

Newmarket Retailers Association



Minutes of the Retailers Meeting
held on Wednesday 3rd November 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)
Ben Pym (Treasurer)
Denis Ferguson, My Fotoshop
Richard Goss, Venus Hair
Simon Batey Palace House (TIC)
Bev Beak, The Dressing Room
Christine Lister-Gilder – Moons Toymaster
John Thacker – The Sandwich Mill
Audrey Lewis – Audrey's Beauty
David Hopper – Goldings
Julie Eden – Coffee & Co.
Chris Garibaldi – Horseracing Museum
Sgt Mark Shipton - SNT
Joanne Rogers, Town Centre Manager (FHDC)
Cllr. Warwick Hirst (NTC)
Cllr. Joy Uney (NTC)

Apologies:

Ross McKittrick, The Guineas Centre
Amy Setter - Peacocks
The Stable

Minute	Actioned by
1. Introductions and apologies.	
2. The Minutes of the Retailers Meeting held on 6th October 2010 were received and approved.	
3. Matters Arising. <i>New Signage:</i> Julie Eden raised the query regarding the fee for the new signage, as to whether it was a one off or annual payment, as reported in the Newmarket Weekly. The Assistant to the Town Clerk confirmed that the editorial was incorrect and it is a ONE OFF FEE of £335. Julie also raised the issue of several shops still having A-Boards on the High Street in addition to the new signage, namely Bliss, Unique and Olive. She expressed concerns that this was having a negative effect on the new signage success.	

Minutes of the Retailers Meeting held on Wednesday 3rd November 2010 at 6:15pm

DRAFT

Joanne Rogers, TCM advised that FHDC are scheduled to meet next week regarding the enforcement of the A-Boards, she asked the Retailers Association to confirm whether they wished the enforcement to take place immediately or whether they wished for FHDC to wait until after the Xmas period. All members of the meeting were quite unanimous in voting yes to the enforcement being put in place immediately and expressed concerns that this had not already been done, based on the understanding of the original decisions made regarding the A-Board amnesty. Joanne Rogers agreed she would take the Associations opinions and concerns back to FHDC.

**Joanne Rogers,
TCM FHDC**

Sgt Mark Shipton offered assistance from his team to enforce the A-Boards; he requested confirmation of the Power being used from Joanne Rogers.

**Joanne Rogers,
TCM FHDC**

The A-Boards licensing regulations were confirmed as 1.5 metres from shop frontage and this applies to all of Newmarket, not just the High Street.

Tolly Considine stated that “in principal he felt the signs were good, but that he had written to the Town Clerk addressing several concerns he had regarding the new signs”. He feels the lettering is too small and that the retailers were not aware of the sizes, he also stated that he “had not attended any of the meetings held regarding the signage, as they were sub-committee meetings, to which only the retailers with A-Boards were invited to”. He stated that he “only joined the scheme because NTC had reported at the June meeting that they needed one more retailer to sign up or the scheme would not go ahead”. He also expressed concerns regarding the signs being of wooden structure and not metal and that they appear to be not very stable.

The Assistant to the Town Clerk responded to each of the concerns raised by Tolly by stating:

“The signage meetings were not committee meetings and all retailers in all the side roads involved were invited, regardless of whether they had A-Boards or not, a list of the retailers invited is available. Following the meetings with Signs of the Times when the design, style and sizes of the signs and lettering were decided, each retailer (regardless of whether they had an A-Board) was sent an application pack, which included the signage design and sizes and photo examples of the signs for their information, along with an application pack. The signs were chosen using step by step consultation with the retailers, if Tolly chose not to attend the meetings or to read the pack, which he is well within his rights to do, then that is not the fault of the Town Council”.

