



Newmarket Vision Update August 2022

A round up of some of the stories that are helping to realise the eight priorities Newmarket Vision has set for the town through wide partnership working.
[Newmarket Vision \(westsuffolk.gov.uk\)](http://westsuffolk.gov.uk)

Summer of wellbeing



- Free fun and food are on offer through the Holiday Activities and Food Programme. The way these opportunities are being offered by local organisations coming together in Newmarket has won an accolade from the Department of Education. More details at [West Suffolk Holiday Events](#)
- Newmarket Town Council is offering free events in the Memorial Gardens across the summer. The Earth Arts Festival returns from 1 to 4pm on Thursdays for creative fun for all ages [Newmarket Town Council Memorial Gardens Summer Entertainment](#)
- Followed by free yoga and meditation from 6 to 7pm [Newmarket Town Council Summer of Wellbeing](#)
- The Soapbox Derby at 2pm on 28 August is thrilling entertainment for participants and spectators [Newmarket Town Council Soapbox Derby](#)

- Summer Send Off Festival on Saturday 2nd and Sunday 3rd September at Dullingham Polo Club is East Anglia's newest music event. A fantastic, affordable, fun in the sun family festival boasting five unique stages to come together and celebrate as a community. [Summer Send Off Festival - Discover Newmarket - Discover Newmarket](#)
- The Henry Cecil Open Weekend 17 and 18 September is a landmark in Newmarket's year with visitors arriving to enjoy an action-packed weekend of events and the opportunity to get exclusive behind the scenes access to some of Britain's best-known racing yards. It raises funds for Racing Welfare and Newmarket Day Centre, as well as Newmarket Heath Ambulance and the National Horse Racing Museum. thehenrycecilopenweekend.co.uk

Shaping Newmarket's future



West Suffolk Local Plan 2040

Consultation has taken place on the second of three stages of making the West Suffolk Local Plan. Findings from this 'Preferred Options' stage, along with emerging evidence and government guidance, will contribute to the final 'Submission' version expected next year. When adopted, the plan will be used to decide planning applications and will guide where land such as countryside is protected as well as where development for new housing or land for employment can take place.

Two documents of particular interest to Newmarket contain specific policies and sites. Section 8 of the [Part Two: Non-strategic Policies - West Suffolk Local Plan \(Regulation 18\) Preferred Options](#) concerns policies relating to the horseracing

industry . The other document lists sites where future development could take place, if adopted in the final plan.

Two documents of particular interest to Newmarket contain specific policies and sites. Section 8 of the [Part Two: Non-strategic Policies - West Suffolk Local Plan \(Regulation 18\) Preferred Options](#) concerns policies relating to the horseracing industry. Section 2.5 of the Part Three [Part Three: Site Allocations - West Suffolk Local Plan \(Regulation 18\) Preferred Options - West Suffolk Planning Policy Consultations \(inconsult.uk\)](#) lists the sites which are being consulted upon for future development.

Cllr David Roach, Cabinet Member for Planning at West Suffolk Council, said:

“Whether we have a local plan or not, development will still happen. But having a plan means that we and our communities have more of a local democratic voice over the development that comes forward. It offers greater protection to greenfield sites and the countryside. It means we can stop inappropriate, speculative development from taking place. The Local Plan will also contain the policies that will secure the delivery of affordable housing, new play areas, green public open space, health and education facilities, and transport provision.”

