

**Minutes of the Newmarket Vision
Town Centre / Retail, Local Economy and Tourism Delivery Group
held at 10.00 a.m. on Monday, 31 October, 2016 at the Newmarket Town
Council Offices**

Those Present:

Richard Goss Chairman	Julie Eden	Ross McKittrick
Warwick Hirst	Cllr David Bowman	Di Robertshaw
Sara Beckett	Rachel Wood	Graham Philpot
Michael Jefferys	John Smithson	Luke Baldock and one other from Elephant WiFi.
Peter Hulbert	Richard Fletcher	
Christine Rush, Minutes	Joe Watson	

Apologies received:

William Gittus, Jonathan Miles and Jill Buckingham

1. Welcome and Minutes of the last meeting 5 September, 2016

The last minutes were reviewed and were agreed as correct.

2. Introduction BID Manager, Graham Philpot

RG warmly welcomed Graham Philpot. GP is 3 weeks in post has arrived in an exciting time of events in the town, and has experience of being a BID manager.

Key priorities for GP are:

- Early events
- Shopping locally
- Joint procurement
- Ambitious plans for next 5years.
- Halloween ghost walks this evening
- WiFi project
- Raising the profile of the town.

GP attended the Economy sub group last Friday and is happy to join this group.

3. Presentation 'Love Newmarket WiFi'

DR introduced Luke Baldock and another representative of Elephant WiFi.

The Retailers Association set up a working party to bring WiFi into the High Street. Joe Watson has now joined the group, replacing Graham Lockey of FHDC. WiFi will benefit businesses and can be used as a foot fall counter. Three companies have been reviewed and the Retailer Association have chosen to work with Elephant WiFi.

LB explained the variety of ways Elephant WiFi has developed its system and can assist local businesses (using Hinkley as a case study):

- People today expect free WiFi.
- Track lorries/deliveries etc.
- Collect information which can trigger business emails of interest.
 - counts mobile usage signature, completely anonymously.
- Engaging with people that come into town. Email shots to pertinent people, depending on their individual interests. Not general information, receive relevant information.

LB's presentation showed hot spots in Hinkley of visitors and has the ability to track the route the visitor takes. Tracking cannot continue once outside of the zones. However if a visitor returns to town, the system recognises the individual signature and is logged, so you can report on repeat numbers. 'Geo Sense' heat map view, can give idea at events and where visitors are and what part of town they move onto following that event. It can show if an event affected the businesses.

LB explained to the group that concerns over a new development in Hinkley, The Crescent, would have on the existing businesses, but actually showed that more people came in and circulated around the town. This would be interest for race course events and Newmarket businesses. Signage can be affected if improved signage makes a difference to visitors. Proof of footfall and foot flow.

WiFi is in a number of towns. Warwickshire are looking for overall information, not just one town.

Another system, Springboard counts people, but by face recognition, so only counts once.

- A Geo box can be located on lampposts and creates a WiFi bubble for the street and information can be captured.
- Nanno station – delivers the internet connection through the town, attach to posts, up to 5kilometers. Race course, parks. Access points would be available for people to connect to.
- Connect through Facebook, Free form or Twitter.

Events can be created on what people want.
You will know how far people travel.

Email shots, are designed to drag and drop information and send to those that are interested.

Phone will automatically receive a splash page. Click to a log in Facebook, Twitter, Free form and then will see a relevant town information before they reach the internet.

WiFi is protected, so children and folk can use sensibly.

As soon as visitor returns they will see the redirect page which will be updated for local information and these will not have to log-in again.

Could also have digital screen in empty shop windows – town apps – technology to help the town help itself.

Systems can be calibrated to suit the town.

Company runs the project. Data is owned by the BID. Cloud based, so can not delete data. The BID Manager is in control, but would have support of Elephant WiFi company. The BID would sign a support contract.

Reports can be set up as regularly as necessary so the board can be emailed from the system.

There will be an odd occasion where the Cloud will be too busy. Each line is 80meg and these can be increased if necessary. A number of applications at any one time. Coffee shop example could have own connection or town but would all link into town's – each connection specific to individual business and strength of their internet connection.

Plans to talk to racecourse and home of horseracing.
Schools cannot have an open portal.

Hinkley had free car parking after three and figures proved that more people came into town during those hours.

Weather widget is useful, as will show if weather has affected footfall.

Elephant WiFi have worked with a BID previously.

S106 money was agreed to be set aside for marketing when Tesco s came in to Newmarket.

