

# Newmarket Retailers Association

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**Minutes of the Retailers Meeting**  
**held on Thursday 18<sup>th</sup> March 2010 at 6:30pm**  
**at the Bedford Lodge Hotel, Bury Road, Newmarket**

**Attendance:**

Andy Yallop – Hughes Electrical, Chairman  
Tolly Considine – Tolly’s Flowers, Vice Chairman  
Ben Pim – Corney & Barrow, Treasurer  
Jane Spenser – Shoe Doctor, Secretary

Cllr. Warwick Hirst – NTC – Chairman Community Services Committee  
Cllr. Joy Uney – NTC  
Mrs. Vicky Bright – NTC – Assistant to the Town Clerk  
Keith Marley – FHDC - Head of Environmental Services  
Simon Batey – FHDC – Tourism Services Manager

Ian Clemson- Best of Newmarket, Steve & Josie Hall – Scribbles, Paul Finch – Pizza Express,  
Noel Byrne – Bedford Lodge Hotel, Marion Green – CC, Kevin Pearson – Goldings, Alexa  
Jones – Anne Furbank, Peter Smith, Sharon Smith & Nicola Quick – Busy Bees, Kim Lane –  
Kitchens n Things, Audrey Lewis – Audrey’s, Ester Massot – Jose Hair Design, Patrick Cowell  
– Treasures, Fiona Glenn – We Are Talking Heads, Denis Ferguson – My Fotoshop, Julie Eden  
– Coffee & Co.

**Apologies:**

Joanne Rogers – FHDC, Town Centre Manager  
Janice Mansfield  
Scotts Opticians  
Michael Wigg – A.S. Wigg Jewellers  
Sarah Whightman – Revel Outdoors  
David Eagling – Outsiders  
Sue Mutch – John Michael Hair Design  
Soham Books  
Grant Powter – Powters Butchers  
James O’Doherty – Farthings  
Clean Machine  
Venus  
Martha V

**Minute**

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**1. Introductions and apologies**

Chairman, Andy Yallop offered his thanks for being elected and apologised for not being able to attend the last meeting.

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2. **Town Council Support** – Cllr. Warwick Hirst confirmed the support of Newmarket Town Council (NTC) and proposed that both he and Cllr. Joy Uney would like to be committee members on the Association, this was agreed. He also confirmed the £2,000 financial support from the Town Council and the £2,000 from Forest Heath District Council (FHDC). The offer of administrative support from the Town Council still stands. It was suggested that the Assistant Town Clerk and Jane Spenser, Association Secretary meet to discuss the division of administration duties.

**NTC, Asst. Town Clerk**

### 3. Objectives/Actions to discuss

- **Promotion of Retail Industry i.e. Website/Leaflet:**

Keith Marley, Head of Environmental Services at FHDC gave an overview of his responsibilities and Forest Heath's responsibilities for street cleaning:

- FHDC have a 7 day duty of care for cleaning
- They employ 11 staff, 3 for Brandon, 3 for Mildenhall and 4.4 for Newmarket.
- Newmarket High Street is cleaned every day
- Outskirts of Newmarket are cleaned on 8 weekly cycles by rota
- They have 600 litter and dog bins and these are emptied per a usage cycle
- They are also responsible for Fly Tipping and Dog Fowling
- They have an agreement/contract to clean the Guineas and the Memorial Gardens

Keith stressed that Service Areas are privately owned and therefore are not the responsibility of FHDC. He also confirmed that Suffolk County Council (SCC) is responsible for Highways and paving slabs. It was agreed that NTC would supply the Association with SCC contact details and names and the Association would then address each issue with the appropriate organisation/council.

**NTC, Asst. Town Clerk**

The issue of enforcement for offenders was raised and Keith explained that FHDC Enforcement Officers have the authority to issue On The Spot Fixed Penalty Notices, but they have to catch the perpetrator in the act. FHDC are also unable to carry out enforcement for individual retailers, unless they can prove the retailer responsible of the offence. It was suggested that signs could be introduced; however FHDC expressed their concerns about littering the town with excessive signage. It was suggested that the Association send out a polite general letter to each retailer asking them to be responsible for the tidy up of their own shop frontage to remove dog fowling, litter and night time economy mess. Failing this the next step would be to then send out warning letters to individual retailers

**Secretary / Asst. Town Clerk**

The topic of litter bins in the High Street was raised and it was felt that many of the bins were in need of repair or replacement. FHDC confirmed that they are aware of the situation and are currently in the process of identifying litter bin ownership. They also confirmed that there is no allocated budget for litter bin repair/replacement at FHDC. It was suggested that the Association could look at addressing the situation by establishing what bins need repairing, replacing; and also if it is felt that more bins are needed, the locations for them to be installed, the number of bins needed, style and design and then addressing the issue of funding with FHDC/SCC and outside bodies. The possibility of charity fundraising was discussed.

**FHDC**

Keith concluded that any ideas to improve their service would be welcome, although there is a lack of funds, so ideas to improve using the current staff levels would be ideal.

- ***July Festival event***

Noel Byrne gave an overview of the July Festival Committees objectives and plans for the 2010 July Festival. The committee was formed 3 years ago and its objectives are not solely aimed at Racing. They aim to bring the local community together, to promote and organise events to fit in with the largest Racing Festival in the UK, to increase footfall in Newmarket and to promote Newmarket's retail industry and to work towards the 2012 Olympics.