Let's Play our Part

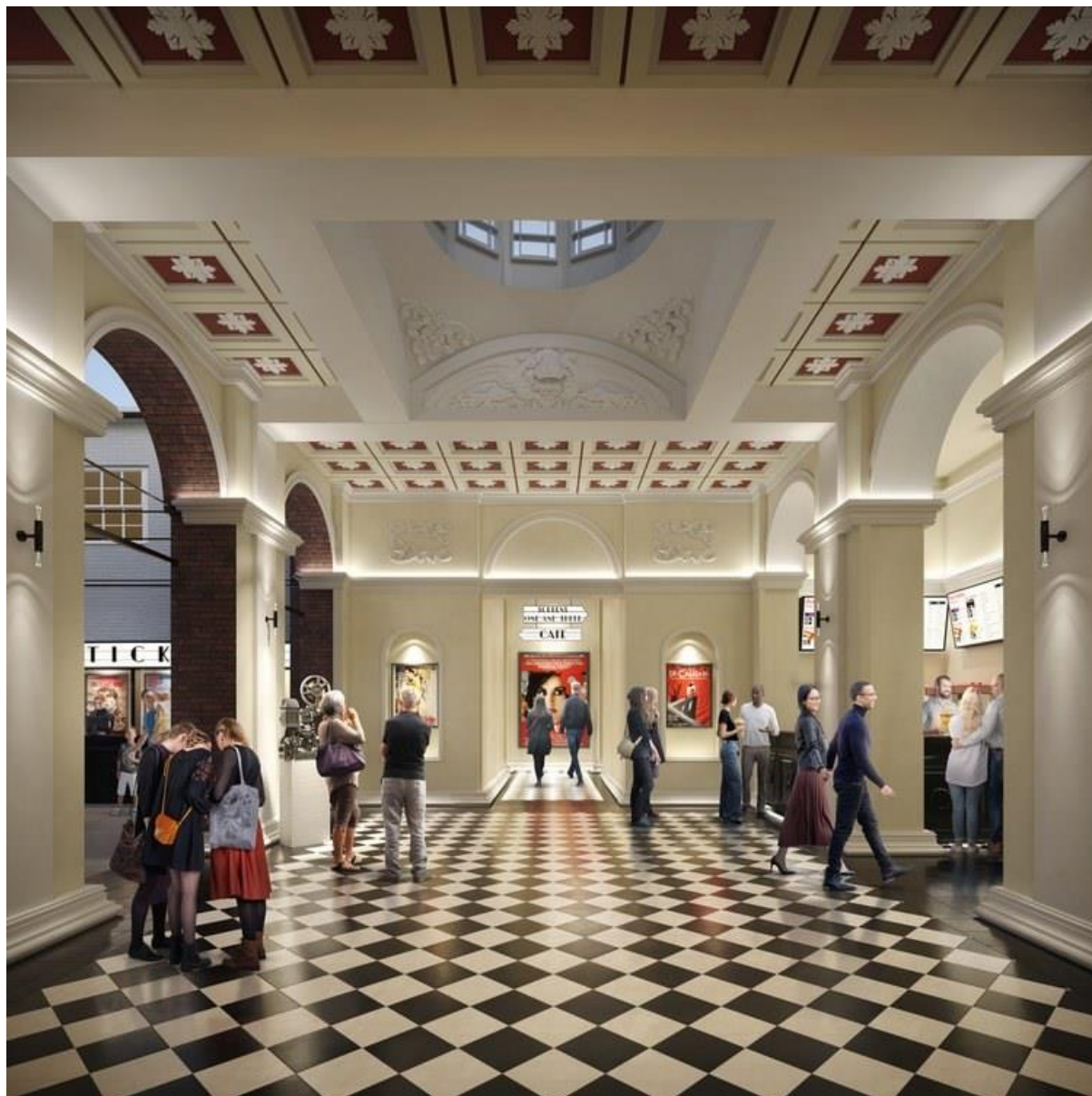
Newmarket is best known as the international home of horseracing and the Jockey Club has received firm support for concepts proposed in the “Playing our part in Newmarket’s future” consultation this spring. Stressing that these are just concepts at this stage, Amy Starkey, the Managing Director for the Jockey Club’s East Region, said: “We would like to thank everyone who participated and contributed ideas to the consultation . The concepts presented are still available to view online and we are still keen to hear any questions or concerns, as keeping the lines of communication that have been created open is our priority going forward, even if the concepts do not end up progressing.”

The ideas, which can be found at www.letsplayourpart.co.uk include a new cinema in the Subscription Rooms, a country park at Seven Springs, a new all-weather racing and training facility and potential residential development at Pinewood Stud.

