

# Newmarket Retailers Association



**Minutes of the Retailers Meeting**  
**held on Wednesday 1<sup>st</sup> September 2010 at 6pm**  
**at The Mews, Palace House, Palace Street, Newmarket**

**Attendance:**

Andy Yallop, Hughes (Chairman)  
Tolly Considine, Tolly's Flowers (Vice Chair)  
Ben Pym, Corney & Barrow (Treasurer)  
Marion Green, CC (Secretary)  
Denis Ferguson, My Fotoshop  
Richard Goss, Venus Hair  
Simon Batey and Heidi from Palace House (TIC)  
C. McBride, Dorothy Perkins  
Jessica Tuite, Dorothy Perkins  
Sam Borrowdale, Dorothy Perkins  
Ross McKittrick, The Guineas Centre  
Bev Beak, The Dressing Room  
Chris Garibaldi, The National Horseracing Museum  
Joanne Rogers, Town Centre Manager (FHDC)  
Cllr. Warwick Hirst (NTC)  
Cllr. Joy Uney (NTC)

**Apologies:**

Amie Setter, Peacocks  
Christine Beard, Allsquare Flooring  
Ian Clemson, Best of New3market  
Alexa Jones, Anne Furbank  
Noel Byrne, Bedford Lodge Hotel  
The Stable

Minute	Actioned by
<p><b>1. Presentation on the Home of Horseracing Trust Project.</b> Visit <a href="http://www.nhrm.co.uk/Palace_House_Stables_Project">www.nhrm.co.uk/Palace House Stables Project</a> for more information.</p>	
<p><b>2. Introductions and apologies.</b> The Chairman gave thanks, on behalf of the Association, to Palace House for supplying the venue for tonight's presentation and meeting and to The National Horseracing Museum and Chris Garibaldi for the presentation on the Home of Horseracing Project.</p>	
<p>The Chairman also gave thanks to all the hard work that the sub-committee's had been doing in the last few months.</p>	

**3. The Minutes of the Retailers Meeting held on 4<sup>th</sup> August 2010 were received and approved.**

**4. Matters Arising.**

• *Treasure Hunt Competition*

Audrey Lewis put forward a proposal to organise a treasure hunt to utilise the Town Centre and its shops to promote more footfall and business. The proposal is to have a treasure hunt questionnaire; participating shops/businesses/attractions would each have 2-3 questions on the questionnaire and participants would have to follow the trail and answer the questions, with prizes to be won. She has spoken with retailers and All Saints Church and the Methodist Church who have expressed an interest. Audrey suggested placing an advert in the newspapers, asking people to apply for a questionnaire if they wanted to take part, the quiz would be open to all ages. The approximate fee for the advert would be £150 (including discount).

Audrey initially wants to see if retailers would be interested in taking part and whether they would be happy to donate prizes.

The idea was voted on with 13 of the 16 members present voting for the proposal. Audrey initially suggested that the quiz take place in the October half term, however other members felt this was too soon. It was also suggested that there be a small charge (50p) for entry into the competition to help pay for the advertising charges.

It was suggested that Audrey compile more information on: advertising costs and retailers who want to participate and/or donate prizes and put together a detailed plan of how the quiz will work for the next meeting in October. It was suggested that the Retailers contact list be emailed to Audrey for her to start contacting retailers to see if they wish to take part.

**5. Shop Watch Scheme Presentation.**

The Shop Watch Scheme presentation was postponed to the next meeting in October.

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

*Report from Marketing Sub Committee:*

Ben Pym confirmed the following:

- The layout for the leaflet is currently being worked on; they have agreed costs for production of 10,000 copies.
- FHDC are currently working on maps of the Town layout showing shops and tourist attractions. Simon Batey presented the Association with a draft version at the meeting. The maps will be located in the car parks, train station etc.
- The Association's email address is now up and working and is checked regularly.
- Discussions with Twindots regarding the website are ongoing.

