

Newmarket Vision Steering Group Monday 22nd January 2018, 10am Minutes and Action Points

Attendees:

Cllr Robin Millar, Chair Cllr Jane Storey Cllr Andy Drummond William Gittus Richard Goss Jill Korwin Michael Attwood

<u>Guests:</u>

Sally Easton, West Suffolk Council's Communication Officer. Bobby Bennett, Newmarket Town Council: Town Council Manager Lynda Bradford, Suffolk County Council Public Health

1. Welcome and Apologies

Apologies; Bryn Griffiths, Nick Froy, Cllr Jane Storey

2. Minutes of the last meeting held on 30th October 2017

Minutes agreed Matters arising from the last Minutes:

High Street Design –Consultation due to start later this month. Design document has been produced and communication and questions around it being completed.

Internal consultation phase	Stakeholders	activity	Content / outcome
Mon 22 Jan	Newmarket Vision Steering Group	Update as one of the internal consultees	Project overview, - Up to now, from NV minutes -Timeline forward
Mon 29 Jan	All internal stakeholders *Including market traders	Internal consultation sent out by email?	Covering email giving context, role of NV, Link to document



		2 miles
through Chris Silverwood	Deadline for comments	
*Including HoH		
*including NVSG		
*and NV TRET?		

Signage – The only outstanding signage recorded is the NHC sign that is due to be located outside the town council offices. Suffolk Highways reported the sign is at the depot and it will be put back up once the hoarding around the Aura building has been removed as it will increase the space in the highway where it can be located. It was agreed that they would update at the next meeting in April.

Queensbury Lodge – FHDC have received a letter from the Inspector which is public and on the Local Plan Examination pages of the Councils website. The Inspectors have particular concerns about the low number of houses allocated in the towns, and especially in Newmarket, in comparison with the high numbers in the small Key Service Centres (Lakenheath and Red Lodge).

The Inspectors set out 3 options: A – re-consider the balance of growth between the Towns and Key Service Centres and put forward mods, B – put forward extra evidence to justify current distribution, C Withdraw the Plan. The Council is still considering the options.

As part of this we are looking at all the sites in the Towns and Key Service Centres - Newmarket is tightly constrained by the HRI and District boundary with not that many sites available so we are having to look at all the sites we are aware of in the town to see if they can accommodate growth. Queensbury Lodge and Fitzroy Paddocks is one of those sites.

3. Improving the Physical and Mental Health of Newmarket Residents

Lynda presented the paper following up on the 2 community conversations that had taken place. Explained that more work had been undertaken on the data and to understand particular concerns.

There is agreement from a number of people that want to form a working group to look at supporting physical and mental wellbeing and they have the start of an action plan that builds upon existing resources and seeks to maximise the benefit from them. Public Health committed to supporting work and acting



where they can add value and analysing the data to show the impact of the work and to provide reporting as required. Want to make it everyone's business in the team. Noted physical and mental health entwined in the town, and is very nuanced.

The meeting agreed that:

- Partners to consider health and wellbeing in the work that we do Lynda happy to provide advice.
- We will as a group work to improve health and wellbeing report and this should be an additional priority for the Vision and note the action plan will be developed.
- There is an important link with Cllr Drummond in his role as Portfolio Holder for Leisure & Culture at FHDC. Particularly interested in "Beat the Street" initiative and how that could work, recognising that it needs to be part of a wider programme of work to promote walking and cycling.
- This is the start of a longer term conversation with Newmarket Vision
- Report to come back to the vision group when there is an update positioning of this will be developed through the review of the Vision and in response to how the community develops this work.

Action: Lynda to provide Andy with additional information re the step trackers and how we can get more people walking and cycling

The meeting noted that:

- The action plan is a work in progress needs to ensure that it connects with people and reflects community voice. This is a long term plan.
- Establishing relationships and employment very important
- Indictors are to be set and will refer to international work and look at how capture wellbeing. Public Health will look at options for how indicators can be developed and work with the community to see what resonates.

4. <u>Review of the Newmarket Vision Priorities</u>

Cllr Millar introduced paper and explained approach to the high level review.

Views of groups:

<u>TRET</u>

Achievements: very positive - feel that positive work ongoing – BID, WIFI in place, empty shops rate low, improvements to high street already achieved.

