

Newmarket Retailers Association



Minutes of the Retailers Meeting
held on Wednesday 2nd June 2010 at 6:15pm
at the Bedford Lodge Hotel, Bury Road, Newmarket

Attendance:

Andy Yallop – Hughes Electrical, Chairman
Tolly Considene – Tolly’s Flowers, Vice Chairman

Mrs. Vicky Bright – NTC – Assistant to the Town Clerk/Minute Taker
Simon Batey – FHDC – Tourism Services Manager
Joanne Rogers – FHDC Town Centre Manager
Andrew Claydon – FHDC Strategic Director
Sgt. Mark Shipton – SNT

Ian Clemson- Best of Newmarket, Noel Byrne – Bedford Lodge Hotel, Marion Green – CC,
David Hopper – Goldings, Audrey Lewis – Audrey’s, Julie Eden – Coffee & Co, Richard Goss –
Venus Hair & Beauty, Amie Setter – Peacocks, Ross McKittrick – The Guineas Centre, David
Eagle – Outsiders, Mark Sawyer & John O’Kane – Whatley Lane Estate Agents, Denis Ferguson
– My Fotoshop and June Griffin – The Stable Coffee Shop.

Apologies:

Jane Spenser – Shoe Doctor, Secretary
Ben Pym – Corney & Barrow, Treasurer
Tony Carr – Keto’s Coffee Shop
David Head – Page Fine Jewellers
QD Stores
Claire Moody – Scratchers Nail Bar
Fiona Glennon – We Are Talking Heads
Kim Lane – Kitchen n Things
Sue Mutch – John Michael Hair Design
Cllr. Warwick Hirst – NTC
Cllr. Joy Uney - NTC

Minute	Actioned by
<p>1. Introductions and apologies Apologies received announced.</p> <p>Chairman, Andy Yallop welcomed all and gave thanks to invited guests for attending and thanks to Bedford Lodge Hotel for hosting the meeting.</p>	

2. **The Minutes of the Retailers Meeting held on 5th May 2010 were received and approved.**

3. **Matters Arising**

- *Association members asked to proof draft letter regarding Shop Frontage Cleanup Scheme*

A letter drafted by the Asst. Town Clerk in the absence of the Association Secretary was out forward to members of the Association to proof before distribution to all retailers. The members approved the letter.

- *Anti-Graffiti Kit (Joanne Rogers, TCM)*

The Town Centre Manager, Joanne Rogers took the opportunity to present the Association with their own Anti-Graffiti Kit. It was agreed that the Association would loan out this kit to any retailers who wished to use it for their shop frontage, for a small donation of £5; which would be put towards replenishing the chemicals and equipment in the kit.

Considerations were made regarding Health & Safety and COSHH issues and it was agreed that a safety instructions leaflet and a laminated Health & Safety card would be placed in the kit.

It was agreed that the kit would be available from the Tourist Information Centre at Palace House and Simon Batey; Tourism Services Manager would be the contact. A paragraph regarding the availability of the new kit will be added to the above letter to retailers regarding the Shop Frontage4 Cleanup Scheme.

- *Announcement regarding Newmarket Journal Meeting Schedule Notice*

Chairman announced that the Asst. Town Clerk had made an agreement with Alison Hayes of the Newmarket Journal that she would place a notice in the Journal each month notifying the date and venue of the Retailers Association meetings. This has been agreed free of charge.

- *Logo*

Chairman announced that the Association now has a logo and this is now on all minutes, agenda's and Association correspondence.

- *Bank account*

Chairman announced that the Association now has its own bank account set up and is ready for the funds from NTC and FHDC to be transferred into the account.

4. **Update report given on A-Boards Alternative Signage Scheme**

Report given by Vicky Bright, Asst. Town Clerk in the absence of Cllr. Hirst

NTC are currently applying for planning approval for the 4 sites; Old Station Road, Sun Lane, Rous Road and Wellington Street.

