

Newmarket Vision, Tourism sub-group - MINUTES

20 October, 2014 – 1:45pm – Palace House Mews, Newmarket.

Present Rachel Wood, Mavevan der Werff, Sara Beckett, Joy Uney, Janet Ramsey Healey, Barbara Harkinson

Apologies Robert Nobbs, Chris Garibaldi, Amy Starkey, Noel Byrne, John Hardy, Sandra Easom, Bev Beak, Sharon Fairweather

1 – Review of minutes and matters arising

Minutes noted and accepted by all present.

2 – Matters Arising

Arts and Culture waiting for response from Festival Committee re Music Festival.

Reported a meeting later in the week ~ 'Market Place' with involvement from Suffolk Norfolk and Cambridgeshire.

Joy has had an email from Lizzie Cocker which she has forwarded to the artists.

Feedback from TRET ~ meeting held on 10 October 2014

The building next to the Memorial Hall previously a number of named establishments connected to the night time economy is 'For Sale' The ideas for its further use were discussed at length and as a sub group we welcome and support the future use of this building for a Cinema.

Cycle Routes following discussion on cycle routes Rachel has had a meeting with Warwick Hirst.

Rachel has a meeting arranged with Elements Cycle Shop and another re cycle routes in the area.

Important to be engaging with local residents ~ perhaps we as a group should encourage this even more.

3 - Progress Reports

[A] Future Champions Week / Heritage Week

School heritage week was very successful. It did however highlight some minor issues which can be easily rectified and practice will make perfect. The weather was awful on the first day for the children to seek the history of Newmarket and we are so grateful to those who participated so well. It was evident that it was enthralling for the educators who perhaps didn't realise what was on the doorstep within the Town and this lead to some timing issues. It can't be emphasised enough that the event was a huge success which will hopefully be repeated and expanded as time goes on within the schools but could possibly be incorporated for the wider public and/or within the Newmarket Festival.

[B] Royal Links

Sandra has finished her report and is awaiting feedback as to how to progress further with it.

[C] Signage

Signage ~ Rachel Wood, Jill Buckingham, Sara Beckett are arranging a further meeting with Guy Smith (Suffolk County Council) and Darren Dixon to discuss further following their initial very successful meeting.

Interactive Parking Map ~ Rachel Wood reported there is still work to do but has this in hand.

[D] Banners

Banner Fixings for the High Street ~ will need to clarify timings and calendar for the placement of these.

[E] Shop Front Policy

Shop Front Policy Guidance ~ draft document has been prepared as has the timetable to progress through for adoption, awaiting date for public consultation.

[F] Arts and Culture

Newmarket Festival of Music ~ advertising.

A good route for advertising is through the school children through to their families there are 1600 children at school in Newmarket. Advertisements placed in News agents Hairdressers etc. possibly a loose leaflet in the papers.

Music was initially going to be Church based but other very suitable venues have been spoken about and added.

By involving the school children it provides a natural audience.

A musical could be shown at The Stable it is hoped to have involvement from Tattersalls and Pub - Joy will be speaking to Robin Millar.

Joh Hardy will be taking the proposal to Churches together at a meeting on 10 November 2014.

Mave has great expertise and gave some wonderful examples as to who might be approached / interested in performing Cambridge Voices, Cambridge Buskers and many more.

Tattersalls is a particularly good venue for a full orchestra.

Tickets could be sold at the Tourist Information Office and Newmarket Town Hall.

Culture, Ballet and Dance could be encouraged through education departments by visiting groups from the arts sector ~ Ballet, Shakespeare, Opera, organ scholars.

[G] Rail Link

Chris Garibaldi attended the first meeting a month ago and the next meeting is 22 October 2014.

A meeting of ACORP is due on 9 November 2014 (I have given the link below for those wishing to read further about the group).

FYI

<http://www.acorp.uk.com/>

[H] Cycle Routes

Between Joy and Rachel really positive moves have been made. Information has been sought meetings arranged. More update will be available at our next meeting.

We need to make sure that there is a variety of planned routes with suitable stops which also provide information. We need a variety for ages, group sizes from individuals to families with children, ability, fitness and interest etc. not just for the serious committed cyclist.

[1] Sausages (3:12 of Vision document)

Mavevan der Werff gave another detailed update of the progress of the Sausage Project.

Mr Sausage ~Chris Sheen greatly supported the History Day (the first day of Heritage Week) and the education package is suitable and could be developed for both primary and secondary schools and not just state schools.

The project provides subject matter for Technology, Science, History, Geography and English so is multi-faceted.

Apprenticeships will be discussed with the Management board of Musks.

[5] Any Other Business and Discussions

Medieval Fairs

Historically these were held 3 times per year June October and ?. It was a very positive discussion that we would like to bring this idea back to the present. Perhaps to be included to fit in with the timings of the Carnival, Festival and/or a Tudor Fair.

Make use of the Guineas ~ ask Sharon Fairweather and Joanne Rogers.

There is no late night shopping in Newmarket this year ~ no support.

The Town Council have organised a Winter Wonderland in the Memorial Gardens and Hall.

Discussion about training Blue/ Green guides.

Discover Newmarket is launching on November 13 they will undoubtedly attract the high end budget person and it is still felt that Newmarket has as much to offer for those who simply cannot afford such a budget.

Sharon Fairweather could perhaps bring information about training for guides, the costs involved, possible funding and how to take this forward. We understand Sharon would have a model for this and we could work out what we can do not just for the high end of the market but a different demographic, e.g. Cambridge has a tour we understand for £12 for a 3 hour period Children are free.

Ely £6 for 1 hour in the Cathedral.

2 topics with no further notes

Church Trails

Suffolk Tourism Symposium

- **Next Meeting: Monday 24th November 2014 at 1:45pm at Palace House Mews.**