

**Minutes of the Newmarket Vision
Town Centre / Retail, Local Economy and Tourism Delivery Group
held at 10.00 a.m. on Monday, 3 December, 2018 at
Bedford Lodge Hotel**

Present:

Richard Goss	Roberta Bennett
Christine Rush (Minutes)	Boyd Nicolas
Julie Eden	Alison Hayes
Di Robertshaw	Megan Pollexfen 10.15
Michael Jefferys	Rachel Wood 10.15
John Smithson	
Chris Burton	

Apologies:

Peter Hulbert, Graham Philpot, William Gittus, Sara Beckett, and Warwick Hirst

1. Thanks

RG thanked Noel Byrne for the room and the refreshments at Bedford Lodge Hotel for the last TRET meeting of 2018 which was appreciated by all.

2. Minutes of the last meeting 22 October, 2018

The minutes of the last meeting were agreed as correct.

3. Green Corridor update – John Smithson

CCTV Update: District Co-ordinator has given a quote.

Police on site and given advice on best way of working within a two part report recommending CCTV go ahead. Just finance to resolve. JS reported there is a Community meeting this week where it will be announced that 2/3 cameras will be installed.

Smell near entrance: Anglian Water were investigating this issue last week. JS is expecting feedback shortly. JS also met with Nick Patton, Jockey Club Estates area nothing much there. Request lodged with Environment Agency.

Graffiti: WS Councils demonstration on new technique not until Jan 2019 now. RG will remind GP to contact JS re BID offer of possible discount if the company is known to the BID.

Friends Group: JS reported numbers were down on the recent litter picking event.

General: Bramble patch at George Lambton – all removed. Trees taken out of the entrance. Pathway from Little Buds Community Centre – made up pathway to Studlands.

Announcement: 31 January, 2019 JS retiring. JS wishes the group well for the future and have really enjoyed working with everyone. There are plans for a new ranger to take over. RG thanked JS very much and for being so proactive in all he has achieved complete with good reports back to the group.

4. Newmarket Neighbourhood Plan Update - Michael Jefferys

MJ stated the Referendum will take place during September 2019.

To ensure more people are informed of the NNP it was thought that face to face communication was best and learning from them. Quotes to be added throughout

the doc. Early February 2019 special meeting of Neighbourhood Plan discussion/consultation - RB offered to cut and paste salient points in presentation; open up to Transport Del Grp meet together.
RG offered to hold 14 Jan meeting dedicated to NNP.
ACTION: CAR to note for agenda in the New Year.

5. Policing Newmarket Update - Inspector Mark Shipton

MS not in attendance, but happy to take questions.
RB would like to have an update on the PCSO that have been funded by the NTC.
ACTION: RG to send an email to MS asking for a PCSO update, what are the barriers of the post being filled? NTC committed funding, Police advertised, post not filled.

Answer received from MS:

"The PCSO post at Newmarket is as you say out of my hands, however most of the forces funded posts are vacant and we will be advertising for a round of PCSO'S to join the Constabulary to fill these. And whilst I can't give a date, it would be fair to say that you would be looking at sometime early in the New Year."

Civil Parking Enforcement

NTC have been sent a map where all the double yellow lines are and are being checked by an officer, waiting for go.

ACTION: RG to contact MS.

6. Specific Actions of the sub groups

- **Tourism** – Rachel Wood has looked back over the original doc. Enquiry by Design Report 2013
Use unique Newmarket's selling points – Megan, RW
Local cuisine
Local landmarks
Encourage Tourist office potential by residents – Newmarket music festival and continues to develop.
Town history. Not developed.
Cycling tours.
Market delivery very well.
Litter picking in the town centre with the town centre group.
Balance inward investment
Gateway to East Anglia.
Explore historic pattern of the town. Town Guide. Everyone worked very well on this project.
Education projects – time walk.
Town Walks
Currently the Tourism group is working on the Neighbourhood Plan.

FUTURE Continue communication, promoting tourism

Historic passage ways

Arts offer

Rainy days offer

Would like a minute taker for the group.

Town Guide – There was a discussion on the Town Guide. RB stated the original contract with a company is out of date. The original guide was funded by sponsorship. RW ensured last time that copyright is held. NTC, Discover Newmarket and the BID to discuss and come up with a plan. CB suggested to go through a tender process and not ready until March.