We have had a good response of applications from Rous Road, with 5 shops applying, Wellington Street, with 5 shops applying and Joanne Rogers has agreed to pay for a panel to advertise the Market Square. Unfortunately

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**Simon Batey,
TSM**

**Asst. Town
Clerk.**

**Cllr. Hirst / Asst.
Town Clerk**

responses from Sun Lane and Old Station Road have been low with only 2 shops applying in each road. Joanne Rogers is providing the balance of the costs for Wellington Street and Rous Road, so these 2 sites will definitely go ahead. Cllr. Lisa Chambers of Suffolk County Council has agreed to pay the balance of the costs for Old Station Road, so this site will also proceed. Cllr. Bill Sadler has agreed to pay half the balance of the costs for Sun Lane and NTC are seeking ways to fund the balance of the costs.

NTC will go ahead and apply for planning for Sun Lane in the hope that the balance will be found.

Cllr. Hirst / Asst. Town Clerk

Sun Lane Tanning Salon and John Michael Hair Design have both requested an application form and we are just waiting to see if they submit an application. Unique Bar has been approached several times and have been issued with 4 application forms; however we have not received a submission at this time.

Tolly Considine, Tolly's Flowers requested at the meeting that he be sent an application form.

Asst. Town Clerk

The Association agreed by unanimous vote, the resolution that the Association will pay the balance of the costs for Sun Lane to ensure that the site goes ahead. It was suggested that the Association encourage retailers in Sun Lane to sign up for the scheme to see if they could reclaim the funds at a later date.

It was requested that the new signage information and a list of retailers to contact be given to the roads representative on the scheme, Julie Eden, Coffee & Co. in order that she could approach prospective retailers in Sun Lane to sign up to the scheme.

Asst. Town Clerk/Julie Eden

5. Report received from the Marketing Sub-Committee

- *Town Leaflet/Map*

Noel Byrne met with the producers of the Norwich Town leaflet and they have agreed to help produce an A3 (folded into A4) leaflet for Newmarket. The approximate cost would be £4,000.00. This quote includes £2,800.00 for printing costs, based on 10,000 copies, with each 1000 copies thereafter incurring costs of £62. It was agreed that the Marketing Group would source alternative printers to compare quotations.

Marketing Sub-Cttee.

The subject of funding and sponsorship for the leaflet was discussed and it was agreed that the group would look for sponsorship from retailers for advertisement of their businesses. Other options to be investigated would be

Marketing Sub-Cttee.

- Tourist Information Centre funding
- Racing Industry sponsorship (i.e. Tattersalls/Jockey Club)
- Large retailers and businesses within the town (i.e. Waitrose/Tesco)

The £2,000 budget from Newmarket Town Council and £2,000 from Joanne Rogers, FHDC are confirmed.

- *Empty Shop Issue*

The issue of empty shops in Newmarket is becoming an important issue with the number of vacant shops increasing. Joanne Rogers has approached several

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Estate Agents regarding the situation and has put forward several ideas for tackling the problem, such as:

- Sponsorship of empty shops
- Schools and community activities using the empty shops
- Other retailers using the shops to display their merchandise
- Forward thinking shop planning. It was suggested that a representative from the Association attend the Development & Planning meetings held at the Town Council on the 1st and 3rd Monday of each month at 6pm.

The idea of empty shop sponsorship was discussed, with several suggestions being put forward. Richard Goss, Venus Hair & Beauty put forward the suggestion of an Empty Shop Sponsorship scheme that would involve a competition to encourage new businesses into the town. It was felt the shops could be taken over by the Retailers Association from landlords and the competition would offer free rent/rates for 12-18 months.

The Association resolved to put this suggestion onto the agenda for the next month's meeting to be looked into more closely and the following sub-committee was formed to brainstorm before the meeting:

Empty Shop Sponsorship Scheme Sub-Committee:

Richard Goss

Tolly Considine

Amie Setter

Andy Yallop

Julie Eden

Audrey

- *Website*

The Marketing Group has been meeting with Twin Dots, who are responsible for the Newmarket District Commerce website, regarding setting up a website for the Retailers Association. They have agreed to do this for a nominal charge.