Additional Challenges – police and crime is an issue for 2018 for the TRET group because of challenges with parking in the town, addressing shoplifting; white van crime and low level drug use. Support for PCSO will help. NTC has money set aside for a PCSO, but there is an issue with training of the PCSO. Retailer association – had called a meeting to discuss homelessness but not attended by retailers.



Perception of the town and people talking the town down – want to achieve a pride in the town. How do we attract new bespoke businesses to the town?

The groups – BID attends each meeting and comes to group for steer and support. Clear that the TRET is not decision maker but decision influencer.

Action: Bobby Bennet to draft a letter to Tim Passmore, Police and Crime Commissioner regarding the PCSO challenge, with support from the Newmarket Vision Steering Group.

TRANSPORT

Achievements: agreed highlights from report **Additional Challenges** – impact of E Cambs Local plan on transport

EDUCATION

Additional Challenges; Primary provision; impact of planned VI form in Bury St Edmunds on Newmarket Education provision.

The meeting agreed that:

The driving question for Education has changed due to the improvements at Newmarket Academy and the strong community and Horse Racing Links that have supported the turnaround.

EQUINE HUB

Achievements – as noted. Work underway to develop 25 year vision for the Horse Racing Industry.

Additional Challenges: Work needs to continue on relationship between HRI and other elements of the community and perceptions around this.

Action: All to feedback comments to JK to update the draft report for next meeting. E-version to be circulated.

5. <u>Communications/ PR</u>

Sally attended from W Suffolk Councils and summarised a review of the communications. In 2013 agreed that there should be a standard approach to comms – have been a number of approaches have been trialled with not much success and in 2015 a newsletter introduced to keep partners updated and also the public too.

Mid 2017 - accepted that comms was not working and another review done. 2 key actions agreed:

a. Resourcing of additional help: NTC will work with FHDC and other partners and support the production of the newsletter and updating of the websiteb. Embed the reporting of key messages – a lot of work goes on between

groups and need to develop the approach for this.



Looking forward have some strong stories planned in for the future. Also planned column for Newmarket Journal from NMV chair. Noted that Newmarket is brand heavy and this can cause confusion.

The meeting agreed:

- We need to show a more positive union between town and racing industry and shift the conversation using comms, ensuring we make it relevant to people.
- Need to get quotes from different people on the stories and build on work of others.
- Need to develop approach to social media and the important role it plays.

6. Dates & Frequency for Future Meetings

Date of next meeting: 12 March 10:00, Newmarket Town Council

Next meeting:

- Review update
- Approach to comms update and consider Newmarket Vision Conference
- Update from health and wellbeing

Note: Future meeting to invite Matt Hancock MP to update him on the priorities and activities of the vision.

7. <u>AOB</u>

Anglian Water Initiative: Update from Anglian Water

The Smarter Drop campaign is Anglian Water's most innovative project to date.

While we may not yet know what our business could look like in 25 years' time, or the context within which it will need to operate, we do know we need to protect our customers, environment and assets, whatever the future holds. So we have to learn to be more agile and responsive, challenge our traditional approaches, and make the most of collaboration, innovation and engagement.

We are looking for answers through our Newmarket Innovation Shop Window (known as the Smarter Drop to our customers, the shop window is the internal name for the project). We've chosen Newmarket and its surrounding villages to build a microcosm of what our business could look like in the future.

Our Shop Window is a real-world location where we drive innovation through collaboration across our business, supply chain and the entire man-made water cycle. By concentrating innovation in one physical place, we unlock synergies between new technologies and different ways of working. This accelerates our



learning, and the learning of our partners. It allows us to improve customer service, environmental stewardship and the efficiency of our business at a much faster pace. In this respect, our Shop Window is a microcosm of what a future water company looks like, today. For suppliers it's a real-world test bed to trial products, services and initiatives, and develop viable commercial applications. It is also an opportunity to engage in new ways with our customer and provide them with the opportunity to influence the services we provide and how we provide them, through collaboration and co-creation.