The festival is due to run from 3<sup>rd</sup> to 11<sup>th</sup> July 2010, please see the attached programme of events. It was suggested that a Retail Village be organised, although it was stressed that the Association and the retailers would be obligated to organise and run it. The next meeting of the committee is the 1<sup>st</sup> April. The importance of communication between different organisations was stressed at this point.

The Association resolved to form an Events Sub-Committee to organise towards a small or individual contribution towards the 2010 July Festival, with a view to organising something larger for next year. The committee will also look at regular High Street Entertainment and Late Night Shopping events. On the committee will be: Julie Eden, Coffee & Co.

Nicola Quick, Busy Bees

Any other retailers interested in being on the committee can contact Vicky Bright, Asst. Town Clerk or the Chairman, Andy Yallop.

It was suggested that the committee send a representative to sit on the July Festival Committee.

- ***Regeneration/Street Scene***

Information on the Shop Front Painting Scheme form FHDC was passed on to all retailers present, as was the information on Street Clutter Auditing supplied by Joanne Rogers.

The issue of a website was raised and it was suggested that there is already the 'Best of Newmarket' website available and 'Local Secrets'; Julie Eden has already signed up for Local Secrets and went online 1<sup>st</sup> March, as it is early days she will update the association to its benefits and progress at a later date. The idea of a website for Newmarket would be to promote retail and businesses and as a voice for the Association to reach other retailers and residents.

Patrick Cowell, Treasures discussed the issue of using advertising maps that could be distributed in shops/restaurants and the Tourist Info. It was also suggested that using Racing cohesion to distribute them, by using Trainers and owners and being sent out with racing Packs, would be a benefit to spreading the word and promoting Newmarket's retail. FHDC confirmed that there is already a Town Guide in print and that is distributed at the Tourist Info, they are also working on a large scale map of the Town to be placed at Bus Stops/Train Stations and in the High Street, although they do not plan to add individual shop names to that map. FHDC also advised to be careful if procuring advertising maps that the supplier meets the specified requirements.

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**Events  
Committee**

It was resolved by the Association that a Marketing Sub-Committee was to be formed and their responsibility would be to research the possibilities of a leaflet/map and a website. The committee will present an update report in 1 month. Committee members will be:

Ian Clemson, Best of Newmarket  
Simon Batey, FHDC  
Noel Byrne, Bedford Lodge  
Alexa Jones, Anne Furbank  
Patrick Cowell, Treasures  
Ester Massot, Jose Hair Design

**Marketing  
Committee**

#### **4. Objectives Setting**

- **Long term development plan** – To be established by the distribution of a TOP 10 Issues Questionnaire to all retailers.

Please see questionnaire attached, should you wish to submit your Top 10 concerns and issues that you wish to be addressed by the Association, then please complete the questionnaire and return to:

Vicky Bright, Assistant Town Clerk

Newmarket Town Council, Memorial Hall, High Street, Newmarket, Suffolk CB8 8JP.  
Deadline for submission is Tuesday 30<sup>th</sup> March 2010. The questionnaires will be compiled and submitted to the association at their next meeting.

**NTC, Asst. Town  
Clerk**

- **Sub Committee's**

The Association resolved to form an Events sub-committee and Marketing sub-committee. Other sub-committee's will be decided upon review of the Top 10 questionnaires and once a Development Plan has been drafted.

**NTC, Asst. Town  
Clerk**

#### **5. Annual Meeting Plan**

At this point the association has resolved to meet fortnightly until they are more established and have a development plan and all sub-committee's formed. Following this meeting's will be held on a monthly basis.

#### **6. Any other business**

- **Parking**

The issue of parking restrictions in Newmarket was raised. Retailers felt the 3 hour maximum stay was not practical and many have had feedback from customers to say they have had tickets for running over the 3 hours, and that 3 hours is not enough time to do errands and shopping and to get coffee or lunch. The issue of coach parking from the race days and the Wagon rides was raised and retailers felt they were a good way of inclusion of retail and shopping as well as racing.

FHDC agreed to take the association's comments back to FHDC to be addressed.

**FHDC**

The issue of the Parking Consultation that is currently being carried out was raised, it was explained that it is currently ongoing and has held two sessions; upon completion the consultants will submit a proposal. It was suggested that upon receipt of the proposal, a representative from FHDC be invited to a meeting with the association to discuss the findings and proposed actions.

- **Workshop**

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Cllr. Joy Uney raised the suggestion of a workshop for retailers to be held, as suggested by Town Centre Manager, Joanne Rogers previously.

**Joanne Rogers,  
Town Centre  
Manager**

- ***Distribution of Minutes/Agendas***

Many retailers appear to not be receiving their copies of the minutes and agenda's. The Assistant Town Clerk confirmed that all minutes and agendas are hand delivered by the council officers usually 1 week in advance of the meetings. She also confirmed that she personally hand delivered the agenda for this meeting to all retailers last Thursday afternoon (11.03.2010). It may be advisable for Retailers to make their staff aware that if letters pertaining to the association are delivered into the shop that they must ensure that they are forwarded to the Manager/Owner straight away. Any other suggestions on how to ensure all retailers/managers/owners are receiving their invite/agenda would be greatly received.

**All Retailers**

It was also suggested that each retailer speak to at least two other retailers to explain the association and to encourage support and attendance at future meetings.

**All Retailers**

The business of the meeting concluded at 8:15 pm.

Next Meeting: Thursday 31<sup>st</sup> March 2010 at 6:30pm, at the Bedford Lodge Hotel

It was suggested for the agenda for the next meeting, that the meeting be an open agenda to finalise action points to move forward:

Signed : \_\_\_\_\_  
Andy Yallop, Chairman

Date : \_\_\_\_\_