

# Newmarket Retailers Association

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**Minutes of the Retailers Meeting**  
**held on Wednesday 5<sup>th</sup> May 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 Pym – Corney & Barrow, Treasurer

Cllr. Warwick Hirst – NTC – Chairman Community Services Committee  
Cllr. Joy Uney – NTC  
Mrs. Vicky Bright – NTC – Assistant to the Town Clerk/Minute Taker  
Simon Batey – FHDC – Tourism Services Manager  
Joanne Rogers – FHDC Town Centre Manager  
Angus Critchley-Warring

Ian Clemson- Best of Newmarket, Noel Byrne – Bedford Lodge Hotel, Marion Green – CC,  
David Hopper – Goldings, Kim Lane – Kitchens & Things, Audrey Lewis – Audrey's, Julie  
Eden – Coffee & Co, Darren Halfpenny – The Cherry Tree Pub, Richard Goss – Venus Hair &  
Beauty, Susan Lane – Clean Machine, Amie Setter – Peacocks, Ross McKittrick – The Guineas  
Centre, Samantha Borrowdale & Edwina Redhead – Dorothy Perkins, Elaine Carr – Premier  
Travel, Tony Carr – Keto's Coffee Shop, James O'Doherty – Farthings.

**Apologies:**

Jane Spenser – Shoe Doctor, Secretary  
Ester Massot – Jose Hair Design  
Patrick Cowell – Treasures  
June Griffin – The Stable  
Sarah Witham – Scotts Opticians  
Rhona Brook - Oxfam  
AS Wigg Jewellers  
John Michael – John Michael Hair Design  
The Sandwich Mill  
Janice Mansfield - Sheringtons  
Bouquets of Newmarket  
Peter Smith - Busy Bees  
Denis Ferguson - Fotoshop

Minute	Actioned by
<p><b>1. Introductions and apologies</b> The Minute Taker gave apologies received.</p> <p>Andy Yallop, Chairman gave thanks to all for attending and welcomed the many new faces. He also gave his thanks to the Bedford Lodge Hotel for supplying the venue.</p> <p><b>2. The Minutes of the Retailers Meeting held on 31<sup>st</sup> March 2010 were received and approved.</b></p> <p><b>3. Matters Arising</b></p> <ul style="list-style-type: none"> <li>• <i>Chairman's attendance at the Vision for Newmarket Group Meeting:</i> Andy confirmed he had attended a meeting of the Vision for Newmarket Group and that he found it very informative and interesting. He plans to attend further meetings and will keep the Association updated. He also mentioned that the group felt that the idea of each retailer being responsible for the cleanup of litter etc. outside their own shop frontage was a good idea. The Association will be drafting a letter to send out to each Newmarket Retailer asking them to adhere to this suggestion.</li> <li>• <i>Cllr. Warwick Hirst – NTC Ref: Hanging Baskets Scheme:</i> Cllr. Hirst confirmed that so far £5,000 had been raised towards the towns Hanging Basket scheme and he suggested that if any retailers or businesses wanted to be involved then they should contact the Newmarket in Bloom Committee (NIB) for more information. There are 2 schemes to join: <ul style="list-style-type: none"> <li>1. £60 Scheme – For this contribution NIB will provide the basket and bracket and will be responsible for the watering of the basket.</li> <li>2. £35 Scheme – For this contribution NIB will provide the basket and bracket, but the retailer would be responsible for watering the basket themselves.</li> </ul> </li> <li>• <i>Cllr. Warwick Hirst – NTC Update on A-Boards/Alternative Signage:</i> Cllr. Hirst reported that NTC have had a good response of applications from Wellington Street and Rous Road, but that unfortunately the submission of applications from Sun Lane and Old Station Road had been quite disappointing. He suggested that if any retailers from these two roads were still interested they should submit their applications as soon as possible; as due to the lack of response it was possible that the signs for these two roads would not go ahead as the cost and erection of the sign was too great to be met by NTC/FHDC. The cost of an application would be £335 per retailer applying; this is in line with the cost of applying for a current A-Board licence. He confirmed that NTC/FHDC are hoping to be able to meet the costs for the installation of all the signs. Julie Eden from Coffee &amp; Co. suggested that she would canvass Sun Lane retailers to rally support and that she would report back at the next meeting. The Association discussed the idea of having a uniform design for all street signs and rubbish bins etc in the future to improve on the street scene. The idea of a uniform design for all A-Boards on the High Street was also discussed. The decision was made that perhaps the following ideas could be put forward to FHDC in the future: <ul style="list-style-type: none"> <li>1. A uniform design and size for A-Boards could be incorporated within the</li> </ul> </li> </ul>	<p>Asst. Town Clerk.</p>

- licensing regulations;
2. or perhaps FHDC could supply a standard board and design as part of the £335 licensing fee

Simon Batey reported that the 3 main Multi Point Finger Signs in Newmarket Town had recently been updated and replaced. He advised that the Tourist Info sign was not included, due to its future relocation.

#### **4. To receive a brief from the Marketing and Car parking Sub Committees**

- *Parking Committee Brief – Julie Eden*

It was noted that only 20/172 Wish List's were received back from the retailers, but that out of those 20 it appeared that Parking was a Top issue for a lot of them.