It was agreed that the design should move forward.

NOTE: The next Marketing Sub-Committee meeting is scheduled for Thursday 10th June.

6. Parking Sub-Committee addressed invited guests, Andrew Claydon and Sgt Mark Shipton with parking issues

Report from Andrew Claydon-FHDC

Q. Problems of the physical state of the car parks - Can The Guineas be deep cleaned, painted, general tidy up and then ongoing maintenance? Poor first impression to visitors.

A. A £48,000 refurbishment of the Guineas Car Park was carried out in March 2010. Since then the state of the car park has deteriorated due to graffiti and litter dropping.

Empty Shop Sponsorship Scheme Sub-Committee.

Marketing Sub-Committee.

Deep cleaning of the car park is a specification which will be looked at and reviewed.

Q. Proposal that the ground floor and underground levels of the car park at The Guineas are closed overnight to deter youngsters congregating or increase in security patrols to approximately 1.00 a.m.

A. It is now clear that the Guineas Car park does not function at night to serve the Night Time Economy as previously thought. Previously, the costs associated with security to patrol the car park were considered too high. However, should the car park be closed at night, the costs could be offset against the drop in annual maintenance costs.

Q. There should definitely be an option for shoppers to be able to park for longer than 3 hours, especially in the short stay car parks, this additional time to be charged at a higher rate. Is this possible?

A. Variable bases for charges at intermediate level. The parking regime has now reached break even, therefore the parking fees could change. At present the fees charged do not create a surplus in funds; however, should a surplus arise it would be reinvested into other parking issues. Section 106 £100,000 is available for provision/improvement of long stay car parking. The hypothesis behind the maximum 3 hours is blocking spaces. However, if the Retailers Association can prove that the need for longer parking to allow shoppers the flexibility to shop/lunch/have beauty treatments etc is needed it will be addressed.

Q. Lobby for the top level of The Guineas car park to be set aside for long stay parking for monthly permit holders. Suggestion of a collapsible bollard to gain access.

A. In partnership with the Retailers Association, it could be possible to allow the top level of the Guineas Car Park to be permit holders for retailers/businesses at a concessionary rate. The top floor is more secure and could offer better provision for long stay or extended short stay with concessions. There could be safeguarded support for retailers parking to support economic regeneration, with the drive being economic wellbeing. It is suggested that the Association put forward a proposal showing demand for long stay concessions.

Q. FHDC to enforce taxis parking issues.

A. FHDC issues licensing letters to tackle the parking and following this, tickets are issued by the police.

It was voted on and agreed that the following 3 issues would be reported back to FHDC by Andrew Claydon for review:

- Parking times to be increased from maximum 3 hours. Hourly rate with a minimum fee and long stay fees to be addressed.
- Top floor of Guineas Car Park to be offered at long stay/extended short stay to retailers/businesses as permit holders with concessionary rates.
- Security of Guineas Car Park, i.e. closure overnight, security patrols, CCTV.
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**Andrew
Claydon, SD
FHDC**

Report from Sgt. Mark Shipton – SNT

Q. Proposal that the ground floor and underground levels of the car park at The Guineas are closed overnight to deter youngsters congregating or increase in security patrols to approximately 1.00 am - Can the police patrol problem areas, such as The Guineas car park out of hours?

A. There is limited use of the top floor of the Guineas Car park during the day and no use after 6pm; it is not felt to be used for Night Time Economy. No objection to the car park being closed at night. The SNT patrol the car park in the evenings, crimes being performed are limited to criminal damage but there is a perception of risk due to the appearance of the car park, however anti-social behaviour and night time economy takes priority. No CCTV in operation apart from one roaming camera that belongs to FHDC. SNT's opinion is that CCTV would be a benefit.

