

**Minutes of the Newmarket Vision
Town Centre / Retail, Local Economy and Tourism Delivery Group
held at 10.00 a.m. on Friday, 20 May, 2016 at the Newmarket Town
Council Offices**

Those Present:

Richard Goss Chairman (RG)	Sara Beckett (SB)	Michael Jefferys (MJ)
Cllr David Bowman (DB)	Warwick Hirst (WH)	Christine Rush (CAR) Minutes
Di Robertshaw (DR)	Peter Hulbert (PH)	

Apologies received:

Noel Byrne	Rachel Wood
William Gittus	Alison Hayes
Jill Buckingham	Chris Garibaldi
Julie Eden	Jonathan Miles
John Smithson	Sharon Fairweather
Boyd Nicholas	

1. Welcome and Minutes of the last meeting 1 April, 2016

RG was welcomed as the new Chairman. RG began by thanking the outgoing Chairman, NB for his hard work and commitment and support he has given NV TRET Delivery Group over the course of the last few years. RG then went on to say that he is passionate about Newmarket and very pleased to be involved.

The last minutes were reviewed and were agreed as correct.

Matters arising:

Newmarket Branding - NB and Amy Starkey were involved with the Newmarket branding colours gold white and black- and had agreed to work with the museum, who were, at the time of the last meeting, about to finalise their branding. CG unfortunately, was not able to attend today as he had been let down by the cancellation of his train into Newmarket.

Directional Signs - DB explained these are the signs coming off the A14 and A11 and then the 'easy to follow' parking signs for visitors coming into Newmarket. DB reported that these are all in hand and should be complete and in place by the time the museum opens. WH mentioned that Guy Smith is the SCC contact. DR requested that the pedestrian signs need checking too. DR mentioned that some signs had been paid for by businesses.

Action: WH will liaise with the Newmarket Town Council.

Green Corridor - JS supplied a report which was circulated with the agenda MJ and JS met w/c 9 May and went through the progress of the Green corridor/Yellow Brick Road Plan, as follows:

- a. **Studlands BMX** – New fencing in place and largest mound elevated by a further 2m for a more challenging ride for the very experienced.
- b. **Anglian Water** have agreed that the district can upgrade grounds maintenance of areas they own along the YBR.
- c. **Entrance at Exeter Road** – Security fencing on the laundry boundary belongs to the district so we can alter it at the entrance to look more

- attractive. Agreed to invite designs for some creative iron work at the entrance.
- d. **Tree Planting** – agreed there is plenty of scope to accommodate 350 trees within the linear park.
 - e. **Public Consultation** – Draft questionnaire complete, comments back please from the group.

MJ added that the brook has been cleared. The area is a habitat for a rare butterfly species. The Laundry is interested in making the entrance area look nicer and would be in the best interest for the building to the right as these are rental accommodation. MJ stated that JS had already got some S106 money which can be used for tree planting. MJ is hopeful that this will happen within this year. This was met with lots of interest and enthusiasm from the group. MJ did state however, if the corridor was used more, it would need monitoring, i.e. someone to walk it regularly. DB will discuss with JS to see if there was any locality money available.

There was a lengthy discussion on concerns of the area flooding. MJ reminded everyone that SCC have a flood prevention plan that work with the other agencies.

Action: MJ will double check if SCC monitor the silt build up.

DR mentioned the draft questionnaire that JS had provided that there was no mention of it being a cycle path Route 51. **Action:** MJ noted and will liaise with JS.

The High Street Project - BN supplied an update that was circulated with the agenda, as follows:

- a. The tender to produce a design brief for the High Street has finished: We received three bids to undertake the work from Ubiety, LDA and Sheils Flynn.
- b. A meeting of the High St sub group took place on Monday 9th May to discuss the tender bids – these were evaluated, and points for clarification raised, which need to be fed back to the consultants before a decision can be made.

Shop Front Policy - BN also supplied an update on this subject with the agenda, as follows:

Question raised by the group at the last meeting, those that don't need planning permission, how are these properties regulated?

Answer – changes to shop fronts that do not require planning permission, advertisement consent or listed building consent cannot be regulated by the Local Planning Authority.

Negotiation and the incentive of grant aid towards 'improvements' are the one way of trying to achieve a better outcome in such cases.

BN is hoping to attend the next meeting and is happy to answer further questions then, but in the mean time if anyone has any pressing issues he can be reached on 01638 719248 or boyd.nicholas@talktalk.net.

SB thought perhaps Newmarket should have a specific shop front policy through the Neighbourhood Plan? The group did not agree. DR said that if the policy was too prescriptive shops would simply not be interested. RG

stated this is a really good policy and measures in place now so no change necessary.

RG said with regards to the letter NB sent to Barclays Bank, they have agreed to change shop front. Greggs involved too.

Free Car Parking one day a week leading up to Christmas - DR reported the Retailers have submitted a request to FHDC. DB will be looking at this in due course. DR stated that the Retailers have already managed to secure free car parking after 2.00pm on the afternoon of the carnival.

