

# Newmarket Retailers Association



**Minutes of the Retailers Meeting**  
**held on Tuesday 6<sup>th</sup> July 2010 at 6:15pm**  
**at the Bedford Lodge Hotel, Bury Road, Newmarket**

**Attendance:**

Andy Yallop, Hughes Electrical (Chairman)  
Ben Pym, Corney & Barrow (Treasurer)  
Joanne Rogers, FHDC Town Centre Manager  
Vicky Bright, NTC (Minute Taker)  
Alexa Jones, Anne Furbank  
Noel Byrne, Bedford Lodge Hotel  
Darren Halfpenny, The Cherry Tree  
Liz Bowman & Kevin Pearson, Goldings  
Ross McKittrick, The Guineas Centre Manager  
Richard Goss, Venus Hair  
Julie Eden, Coffee & Co.  
Mark Sawyer, Whatley Lane Estate Agents  
Denis Ferguson, My Fotoshop  
Audrey Lewis, Audrey's Beauty  
Amie Setter, Peacocks  
Tony Carr, Keto's Coffee Shop

**Apologies:**

Tolly Considine, Tolly's Flowers (Vice Chairman)  
Cllr. Warwick Hirst – NTC  
Cllr. Joy Uney – NTC  
Marion Green, Country Casuals  
Dorothy Perkins  
Christine Beard, All Square Flooring  
David Eagle, Outsiders

<b>Minute</b>	<b>Actioned by</b>
<p><b>1. Introductions and apologies.</b> The Chairman welcomed everyone and thanked them for attending. Andy then requested that everyone ensure they sign the attendance sheet and supply an email address. He stressed the importance of us having email addresses for all the retailers. We currently have email addresses for 63 out of 182 retailers for Newmarket.</p>	
<p><b>2. The Minutes of the Retailers Meeting held on 2<sup>nd</sup> June 2010 were received and it was requested that the following amendments be made:</b> Page 4, Item 5. Empty Shop Issue *Be amended to reflect two further members for the Empty Shop Scheme Committee – Julie Eden and Audrey Lewis.</p>	<b>Asst. Town Clerk</b>

### **3. Matters Arising.**

- *Association Secretary*

The chairman informed the Association that due to personal and work commitments the Association Secretary, Jane Spenser is no longer able to perform the duties of Secretary and has regrettably had to stand down. Andy informed the association that Marion Green, Country Casuals has volunteered her services and was happy to take over the role. The Association voted and the vote was unanimous for the election of Marion to be appointed as the new Secretary.

- *Carnival 10<sup>th</sup> July 2010*

The Chairman expressed his support and pleasure in the forthcoming Newmarket Carnival and voiced that the road closure to be held between 1pm-2pm for the procession was a good idea.

Vicky Bright, Assistant to the Town Clerk, NTC confirmed that the carnival should be a good event and that there would be lots of stalls and activities at the Rowley Mile Race Course following the procession. She also announced that the Council was looking for volunteers to help out on the day and asked that if anyone was interested to contact Kay Dawson, Events Manager at the council offices, Memorial Hall.

- *Sun Lane Street Fair 10<sup>th</sup> July 2010*

Julie Eden announced that Sun Lane would be holding a street fair on Saturday 10<sup>th</sup> July between 10am-3pm. The event will include street games, craft stands and stalls by participating retailers. 10% of takings will be going to the July Festival. Julie informed the Association that she is looking for more retailers and craftspeople to have stands and welcomed anyone who may be interested to contact her

### **4. Decision regarding support for the Royal Arcade proposed by Mr. Angus Critchley Warring was voted on:**

The presentation and proposal was discussed and although the Association would in principal be in favour of a Retail Arcade, they felt that the Royal Arcade proposal was not beneficial to Newmarket's retail industry. The vote was unanimously against Mr Critchley Warring's proposal.

It was agreed that the Chairman would write to Mr Critchley Warring and inform him of the Association's decision.

It was also agreed that the Association would issue a press release to the Newmarket Journal and Newmarket Weekly confirming their decision and reasons why, to avoid any confusion or misrepresentation.

### **5. Empty Shop Sponsorship Scheme.**

The Empty Shop Committee put forward several suggestions to tackle the problem of the increasing number of empty shops in Newmarket:

- *Sponsorship Scheme*

It was suggested that the Association find potential sponsors in Newmarket to sponsor the Association to approach landlords of the empty shops to rent out the

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**Chairman**

**Secretary**

properties to the Association at a reduced rent for 18 months. Thereby allowing the Association to run a scheme wherein the first 6 months the Association would approach desirable businesses and retail chains in the area to open up a store in Newmarket. The proposal would be that the business/retailer could take on the premises with a year's free rent and rates. Alongside this the Association would also run a competition aimed at new businesses/shops to apply for the same offer. The scheme would be launched with a grand opening weekend which would be well publicised. The Committee has approached various Estate Agents who felt that landlords would be interested and that the promise of publicity and the landlords being recognised as part sponsors would be a good incentive for them to agree. HSBC and Business Link have expressed an interest in being involved and offering advice for the new businesses. Overall the Association agreed that this was a positive way forward and could well be a flagship project for Suffolk.

It was recommended that the Committee would need to put together a formal proposal outlining the financial projection and legal aspects of the scheme. It was also discussed that in the future the association could look at expanding the scheme to include the towns Market. The Association have welcomed the idea of representatives of the Market being invited to attend the Associations meetings in future.