**Secretary  
(Marion Green)**

**FHDC**

*Report from Parking Sub Committee:*

Julie Eden updated the Association with the following:

- FHDC have agreed to make the top floor of the Guineas car park for permit holders only. The Guineas Centre Management will be responsible for managing the permits and permits will be issued on a first come first served basis, with a waiting list. A permit will cost £250 per annum per car pro rata, with £50 going to the Retailers Association.
- FHDC have confirmed that the refurbishment of the Guineas car park will be going ahead and they have agreed that arrangements are being made to install shutters (manual??) on the entrances and exits of the car park in order to close the car park overnight (8pm-6am), to reduce vandalism and anti-social behaviour in the ground floor of the car park. Ideas of policing/security for this are under consideration and are yet to be decided.
- The issue of increasing parking times from 3 hours to 4 hours with increased parking charges for the benefit are still being considered by FHDC. It was agreed that should FHDC agree to the changes then it would be important to stress to the press and public that the increased parking charges would go towards the maintenance and security for the car parks.

*Report from Christmas Sub Committee:*

- The committee has compiled a programme of events for December, which aims to be a month of events based on a Traditional Christmas (see attached).
- 11<sup>th</sup> December will be Christmas Carolling day, with various choirs being involved in a carolling procession, leaving from All Saints Church following a short service by Rev Max Osborne. The Choirs in the procession will be deposited at The Rutland Arms Hotel, Sun Lane, The Horseracing Museum, The Guineas Shopping Centre and at the Christmas tree. There will also be bell ringing at St Marys Church. The NOMADS have agreed to donate costumes and the following choirs have agreed to be involved: Boys Choral Group, Salvation Army, NOMADS and several school choirs.
- 7<sup>th</sup> December will be the official Newmarket Christmas Celebrations with the Christmas Lights switch on many other activities, this will run alongside with the late night shopping until 8pm.

*Report from Empty Shop Scheme Committee:*

Richard Goss reported that:

- A meeting had taken place with William Gittus from the Jockey Club, and Mr Gittus had offered his support and financial assistance towards sponsorship.
- A meeting has also taken place with Rachel Hood from SHNAG; she had also expressed support and help with TV, Radio and press contacts, along with legal advice and help.
- A meeting is scheduled for Friday 3<sup>rd</sup> September with Peter Amos, Darley Stud.
- The Weekly News has printed an article about the scheme and has offered to follow the progress of the scheme.
- With regard to contacting owners of the empty shops; after talks with Pierce Saunders of Pocock & Shaw, the issue of sub-letting has been raised as a possible problem on getting owners to agree to the scheme.
- However, Mr Fennel, who owns the empty units in The Guineas Centre has

expressed an interest in agreeing to rent free agreements with the Association, this will be dependent upon the type of shop/businesses moving into the premises.

The Horse Racing Museum raised the suggestion that the Home of Horseracing could possibly help with displays in the windows, as they are a charity and therefore could get rent relief.

FHDC have offered assistance of legal searches for owners of the empty shops, they have also offered assistance with business rates and holiday breaks etc.

**FHDC**

It was raised that Cambs County Council have used empty shops for artists, and it was suggested that the committee contact Elaine Mitcham at Cambs CC to discuss this project in more detail.

It was agreed that the association would not approach any new businesses/shops about the scheme until the empty shops and sponsorship had been confirmed.

### **7. Any Other Business**

The Association addressed the Town Council representatives to discuss an item that had been brought to their attention. The Association had been advised that the Town Council had refused the proposal of a Charles II statue, which had been commissioned for £30,000, to be installed at the clock tower roundabout. Cllr. Warwick Hirst and Cllr. Joy Uney, explained that the statue was to be a replica of one situated at the Old Bailey in London, and that at the time the statue had not yet been made and the £30,000 needed had not yet been raised. They also explained that the Council did not turn down the offer, but had resolved that the site suggested was not appropriate and had suggested several other sites.

The business of the meeting concluded at 8pm.

Next Meeting: Wednesday 6<sup>th</sup> October 2010, at 6:15pm at the Bedford Lodge Hotel, Bury Road, Newmarket.

The following was suggested for the agenda for the next meeting:

- Shop Watch Scheme Presentation
- Report from Audrey Lewis on the Treasure Hunt Quiz proposal
- Association to select representatives to assist the Home of Horseracing Trust with the proposed project consultation (one to one interviews).

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

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