

Newmarket Vision, Tourism sub-group - MINUTES

24.11.2014 – 1:45pm – Palace House Mews, Newmarket.

Present Rachel Wood, Mavevan der Werff, Sara Beckett, Joy Uney, Chris Garibaldi, Bev Beak, Barbara Harkinson, Sandra Easom, David Rippington

Apologies received from Robert Nobbs, Amy Starkey, Noel Byrne, Sharon Fairweather, and John Hardy

1 – Review of minutes and matters arising and discussion

[a] CYCLE ROUTES ~ Suffolk County Council is aiming to identify all cycle routes and Rachel Wood (RW) will organise a specific sub group of people with relevant knowledge, expertise and passion re Cycling. To make contact with Graham (?surname) from SCC so he can either attend or at least is aware of meetings.

[b] TOURIST OFFER ~Chris Garibaldi (CG) explained the pricing strategy for Discover Newmarket ~ a Community Interest Company with profits going back into the company to market Newmarket to further attract Tourism to Newmarket

ALL ~ feel the need to nurture a separate lower end budget offer and work separately

[c] RAILWAY ~ CG A number of issues and still trying to arrange a mutually agreed date for a meeting of the Rail Group.

SCC held a Rail Conference recently to which CG went to make our point to various Agencies who were there, particularly Local Enterprise Partnership (LEP) who are trying to put their weight behind the upgrade of the railway infra-structure. The contract is up for renewal in October 2016 and is now out for consultation and support is needed via Dept. of Transport open until February 2015. CG will circulate detail to all

Joy Uney (JU) suggested this fact should be advertised in local papers ~ all agreed

CG MARPA who are lobbying for an upgrade as a pressure group, met on 08 November 2014 and CG was introduced to their Committee. Now understands process [1] Consultation [2] Priorities of Contract set to be awarded in October 2016~ therefore it is vital to feed in our needs now to influence the process otherwise best price wins.

Service upgrades for this process is for the rail operator therefore important points

[a] frequency of service – half hourly Monday – Sat and hourly on Sunday in both directions

[b] speed of service (not too much of a problem)

[c] quality and length of rolling stock

This is only for the service for our other concerns re the Station the scheme for that is the Railway Adopter Scheme

Discover Newmarket may be the suitable adopter of the Station due to their resources

Numerous problems of the Station and parking were discussed, everyone in agreement

The need to develop a Community Rail Partnership is vital, this would involve a group from each station on the Cambridge to Ipswich line.

CG has identified someone who has knowledge of such a group. It does involve every Town Council, stakeholder etc. who has a vested interest along the line with the same ideas. The railway is an asset

which in the past has been under invested in but it is unique. CG will report back further at the next meeting.

Legally a community rail partnership must not be run by Anglia Railway they can encourage and there is match funding available for initiative along the line. The possibility of it being a Tourist line would be part of the lobbying

ACTION

ALL MEMBERS TO PARTICIPATE IN THE CONSULTATION

ALL MEMBERS TO PASS INFORMATION TO CONTACTS

CG to see whether there is an online process in addition rather than a group or individual should/could write in with their comments

RW will write up the salient points and forward to all

Sara Beckett (SB) to contact Newmarket Journal with a request to investigate

RW to contact Newmarket News

SB suggested contacting Michael Portillo who has said that the Station was only a stop on the line and that the High Street was tacky! Sandra Easom (SE) to write on behalf of the group to seek his support.

2 NEWMARKET MUSIC FESTIVAL

RW spoke to a member (Noel Byrne) of the July Festival Committee at the last TRET meeting and they are very happy to advertise it, but would not be prepared to be involved in any shape or form of being involved in the organisation of the Newmarket Music Festival.

Cathy Whittaker from Exning Parish Council has indicated that she would like to be on the organising Committee who has vast experience in organisation.

From indicative programme already prepared we need to make it real ~

What Music

Commitment from Venues

Availability of musicians and choirs

For 2015 it is aimed to keep it LOCAL

Mavevan der Werff (MW) who has experience in these matters suggested the following:

Contact all local groups of Choirs for available dates in June July for public performances

Explain what it's for

What would their costs be?

Leader of each group to look at the various venues for suitability of their music against the venues

Encourage 'groupie followers as additional public

Do performers have a minimum ticket price Church and School Choirs are free

Agree a budget with promoter

Work out a good balance of free, cheapish and perhaps one local star

David Rippington (DR) offered a function band.

JU Pubs will be invited as they already do their own thing, they would just be part of Festival by advertising their events of Live Music during the Festival period.

Concern over organisation and selling tickets Churches are happy to provide venue but not organise promote, market or sell tickets – suggest the Town Council.

Tattersalls events are separate from the July Festival and may wish to be involved in the future.
The Racecourse dates are already set.

Striving for excellence but with a variety of music.

Richard Baldwin (FHDC) has been involved re funding

Time scale may not allow for funding from the Market Place initiative.

