

**Minutes of the Newmarket Vision  
Town Centre / Retail, Local Economy and Tourism Delivery Group  
held at 10.00 a.m. on Monday, 10 September, 2018 at the Newmarket  
Town Council Offices**

**Present:**

Richard Goss	Cameron Findlay
Christine Rush (Minutes)	
Jon Miles	Sara Beckett arrived 10.20
Warwick Hirst left at 11.30	Rachel Wood arrived 10.35
Michael Jefferys	
Inspector Mark Shipton	
Peter Hulbert	
Megan Pollexfen	

**Apologies:**

William Gittus, John Smithson, Boyd Nicolas, Julie Eden, Ross McKittrick, Graham Philpot, Di Robertshaw, Chris Burton, Bobby Bennett

**1. Minutes of the last meeting dated 30 July, 2018**

Minutes of the last meeting were agreed as correct.

**2. Green Corridor Update** – John Smithson

JS has reported prior to the meeting, as on leave, that he has met with the CCTV consultant last week and will have a proposal for all stakeholders to look at by the end of next week.

**3. Newmarket Neighbourhood Plan (NNP)** – Michael Jefferys

MJ attending a working group tomorrow morning. However MJ feel it necessary to suggest an extension of the consultation to raise awareness/profile of NNP.

**4. Newmarket Parking Update** – Cameron Findlay

RG welcomed Cameron to the meeting.

CF gave an updated overview of his presentation given to the Overview and Scrutiny Committee held in March 2018. Updated with summer figures.

Usage:

- Parking transactions up by 1%.
- Good weather has seemingly changed the pattern over the country.
- 3.5% trend much higher than BSE.
- Shorter stays seem to be trending.
- CF hoping Christmas shopping will change the end of financial year projection.
- Weekly ticket by Ringo or at machines nos. 1600 per year, i.e. Guineas.
- Alternative cashless payments on the increase.

Occupancy:

- Outside consultant 2017 hired to do a comprehensive review on capacity on parking in Newmarket. It should a peak 11.00am on race days. At peak 150 spaces still available. Within an hour spaces increased to 200 and more throughout the day.
- Market move to High Street Tues and Sat. **ACTION:** CF to share report. Potential development in town was also considered in the report and found that Newmarket could accommodate some development and have sufficient car parking spaces.

#### Parking fines:

- Cashless parking easier to purchase ticket and CF thinks this can be contributed to the increase of compliance and less fines - 164 parking fines down by 32% representing 0.1 visitors. This is extraordinary low figure reported CF.

#### RingGo:

- up 36.6% on previous year. Suffolk is highest uptake of cashless parking even compared to London.  
First year of credit card enabled machines in town, no figures available.

#### Electric Vehicles parking points:

- 3x in Guineas. CF couldn't get hold of the stats before this meeting. Shortly 2x new extra fast will be installed in All Saints. Average car can be charged within an hour. £1.50 approx. in All Saints.  
**ACTION:** CF will let us know what the 4hr charge cost.

#### ParkMark:

- all Newmarket car parks ParkMark accredited with exception of the Grosvenor, (development and surface of the car park not maintained however the plan is to upgrade in the future once surrounding building work complete.)

#### Disabled parking accreditation

- Accessible bays, general layout and payment options, awarded to all with the same exception as ParkMark above.

#### Civil parking enforcement:

- WS Councils working together with SCC. Third official application to DFT and again we have had a knock back. April 2019 has been rejected. Legislative of Brexit and parliament issues.
- Suffolk MPs have been asked to push our case, soft entry with same date April 2019, but under review.
- DFT will not be drawn on when the implementation date will be. Later 2020 April Spring time. CF is very disappointed. The lobbying continues.

#### Future Work Streams

- Further sampling and capacity modelling next year. If further development plans – this continues.
  - SCC reviewing all traffic regulation orders and signs in Newmarket to ensure all fit for purpose.
  - SCC working on development of car parking plan, innovative parking scheme. It is an indepth review of kerb space within the town. Consultation end of the year with normal stakeholders. Look at restrictions and access.
  - CF to review parking management at Newmarket Leisure Centre. Cashless system.
  - Single Council April 2019 – signage and statutory documentation needs to have been gone through.
  - Grosvenor improvements. Anglia Water are looking at some major work that needs attending. Holding off resurfacing until all has been completed. CF is aware that the car park doesn't look good for the town nor WS Councils. Road thoroughfare owned by SCC, so needs a joint plan. Resurfacing, painting, recycling bins. The latter has been discussed with Waste Management. The area needs to look aesthetically pleasing.
- a) Grosvenor Road Car Park, whilst pleasing that aesthetics would be looked into, repositioning of the ticket machines, inclusion of trees etc. was also discussed.

