

Newmarket Retailers Association



Minutes of the Retailers Meeting held on Wednesday 2nd April 2011 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 – Country Casuals (Secretary)
Ben Pym – Corney & Barrow (Treasurer)
Alexa Jones – Anne Furbank
Noel Byrne – Bedford Lodge
Ester Massot – Jose hair Design
Christine Lister-Gilder – Moons Toymaster
John Thacker – The Sandwich Mill
Ross McKittrick – The Guineas
Luke Driver – Lloyds TSB
Richard Goss – Venus Hair & Beauty
Audrey Lewis – Audrey's Beauty
David Hopper – Goldings
Denis Ferguson – My Fotoshop
Julie Eden – Coffee & Co.
Simon Batey – TIC
Joanne Rogers, Town Centre Manager (FHDC)
Cllr. Joy Uney (NTC)
PCS Nicola Amey & PCSO Hannah Rogers - SNT
Vicky Bright, Assistant to Town Clerk (NTC) – (Minutes)

Apologies:

Blanche Langley – Ashdown Phillips & Partners
Michael – Boots
Michael – Quattro Coffee
Marks & Spencer
Cllr. Warwick Hirst – NTC
Sgt Mark Shipton – SNT

Minute	Actioned by
1. Introductions and apologies. The Chairman welcomed everyone attending and gave the Association's thanks to the Bedford Lodge and Noel Byrne for hosting the meeting.	
2. The Minutes of the Retailers Meeting held on 2nd February were received and approved.	

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3. Matters Arising.

Tesco Expansion:

The Association has been campaigning for retailers to sign a petition against the Tesco expansion and to display banners/signs in their windows, so far the following retailers have agreed to display a banner; Boots, WH Smith, Tindalls, Phones 4 U, Country Casuals, Moons Toymaster and Hughes Electrical.

It was agreed that a sub-committee would be set up in order to establish public consultation regarding the expansion, to plan the Associations objections and to ascertain a list of possible Section 106 suggestions to be put forward to FHDC with the Associations objections.

Members elected for the sub-committee were:

- Joanne Rogers, TC Manager
- Christine Lister-Gilder – Moons
- Ross McKittrick – The Guineas Centre Manager
- David Hopper – Goldings

Election of Chairman:

The Chairman put forward the possibility of electing a new Chair for the second year of the Association. It was agreed that Andy Yallop would remain in his seat as Chair.

4. Reports from Sub Committee's.

Report from Parking Sub Committee:

- Re-surfacing of the top floor of the Guineas Car Park is scheduled for the end of April 2011.
- It was suggested that a Car Park Scheme sub-committee be formed soon to manage the parking scheme.
- A meeting between FHDC, Premier Inn, The Guineas Centre Management, SNT and the Retailers Association is due to take place on 17.03.11 to establish the effect of car parking and the allocation of parking for the Premier Inn when it opens on 16.05.11, and the financial bearing and possible allocation of parking for Premier Inn, for a fee (these fees would then go towards refurbishment and security in the car park).
- The issue of the Guineas Centre Management offering to take management of the car park scheme for the top floor was discussed and rejected.

Report from Christmas Sub Committee:

- The sub-committee met to carry out an appraisal of the Christmas 2010 events.
- It was agreed that the Carolling Day and the Late Night Shopping in the Guineas was a success, but that the High St. Late Night Shopping overall had very negative public feedback.
- The Association raised the issue that they felt the Town Council had not worked in partnership with the Association and had their own agenda for the Christmas events held. They criticised the marquee and the Arts/Crafts Market and stated that they felt it was not a success or worthwhile. The Asst. to the Town Clerk responded by explaining that the Events Manager (Kay Dawson) had attended the Christmas sub-committee meetings and tried to work with the committee. She also explained that the marquee was erected in order to hold

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the Town Council's free Adult & Children's Christmas parties, which are held each year and due to the refurbishment of the Memorial Hall, an alternative venue had to be found. The marquee was hired for this reason and the indoor market was organised to help pay for the marquee, as the budget is very small.

- Suggestions for the 2011 Christmas events were discussed, with the following ideas being put forward:
 - Late night event at the Guineas only
 - Christmas events being held during the day during Nov/Dec in the High St.
 - A large Christmas event in the Town over a weekend.
 - Advertising/marketing needs to be improved

Meetings of the Christmas sub-committee are usually held at the Horse Racing Museum on the last Wednesday of the month, all are invited to attend and help. The next meeting is 30.03.2011 at 12pm.

Report from Empty Shop Scheme:

- The committee met with the 4 winners last week. So far they have assisted to secure premises for two of the winners with negotiations still taking place for the other two.
- Two further businesses have also decided to go ahead and open up in Newmarket; they are a Handmade Jewellery Gallery (Sun Lane) and an Alternative Therapy Spa (Clock Tower, High St.)
- The competition has meant that 6 out of the 12 businesses that pitched will be setting up business in Newmarket.
- It is hoped that the committee will be able to organise and hold a Grand Opening weekend once all businesses are set up, approx May 2011. – (Covent Garden Theme).
 - The event will include street performers, market stalls (Farmers/Crafts)
 - Retailers will be encouraged to participate in the events and stalls
 - Local and National Press will be invited
- It was agreed that the owners of the new businesses should be invited to the next Retailers meeting.

