

Newmarket Retailers Association



Minutes of the Retailers Meeting
held on Thursday 4th February 2010 at 6pm
at the King Edward VII Memorial Hall, Newmarket

Attendance:

Noel Byrne – Bedford Lodge Hotel, Andy Hughes – Hughes Electrical, Julie Eden – Coffee & Co., Patrick Cowell – Treasures, Steve Hall – Scribbles, Denis Ferguson – My Fotoshop, Sam Borrowdale & Edwina Redhead – Dorothy Perkins, Tolly Cousidine – Tolly Flowers, Sarah Wightman – Revel Outdoors, Audrey Lewis – Audrey’s Beauty Clinic, Sarah Ryan, Donna Woollard & Julian Cunnington – Unique, David Eagling – Outsiders, Mr. Narapong – Sangdoo Thai Restaurant, James O’Doherty – Farthings, Jim Wood – Waitrose, Martin Dwyer – Newmarket Sewing, Christine Beard – Allsquare Flooring, Marion Green – Country Casuals & Ian Clemson – thebestof.co.uk/newmarket

Cllr. Warwick Hirst – NTC – Chairman Community Services Committee

Cllr. Joy Uney – NTC

Mrs. Isabelle Barrett – NTC – Town Clerk

Mrs. Vicky Bright – NTC – Assistant to the Town Clerk

Joanne Rogers – FHDC – Town Centre Manager

Minute	Action by
Welcome by Councillor Hirst: Introductions and Apologies.	
Commitment of the Town Council:	
<ul style="list-style-type: none">• It was explained that administrative Support to assist in setting up a Retailers Association would be provided by NTC• The budget to assist in promoting the Town of Newmarket was confirmed as £2000; this is to be used for advertising i.e. website/brochures/Trade Fairs.	
Retailers Association:	
<ul style="list-style-type: none">• Aims and Objectives – Support was confirmed by those attending the meeting that they felt an association was the way to go forward. With a view to addressing the following issues:<ul style="list-style-type: none">◇ Regeneration of Town	

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- ◇ Vision for Newmarket
- ◇ Influencing decisions such as consultation for shop allocation & planning (Predominance of certain types of shops)
- ◇ Advertising/promotion
- ◇ Increasing footfall
- ◇ Having one voice for the town's retailers
- ◇ Customer Service plans & rules (i.e. Mystery Shopper)
- ◇ Customer service training & funding for training
- ◇ Cohesive retailers.
- Committee – The concept of an Association Committee was outlined and attendees were asked to sign up if they were interested in being a committee member or had any skills that would be of a benefit.
- Meetings
 - ◇ It was agreed that the initial meeting would be a Workshop Brainstorming session to put together an Action Plan
 - ◇ It was also agreed that an Annual Meeting Plan should be outlined and agendas should be sent out in advance to give plenty of notice
 - ◇ It was requested that meetings are held on weekday evenings after 6:30pm
 - ◇ It was requested that Job Description for the NTC members and the Town Centre Manager be available for the retailers.
 - ◇ It was suggested by the Bedford Lodge that we could use them as a venue for some meetings; Unique also volunteered their venue.

NTC & FHDC

Late Night Shopping

- Overall it was felt there was a positive response to the 2009 Late Night Shopping Winter Wonderland Event
- It was suggested that more emphasis needs to be put on attracting shoppers to the side streets i.e. Sun Lane, Wellington Street
- It was also suggested that the Town Centre Manager could liaise with Bury St Edmunds and Cambridge as their Late Night Shopping is well established and is a success, it was felt something could be learnt from them

Counter Skills Competition

- See attached
- Support received from NTC, Guineas and The Newmarket Journal have promised to be enthusiastic and supportive and will promote the competition in any way they can.

Sally Williams –
Retail Revival &
Joanne Rogers
FHDC

The business of the meeting concluded at 7:00 pm.

Next Meeting: Thursday 4th March 2010 at 6:30pm, at the Bedford Lodge Hotel

NTC to arrange

Signed : _____

Date : _____

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