

Newmarket Retailers Association



Minutes of the Retailers Meeting held on August 3rd 2011 at 6:15pm at the Bedford Lodge Hotel, Bury Road, Newmarket

Attendance:

Andy Yallop – (Hughes) - (Chairman)
Marion Green – (Country Casuals) (Secretary)
Julie Eden – (Coffee & Co.)
Noel Byrne – (Bedford Lodge)
Ross McKittrick – (The Guineas)
Richard Goss – (Venus Hair & Beauty)
Tolly Considine – (Tolly's Flowers)
Ester Massot – (Jose Hair Design)
David Hopper – (Goldings)
Chris Garibaldi – (NHRM)
Sarah Greenwood, Events Manager – (NHRM)
Graeme Lockey - (FHDC)
Joanne Rogers, Town Centre Manager - (FHDC)
Luke Driver – (Lloyds TSB)
Bev Beak – (The Dressing Room)
Trisha Bircham – (Fish Shop)
Cllr. Warwick Hirst – (NTC)
Julie Ashton - (NTC) – (Minutes)
John Thacker- (The Sandwich Shop)

Apologies:

Christine Lister-Gilder – (Moons Toymaster)
Ben Pym – (Corney & Barrow) - (Treasurer)
Vincent & Anne-Marie – (The Pantry)
Sgt Mark Shipton – (SNT)
Sue Carty – (Squiggles)
Amy Setter – (Peacocks)
Jemma Saunders (Jose Hair Design)
Christine Beard – (All Square Flooring)
Regina Raycheva – (Sun Lane Craft Gallery)
Jan Kurty – (Photo Studio)
Audrey Lewis – (Audrey's Beauty)
Denis Ferguson – My Fotoshop
Cllr. Anderson - (NTC)
Mark Christy – (FHDC)
Caroline Frost – (Squiggles)
Jenny Hughes – (Monkerillas)
Simon Batey – T.I.C. (FHDC)

Minute

| Actioned by

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1. Introductions and apologies.

Andy Yallop opened the meeting and apologised for not having been able to issue an agenda ahead of the meeting but explained that there would be a presentation on the proposed Morrisons supermarket.

2. The Minutes of the Retailers Meeting held on 6th July 2011 were received and approved.

3. Matters Arising.

Andy reported that he had contacted NTC about getting the bus shelter cleaned. NTC advised that it would be cleaned in the next two weeks but it did not appear to have been done. Andy contacted NTC again who confirmed that it had been cleaned. As the standard was poor he asked for it to be cleaned again and will keep members updated on progress.

It was reported that the streets were not looking any cleaner and although a machine had been spotted once, it appeared to be cleaning at the wrong time as it had difficulties due to parked cars. The machine is a shared facility and it was reported that Newmarket would not be benefiting from it on a regular basis. Members are encouraged to report any drop in cleaning standards to FHDC on a direct contact phone no:.....

4. Update on Tesco's

David reported that following a meeting with FHDC he was asked to supply the NRA's objections to the proposed expansion of Tesco's. He had responded in writing to FHDC outlining the main objection as follows:

- The Tesco application should be looked at separately from the other supermarket applications because it will not just be selling food.
- The NRA does not object to the expansion due to competition and would welcome an expansion of an appropriate size.
- The application goes against the FHDC core strategy which states that any retail development should be of an appropriate scale.
- Other planning policies refer to taking into account the impact on the town vitality and viability when considering out of town proposals.

He was also asked to supply ideas on how section 106 monies could be used to enhance the Town Centre. Ideas collated from retailers so far are as follows:

- Any expenditure should be based on the recommendations of the Vision For Newmarket document as this had already consulted residents.
- Money should be invested to maintain selected future projects.
- Town Centre and car parks need adequate signage for road management e.g. raise a section of the High Street where it meets Market Street to create a designated crossing with

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wrought iron railings either side.

- Invest in wrought iron to enhance the character of the town e.g. railings outside of the Memorial Hall and arches at the end of Wellington Street and Sun Lane.
- Enhance the appearance of the front of the Memorial Hall with a statue and permanent floral displays.
- Support for Newmarket Youth Council ideas for street furnishings.

Suggestions for how to spend any 106 monies need to be specific, costed and be able to be delivered within 5 years and any further suggestions are welcomed.

Rachel from FHDC planning committee will attend the next NRA meeting to explain the criteria that planners will use to consider the supermarket applications and 106 monies.

David was thanked for his well thought out letter to FHDC on behalf of the NRA. Members were asked if they were content with this approach and this was confirmed. Tesco would be doing their own research on how any 106 monies could be spent and will be doing a walk around to take photos of the town.