“Regarding the meeting in June, when the report was given regarding the signage, at no point was it said that the scheme would not go ahead, we raised the issue that Sun Lane had a poor level of applications, but advised that we were sourcing funding from elsewhere and were optimistic that the sign for Sun Lane would go ahead, we also advised that we were going ahead with applying for Planning Permission for Sun Lane, in the hope that it would go ahead”. At this point Julie Eden and other retailers argued the fact with the Assistant to the Town Clerk and stated that they agreed with Tolly’s account. The Assistant to the Town Clerk replied by stating that the minutes from the June meeting clearly documented her account and these minutes had been approved and signed off at the July meeting.

DRAFT

“Regarding the signage posts, I can confirm they are made of metal and are set into concrete bases at a depth of 600mm, which meets Suffolk County Council’s guidelines and specifications. This ensures they are a solid and secure structure. They are weather proof treated and are a standard High Street signage design.” Tolly continued by stating he “felt the signs could be easily pushed over or damaged if people climb on them”. This issue was addressed by Sgt Shipton, who stated that the “CCTV in the town is good and therefore there is a low risk of any criminal damage to the signage and that on Fri-Sun nights there is a positive police presence in the town”.

Ben Pym asked at this point who had decided the locations for the signs. The Assistant to the Town Clerk, advised locations were agreed in principal with retailers, but that ultimately the final decision lay with Suffolk County Council Highways.

Audrey Lewis stated that she was also concerned about the size of the lettering and the A-Boards situation. She suggested that the “lettering be changed to neon paint” and advised that she was tempted to put her A-Board back out.

Cllr. Hirst at this point gave a brief history regarding the A-Boards and signage, stating that “initially the plan was to remove A-Boards cluttering up the High Street as part of the Clean Up Newmarket Campaign. As a result of this many retailers raised concerns regarding a drop in footfall and trade as a result of the boards being removed and it was asked if an alternative could be found. At which point the Town Council agreed to provide alternative signage, assisted with funding by the retailers, FHDC and SCC, as a gesture of goodwill, as it was under no obligation to do so”.

Julie Eden confirmed that she had noticed no down turn in trade since the new signage had been installed and Joanne Rogers stated that Grant Powter, Powters Butchers and James O’Doherty, Farthings had confirmed the same thing.

Finally, Tolly requested that receipts be sent out for the signage payments received and he asked whether they could claim back the VAT. The Assistant to the Town Clerk confirmed that she would look into it.

**Vicky Bright,
Asst. Town Clerk**

4. Shop Watch Scheme Presentation.

Update postponed to the next meeting due to the absence of Ross McKittrick.

5. Reports from Sub Committee’s.

Report from Parking Sub Committee:

Joanne Rogers confirmed that the FHDC Property Services Manager is currently working on a timetable for the works to be carried out on the Guineas car park, works should start after Christmas and it is hoped the waterproofing will take place in January 2011.

Audrey Lewis put forward the suggestion to have the parking machines changed to be able to give change. It was agreed that this would be looked at a later date along with the installation of parking meters in the High Street, which was currently on hold with FHDC, who had so far appeared reticent. It was agreed that the Committee should push this forward on the agenda.

Simon Batey, TIC confirmed that the new mapping display was completed, apart from

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the All Saints car park map. He felt the overall appearance of the car park was poor and is arranging for the car park to be tidied up before the map is installed i.e. new bin, resurfacing and remove bollards.

**Simon Batey,
TIC**

Several retailers raised the issue of the map at the Rutland Arms being wonky. Simon confirmed it had been hit by a vehicle and he was looking into getting it straightened.

**Simon Batey,
TIC**

The issue of all day parking and drivers performing dangerous U-Turns on the High Street was raised by several retailers. Sgt Shipton confirmed that it is the police's responsibility to police the parking on the High Street, and explained that it is not a primary initiative; he also confirmed that performing a U-Turn on the High Street is not illegal. He agreed that the suggestion of blitz days and targeting areas was a good idea and suggested that any retailer aware of a persistent offender should report it directly to the Safer Neighbourhood Team email address and not via the control room (newmarket.snt@suffolk.pnn.police.uk).