The Asst. to the Town Clerk gave thanks on behalf of the Youth Council for Julie and Richard attending the last Youth Council meeting to give a presentation on the 'Strictly Come Newmarket' competition. She has agreed that she will report back any ideas the Youth Council has regarding the Grand Opening weekend and activities to encourage youths/children to attend.

Youth Council

The Association expressed their thanks to Julie Eden and Richard Goss for all their hard work on the Strictly Come Newmarket project.

5. Newmarket Town Council Report

Asst. to the Town Clerk, Vicky Bright gave a report in the absence of Cllr. Warwick Hirst.

Newmarket in Bloom:

- £60 to install, feed and water a basket all summer
- £35 to install, with the sponsor feeding and watering

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Application forms were handed out to retailers present.

Memorial Hall Refurbishment:

- Now due to open July/August 2011
- Cllr. Hirst will bring the drawings/plans of the refurbishment to the next Retailers meeting in April.

**Cllr. Warwick
Hirst**

Carnival 2011:

The carnival this year is on Saturday 11th June. Cllr. Hirst wanted it stressed that NTC felt it would be beneficial and a good idea for the Retailers to have a stand at the Rowley Mile Racecourse in the afternoon, in order to promote the Association and the Retail experience on offer in the town.

Vision of Newmarket:

The Vision document is due to be published at the end of March 2011, this will then be forwarded to all relevant local authorities and will be taken into consideration for all future planning strategies etc.

NTC

Horse about Newmarket:

The designs for the 13 life size model horses to be painted have been chosen and all were of a high standard.

This week we took delivery of all the small and some of the life size model horses. The schools will now begin to paint their design on a small horse, ready to join the Carnival parade in June. The schools horses have been kindly sponsored by Suffolk County Councillor Bill Sadler.

Shadwell Stud has very generously offered to fund the prize money, for the winning school's painted small horse to be judged at the Carnival. They are also funding one extra small horse.

One small horse funded by Newmarket Town Council will be painted by St Nicholas Hospice patients and staff. Racing Welfare also has a small horse funded by FHDC, which will be painted by a retired stable man.

The first life size horse to be painted will be, Atlantic, by local artist Jacquie Jones, in Tindall's art shop. The Guineas Shopping centre will be another venue, along with the Racing Museum to see the horses being painted

The last horse to be sponsored was a syndicate of local businesses; David Jarvis Cars, Ian Button cars and Lettergold, and local artist Emily Jarvis will paint their horse. Other sponsors include: Darley Stud, Cheveley Park Stud, The National Stud, The Jockey Club, Tattersalls, John Gosden Racing LLP, The Bedford Lodge Hotel, Newmarket Town Council, Forest Heath District Council, Tesco Stores Ltd and Godolphin, The Guineas Shopping Centre and Ashdown Phillips & Partners Ltd.

6. Any Other Business

NRA Barometer:

It was agreed that the Marketing Committee will compile and draft a barometer showing the Associations success over the last year. The barometer will then be advertised in shop windows, on the webpage and in the press.

**Marketing
Cttee.**

Shop Frontage Grant Scheme:

Thanks were given to Joanne Rogers regarding the success of the Shop Frontage Grant

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Scheme offered by FHDC. This offer is still available to retailers to refurbish and update their shop frontages. It was suggested that a letter be sent to all retailers and large chain retailers requesting that they consider their shop frontage and have them refurbished if necessary.

**Joanne Rogers,
FHDC TCM**

Minutes:

The Chairman announced that this is the last meeting that the Asst. to the Town Clerk will be present to take the minutes of the meetings, due to the fact that she is due to go on maternity leave shortly. It was asked that if anyone was willing, or knew anyone who would be willing to take the minutes of the meetings in her absence, they should approach either the Chairman or the Secretary (Marion Green), before the next meeting in April.

Gateway to Town Signage:

Simon Batey – TIC FHDC confirmed that the new signage to be erected at the Gateways to the Town, are due to be installed April 2011.

FHDC

Depot Road Recycling Centre Closure:

The issue of the closure of the Recycling Centre at Depot Road, Newmarket was raised and it was agreed that the Association was in opposition of this. The Asst. to the Town Clerk advised that there was a petition at the Town Council offices and that the Town Council was planning to organise a march, which will leave from the Newmarket Leisure Centre at 11am and go to the Recycling Centre on Depot Road on Saturday 2nd April 2011. All details will be advertised in the Journal.

A-Boards:

The issue of the A-Boards was raised with the TC Manager and Joanne agreed that she would update the Association at the next meeting, regarding progress made.

**Joanne Rogers,
FHDC TCM**

The business of the meeting concluded at 8:05pm.

Next Meeting: Wednesday 13th April 2011 at 6:15pm at the Bedford Lodge Hotel, Bury Road, Newmarket.

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

- FHDC A-Boards Update
- Rota for attendance at Town Council meetings
- Section 106 monies available.

Signed : _____
Andy Yallop, Chairman

Date : _____