The BID and NRA are looking to use £52k of the s106 marketing money. Two pots – £62k for the infrastructure and set up and £14k pa for maintenance which the BID will pay for.

Show of hands to go forward: eight hands for, one abstained; none against.

ACTION: RG will ask the NV Steering Group for £52K from S106 money.

Costs going forward would be part of the BID marketing.

GP has used a system like this before. So would be useful for the town and a positive aid for businesses.

4. Coach Parking in Newmarket Update

RG advised that SCC will be running a car parking survey which will include coach parking. RG has a steering group meeting in two weeks time, so potential of hearing an update. However, could be a year before figures known as survey needs to be done once the initial interest in the new museum has settled.

- In the past there has been temporary coach parking at the race course.
- Old station car park owned by Tattersalls.
- Temporary basis sought.

ACTION: RG will speak with Amy Starkey re coach drop off at bus station and park.

- RG has spoken to Amy Starkey at The Race Course and she has agreed to let coaches use the Rowley Mile as a temporary coach park until the parking survey is completed. Amy Starkey has said there will be no charge for coaches parking at the race course. Obviously this will only apply whilst this temporary agreement is in place.
- RG has also emailed SCC Cllr James Finch, chairman of the NV Traffic/Highways Delivery Group asking for his support in looking for a solution.

5. Green Corridor update

• **Public Consultation**

JS referred to the Yellow Brick Road consultation questionnaire that took place during the summer and reviewed the information circulated with the agenda. Of the 97 that took part the two main reasons for visiting were passing through and walking for exercise; the main attractions were viewing the landscape and wildlife; the top two features were the footpath system and the landscape. George Lambton Playing Fields were the most popular open space. More litter bins was the most requested improvement, followed by more benches and cutting back vegetation.

• **Metal work feature**

Only one company submitted a design out of three approached to emphasise the start of the walk and make more attractive, a feature in its own right.

JS reviewed the copy of the design that was circulated with the agenda. JS said the design is what we are looking for. Phase two would be to change iron work along the route to similar, to be consistent.

RF and SB objected to the planned entrance design for the Yellow Brick Road on the grounds that it was inappropriate and unduly expensive; funds would be better spent on improving the walk itself, as Peter Hulbert stressed.

JS agreed that it does need to be robust, and agreed that the lettering on the arch could be different, curved into arch. The consensus was that the design needs to have a 'Yellow Brick Road' as a theme. JS says its first impression. WH fully supports this design. JS there has to be a compromise. JS will take comments back to the designer and will bring back to next meeting. RF happy with progress otherwise.

JS stated that over the next six months the group will see work commence.

6. Specific Actions of the sub groups

Town Centre sub group

- High street Project Working Group update:
SB tenders going out to clarification, given a week to reply and should have someone in place in November.

Retailers sub group

- Trees in the High Street
 - Permission from Highways to go ahead.
 - Looking at spring planting to start.
 - Working in conjunction with the group from the Council.
 - Inference is to get instant colour and smartness on the High Street.
- BID
Graham is in place, and already seeing things improving in Town.
- Christmas Parking update
Newmarket Retailers Association wrote to FHDC – free parking every Thursday from 1pm up to Christmas. A huge step and thanks to FHDC!

Local Economy sub group

Recently Newmarket has lost some big businesses. Mostly it is the head office, not local office that makes the decisions. Keeping in contact with business is really important. GP is going to attend meetings of the sub group.

Looking at Newmarket Prospectus, so need to understand how that works with NV. Newmarket could get recognised as special status and then could access more funds. Hopefully this could inspire a better economy within.

Tourism sub group

- **Town Guide**

There has been more amendments to take into consideration RW reported - nearly there.

- **Musical Festival**

Thinking about next year's festival and RW working with the Town Council.

- **Heritage Business Awards**

RW currently has no time to work on as yet, but will revisit.

7. Newmarket Vision Promotion Opportunities

RG and AH would like to see regular theme through the Journal. RG envisage a regular drip feed into paper.

8. Funding

S106 money and support with trees – 2019 to use it.

9. AOB

JE would like to see pedestrian signage for museum from the town - from station, but not from town end. Trail through town discussed. Sun Lane spoke about a long time ago but nothing done. Chris G involved, but has had other commitments.

GP was disappointed about the signage, not just to the museum and will have map available for rangers that RW has been working on and will be available for Christmas.

10. Date of Next Meeting

12 December 2016, 10.00am