Report from Christmas Sub Committee:

Joanne Rogers presented a draft leaflet/programme for the Xmas events and advised that the graphics are being done by Amie Setter, Peacocks. She gave thanks to Moons for arranging for the leaflets to be placed in the newspapers on the USAF bases. Quotes regarding the printing were explained and it was agreed unanimously that the Association would go 50%-50% with the Town Centre management to order 25,000 copies. It was suggested that the funds for next year could be raised via sponsorship. It was also suggested that this year an inventory of stock distribution be compiled to assist with future order quantities.

The Assistant to the Town Clerk confirmed that the programme of events was being printed in the 'Town Crier' and would be distributed in Newmarket w/c 22.11.10.

**Vicky Bright,
Asst. Town Clerk**

Thanks were given to the racecourse for sponsoring the 1840's mail coach.

Report from Empty Shop Scheme :

It was agreed that the shop windows that had already been dressed by John from Goldings looked fantastic (round of applause). Richard Goss confirmed that John had agreed that he would do as many windows as was wanted. Richard also confirmed that they were still trying to contact Landlords and Agents, but as yet had not had any replies.

Suggestions for more windows included:

- NHRM
- 100 years of Girl Guides

'Strictly Come Newmarket'

Richard Goss reported that they have received sponsorship of £15,000 from an anonymous donor, which hopefully should allow for 1-2 businesses to be provided for (round of applause). It is hoped with more sponsorship more businesses can be provided for.

Joanne Rogers has confirmed a £500 Shop Frontage Grant for the winner's package. Also, now included in the package are Free set up of Telecommunications System

Minutes of the Retailers Meeting held on Wednesday 3rd November 2010 at 6:15pm

DRAFT

from Convergence, 1 year's free advertising in the Best of Newmarket and an Editorial and half price advertising in the Newmarket weekly.

Matthew Hancock MP has confirmed his support of the scheme and has suggested help/funding may be available from the EU.

The Info day is confirmed as 07.12.10 10am-4pm at the Bedford Lodge Hotel. Anyone wishing to help with set up for the day should contact Richard or Julie. The committee is looking into costings for refreshments.

The Pitch day is scheduled for 19.01.11 at the Bedford Lodge Hotel. Judges TBC. So far 22 application forms have been requested and 2 completed applications have been received. Unsuccessful applications may still be able to get a shop and the package, minus The Best Of and the money).

Cross Shop Support Scheme:

The Committee would like to set up a scheme whereby shops partner up and use exchange vouchers to help promote each of their business's e.g. Venus Hair & Beauty would offer a free Cup of Coffee from Coffee & Co. when someone has a haircut and vice versa. It is hoped to get this scheme set up by January 2011 and if you are interested than contact Richard Goss or Julie Eden.

Finally Richard offered his thanks to Julie for all her hard work. Cllr. Joy Uney passed on her thanks for such a positive and strong commitment from the Committee and Association.

Report from Marketing Committee:

Ian Clemson has stepped down as Chairman of the Marketing Committee and his replacement has been suggested as Ben Pym – Unanimous vote of yes from members present.

Map/Leaflet:

A sample map/leaflet would cost £4,000 per 20,000 copies. It is hoped that expenditure can be met using sponsors; sponsorship would cost £50-60 for a mention of the sponsors business in the leaflet.

The map would be A3 and the town would be split into different areas i.e. retail, tourism etc, it would include photos, shop info, knowledge of the area etc. It was agreed that when the numbers and figures were decided the Committee would approach retailers with a questionnaire regarding content and sponsorship.

Website:

The Assistant to the Town Clerk confirmed that the Council has agreed to have a page on their website for the Retailers Association to post their 'news' and contact info. This page will be updated monthly and Vicky will liaise with Ben regarding the content in the next few weeks.

Simon Batey, TIC confirmed that FHDC are updating and modernising their website to include maps, and microsites for Tourism links.