Innovation will be applied across the entire water cycle, for example we'll be asking how could we get to zero leaks? How do we ensure every single customer is satisfied with their service from us? How do we help protect the quality of our rivers and wildlife without more treatment and chemicals that are expensive for customer bills? How do we prevent pollution and flooding? These aren't easy questions to solve, but we're working hard to get there. We're working with over 100 partners on a number of projects to achieve our goals.

We're focused on helping our customers save money by saving water too. We've found that if each person aims to use no more than 80 litres per person per day, a family of four could save up to £120 a year on its water bill. Some of our customers in Newmarket are already achieving this goal and some are featuring in our advertising campaign in the town. We kicked off activity with a large launch event at Severals last September which was attended by over 500 people from the town. They were able to see and experience some of the technology we're trialling as well as finding out how they could save money. We opened our pop up shop at **97 Newmarket High Street** in December 2017 and are focused on driving the community to use the space as we provide a physical hub for them to see and experience what we're doing in the town.



Newmarket Vision Steering Group

10am, Monday 30th April 2018

Newmarket Town Council

<u>Minutes</u>

1.	Welcome and Apologies
	Present: Cllr Robin Millar (Chair) William Gittus Cllr Andy Drummond Richard Goss Bobby Bennett Bryn Griffiths Sally Easton Jill Korwin Nick Froy joined at 10.50.
	Cllr Jane Storey
2.	 Minutes of the last meeting held on Monday 22 January 2018 Minutes agreed. Actions arising – JK Chase Lynda re step tracker for Newmarket High St Design – advised that the timescale had been put back to May 28 to start consultation to allow time for updating the consultation document. Once the brief is agreed, a new steering group will be formed under the chairmanship of Richard Goss to move to implementation. That will need comms support. Confirmed brief will contain principles for how the high street will look. Cllr Drummond advised the Town Council will be happy to have a display in the Memorial Hall. Launch will be 29th May – at Town Council Annual Meeting. Action: SE to liaise with BB re launch of High Street Design Consultation
3.	ASB
	Confirmed that focus of the work on ASB were the young people who were gathering in the Guineas late afternoon.



	Confirmed date has been agreed for the On the Spot Van to attend the Guineas and all partners being involved.
	Town Council advised PCSO is being appointed for Newmarket Town Council. Key priorities for the PCSO will be: 1. Police presence Yellow Brick Road 2. Police presence The Guineas 3. Parking
4.	Signage
	Jill Korwin provided a verbal update on signage.
	Tourist Information Signage – advised that SCC responsibility – this is an existing sign that needs updating and delay in implementation due to other Highways pressures.
	Question in regard to the sign outside the Memorial Hall – when will that be reinstated.
	<u>Action:</u> BG will pick up with Highways colleagues.
	Query over ownership of "Welcome to Newmarket sign" that has been damaged – Sign is on Jockey Clubs land so lease in place.
	Action: BB will confirm with JCE (Nick Patton) who lease is with.
	Cllr Millar advised SCC is freshening up "Welcome to Newmarket" signs as part of the Suffolk Day; for Newmarket includes opportunity to refer to Palace House. Chris Garibaldi has sent information to SCC to progress.
	Palace Street - potential future closure - was with BID but due to concerns that have been raised BID is not progressing. Opportunity to link up with High Street Design Work and Palace St consultation.
	<u>Action</u>: JK to speak to Carl Ashton re progressing consultation with businesses linked to High Street Design consultation
5.	Review of Newmarket Vision Priorities
	The group reviewed the proposed document.
	This has been discussed by each delivery group. TRET is happy with the updates that are being proposed. Like the dates that have been suggested.
	For Equine Group noted importance to remember the purpose of the document - it is a guide to the intent for the town. Important to get on and do stuff and need to be focussing on doing work and seeing something happen.



All agreed coordination that has been achieved through the Vision must be recognised together with the relationships that have been built.

Cllr Millar confirmed that in taking on the Chair's role felt important to check we were going in the right direction and noted that there had been a number of questions from public and the Town Council.

Also important to note that the Vision is not a decision making body; decisions will remain in individual organisations. Vision is a collaboration of the parties involved.

Acknowledged that some parties could be anxious about changing what had previously agreed and opportunity to explore this at the proposed conference (see next agenda item).

Noted importance of communications as the Vision moves forward and chasing actions.

