

**Minutes of the Newmarket Vision
Town Centre / Retail, Local Economy and Tourism Delivery Group
held at 10.00 a.m. on Monday, 16 April, 2018 at the Newmarket Town
Council Offices**

Present:

Richard Goss	Chris Garibaldi
Christine Rush (Minutes)	Rachel Hood
Megan Pollexfen	Michael Jefferys
Warwick Hirst	Peter Hulbert
Roberta Bennett	Graham Philpot
Di Robertshaw	Sara Beckett
Rachel Wood	

Apologies:

William Gittus, Inspector Mark Shipton, Boyd Nicholas and Julie Eden

1. Minutes of the last Meeting dated 5 March, 2018

The minutes of the last meeting were agreed as correct.

2. Discover Newmarket – Megan Pollexfen

Following the last meeting MP, the manager of Discover Newmarket, was invited to join the NV TRET Delivery Group which she has accepted. The Chairman welcomed MP to the group.

MP gave a very interesting talk about Discover Newmarket and it being the tourism service for Newmarket. The office is based at the Heritage Centre and the chairman is Noel Byrne. CG is on the board also. Newmarket is being marketed as a visitor attraction. Its activities benefit businesses whilst raising awareness of the thoroughbred breeding and racing industry on our doorstep; the very popular 'Behind the Scenes' tours of the racing industry. There are 16 types of tours on offer. Pick and mix tours can be and are built around visitor needs.

Some facts:

- 6-8 tours per day this week alone;
- 681 tours delivered across last year.
- Cost of tours range from £4 to £175, e.g.
- Guided tour of the National Stud is £11.

MP has found that Feb to Oct is peak time for visitors and is working hard on appealing to return visitors. Discover Newmarket, the BID's Love Newmarket and NTC have linked their websites to help improve the user experience and building the Newmarket brand. Stakeholders are the horseracing industry, key attractions, hotels and recently gaining new supporters like NTC and B&Bs. Links are being forged with other neighbouring DMOs (destination management organisations, i.e. Cambridge and Ely) marketing and growing Newmarket's tourism profile.

ACTION: MP to add FHDC to Discover Newmarket's stakeholders and supporters list as FHDC helped with initial funding to get the project off the ground.

RG thanked MP, on behalf of the group, for presenting Discover Newmarket and stated that he felt that exciting times are ahead for Newmarket.

3. Green Corridor update – John Smithson

Lighting, George Lambton fields – FHDC repairs have been arranged.

Litter picking – 10am to 11.30 this Saturday and there is an open meeting of The Friends next Thursday, 26th April to discuss progress and future. Debris – JS has recently cleared the area of the green triangle PH was pleased to hear.

Benches – ongoing project - working with Friends on location.

Ironwork – Made but needs to be installed, looking at a way round not having to close the path. Waiting for a definitive answer from contractor. 3 months is the lead time for path closure to happen.

4. Policing Newmarket Update - Inspector Mark Shipton

MS sent apologies, but is happy to answer any queries via email/or at the next meeting. No queries raised.

PCSOs – RB very happily reported RH and Cllr James Lay have met with Tim Passmore. PCSO funding in place for recruitment in September. The Chairman praised the efforts of RB and NTC.

Transfer of Civil Parking Enforcement: - WH reported that the transfer was March 2018, but has now slipped to October – the group were quite concerned and frustrated by the lengthy process and that illegal parking in Newmarket had become a national topic. CG asked if the NV Steering Group could lobby Matt Hancock as he believes this to be a legislative problem. RG had raised the issue with the Steering Group at their last meeting. Unfortunately RG has not received feedback as the next meeting has been postponed for a couple of weeks. DR believes there is sufficient parking in Newmarket and went on to say that Waitrose now have a camera that logs customer entry and if any overstays DVLA gets involved, but potentially different legislation for public land.

Private Enforcement: - RG was advised by the NV Steering Group that a private company could not enforce parking rules.

FHDC O&S – SB mentioned car parking is on their agenda. RB is happy to attend. Thursday 19th April, 2018 at 6pm.

NTC: - meeting this evening and will discuss this issue.

ACTION: RB / NTC to write to Matt Hancock also.

ACTION: RB to send a copy of NTC minutes to RG to share with NV Steering Group.

ACTION: RB to send CAR a consultation link for circulation to the group so that individuals can read and give their views on parking.

NV Traffic and Highways Delivery Group: - GP stated this group are meeting on Wednesday and he will bring the parking enforcement issues up there too. SCC chairs this group.

All Saints School: - RW concerned there will be an accident outside the All Saints School as people not keeping to parking regulations.