- b) Merits of passing on car park tickets to other users when time left. CF responded that it would be a positive gesture, but Traffic Order legislation would have to be amended.
- c) Disabled parking in the High Street was queried. CF said SCC will be looking at their review of accessible bays – SCC will need to plan and WS Council will be supporting.
- d) SCC are reviewing parking in suburbs within their plan. Charges for parking on street would be higher than car parks to discourage on street parking. There will always be a parking incentive for people to use car parks.

RG commented that he had heard stats for Newmarket Guineas foot fall has increased, where other shopping centres are falling. All good for Newmarket. However, late working for some and closing hours of the Guineas car park has found to be difficult. When delayed at work and returning to car, cars have been locked in. **ACTION:** RG ask CF to liaise with Premier Inn to give permission to let cars out.

CF thanked all for feedback.

RG thanked CF for a very informative presentation.

## 5. Policing Newmarket Update – Insp. Mark Shipton

MS summer months – demand is up across the country. Travellers on St Felix currently. Local Authority in process of eviction – should be gone by next week. Yellow Brick Road – robbery last week. Potential drug related. No robberies across town.

Fun day on Severals, thanks to partner agencies. Real success over 4 hour period. Massively positive reviews from all. Potential to make this an annual event. Tug of war, football was also played.

Reports of kids on Guineas' roof. LA/Guineas need to secure the roof access. Break in over weekend a few stores. CCTV to be checked.

Positive work over the last months with drug related crime being pretty low of late.

Yellow Brick Road, CCTV discussed. Look forward to hearing from JS next meeting. MS will just displace drug users if CCTV. It monitors areas and makes people feel safe. It is an additional tool to assist enquiries. Warwick suggested that unless something has changed every other light should be left on down the path by SCC. **ACTION:** Warwick will talk to SCC and report back hours of lighting.

## 6. Specific Actions of the sub groups:

**Tourism:** Rachel Wood

Next meeting to be held on Wednesday, 26<sup>th</sup> September at 10.30am in the Ernest Cassel Room at the Memorial Hall. Members have been asked to bring any information regarding recent or current tourism-related events/work that can be shared.

RW advised that before summer she had taken a look at the assigned aims to the sub group, for example:

- New marketing and branding strategy – is Discover Newmarket.
- Encourage tourism offers – Newmarket riding and tours
- Town history – develop how we inform them

RW concerned that NV Traffic and Highways Delivery Group doesn't really have a community aspect any more.

Can we have input into Discover Newmarket which is outward facing?  
Tourism is looking at what is happening on the ground. MP  
Has ability bring the tourism agenda into life. Megan wants other channels of interest to bring people into town and draws on the Tourism Sub Group.  
Litter picking group could be reinstated, as litter has affect on visitors and what they think of the town.

**Discover Newmarket:** Megan Pollexfen  
Autumn campaign, tying in with last racing. Museum, etc.  
Visiting China Britain Destination Event with Global tour operators.

**Town Centre Sub Group**

**High Street Design Group** – Boyd Nicholas not available today  
The Working Group last met  
RG stated the schedule is in place, and assume everything is on track.

**Retailers Sub Group:**

No update available.

**The BID:** Graham Philpot

Unfortunately, GP has sent his apologies as there is a Christmas meeting on at the same time.

Change of uniform form town ambassador.

Halloween – largest weekend – ghosts walks etc. tickets on sale 11 Sept.

**Local Economy Sub Group:** Jon Miles

JM advised that Newmarket High Street 3.6% (10) vacancy rate better than anywhere else in Suffolk. GP in talks with landlords. Potential pop up shops. Report commissioned by the BID not published currently. BSE has one that is available which JM could send a link.

**ACTION:** GP to be asked to come and speak to the group about it.

Co working, shared space - JM working together with Flospace who are keen to develop. Had a meeting a few months ago and 15 people attended.

WiFi figures - haven't had an update recently.

Enq by Design mentions percentage of Employment Figures of racing and those not

**ACTION:** JM to supply precise info for NNP.

RG explained B&M have signed the lease agreement, taking over the M&S space.

**7. Any Other Business**

Mid Anglia Passengers Association stated that Dullingham and Kennett train not stopping very regular, PH has requested they do every hour.

New trains coming out next year will be longer. The driver will not have a platform.

**8. Next Meeting Date:** Monday, 22 October, 2018 Sir Ernest Cassell Room, NTC

**Future Dates:** 3<sup>rd</sup> December, 2018.