Railway - PH mentioned he had attended a meeting recently. The group needs a disability rep. The new franchise are aware of the wishes of Newmarket town as previously minuted.

2. Newmarket Vision Workshop Event 21 April, 2016

WH thanked those that attended and reported that the event was positive, good morale and key items discussed. It was a good opportunity to hear what other groups were doing. DB added it did not last too long and finished on time. 19 September 2014 had been a conference for all groups and anyone interested in NV with a totally different format. Everyone attended thought that a workshop should be an annual event.

A copy of the slides and post-it notes which formed the discussions on the day -three top celebrations and three areas for improvements were circulated with the agenda.

3. Specific Actions of the sub groups

Retailers Sub Group – DR reported the group have been concentrating on the BID for the last 18 months, was delayed by 3months, but delayed as wanted to be able to promote the BID more.

- 1st April announced the success of the BID.
- The task group will become the board for the first year. Year after will be voted in by levy payers.
- The BID will commence from 1st July and will run for a five year period.
- ARP (Anglia Revenues Partnership) will collect BID levy on behalf of the board.
- 4th July BID will host a launch event at the Jockey Club who have agreed to let them use their venue.
- Adverts have been placed in the press and with local stakeholders for the BID Managers post.
- The BID Manager will be responsible for the Business Plan and Town Ranger/s.
- Revenue: £250k per year.
- Once the BID Manager in place, the Business Plan can be shared.
- DR went on to say that there is going to be a digital marketing system by way of free Wi-Fi and collection of data from that.
- Town offers and discounts to those who offer free Wi-Fi. Graeme Lockey liaising with businesses on this.
- With the heritage centre opening, BID are looking at bringing trees into the High Street.
 - Portuguese Laurels have been chosen as they grow to 6ft tall, maturing to 8ft. Could be dressed all year round and bring a touch of an avenue look to the street – just as a short term project until the long term project comes to fruition.

- Bulbs would be grown in the planter so least maintenance as possible. The Town Council (TC) own the pots.
- Just waiting to hear if TC funding available. 22 trees and lots of bulbs, drainage work to pots plus compost £3500. The trees will need metal supports while growing and feeding. They are hardy trees, so can cope with car fumes.
- Will have to be sympathetically placed away from the traffic lights so as not to cause an obstruction.

RG gave congratulations to all involved and the NV TRET Delivery Group support this action.

NED Project – historical information on furlongs. 7 sets of markers from the Clock Tower down to the end of The High Street. A local artist is sought for planners to look at as a whole.

Town Centre Sub Group – SB stated that part of the group are meeting as the High Street Project working group and as mentioned in BN's update three tenders out of eight have been chosen. There are lots of questions to go to each tender and suggesting that each tender presents their case. There is disparity between costs. BN will progress forward.

Tourism Sub Group – Concentrating on Town Guide. Town Council gave authority for group to look at. Purchasing of advertising going well, although there is disparity for some advertisers as to what they have paid and where they are in the two year guide. Front cover '2016-2018'. The map needs to be looked at. The Yellow Brick Road needs to be added. Need £500. BID group would like to work with them on the map. There was a discussion on the use of Locality money. MJ suggested contacting SCC Robin Millar and Dave Hudson. Locality money is used for the benefit of the town. Once draft complete it has to be signed off by the Town Council. Going to print in June.

- July Music Festival – programme going to print.
- Heritage Business Awards – three people to be nominated. Journal will present in Autumn.
- Champion Award is another idea.

Local Economy Sub Group - Concentrating on small business start-ups i.e., use of space in other businesses. Need proof for an incubation hub for small businesses. SQW report a couple of years ago didn't give this detail for Newmarket. In talks with Cambridge businesses, no minimum size. All to assist small businesses to grow. RG wondered if the empty shop rate could be used. DR said perhaps empty factories could be modified for smaller businesses. An article could be run. DB said Newmarket Chamber of Commerce involved. DB said our rates are preferable to Cambridge. New Anglia Growth Hub give free advice to move things forward. Take up has only been 2-3% in Newmarket – trying to encourage NCC and drop-in centres. Retailers Association would be interested and source funding.

4. **Any Other Business**

Car Parking – PH spoke about the Market Square having lost two disability parking spaces and wheelchair users have to go all the way back to use the slope. A debate followed. However DB stated that the consulted Disability Group wanted spaces next to the machines. Payment for disabled parking brought into line with surrounding areas. Need money into Newmarket to maintain carparks and other things. DR stated that most disabled people are

not adverse to paying, as long as appropriate spaces available. RG concluded for a growing town the parking is reasonable. RG also stated that we should promote Newmarket more.

Following on from that the Newmarket Vision Steering Group have taken on board comments from the workshop held in April and communication will be increased, changes are therefore ahead.

5. Date of the Next Meeting

Monday, 27 June, 2016 at 10.00 am.

Newmarket Town Council, Council Chamber

ACTION CAR book NTC rm.