RG stated he would keep pushing for an answer to these issues.

ACTION: Action points and timings to be requested. Copy Mark Walsh. RG to report back on 25 June whether Cllr Robin Millar has taken parking enforcement issue forward with Matt Hancock and Tim Passmore; moreover a written note from Cllr Millar with a definitive response particularly on the following issues in Newmarket:

- Signage for parking;
- Management of car parks;
- Illegal Parking;
- Parking on yellow lines;
- Problems of parking around the station area and
- Concerns of parking around All Saints School.

5. Specific Actions of the sub groups

Town Centre Sub Group

- **High Street Design Project Group** – Boyd Nicholas

BN gave his apologies and sent an email to JM to update the group as follows:

9 March: The internal consultation of Members and Officers finished.

- 10 responses were received - locality officer, Markets, Anglia Water, NTC Members, Car Parks and Parking, Environmental Health, Development Management, Suffolk County Council, Economic Development and Growth.

18 April: There is a follow up meeting between Suffolk CC Highways, Ubity and BN to discuss comments received. BN will be summarising comments and suggesting any actions / amendments in response.

End of April / early May: These will be reported back to the High Street Design Group for consideration and review. BN will send round suggested dates for a meeting early this week.

May / June: BN stated the Project Group should then be in a position to finalise the draft document to go out to Public Consultation.

June / September: BN hopes to report back to the High Street Design Group to then update the TRET group. (This will be depending on the amount of responses received, level of amendments necessary and ease of arranging a meeting over the summer holiday period).

The document can then be finalised and reported to NTC, FHDC and SCC for endorsement / adoption.

Although BN happy to answer any questions the group may have via email and phone the project group were frustrated that they had seemly not had a chance to view the document prior to the internal consultation. However CG made all aware that the project group had in fact been sent the link to the large document on 29 January and BN had asked the members of the working party to contact him if they had any queries on the brief or the consultation process.

ACTION: JM to feedback to BN asking that the public consultation be delayed, if necessary so that a working group meeting can be arranged for a review of the document.

RG has the support of the NV TRET Delivery group to chair a future group, if necessary, and to take this project forward with a clear brief.

The doc. should give a clear view on what the High Street is going to look like. However the meeting had to be reminded that this doc. is currently a design brief.

Retailers Sub - Group Di Robertshaw

- DR reported that the Retailers met in March.
- Trees to be extended up the other end of the High Street.
- Clock Tower improvements: DR has concerns with Newmarket Town Council spending £20K on plans and the High Street Design Brief would be a conflict in design? RB assured NTC would work together with parties on this.

The BID update - Graham Philpot

- **WiFi** in place. Launch – Just waiting for Matt Hancock's availability. This would raise the digital profile in Newmarket, and is a photo opportunity!
- **Halloween** - Jack the Ripper theme and paranormal themed evening with panel of experts to answer questions.
- **Christmas** five dates planned starting with Thursday 15 November - Lights on, same format as last year. Thursday 29th November to Sunday 2nd December Christmas event period with Nut Crackers again. Land train from Railway to Tattersalls to Racecourse and town. Working with different stakeholders of the town. Xmas market food, drink and gifts. Father Christmas will be at the museum, magic shows, pantomime, ballet etc.
- **Traffic and Highways:** NV Delivery Group BID will be addressing transport issues on Wednesday. Will also speak to Greater Anglia.
- **Footfall:** figures update expected available in July.

Local Economy Sub Group

Screen Suffolk: promote Suffolk as a location to come and film.

Advertisements filmed along Suffolk coast; feature film shoots coming up.

There is a call out for locations - property or businesses to promote as a location to film. Bank vaults seemingly popular. Aim is to make themselves sustainable.

ACTION: JM to send link to CAR for circulating.

- **Link to screen Suffolk** is www.screensuffolk.com

Tourism Sub Group – Rachel Wood

RW reported the group has set its priorities and projects.

Pop up displays

Building on networks

Newmarket festival

Info re markets from Sharon Fairweather

Looked at BID leaflets and gave feedback.

Blue plaques going live again.

Megan (Discover Newmarket) has joined the group.

Discover Newmarket - Engage community groups with visitors

Visitor point in the Guineas being looked into.

Newmarket app with the BID.

Talking app over the Bill Tutt memorial would be interesting, but just an idea!

6. Any Other Business

Aims and objectives of the NV TRET Delivery Group can be found on the West Suffolk website under Newmarket Vision.

7. Next Meeting Date: Monday, 25 June, Sir Ernest Cassell Room, NTC

Future Dates:

Monday, 30 July, 2018

Monday, 10 September, 2018