Recommendations:

- 1. Notes the achievements of the Vision to date and shares these with partner organisations: Agreed
- 2. Agrees to develop a network concept so it is dynamic and will flex according to the issues that it wants to deal with. Agreed and noted the need to pick this up in Social Media too. (See comms below).
- 3. Endorses the updated priority statements themed into 5 groups: Place; Infrastructure; Families, Community and Wellbeing; Town Centre & Economy; Equine. Labels need to be plain English so everyone can engage who needs to. Agreed the broad structure works: Agreed that this can be discussed at the conference.
- 4. Approves the revision to the delivery/task group approach to reflect the above groups. Agreed that need to be more welcome and inviting to others. Get a presentation at each meeting from another body to
- 5. Adopts the statements to guide the work of the delivery groups to develop delivery plans to meet our ambitions. Agreed these documents to be discussed at the Conference
- 6. Agrees to take the updated priority statements into own and partner organisations to inform other planned activities in the town. To follow from the Conference
- 7. *Will take away and develop appropriate measures of success for the priorities.* To follow from the Conference.
- 8. Explore ways to involve East Cambridgeshire and Cambridgeshire County Council, the Local Enterprise Partnerships and West Suffolk College in the work of the Vision group. Noted we are seen as part of Cambridge sub region. How they fit in with us is really important so we need to influence that. Invite to meet and presentation on local plan and Newmarket in local plan. Tourism another reason to invite them here. Opportunity to talk to CA Mayor's office. Opportunity to link to



	conference at Political and officer level. JK to make a proposal re who to engage with and how.
	Action: JK and SE to make a proposal.
	Reviewed the summary document (pages 24 and 25 of the minutes) – liked the "Column" page. In regard to the themes needs an introduction and context as to where they came from and this can be added after the Conference.
	Agreed to adopt the Columns (Page 24 of agenda pack) and put the themes from Page 25 at the conference tables to produce refreshed objectives so everyone has opportunity to contribute. From that a summary document can then be completed.
6.	Communications/PR
	Sally Easton is proposing Social Media strategy where each member/group promotes each others' stories linked to the Vision.
	Action: SE requested details from all re the social media tags for any Vision members so can all share each other's information.
	Town Centre WIFI launch – key opportunity to test new approach Social Media- this week will be town centre WiFi Launch. Social media will start Thursday, Newmarket Journal have been given advance notice.
	 Group identified key Facebook groups in Newmarket: Newmarket Neighbourhood Watch UK – 5470 members well moderated Newmarket Suffolk Area Residents Forum – 2400 members Newmarket Community Matters – 2500 members Studlands Park residents community group – 420 members
	 Conference Proposal The meeting agreed: Event should be dynamic not static Objectives as proposed agreed Opportunity to include Neighbourhood Plan consultation and update on local plan World Café approach – noted will need good facilitation Use of video introductions on key projects – and could add video box for people to share that
	 Include update on VI form approach and positive vision attached to that September target time for the conference
	Noted – Newmarket Academy cannot support production of videos due to loss of relevant staff member.
	Action: JK to speak to WSC re potential to produce videos.



	Action: SE and JK to develop the proposal further and circulate.
7.	<u>Issues/Concerns – Vision Groups</u>
	(To discuss any issues or concerns within each delivery group)
	Education : Abbeygate sixth form to open September 2019; target 1700 pupils. Partner schools Sybil Andrews, Stour Valley, Newmarket Academy; King Edmunds. This will close Newmarket sixth form.
	Newmarket Academy are excited about approach – good offer for young peopl at both ends of the train line. Affordable buses will be provided by the sixth form centre and college for transport from Newmarket.
	WS College and sixth form sites create opportunity for mix and match courses across both sites which will be a unique offer which will benefit young people.
	New library for Newmarket Academy funded by private donor. Will be positive for school.
	TRET: Parking – noted huge frustration re parking situation.
	Police currently responsible for parking; Police need to legally pass the responsibility for parking to the Local Authority. Suffolk is one of 6 counties in the UK where this has not yet happened.
	The Council will pick up responsibilities once the legislative changes have been made (currently expected October 2019).
	Noted intention the new Newmarket PCSO will have power to address parking.
	Action: SE to work with BG to produce single page update as to explain current position.
	Action: Cllr Millar to invite the PCC and Rt Hon. Matthew Hancock MP to the steering group to discuss parking in Newmarket.
	Neighbourhood Plan: Cllr Drummond – update circulated on Neighbourhood Plan.
	Consultants – Places4people - appointed and aspiration for public consultation
	Confirmed date for Annual Town Meeting Tuesday 29 th May 5.30.
8.	Transport Group Update (Cllr Storey)