ACTION: ALL to look at the guide and send comments through of any changes/ new ideas to RW and RB.

ACTION: CAR to note Town Guide agenda item in March 2019.

- **Discover Newmarket – Megan Pollexfen**
 - Fund trip in China promoting Newmarket as a destination. Have already had enquiries 750 markers.
 - New partnership Highclere Thoroughbred – go racing or new owners new page on website.
 - Discover Newmarket Syndicate. Ownership of a racehorse;
 - Advertising opportunity on website,
 - Accommodation eateries etc.
 - Nick Gordon marketing exec, proving good. Started three months ago. Delivering results.
 - Visit Cambridge and beyond – TIC strong presence; Cambridge had bad press this year. Tour operators coming to Newmarket instead.
 - International groups do like the opportunity to go to Cambridge and Ely too.
 - Encouraging overnight stays rather than day visits.

Discover is a not for profit organization.

Following the meeting MP sent to the Chairman the attached press release Discover Newmarket issued following the recent release of the town's tourism value and volume figures.

Also MP would like to add to the minutes a huge result – a sector deal for UK tourism and listed below are some of the major points:

The potential for tourism zones, possible funding and more of a focus on the sector.

At the end of September 2017, the Tourism Industry Council signed off on the following priorities:

- A 10-year tourism and hospitality skills campaign to boost recruitment, skills and long-term careers providing the industry with the workforce it needs;
- Boosting productivity by extending the tourism season year-round and increasing global market share in the business visits and events sector;
- Improve connections to increase inbound visits from more markets by 2030 by making it easier for overseas and domestic visitors to not only travel to the UK but explore more of it;
- Creating 'tourism zones' to build quality tourism products that meet visitors needs and expectations, extending the tourism season and fixing localised transport issues to improve the visitor experience.

<https://www.visitbritain.org/sector-deal-uk-tourism>

- **Town Centre sub group – High Street Design Group:** Boyd Nicholas
BN to amend the consultation section:
 - The avenue junction and Memorial section to be separated to ensure clarity.
 - Any other comments box at end of survey with plenty of space.
 - AH to write press release for RG publish Consultation deadline Wednesday, 5 December, 2018 (liaise with Sally Easton at WS Councils)

- Consultation end Jan, AH will re-publicise, recap in January 2019.
- o Agreed Print copies for NTC, Library

ACTION: BN make suggested changes, AH go to press for Wednesday deadline and re-publicise in January.

Consultation document to go on Newmarket Vision website
The BID will encourage levy payers to participate.

ACTION: BN encourage all Vision groups and stakeholders to participate.

ACTION: CAR to note The High Street Design needs to consider the Market in the High Street - Item for March agenda

BN confirmed S106 money still available for High Street project.

- **Retailers Sub Group** - Di Robertshaw
 - Wifi – given info on footfall and visitors.
 - Training session offered to BID to look at what other reports can be drawn up.
 - Planting info High Street, very well received. NTC and BID new baskets for next year, self watering.
 - New sub groups – events committee, budget consultation in Jan. Retail, Community, Horse racing group.
 - Switch on evening – great – next year start at 5 not 4.
 - Easter Trails.
 - Halloween, nomads overnight stay in theatre!
 - Christmas weekend. Not great weather this year only 3 days not 4.
 - Extra slots for Father Christmas!
 - Nut Cracker trail with schools
 - Town map
 - Marketing positive
 - Meerkat financial saving company.
 - Handyman supporting small businesses
 - Town Ambassador Award – excellent
 - Reintroduce the retailers association – to be launched in the New Year.

Propose to Graham where Discover Newmarket could join sub groups, resource pooling and awareness.

- **The BID – Graham Philpot**
 - GP sent his apologies, but sent a note to report the footfall figure was 10,500 people for the Christmas lights switch-on event with Ben Haenow.
- **Local Economy Sub Group** – Jon Miles
 - No update received.

7. Any Other Business

RG expressed his thanks to all in the group for their continued support.

8. Next Meeting Date: Monday, 14 January, 10am Newmarket Town Council, Sir Ernest Cassell Meeting Room.

Future meeting dates confirmed at NTC: Monday 4 March and Monday 29 April