JU will be asking Suffolk County Councillors for funds from locality budgets they have been extremely supportive

MW will approach at least 3 groups

[1] Cambridge Voices

[2] Cambridge Buskers

[3] Opera Quartet suitable for St Agnes

[4] Out door opera group

[5] Town Band

The only dates that are set in stone are the Racecourse music nights and the Carnival (04 July 2015)

CG the Museum would be happy to sell tickets but again not involved with any organisation and in the future after 2016 would be happy to be a venue

Barabara Harkinson (BH) a ticket perhaps to allow the holder to more than one event was a good idea
ALL agreed ~to involve anything other than music at this stage would not be appropriate following a non-music suggestion

Sharon Fairweather has been asked for her advice and has provided a contact but she herself is busy with Bury St Edmunds Christmas Fair. We need advice as to the best way to organise the event

JU would approach the Pubs in the Spring as they will be holding their events anyway and would only be added to the advertising.

Resident /Visitors pass will be reviewed when assets are set up.

Bev Beak (BB) If the BID is successful perhaps someone involved in that could manage the process including the free pass

3 GUIDED TOURS

RW has spoken to Jill Rogers from Bury St Edmunds (BSE) who use to organise tours, who has been extremely helpful with good advice

The Tours must be guide led in that they write the tours, they decide what they do

Daily tours were 90 mins May – Sept + other activities

£5 adults + £4 concessions Children mostly free

Previously in Bury St Edmunds there was a 2 tiered process at the top they booked guides, sold the tickets, did the marketing and advertising they took 10% the remainder was the Tour Guides.

RW felt we were more akin to BSE then Cambridge but we don't know how they operate anyway.

One of the key things that we have been tasked to do is to **provide Tourism offers that can be used by local people as well as Tourists** so this is a way of involving local people to take ownership. It's a direct way of making the local people feel proud of the Town by them being a part of what we have to offer which would be so different from Discover Newmarket,

MW asked could the Town Council organise it ~ who could/should organise it should we ask the Town Council? It needs a salaried person and if the general feeling is that it won't happen through the Councils can't we make it happen.

CG The Councils have supported Discover Newmarket already and there is limited funding from Councils.

We need a local entrepreneur and we need someone to offer to help .It needs to be completely different from Discover Newmarket.

SB Blue or Green Badge Guides such as Lavenham which is very successful we could seek their advice. RW would do so.

SE We need to keep it local and right for Newmarket. The History Society have in the past and do still take people around the Town and do talks as Education is one of their roles, but not sure they could undertake this project.

Further discussion but agreed to look at how to develop this further.

[4] CYCLE ROUTES already discussed and setting up a sub group

[5] INTERACTIVE PARKING MAP

RW has done a paper version for the Winter Wonderland and we will see what response we have. RW will send to JU to check for correct details of parking.

[6] MW Discussed Church Trials.

[7] NEWMARKET SAUSAGES

MW is meeting with Head teachers of 2 schools in Sussex this week where the sausage curriculum is being run.

Someone from Musks was due to meet with Amy Starkey (AS) re a Sausage Fest as part of the July Festival

SE There was due to be a sausage exhibition in the Library by the History Society in November but this didn't happen and is therefore due to run in January

[8] BANNERS

RW Fixings and timings need to be discussed with Cllr Hirst and RW will contact to confirm

SB Winter Wonderland possibly happening to soon to be advertised on banners

MW concerned that we need support for funding and should we inform the Princes Foundation.

JU Retailers have support in the form of an officer working part time.

SB Perhaps we need to take our specific concerns to TRET in the form of a business plan.

MW the infra-structure in Newmarket is crumbling and someone needs to take responsibility.

RW the topographical survey x 2 should be done by now. To persevere with contacting Guy Smith. We would/should need to talk to the Transport Group.

We need to find a way of taking our concerns forward to get the infra-structure sorted and RW will take this to the TRET meeting.

[9] TRET MEETING

We should be looking at agreed priorities to report to TRET meeting measuring what we have achieved against those we have responsibility for

Outstanding is the Riding school ~ CG will be looking at operating it from the ROR yard in Museum

We will be looking at these further but RW is happy to report back to TRET meeting with our update.

[10] Any Other Business

SB Has spoken to Cheryl Brighty (Chocolate Shop n Sun Lane) about a Chocolate festival and she is very keen to participate and has experience of doing so e.g. South Bank July may not be the ideal time for this due to the possibility that we have hot weather !

BB Following a suggestion by BH about using Sun Lane we didn't think this was possible as could be seen as a conflict with the Market

David Rippington discussed his work and provided some wonderful illustrations for further information please see

<http://www.newmarketshops.info/>

SE gave an update on her work for Royal Links

RW spoke about Shop Front Policy being out for Consultation Link on FHDC web site for information and SB will send appropriate link to all

Agreed not to meet in December

**Next Meeting: Monday 12th January 2015 at 1:45pm at Palace House Mews.
Changed to: Monday 26th January 2015 at 1:45pm at Palace House Mews**