**Vicky Bright,
Asst. Town
Clerk/Ben Pym**

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6. Newmarket Town Council Report

Xmas Update:

The Xmas Trees for the High Street have been ordered and are due to be delivered Wednesday 10th Nov 2010; they will be screwed into metal stands/brackets for security. The Town's Xmas lights will be switched on Monday 15th Nov 2010, with the official switch on of the tree on 7th Dec 2010.

The Xmas Indoor Market, to be held at the marquee on the Severals on the weekend of the 18th/19th Dec 2010 is going ahead. The Events Manager is offering stalls to local retailers at a reduced rate of 50% - £50. If you are interested than contact kay.dawson@newmarket.gov.uk

Memorial Hall Refurbishment:

The hall is now closed and refurbishment works started 1st Nov 2010. It is hoped that the works will be completed and the hall re-opened by the end of June 2011 approximately. The NTC offices have now moved to:

Palace Coach House
Palace Street
Newmarket, CB8 8EP

Newmarket & District Chamber of Commerce:

In January this year the Newmarket Business Association became the Newmarket & District Chamber of Commerce. The Town Council has always supported the association which is focused on improving and supporting business activities within Newmarket, Mildenhall, Brandon and the surrounding Forest Heath area. The NDCC is affiliated to the Suffolk Chamber of Commerce and all members enjoy the benefits of full Chamber membership.

If you are interested in becoming a member or would like to find out more information please visit their website www.newmarketanddistrict.com

Development & Planning:

Tesco gave a presentation to the Town Council on its proposed development of the Tesco site in Newmarket. They will be holding a Public display on Sat 13th Nov 2010 at the Rutland Arms Hotel.

Painted Horses:

Scheme has been named 'Horse about Newmarket'.

Sponsorship letters have been sent out and sponsorship for a horse will be £1,200, this can be independent or from a syndicate. There will be a competition in the New Year for Painters and designs for the horses. The horses will be displayed at the July Festival and throughout the Summer into October and will then be auctioned off in the Autumn; all proceeds will go to St Nicholas Hospice and Racing Welfare.

All the schools have been contacted to decorate a small horse; so far Laureate, Scaltback and St Felix have all confirmed interest. These horses will be decorated on the 'Fairytale' theme and will be displayed at the 2011 Newmarket Carnival and possibly at the Olympics School Sports Day.

DRAFT

So far verbal support has been offered by the Bedford Lodge Hotel, TIC, FHDC, SCC, the July Festival Committee, National Horse Racing Museum and Tindalls who have agreed to supply all the paint and brushes for the scheme.

The Retailers Association took a vote to support the scheme = Unanimous yes.

It was suggested that the competition could be advertised in one of the Empty Shop Window Displays.

Retailers were invited to come and meet one of the small horses which is currently being kept at the NTC offices.

7. Any Other Business

Hanging Baskets:

Cllr. Hirst confirmed that there was a problem with the watering of this year's hanging baskets and as a result they died and had to be removed before October. Unfortunately the Horticultural contractors did not meet their requirements.

It was confirmed that the horticultural contract for 2011 was under tender and that the scheme would be more closely monitored next year.

The suggestion was put forward from the retailers to have hanging baskets all year round. Cllr, Hirst explained that this would incur more work for Newmarket in Bloom, who were volunteers and that more sponsorship from retailers would be needed to fund the project. All the retailers agreed that they helped improve the appearance of the town. Therefore, Cllr. Hirst agreed that he would put it on the January 2011 Community Services Agenda and would report back at the Retailers Association February 2011 meeting.

The business of the meeting concluded at 8pm.

Next Meeting: Wednesday 1st December 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 Update
- Q&A – David Burnip, FHDC Chief Executive (If you have any questions you wish to put forward to David Burnip, please email them to newmarketretailers@googlemail.com or marion.green27@ntlworld.com)

Signed : _____
Andy Yallop, Chairman

Date : _____

NTC CS Cttee.