83% of respondents said they would welcome a new cinema in the Subscription Rooms, with 86% supportive of the idea of a country park at Seven Springs. The potential for residential development at Pinewood was supported by 48% of respondents, with a further 28% saying they ‘don’t mind’, whilst the concept of all-weather training and racing facility near the Rowley Mile Racecourse attracted support from 57%, with a further 32% saying they ‘don’t mind’.

Newmarket residents who wish to be updated on The Jockey Club’s Playing our part in Newmarket’s future can sign-up to the project newsletter via the website www.letsplayourpart.co.uk/feedback.

New approach needed for Newmarket cinema



Due to rising costs from the pandemic and cost of living increases, West Suffolk Council has accepted that its original scheme for building a cinema at The Guineas is no longer viable. However, the council still aims to help bring a cinema to Newmarket and is sharing the information, reports and commercial contacts it gathered during the process with The Jockey Club.

The Jockey Club held a consultation in the Newmarket area and the concept of a boutique cinema at the Subscription Rooms had 85% support from the public who took part. Of course there are a number of issues, not least planning considerations and improvements needed to the fabric of the Grade II listed building.

Cllr John Griffiths, Leader of West Suffolk Council said: "Our aspiration to support Newmarket by helping to bring a cinema to the town remains firm, but we have been clear from the outset that it must be financially sustainable. That is now not possible with the scheme we have been exploring at the Guineas shopping centre due to a very significant deterioration in costs and income which means we need to look at new and alternative approaches.

I'm pleased that we are sharing the learning and feasibility work we have undertaken with the Jockey Club as they explore options for the Subscription Rooms and we will remain engaged in those conversations as they take place."

Amy Starkey, Managing Director of the East Region Jockey Club, said: "The Jockey Club's home is Newmarket, and we are keen to play our part in the town's future. We had some excellent feedback to our recent consultation on concepts for how that could look, with firm support for the idea of a boutique cinema in the Subscription Rooms. This is a Grade II listed building in the town centre that used to house the Horseracing Museum, and we are having some really constructive conversations with West Suffolk Council and potential operators on possible ways of converting it to a cinema. It is early days yet, but the Council's advice and support to date has been most helpful."

In 2019, following extensive research, the council had produced a fully costed and designed business case for a 4-screen cinema, 2 restaurants, car parking reconfiguration and public realm works in Newmarket town centre, adjacent to the Guineas Shopping Centre and multi-storey car park. In agreeing to progress each stage of the project, councillors were clear that the business case must be financially sustainable.

In March 2020, Covid-19 hit with widespread economic impacts and the council focussed on providing support for local businesses and communities. The business case has now been updated to include the market impacts of the pandemic and cost of living rises. This shows that constructions costs have risen, while audience levels and rent levels have fallen making the scheme financially unviable.

Visitor economy skills opportunities



The pandemic highlighted the intrinsic links between the visitor economy and Newmarket's local economy. It's not only about the warm welcome available from holiday accommodation, attractions and travel businesses. Significant parts of our high street, such as bars, coffee shops, restaurants and retail; and our heritage, such as landscape and historic buildings also help host visitors.

- Discover Newmarket has run two successful Welcome Host training courses for local tourism businesses under the VENI Project. Businesses interested in free courses to support the development and improvement of their existing workforce can find out more about West Suffolk College's VENI Prospectus from andrew.weeler@wsc.ac.uk.
- West Suffolk Council has secured £10,000 worth of funding from Suffolk Growth for a project to change perceptions of the hospitality sector and the visitor economy in West Suffolk. The project, Choose Hospitality, will be delivered in partnership with West Suffolk College and local hospitality leaders to celebrate the varied career options on offer. To inspire and support young people looking at a future in the hospitality sector, those starting a relevant apprenticeship or study programme at West Suffolk College are to be offered a 'Welcome to Hospitality' incentive payment of £300. This grant can be used by students to cover some of the costs of buying uniforms and equipment, and to help with travel costs.
- [Bedford Lodge Hotel & Spa](#) is running a Careers Open Day on Monday 12th September from 4 pm – 8 pm, providing the perfect opportunity to learn

more about working in one of Suffolk's finest luxury hotels. To find out more about joining this thriving, outstanding team, just bring your CV and a friendly smile. For more information contact: careers@bedfordlodgethote.co.uk, visit <https://buff.ly/3BnbbvT> or call 01638 663175.