The following parking issues were raised and discussed:

1. Better informative Signage i.e. Long Stay and Short Stay
2. The idea of having all car parks Long Stay or at least increasing the Maximum 3 hours limit
3. The lack of a traffic warden in the retail area i.e. High Street. It was felt that there were regular patrols in residential areas but not in target areas such as the High Street Lay-By's
4. The introduction of Pay & Display meters in the High Street Lay-By's
5. The utilisation of the Tesco's Park & Ride
6. The condition of the car parks i.e. Litter, Mould & Graffiti and the first impression this offered to visitors to the Town
7. The suggestion of shutting of the Guineas car park ground floor at night or increasing security patrols, to reduce vandalism and graffiti
8. It was discussed that it is unclear who has the responsibility for the car parks i.e. Police/FHDC/SCC, for things such as maintenance and safety and it was also unclear who was responsible for what car park
9. Across the board parking charges for all car parks
10. Monthly permits to be issued to retailers for the top level of the Guineas car park
11. Gritting of car parks

- *Marketing Committee Brief – Ian Clemson:*

Ian confirmed that the committee had agreed that the marketing of the retailers association should be aimed at visitors as well as the retailers themselves.

Updates were given on the following:

1. The committee has now approved a design and logo for the association and confirmed that headed paper will be available for the next minutes and agenda and any future correspondence
2. A rubber stamp to use on the envelope of any correspondence, is also being designed that will automatically distinguish the associations correspondence to other retailers
3. The distribution list is currently in the process of being compiled and updated. It was stressed that it is important for all retailers to supply the association with a contact name and email address for their business to

**Joanne Rogers,  
TCM to check  
guidelines and  
report back.**

**Marketing Cttee**

make the distribution more effective and reliable, at present the list only has 30/172 email addresses

4. Currently the distribution process is being partly done by email and by hand, with by hand distributors being allocated certain shops and roads. It is hoped to eventually get this process to be completely electronic as soon as possible
5. A list of empty shops is also being compiled
6. Leaflets – It was discussed that at present the Tourist Info Centre (TIC) does not distribute or have access to any literature about Newmarket Town that can be given to visitors or shoppers. Noel Byrne has been in discussions with Norwich who have a leaflet that incorporates a map of the Town with discount vouchers for shops/attractions and travel and attraction information. He is currently in the process of obtaining a quote for a Map/Retail & Attractions guide/leaflet of this kind for Newmarket, which he will report at the next meeting. It was suggested that this could be funded from sponsorship of the shops/attractions that would be included/listed in the leaflet. It was suggested that it could be distributed using the TIC, shops, restaurants and local magazines, such as CB8 and NKT
7. Simon Batey confirmed that FHDC are currently working on a hard post Sign/Map for the High Street that would show important locations and would be colour coded
8. It was confirmed that the website was in progress and that a meeting with the designers had been scheduled
9. Funding for advertising was discussed and it was confirmed that NTC had budgeted £2,000 towards advertising costs for the Association and that this had been matched by FHDC, as confirmed by Joanne Rogers, TCM. The possibility of funding from other sources was discussed and it was suggested that the July Festival Events Committee be approached along with the larger Newmarket retailers and Banks.

Noel Byrne –  
Marketing Cttee

## 5. Action Plan – from Sub Committees as noted above

- *Parking Committee Action Plan:*

It was agreed that the following immediate actions would be carried out:

1. The Parking Committee will carry out Market Research on parking, by consulting shops/businesses, shoppers and visitors to the town. It was also suggested that the research could incorporate topics from other committee's i.e. Marketing & Events.
2. The Association will invite Andrew Claydon, Strategic Director for FHDC and Sgt Mark Shipton of the Safer Neighbourhood Team to the next meeting to discuss the above topics. A list of topics and questions to be put to them will be sent out with their invites.

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Parking Cttee to  
compile list

- *Marketing Committee Action Plan:*

1. The Newmarket Weekly and the Newmarket Journal be approached to regularly print the upcoming meeting dates/times/venues of the Retailers Association.
2. Quote to be obtained for Map/Retail & Attractions guide leaflet.
3. Website meeting to be held – Design & quote etc.

Asst. Town Clerk

Noel Byrne  
Ian Clemson

4. Distribution list to be updated, to include point of contact details and email address for each retailer.
5. Potential advertising funding sources to be approached.

Treasurer, Secretary  
& Asst. Town Clerk

**6. Presentation received from Mr Angus Critchley Warring related to the proposed Arcade (20 Minutes) – For a copy of the proposal, please contact Newmarket Town Council 01638 667227.**

**7. Questions & Answers were put to Mr Critchley Warring (10 Minutes)**

It was agreed that the association would make their decision, as to whether they would offer their support in principal for the proposal, at the next meeting.

**8. Any other business**

The business of the meeting concluded at 19:40 pm.

Next Meeting: Wednesday 2<sup>nd</sup> June 2010 at 6:15pm, at the Bedford Lodge Hotel

It was suggested for the agenda for the next meeting, that the following topics be addressed:

- A-Boards/Alternative Signage Update
- Parking Committee to address parking issues to guests Andrew Claydon, FHDC and Sgt mark Shipton, SNT
- Marketing Committee Report Ref: Map/Guide Leaflet quote, website and distribution list/process
- Decision to be given on whether the Association supports the Royal Arcade proposal

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

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