Q. FHDC to enforce taxis parking issues.

A. The SNT patrols are issuing tickets to taxis in the loading/unloading bays and lay-bys. There are also plans to source and allocate another designated taxi bay to help alleviate the lack of parking for taxis and help with the illegal parking problem.

Q. Meters or ticket machines needed in the High Street so the lay-bys are utilised properly, i.e. quicker turnaround of vehicles, picking up of heavy or urgent items and prevent long stay offenders etc - If meters are installed in High Street bays, who would police these? Who deals with parking issues on the High Street? There is a perception that parking enforcement is only carried out in residential streets.

A. Police would be unable to police any meters, this would have to be carried out by private contractors.

Sgt. Shipton confirmed that he would attend all future meetings of the association, or send a representative from the SNT if he was unable to make it.

7. Action Plans for Sub-Committee's

Marketing Sub-Committee:

- Source alternative printing quotes for Town Leaflet/Map
- Source funding/sponsorship for Town Leaflet/Map
- Website design
- Brainstorm ideas for Empty Shop Sponsorship Scheme for next meeting

Marketing Sub-Cttee.

Parking Sub-Committee:

- Consultation and Report Ref: Need for maximum 3 hour parking limit to be increased.
- Compile Proposal for FHDC Ref: Demand for Long stay/Extended Short stay parking concessionary permits for Retailers/Businesses on the Guineas Top Floor

Parking Sub-Cttee.

8. Decision related to support for the Royal Arcade proposed by Mr. Angus Critchley Warring deferred until next meeting on 6th July 2010

9. Any Other Business

• *Late Night Shopping 2010*

Joanne Rogers put forward the suggestion that the Retailers Association be involved in organisation for the Late Night Shopping event. It was agreed that the current event does not work well and could be better. It was proposed that the 2010 event be cancelled and a sub-committee be formed to plan a new event for 2011. The aim would be to have time to provide a better project and programme of events.

Christmas Event Sub-Committee:

Joanne Rogers, Town Centre Manager FHDC

Marion Green

Ross McKittrick

Amie Setter

Kay Dawson, Events Manager NTC

The towns Christmas tree is being re-located this year to the Clock Tower Plaza, this will ensure line of sight for all traffic entering the town. As such, NTC are planning to hold a Christmas lights switch on event in the town. Any shops and retailers that still wish to open late this year are welcome to have their late night opening on the same night as the lights switch on. NTC's Events Manager, Kay Dawson will address the Retailers Association with a report on the event nearer the time.

• *Youth Inspectors Mystery Shoppers*

Joanne Rogers distributed the FHDC Youth Inspectors Mystery Shopping Opportunity forms. Marion Green, County Casuals stated her concern about how badly it had been carried out before.

NOTE: There was some confusion at the meeting regarding mystery shopping. The mystery shopping scheme which caused some concern at the meeting, had been carried out by another organization, not the FHDC Youth Inspectors. The Youth Inspectors have not started their project yet and would really welcome the participation of Newmarket retailers.

Please find attached the Youth Inspectors covering letter and business registration form for your information.

• *CB8 Article*

Chairman Andy Yallop announced that the magazine CB8 are printing an article about the Retailers Association, it is hoped that this will encourage support and help encourage attendance of the meetings by the Newmarket Retailers.

- *Newmarket Experience Group*

Noel Byrne and Ian Clemson, members of the Newmarket Experience Group asked for a representative of the Retailers Association, other than themselves to attend meetings held by the group – Andy Yallop volunteered to be the designated representative for the Association.

The business of the meeting concluded at 20.25 pm.

Next Meeting: Tuesday 6th July 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:

- Decision to be voted on regarding support for the Royal Arcade proposed by Mr. Angus Critchley Warring
- Empty Shops Sponsorship Scheme

Signed Date : 06.07.2010
Andy Yallop, Chairman