route to Liverpool Street Station;
- Later trains when events are on in Newmarket;
- Economic impact;
- Business Case required.

4. Newmarket Vision Workshop Event 21 April, 2016

NB explained that a workshop will run on 21 April from 9.30am to 12noon. All delivery group members are invited to attend. It will be different to the last event which was a conference to which the general public were invited to. The workshop aim is to celebrate the success and ongoing work being carried out by the groups.

ACTION: NB asked that the delivery group advises CAR who is going to attend from the sub groups.

There will be another meeting held on 1 April, 2016 to list successes.

5. Green Corridor Update

Prior to the meeting JS had circulated his Management Plan asking for feedback and raising the profile of the project. JS was pleased to report that he is receiving feedback already from the first draft.

- Flood
- Smell
- Rubbish / Litter
- Solutions need to be worked through with the various agencies. Overgrown Wood to be managed, which will help flood defence.

JS is working with the local BMX enthusiasts and the track and area will have improvements made.

JS and MJ have met and discussed the work plan. MJ and JS will put an article out in the local newspaper as the views of the local community and of current users of the corridor are very important and need to be incorporated into the management plan. Interpretation and signage needs image branding and revamping. MJ and JS want to change the perspective of people's views of the area. AS suggested the Newmarket Messenger as this paper is delivered to all residents.

A meeting was booked with Anglian Water, but unfortunately the representative cancelled due to family reasons, however it will be reinstated as soon as possible. RF reiterated the discussion that took place, five of six years ago, of grassing over the water culvert to improve the entrance. NB agreed, but understood this is what JS is trying to do. WH stated that Anglian Water had always been helpful and had cleared waterways due to flooding in the past by dredging. PH commented that he was concerned that water in Elliot Close was dangerously close to getting to the houses. JS stated that SCC share the office at West Suffolk House and is really easy to have discussions with them and need to drill down exactly what their contractors are actually doing. The Management Plan will guide the process and will give focus. JS will share document with SCC and Anglian Water. JS stated that

very little has been done for a long time, SCC has done some modelling and finding the most effective way of action is not easy. It is a river in winter and a brook in the dry summer.

MJ will be joining JS and the Anglian Water discussions. It is the debris that is causing blockages which then causes the flooding.

SB mentioned the 'Clean for the Queen' campaign. Tesco's are involved beginning of March with a follow up in April. The group thought this was something the whole community could get involved with. JS mentioned the FHDC Waste Operatives could get involved to blitz the area, as done in other towns. AS said this could be part of the 350 celebrations, litter picking 350 hours. GA was certain that local businesses could get involved with.

ACTION: GA to discuss at the next Newmarket Chamber of Commerce meeting.

6. The High Street Project

NB reported the group had met before Christmas. The second meeting to be set up in February, dates have been circulated.

- The boundary has been discussed which will be from the Clock Tower roundabout at the North end and the South still to be confirmed along with side streets off the High Street.
- Draft design brief.
- In discussion - funded by S106 money - if the costs are £10/£12K it would be less onerous as FHDC in house tender process can be used.
- Site allocations - local plan - draft prepared.
- 18 Feb Local Plan Working Group to meet - draw up a masterplan for Newmarket similar to Haverhill as LW had circulated in the past.

Signage - NB advised Sarah Stamp, chair of the NV Steering Group had called an extraordinary meeting of the NV Traffic / Highways Delivery Group to improve the channelling of information through to this group and to others where work has overlapped across the groups. Major enquiries to go through to the Steering Group and be fed up and down as appropriate. All signage and highways queries to go through one point of contact to stop any confusion. For signage, Highways England has a process to be met before decisions can be made. March / April signage is to be cleaned up, re-sited and brown signs considered. Brown signs need a minimum / maximum foot fall into an attraction before the signs can be considered. Also there is a maximum of five attraction signs allowed on an 'A' road. WH with support of Fiona Unwin will be the point of contact.

7. Specific Actions of the four sub groups

• **Retailers Sub Group**

RW reported that the BID had taken precedence working toward the postal vote in February.

• **Town Centre Sub Group**

JB reported the group would like the commercial business to paint, clean their frontage. BN offered a leaflet for grant assistance for shop front improvement. The grant is only available for independent, not national businesses. SB has emailed to

GA asked for schedule of events to take to businesses. The group thought that support from the businesses would be really helpful. Support from AH and photos also.

ACTION: Retailers will put on their agenda to take forward. All to be done in readiness for Queen's visit later this year. BN stated that USAFE airbases may help with clean up campaign also. GA will discuss with the British American Committee.

• **Tourism Sub Group**

Cycle Route Project - NB reported that BN, WH and Colin Grogan from SCC had met before Christmas and it had been a good meeting discussing how facilities could be improved and talking about the use of disused railway lines.

RW has a quarterly heritage meeting on Monday, will discuss the heritage awards. Branding leaflets – RW needs to speak to the Marketing Officer at the Home of Horseracing Museum, when in post. The group discussed the prospective colours, black and gold it was felt had a heritage feel. AS mentioned the train station is gold and white. NB stated that it definitely needed to have continuity, which the whole meeting agreed.

ACTION: AS will circulate information on branding.

NB stated that any plaques need to be discussed with him, if to be used in conservation areas. Plaque for Bill Tutte will go ahead.

Local Economy Sub Group – have been reassessing for long term.

Community Hub for business fund

- Business Growth
- Support town inward investment
- Facilitating business support.
- Support for start up businesses for Newmarket.
- Chamber ran a forum finding out what they needed
- Asking businesses for hot desk space for those starting out. Space would be free.
- Small meeting room space – offer a meeting room for two hours per week.
- BSE has an incubation centre, would like one for Newmarket.
- Initiative to be launched in March to support new businesses.
- Visitors invited to discuss Information Start Up Packs.

8. Shop Front Policy update

B/F to next agenda as DB not present.

9. Any Other Business

Car Parking Charges – retailers did not support the increase. However, NB said if the increase was reported in the correct way it would prevent the negativity around the charge as the increase was actually not seen as unreasonable compared to other local towns in the surrounding area.

High Street Banners – please advise AS details and AS will provide a schedule.

10. Date of the Next Meeting

Friday, 1st April, 2016 at 10.00 am.

Newmarket Town Council, Council Chamber.