

Newmarket Retailers Association



Minutes of the Retailers Meeting
held on Wednesday 6th October 2010 at 6:15pm
at The Bedford Lodge Hotel, Bury Road, Newmarket

Attendance:

Andy Yallop, Hughes (Chairman)
Tolly Considine, Tolly's Flowers (Vice Chair)
Marion Green, CC (Secretary)
Denis Ferguson, My Fotoshop
Richard Goss, Venus Hair
Simon Batey and Heidi from Palace House (TIC)
Ross McKittrick, The Guineas Centre
Bev Beak, The Dressing Room
Angelica Ferentinos – Pizza Express
Christine Lister-Gilder – Moons Toymaster
Steve & John Thacker – The Sandwich Mill
Ed Harper – Newmarket Delicatessen
Kim Lane – Kitchen n Things
Carolyn Frost & Sue Carty – Squiggles of Newmarket
Alexa Jones – Anne Furbank
Audrey Lewis – Audrey's Beauty
David Hopper – Goldings
Noel Byrne – Bedford Lodge
Pc Hannah Rogers - SNT
Joanne Rogers, Town Centre Manager (FHDC)
Cllr. Warwick Hirst (NTC)
Cllr. Joy Uney (NTC)

Apologies:

Ben Pym, Corney & Barrow (Treasurer)
Ian Clemson, Best of Newmarket
Julie Eden – Coffee & Co.
The Stable
Sgt Mark Shipton - SNT

Minute	Actioned by
<p>1. Introductions and apologies. The Chairman gave thanks, on behalf of the Association, to the Bedford Lodge for supplying the venue for tonight's presentation and meeting and to Garry Pettengell from Empowering Communities.org for the presentation on Shop Watch Scheme.</p> <p>The Chairman also gave thanks for all the passion and commitment that members had been showing and welcomed the new attendees to the meeting.</p>	

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2. The Minutes of the Retailers Meeting held on 1st September 2010 were received and approved.

3. Matters Arising.

FHDC Chief Executive Guest Invite

David Burnip, the Chief Executive of Forest Heath District Council has agreed to attend the December retailers meeting, to discuss any issues that the association and the retailers wish to raise.

It was suggested that if any retailers have issues or questions they would like to put to Mr Burnip, then they should present them at the November meeting to be added to a list to be sent to Mr Burnip in advance of his attendance in December.

4. Shop Watch Scheme Presentation.

A presentation on the Shop Watch Scheme SIRCS (Secure Incident Reporting & Community Engagement System) was given by Gary Pettengell from Empowering Communities.org.

SIRCS is a not for profit, self sustaining crime management scheme.

Set up costs for Newmarket is estimated at £1,580, this enables unlimited user access. In addition if Admin Support was required to manage the system then a further £3,500 per year would be required.

The suggestion of approaching the SNT and NTC for a contribution towards funding was raised. NTC agreed in principal, but advised it would need to be put before Committee and Town Council. SNT agreed that they would be prepared to offer funding towards the first year.

It was agreed that Ross McKittrick and Joanne Rogers (TCM) would attend the meeting to be held on 09.11.2010 to get further information, they will then report back to the Association at the December meeting.

**Ross McKittrick/
Joanne Rogers**

5. Reports from Sub Committee's.

Report from Parking Sub Committee:

The timetable for the refurbishment of the Guineas Car Park is currently being agreed and works should start Jan 2011. Capital has been agreed of £150,000 for the refurbishment and closure of the ground floor overnight. A structural survey has shown that resurfacing and water proofing must be carried out before the refurbishment begins and this further capital has been agreed.

The top floor will allow 98 spaces for season parking permits, for which the Retailers Association will be responsible for the administration, with enforcement being carried out by FHDC. A season permit will cost £250 with 80% of the revenue going to FHDC towards maintenance and upkeep of the carp parks and 20% going to the Retailers Association, which will be used to promote and enhance the Town Centre. An application notice will go in the minutes when the scheme is ready to go ahead.

FHDC are investigating the Premier Inn parking.

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It was agreed by FHDC that increased parking times and the High Street parking is on their agenda to be reviewed at a later date.

The Chairman gave his thanks to Julie Eden for all her hard work on the committee.

Report from Christmas Sub Committee:

Christmas trees are to be planted in planters in the High Street as agreed by the Community Services Committee of the NTC. The Chairman gave his thanks to Cllr. Hirst and NTC.

A programme of events has been agreed for the Dickens Themed Christmas town activities in December and it was agreed that the programme will be advertised in the Journal, Newmarket Weekly, Velvet, CB* and on the NTC website and in the Town Crier newsletter and possibly on Haart FM.

19th Nov to 9th Dec Equestrian Art Fayre at Palace House

4th Dec to 12th Dec Santa's Grotto & Craft Artisan Fair at Palace House

7th Dec will be the Late Night Shopping until 8pm, with many activities, including;

- Christmas tree lights' switch on – Mayor
- Best Christmas shop window competition – Dickens' theme sponsored by Newmarket Weekly
- Best dressed shop staff competition – Dickens' theme sponsored by Newmarket Journal
- Charity and community stalls in The Guineas
- Christmas Marquee at the Horse Racing Museum
- Santa's Grotto & Craft Artisan Fair at Palace House
- 1840 mail coach with 4 white horses with Santa and the Mayor who delivers his post box to the Museum, up the High Street to switch on the new Xmas tree lights at The Clock Tower, then to Palace House in his Grotto
- Music on the market

11th Dec Christmas Carolling day.