	In terms of the Transport Group we have had some full and frank discussions. Some of these are SCC related but some are more to do with planning issues in the Newmarket area (Waitrose/Church being one). One other issue that has been a recurring topic is that of Snailwell Road Horse Walk – and we had an update at the meeting that this should be completed by mid July (but could be started up to 6 weeks earlier). Obviously horsewalks are always on the agenda and trials of new surfaces are very important. At our next meeting we are planning to have a walking tour of some of the issues. We agreed that two other members of the group should just receive copied of the minutes, for information purposes, as they rarely attend.
9.	Future Dates for 2018 Meetings at NTC Offices, 10am
	Agreed to vary location and bring in presenters from partner organisations.
	Action: LC to canvass for dates and get them in diary a year in advance. Keeping with Mondays and ask for venue and speaker suggestions.
	Great venue at Pavillion. Laura will canvass for dates
10.	AOB
	 Future Agenda Items: Newmarket Public Asset Study – partners updated as to study. Summary attached.
	Cllr Millar thanked Cllr Andy Drummond for his input as Mayor over the last 2 years during his time on the Newmarket Vision steering group.



Newmarket Vision Steering Group Meeting

10am, Monday 17th September 2018

Venue: Edmondson Hall, Newmarket

<u>Attendees</u>

Cllr Paul West (Chair) Cllr Rachel Hood Roberta Bennett William Gittus Cllr Robin Millar Sally Easton Jill Korwin Mark Edmondson – 10.20am Lynda Bradford – 11.10am Laura Cockell (Minutes)

<u>Minutes</u>

1. Welcome and apologies

Apologies from Cllr Mary Evans, Richard Goss, Nick Froy and Michael Attwood noted.

Bryn Griffiths to step back from role on Newmarket Vision Steering Group and Michael Attwood to attend.

RH proposed election of Chair be decided first on the agenda – put forward Cllr West as suggestion – all **AGREED** and confirmed Cllr West elected as Chair.

PW happy to take on role as chair and noted the need for 'Getting things done' in order to achieve outcomes we all support. PW thanked RM for all the work he has done with the group as Chair over the past year.

2. Terms of Reference

RH expressed concerns as to how different the Vision had become in relation to the initial aims set out in the Princes Trust Foundation Report.

https://www.westsuffolk.gov.uk/Council/Policies Strategies and Plans/upload /Newmarket-Vision-EbD-Report-Final VLR 17-06-13-LOW-RES.pdf

In response, RM noted that things 'move on and change' and it is appropriate that these are reflected and there are positive steps forward.

It was **AGREED** that the terms of reference should be written in a manner in which an 'everyday person' can understand and proposed a revised version be further written to then be agreed by the group.

PW asked that this be taken away and the approach be agreed via email before the next steering group meeting. **ACTION** JK to coordinate feedback.



3. Newmarket Festival

ME attended from 10.20am and delivered a short update on Newmarket Festival and Edmondson Hall.

Next year (2019) will be the festivals 10 Year anniversary – in the process of changing its current status as a CIC to a charitable foundation.

It currently consists of a panel of local business people who help provide and organise a series of events in Newmarket throughout the year, some are fund –raising some not.

ME provided a summary of some of the events that will be taking place in 2019:

- Equine Professionals Conference to take place in spring, includes: accountants, solicitors, vets etc.
- Pre- Guineas Lunch takes place on the Wednesday before the Guineas Weekend and brings together local businesses, has previously raised 10k – Sheik Fayed big supporter of this event
- Moonwalk' to be organised will partner with a charity for this similar to the 'Colour Runs' – good fun and a chance for kids to get involved
- Ashes dinner looking to get big names speaking taking place at Bedford Lodge and is a black tie event – last event raised 11k
- Seeking 25k from Aviva, would like to fund PTA Dragons Den Newmarket Area
- Funds allocated through applications, debated through the committee agile at decision making <u>http://thenewmarketfestival.co.uk/apply-for-</u><u>funds/</u>
- Edmondson Hall taking on Ruston's and Lloyd new works to be undertaken on Edmondson Hall to accommodate move
 Edmondson Hall 25th Anniversary in 2019

4. Minutes of the last meeting Monday 30th April 2018

JK outlined process of reviewing the 'Vision' and how relevant objectives were currently, this was endorsed by members but agreed this needed to be brought to a wider conference and to be shared.