- *Event Evening*

The Committee had a fact finding meeting with the Enterprise Development Team, who suggested several ideas for encouraging new businesses into the town. The idea of an events evening being held, to which established local businesses and potential new businesses could be invited to was discussed. The event would provide businesses with advice to which Barclays Bank Development Team have expressed an interest in being involved in. The businesses could be given advice on grants available from organisations, such as MENTOR and the Prince's Trust. The Association also discussed putting together and issuing landlords with packs that can be given to new businesses offering advice.

- *Consultation*

The Committee suggested the idea of using the Journal and Weekly News to carry out a consultation with businesses, retailers and residents in Newmarket to ask them what they wanted and needed for Newmarket High Street and to establish what sort of new businesses and shops were needed and would be welcome.

- *Empty Shop Window Dressing*

Another suggestion made by the Committee was the idea of approaching landlords and asking permission to dress the empty shop windows whilst they are vacant. Windows could be dressed with local artists work, artwork by local children's groups and schools and other groups such as the Racing Industry, Local History Society and Save Historic Newmarket Action Group could be approached to submit displays as well. It was suggested that the displays could also include posters to advertise the shop and the landlords contact details and the Retailers Association. Denis Ferguson, My Fotoshop offered his services and business to produce the posters.

The Association discussed the pros and cons for all these suggested schemes and agreed that the Committee should move forward with the window dressing suggestion and the empty shop sponsorship scheme. It was felt that the window dressing project could be a good quick fix solution and would initially help to improve the look of the empty shops and therefore improve Newmarket High Street scene. The empty shop sponsorship scheme was considered to be a positive idea and that it would indeed help resolve the problem of the empty shops in the long term.

*Action plan for Empty Shop Committee:*

- *Research and compile a proposal for the empty shop sponsorship scheme, outlining prospective sponsors, interested landlords and identifying projected financial and legal aspects of the project. The proposal is to be presented at the next Retailers Association meeting in August.*
- *Approach landlords and schools, community groups and local artists to ascertain interest and commitment to the window dressing project.*

**Empty Shop Cttee.**

**6. Reports from Sub Committee's.**

*Report from Marketing Sub Committee:*

The Committee is still sourcing quotes and sponsorship for the Town Leaflet. The Committee has agreed in principal for Twindots. to set up the Associations website at cost price, providing the Committee puts together the content for the website. The Association agreed unanimously that the Committee proceed with this and confirm acceptance of the offer with Twindots. The Committee plans to start work on the content for the website at their next Marketing meeting.

**Marketing Cttee.**

*Report from Parking Sub Committee:*

The Parking Committee has written to Andrew Claydon, Strategic Director FHDC to confirm the proposal for review by FHDC, following the meeting held on 2<sup>nd</sup> June 2010 regarding the following issues:

- Top level of The Guineas car park being allocated to permit holders only for Newmarket retailers/businesses.
- Clean up of The Guineas car park.
- Closure of the ground floor of The Guineas car park overnight and increased security.
- Increase into the parking times and maximum 3 hour stay limitation in Newmarket's car parks.

The Committee are working in conjunction with other committee's to compile a questionnaire for consultation with Newmarket residents, retailers and visitors.

**All Sub-Cttee's.**

*Report from Christmas Sub Committee:*

At their first meeting on 2<sup>nd</sup> July 2010, the Committee discussed several ideas for events centred around Christmas to help encourage footfall during the Christmas period.

- Carol Singers from local churches and schools to sing carols in the High Street on Saturday's in December.
- Bell Ringing during December. The committee intend to approach St Marys Church about this. Assistant to the Town Clerk to supply the committee with

**Christmas Cttee.  
Asst. Town Clerk**

contact details for St Marys Church wardens.

- Schools Art Competition. The idea is for local children to enter their art into a competition and the art work will be displayed in the High Street.

## 7. Any Other Business

- *Aboards/New Signage Update report given by Vicky Bright, Asst. to the Town Clerk in the absence of Cllr. Warwick Hirst, NTC.*

Planning permission applications have been submitted to FHDC for all four sites and confirmation has been received that the applications have been registered and are in the system.

Finance for all four signs is now in place. It has been confirmed that the contribution from the Retailers Association will be £350; confirmation of when this is due will be confirmed at a later date.

NTC would like to offer thanks to Julie Eden and Christine Beard for encouraging other shops in Sun Lane and Old Station Road to participate in the scheme. Julie has now secured Unique Bar and has possibly secured Sun Lane Tanning Salon.

The projected date for the signs to be erected was confirmed as being hopefully the end of September 2010, it was confirmed that one the signs have been erected Aboards will be removed from the High Street.

- *Retail Quiz Hunt*

Audrey Lewis put forward the suggestion that the Association organise a retail quiz hunt. The quiz would encourage residents, families and children to take part and would consist of clues that would take the participants into the shops of Newmarket in a treasure hunt. It was suggested that Audrey put together a report for the idea to be discussed at the next meeting.

**Audrey Lewis.**

The business of the meeting concluded at 7:45pm.

Next Meeting: Wednesday 4<sup>th</sup> August 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:

- Empty Shop Sponsorship Scheme proposal
- Empty Shop Window Dressing report
- Retail Quiz/Treasure Hunt report
- Sub Committee's updates

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

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