Discover Newmarket wins 2022 Tripadvisor Travellers' Choice Award



Discover Newmarket has been recognized by Tripadvisor as a 2022 Travellers' Choice award winner for its Guided Tours. The award celebrates businesses that have received great traveler reviews from travellers around the globe on Tripadvisor over the last 12 months. As challenging as the past year was, Discover Newmarket Tours stood out by consistently delivering positive experiences to travelers. It also now puts Discover Newmarket in the top 10% of experiences worldwide.

Tracey Harding, Tourism Manager said: " We are extremely grateful for the support of our tour partners who work with us to provide amazing experiences which showcases the home of horseracing. We would like to thank all our visitors who have taken the time to provide a review and look forward to welcoming lots more this year." [Discover Newmarket Wins 2022 Tripadvisor Travellers' Choice Award - Discover Newmarket - Discover Newmarket](#)

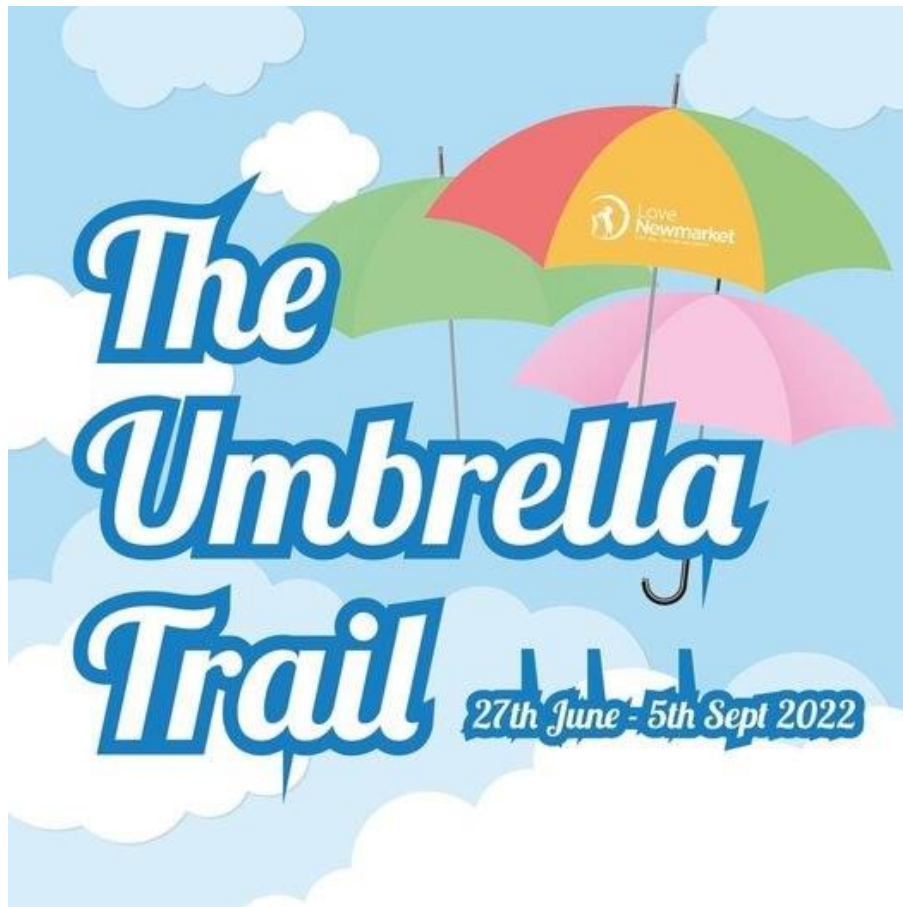
In other news:

- During Covid, there was a marked preference for smaller tour groups and Discover Newmarket has capitalised on this by acquiring a black London cab to take smaller numbers of visitors on exclusive tours, sometimes of

very special yards. [Your Carriage Awaits! - Discover Newmarket - Discover Newmarket](#)

- And demand for interesting venues for weddings and conferences is being met with two new webpages: [Discover Newmarket-weddings](#) and [Discover Newmarket - Conferences](#) which give businesses more promotional opportunities and showcases the town as the perfect venue for potential guests/clients all year round.

Brilliant brollies



Recent visitors to the town cannot fail to have noticed the umbrella installation , transforming many of the streets of Newmarket. Suspended in the air above shoppers on Sun Lane, Market Passage, Crown Walk, Wellington Street and throughout the Guineas Shopping Centre, the Umbrella Spectacle is creating a real talking point within the town. The project is completely funded by the BID and aims to increase footfall.

The Guineas Shopping Centre is also home to a Photo Booth throughout the installation designed to encourage visitors and residents alike to photograph the display and share on social media.

The Umbrella Trail to spot umbrellas hidden throughout the town is a chance of winning £50 of vouchers for local store. Find 10 of the 20 local businesses who have hidden the colourful umbrellas inside their stores. Pop inside to collect a

trail form, fill with stickers from 10 businesses and return your card to the red postbox at Rookery House, inside The Guineas Shopping Centre or email to manager@newmarketbid.com. Clues on the umbrellas whereabouts can be found on [Welcome to Love Newmarket - Newmarket BID, Suffolk](#). Watch our feed ([6 Love Newmarket | Facebook](#)) for more hints too! The winner will be announced on Friday 9th September on the Love Newmarket social media channels.

Big benefits from climate change action



Newmarket hosts the largest Solar for Business installation to date. Caps Cases on Studlands Park Industrial Estate has a huge new rooftop solar panel installation free of charge, thanks to the West Suffolk Council's Solar for Business scheme. Phase one of the Caps Cases project saw 600 panels and 7km of wiring installed, providing about 30% of the packaging factory's electricity at a lower rate than their current tariff. So far 63 West Suffolk business premises have signed up to the scheme saving 900 tonnes of carbon from being released into the atmosphere each year. [News Archive - \(capscases.co.uk\)](#) [Solar for Business \(westsuffolk.gov.uk\)](#)

New £150,000 fund for community climate change projects. This is help for Community groups who can now apply for up to 50% of the cost of their climate change project, to a maximum of £10,000. The Suffolk Climate Action Community Match Funder works towards the vision of a carbon neutral Suffolk by 2030. Applications are welcomed on a range of projects or events from installing solar panels and insulation, to promoting walking and cycling.

There is no deadline for applications. They will be considered on a first-come-first-served basis until all the fund has been allocated. More information and the simple application process is available at www.greensuffolk.org

EV charging points in Newmarket. There are more than 395,000 pure-electric cars on UK roads at the end of December 2021 which is bringing investment in EV charging infrastructure and improvements to local air quality. To see where the nearest chargers are to you check [Zap-Map](#)

West Suffolk Council has installed public charging points at

- the Guineas car park
https://www.westsuffolk.gov.uk/parking/car_parks/newmarket-car-parks.cfm
- Rapid charging at All Saints car park. As an example, a rapid charger allows a 40kWh Nissan Leaf to charge from 0 to 80 per cent in 40 minutes. You can use either contactless bank card, RFID card or mobile app to access the charger. It is open to all users: public, businesses, taxis included.
- On street lamp-post charging in All Saints car park is a trial to allow residents who don't have access to off street parking to charge their EV during the day or overnight. The chargers use electricity from the street lights but will not stop the lights from working properly, while the chargers will carry on working even after the street lights have been switched off at night.

- [Electric vehicles \(westsuffolk.gov.uk\)](http://www.westsuffolk.gov.uk/electric-vehicles)