Other events in December include; NTC's free Adult (17th Dec) and Children's (20th Dec) Christmas parties, Christmas Arts & Crafts Market on the Severals (18th Dec), NOMADS School Nativity Play at the Guineas on 19th December, Spot the Santa competition throughout December and films by Newmarket Cinema, the Town Band will also be performing at a date yet to be confirmed.

The proposal of inviting a local person who had achieved a lot for the town to switch on the lights with the Mayor was put forward and it was suggested by Marion Green and Cllr. Joy Uney that Paula Wilson be asked for representing Newmarket at Horse Mania 2010 in Lexington. It was put to the vote and the result was a unanimous yes.

Report from Empty Shop Scheme :

Empty Shop Sponsorship scheme has been named 'Strictly Come Newmarket'.

Sponsors:

- Peter Amos has said no.
- Tattersalls committee are interested and will possibly commit after further

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information from landlords regarding lease/rent etc.

- Jockey Club – Proposal is to be presented at committee.
- Kirsten Rousling – Meeting to be confirmed.
- Bill Gredley – Is interested and has asked for regular updates.

More letters are being sent out to more possible sponsors.

Scheme info day to be held 7th December 10am-4pm at the Bedford Lodge. The Chairman gave his thanks to the Bedford Lodge and Noel Byrne. The info day will have representatives from sponsors, landlords and agents, Retailers Association, Lloyds, Barclays & HSBC, Edmundson Hall Solicitors and Business Link and all businesses that are potentially interested are welcome to attend.

The official pitching day for potential new businesses is scheduled for 19th January 2011 at the Bedford Lodge Hotel. The panel of judges is yet to be decided. Successful shops will win rates reduction (Amount TBC), lease/rent free for 1 year and Business Link Membership and support.

The Journal and the Newmarket Weekly are following the scheme and have agreed to print free advertisement for the Info and Pitching day's and free editorials and adverts for the successful winning businesses. Also following the scheme is CB8 and Velvet with BBC Suffolk and Look East to be confirmed. Richard Goss is also scheduled to meet with Matthew Hancock MP.

Richard raised the issue of Julie incurring a lot of expenditure on administration of the scheme and it was voted on and agreed by the Association that she would be reimbursed for these costs upon receipt of invoices/receipts to the Treasurer (Ben).

The Empty Shops Window Dressing project is also well under way. Professional window dresser John Stratton (Golding) has agreed to dress the windows of 3-4 shops in the Guineas Centre with displays compiled in partnership with the Newmarket History Society.

Further shops are being approached for the project and ideas for dressing the shop windows include;

- Xmas menu's for local restaurants and hotels
- Promotion of the Dickens Christmas activities and events
- Promotion of the 'Strictly Come Newmarket' Competition and the Info day

The committees aim is to dress all the empty shop windows by Christmas.

The Committee finished by asking members to offer support and help for the window dressing, ideas for target businesses for the 'Strictly Come Newmarket' competition and judges.

Report from Marketing Committee:

The committee feels that the website is a much larger, more complex and more expensive project than first thought and has asked for the project to be put on hold until further research, time and money can be dedicated to it. The idea of 'piggybacking' the Retailers Association on the NTC website was raised and the

Minutes of the Retailers Meeting held on Wednesday 6th October 2010 at 6:15pm

DRAFT

Assistant to the Town Clerk agreed she would raise it with the Town Clerk and report back with an answer at the next meeting. **NTC**

The email address is now up and running and retailers who wish to receive copies of the minutes and agendas for the meetings needs to supply an email address to the Association, as the Association will no longer be hand delivering to shops/businesses due to time and funding restraints. Retailers can also access the minutes and agendas by emailing the association on Newmarketretailers@googlemail.com or by contacting the Town Council on 01638 667227.

6. Any Other Business

New Signage

NTC confirmed that the new signage for Sun lane, Wellington Street, Rous Road and Old Station Road is to be installed week commencing 18th October 2010. The Assistant to the Town Clerk also requested that outstanding invoices need to be settled as soon as possible before installation commenced.

It was agreed that FHDC/NTC would organise a collective press release upon approval by committee and the Newmarket Weekly and Journal would both be advised once installation has been completed. **NTC/FHDC**

It was confirmed that FHDC Enforcement Officer will also be advised and that the amnesty on A-Boards would stop the week after installation.

The Association noted the new finger signs and Town Map signs that had been installed and thanked Simon Batey. Simon requested that all retailers/businesses report any graffiti or vandalism to the signs to him straight away.

Hanging Baskets

The association raised with NTC the issue of the hanging baskets not being watered and being removed too early. Cllr. Hirst and the Assistant to the Town Clerk advised that it was a problem caused by the contractor not adhering to the terms for watering, outlined by Newmarket in Bloom; as a result the baskets died and had to be removed. Assistant to the Town Clerk advised she would discuss the issue with the Town Clerk and the contractor and would report back to the association at the next meeting. **NTC**

It was also agreed that NTC would have a regular spot on the meetings agendas to present the association with an update on what the Town Council is doing, by request of the association.

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

Next Meeting: Wednesday 3rd November 2010, at 6:15pm at the Bedford Lodge Hotel, Bury Road, Newmarket.

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

- Issues/Questions to be raised with Mr Burnip (Dec meeting)
- Hanging Baskets update (Asst. Town Clerk NTC)
- NTC website 'piggyback' report (Asst. Town Clerk NTC)

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Signed : _____
Andy Yallop, Chairman

Date : _____