RH asked it be clarified if the vision priorities were approved at the previous meeting and shared concerns they did not reflect the priorities from the Princes Trust Foundation report.

RM stated that he is happy with the previous meeting minutes, however WG articulated that there is a danger with how the vision is shifting and what new groups would mean.

ACTION Item 5 from previous minutes **NOT AGREED**, minutes need to be reviewed and the vision priorities should be noted as 'Draft' until agreed. It was **AGREED** that this would then be taken forward to the conference.



Item 2 from the previous minutes – Town Council did not host and this will be updated.

Item 7 from the previous minutes – no parliamentary time for CPE so not completed. **ACTION** PW to find out the latest on this discussion.

ACTION – PW to pick up any Highways actions outstanding.

Welcome to Newmarket Sign recently damaged by a vehicle, no one held accountable (Ownership/Insurance), is out of the Town Councils budget to repair.

Closure of Palace Street – 10k needed for a survey – RH can give 5k towards this and raised with RM as to whether he had budget to help. **ACTION** RH to pick up with RM and CG.

5. Improving the Mental and Physical Health of Newmarket Residents Lynda Bradford attended from 11.20am to provide an update on health.

LB explained the proposal to use a survey to help with wider engagement, covering a range of issues in the Town. 8 different elements to the survey which are to be completed at different times in the year.

Survey to include the topics below:

- Quality of Life Measures
- Employment
- High Street
- Leisure Facilities
- Education
- Housing
- Infrastructure
- Public Services
- Communications

College students involved in designing the survey.

Survey proposal to be delivered to Newmarket Vision Steering Group, Town Council and BID, feedback will then determine feasibility.

Results from the Survey would be collated and distributed to anyone interested. Would also include Public Health data.

A number of concerns were raised by the Vision Group regarding the survey:

- Risk that people are being 'over-consulted' and how wide this survey will be – insight should be done collectively as a group
- RH felt it was inappropriate to have this discussion and does not agree this should be brought to the vision group, in particular some concerns with incorrect statistics and ethical issues



LB assured the group that the ethical policies have all been abided by, in particular with schools/colleges who have contributed to creating the survey.

Matthew Hancock is very keen on the health work and was invited to an NHS Health Check – this was supported by the Town Council and included a photo opportunity.

Now a suicide liaison team/service which helps relatives of victims to suicide, provides emotional support. Relatives have contact with the service for up to a year.

Wellbeing Service (Over 18): <u>https://www.wellbeingnands.co.uk/</u>

Children and Young People's Emotional Wellbeing Hub: <u>https://infolink.suffolk.gov.uk/kb5/suffolk/infolink/advice.page?id=Nh2oJw7Qq</u> <u>4I</u>

Racing Welfare working with Turning point – now better coordination.

ACTION LB to send contacts to Steering Group and data to PW. (Complete)

ACTION LB to meet with JK to discuss the results from each group and how we can avoid duplication of questions.

6. Forward Plan of Meetings

AGREED to meet every two months – third Monday of the month at new time of 1.30pm.

ACTION LC to draw up a list a year in advance of meetings and send calendar invites out.

Themed meetings and new venues for each – **ACTION** All to suggest venues.

ACTION JK to recirculate conference proposal – looking to take place in Feb 2019

7. Key Issues/Concerns from Delivery Groups

Town Council have had funding for PCSO for year $\frac{1}{2}$ - have met with Tim Passmore and hoping will be sorted by next month.

Serious issues with parking – waiting to hear back from TRET Group. **8. AOB**

RB would like to look at street assets of town following damage to the sign (mentioned above)

Next Meeting date: Monday 19th November, 1.30pm, Venue TBC. 9. Close

