



## Original Newmarket Vision priorities

Original Newmarket Vision priorities	Achievements to date
<p>1. 'In twenty years' time, Newmarket will have improved the quality and accessibility of public open space and capitalised on its unique landscape setting'</p>	<ul style="list-style-type: none"> <li>• Friends of Yellow Brick Road/No1Drain.</li> <li>• Studlands residents' group.</li> <li>• Continued access to the Gallops after 1pm for members of the public.</li> <li>• Access to Newmarket Academy playfields retained via access controlled by community group.</li> </ul>
<p>2. 'In twenty years' time Newmarket will have an excellent internal network of safe connections for walking, cycling and horses, making non-car movement much more attractive'</p>	<ul style="list-style-type: none"> <li>• Horse walks improvement – for example Snailwell Road Horse Walk – crossing on Fordham Road works for pedestrians and horses, Yellow Brick Road.</li> <li>• Suffolk County Council and Jockey Club work on horse crossing signage.</li> <li>• After 1pm horse walks regularly used by cyclists and walkers.</li> <li>• Open walk through National Heritage centre from Rous Road car park.</li> <li>• Newmarket Academy actively promoting cycling to school and have been shortlisted for an award by Tesco's to fund a bike shelter at the school.</li> <li>• Improvements to Newmarket Railway Station.</li> </ul>
<p>3. 'In twenty years' time Newmarket will be popular visitor and tourist destination by using its unique position as the home of horse racing. Through strong branding and marketing Newmarket will be recognised as part of the Suffolk Tourism offer and positioned as the Gateway to the East of England'.</p>	<ul style="list-style-type: none"> <li>• National Heritage Centre for Horseracing and Sporting Art opened (visitor numbers)</li> <li>• Discover Newmarket</li> <li>• <a href="#">SQW HRI impact report</a></li> <li>• <a href="#">2017 report update</a></li> <li>• Newmarket Nights</li> <li>• Increased hotel occupancy</li> <li>• Tour of Britain – co funded</li> <li>• Value of tourism to local economy</li> <li>• £69.2m increase of 2% on 2015.</li> <li>• Bury St Edmunds Destination Management Organisation (DMO)</li> <li>• Accessibility of the Horse racing industry (HRI) – can see the trainers and horses up close-up.</li> <li>• Set up of Discover Newmarket with partner funding.</li> <li>• Town council funding for Discover Newmarket promotional activity</li> <li>• West Suffolk Business Fact Pack –developed from the idea from the group.</li> </ul>

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<p>4. 'In twenty years' time Newmarket will have a successful and attractive High Street, part of a more varied and accessible town centre, with a balanced range for different income levels of quality shops and vibrant local market that caters for the needs of local residents, visitors and tourists'</p>	<ul style="list-style-type: none"> <li>• Shop Occupancy levels at 95% - high</li> <li>• High Street design</li> <li>• cinema scoping</li> <li>• shop front policy</li> <li>• <a href="#">West Suffolk Retail and Leisure Study 2016 – Forest Heath District</a>: The health check assessment show that Newmarket is performing well against a number of key performance indicators, and it has shown improvements since 2011.</li> <li>• Business Improvement District (BID)</li> <li>• Wifi project</li> <li>• Rutland Hill enhancements</li> <li>• Partners supportive of market move to High Street – detailed consultation to be carried out with traders and businesses.</li> <li>• town centre guide produced</li> <li>• Legends of the Turf - horseshoes on pavements</li> </ul>
<p>5. 'In twenty years' time economic growth will be stimulated to encourage businesses to develop and grow in a manner which complements Newmarket's existing infrastructure and horse racing industry'</p>	<ul style="list-style-type: none"> <li>• BID</li> <li>• Investment in town</li> <li>• <a href="#">West Suffolk Retail and Leisure Study 2016 – Forest Heath District</a>: The health check assessment show that Newmarket is performing well against a number of key performance indicators, and it has shown improvements since 2011.</li> <li>• Business births are rising</li> <li>• Updated SQW report</li> <li>• Sam Alper Court built and fully let</li> </ul>
<p>6. 'In twenty years' time, Newmarket will have improved the quality of life for its residents paying particular attention to the young and elderly'</p>	<ul style="list-style-type: none"> <li>• Health and wellbeing – Mental health in Newmarket.</li> <li>• Looking at services coming together in Foley House.</li> <li>• Park run being developed in the town.</li> <li>• Strong community response to George Lambton flat fire Warmer Homes initiative.</li> </ul>

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<p>7. 'In twenty years' time, Newmarket will have improved the social connection between the horse racing and non-horse racing communities'</p>	<ul style="list-style-type: none"> <li>• open weekend</li> <li>• sponsorship of academy activities</li> <li>• National Heritage Centre</li> <li>• facilitating hosting of Tour of Britain</li> <li>• horseracing support for education</li> <li>• work with Newmarket Academy</li> <li>• involvement in Newmarket Academy</li> <li>• The Racing Centre – rehoming Gymnastics and other wider activities</li> <li>• free tickets for local people to racing in April</li> </ul>
<p>8. 'In twenty years' time, Newmarket will raise aspirations for its residents through good schooling, training and employment opportunities'</p>	<ul style="list-style-type: none"> <li>• Newmarket Academy – OFSTED and GCSE results improved</li> <li>• employment levels in the town (need data)</li> <li>• Equestrian science centre of excellence at Home of Horseracing (HoHR)</li> <li>• Skills: Specialist youth support work offered through Suffolk County Council Early Help – offering support for 14-18 year olds who are not in employment or education (NEET) or are at risk of NEET</li> <li>• plans underway to secure an Enterprise Advisor at Newmarket Academy as part of the Enterprise Advisor Network</li> <li>• Apprenticeships: Suffolk has delivered Apprenticeship awareness workshops at the school</li> <li>• Impact of Newmarket Academy to raise aspiration, awareness and ambition of all young people who attend the academy</li> <li>• quality of careers education, information, advice and guidance at the academy delivered</li> <li>• Ofsted rating of the academy demonstrates that education provision is securing greater choices for young people of the area</li> <li>• West Suffolk College developing offer in Newmarket.</li> </ul>