5. Presentation on the Morrisons Supermarket Proposal

Andy introduced Graham Cosgrove - Simons Director of Development and Jessica Stewart - Local Dialogue who gave a presentation on the proposed site for the new store at the old Gas Works details included the following:

- The store will be 49,000sq ft about the same size as the current Tesco store.
- There will be 235 car parking spaces and a café.
- A mini roundabout will be installed to help with the flow of traffic and they are continuing to discuss this with SCC Highways. A traffic impact report will be submitted with the planning application which will take account of access to the hospital and for delivery vehicles.
- It will mainly sell groceries with 15 - 20% being seasonal goods. It will not have an online shopping delivery service.
- They are planning to submit planning applications later this month and if successful building will start in the spring with a view to opening late December or January.
- The store will not be open 24 hrs and will employ 250 - 280 (full time equivalent) local staff who live within 2/3 miles of the store as there will be no provision for staff car parking. Any issues of staff parking in residential areas or at the Leisure Centre will be managed locally. However Morrisons have a good track record of recruiting staff that are unemployed and giving them an opportunity to progress a career within the company.
- Morrisons are mainly based in the North and are looking to expand and although they are aware of the other supermarket

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applications, they are committed to this project.

- National Grid had previously decontaminated the site and further work would be done to comply with environmental policies.
- Feedback from residents at the exhibitions has been good but the school has reservations about noise from construction work during exams. There will be no direct access from the school as the site will retain the existing boundary walls.
- Simons are keen to learn what town enhancements are required so that they can discuss these with FHDC. The focus should be on the links from the store to the town with careful management of the length of time allowed for free parking but the NRA would discuss this at a later date.

There were a couple of questions that could not be answered about the expected daily footfall based on the number of parking spaces and if there were any other recent similar size developments that the NRA could consult. Mr Cosgrove agreed to report back on these points.

6. Report from the Empty Shops Committee

Richard reported that the Pantry which is the 7th new shop would open in mid September and the proposed official opening day for all of the new shops is 15th October (non racing day). He had met with Matthew Hancock MP who was keen to offer his support and he in turn had written to Mary Portas asking for her support.

Richard also proposed trying to get a celebrity on board e.g. Jamie Oliver or Delia Smith and make it a "party day" with perhaps a mobile zoo at the top of town, a cooking demonstration by Trisha and Vincent outside of their shops in the Guineas, live music, buskers, donkey rides which proved popular last time, salsa dancing in the High Street and a racehorse parade with jockeys in silks. Chris offered Palace House as a venue, Ross offered the use of empty units in the Guineas and a Street Fair was suggested for Sun Lane.

Sarah advised that she was researching tango and samba bands for the Horse Museum Heritage day 10th September and offered to join the sub-committee. Any further suggestions should be sent to the sub-committee.

Marion reported that she had applied for a license to hold raffles but she had only received one good prize to date and asked for further donations. Andy offered a flat screen TV.

Richard pointed out that all retailers would benefit from the event and asked if there would be any funds available from the NRA to cover costs. Andy confirmed that the sub-committee could apply for grants and thanked them for all their hard work.

The issue about the state of empty shops being an eyesore was raised again and Joanne reported that she had looked into a possible solution where you could legally apply screens over the windows to make them

**Mr Cosgrove
to supply
additional
information**

**Joanne to
email details**

look like shops but there would be a cost involved. Councillor Hirst advised that they could apply for funds from NTC and Joanne agreed to email the details to members.

to members

Ester reported that they were still having difficulties getting other retailers to sign up for the Town Map despite the many hours that had been put in. An open day was suggested and it was agreed that Joanne would take it forward to try and get it ready for the open day.

The suggestion of taking out a double page spread to promote what's new in Newmarket was discussed and it was agreed to take this forward.

Chris advised that Palace House would be holding a heritage day 10th September and was looking for volunteers to dress up as Charles II and Nell Gwyn. Contact Chris if you or anyone you know is interested.

7. Report from the Car Parking Committee

Julie reported that take up of the new scheme had been poor with only one application being received. It was felt that although it costs 68p a day, the up front costs to pay for 6 months or a year may be a barrier. It was agreed that a quarterly direct debit should be offered to allow payments to be spread out and that an additional sign should be put up in the car park. Ross would discuss the possibility of holding an open evening in his office in the Guineas with Julie.

8. Report from the Town Council

Councillor Hirst reported that the Recycling Waste Depot had now closed and would be re-opened by Open Door 22nd August and that they would be charging £3, £6 and £12 depending on the size of the vehicle. However, any items that are recyclable will be free.

SCC look like they will keep the library open for the moment however it is subject to a rent break in the near future.

There have been advanced discussions about the extension to the market square but moving the market to the High Street would take 6 to 12 months. There will be an article in the Journal tomorrow about an anonymous donor who has offered £10,000 to fund the move.

There will also be 5 letters in the Journal about the comments that were made about the state of the High Street. There are various groups who are looking into what can be done to improve the cleanliness of the town and NTC has decided to set up a group which will include all interested parties and will take forward any initiatives.

Horse about Newmarket – the horses will be on display around town until October and will then be auctioned off by Tattersalls.

Councillor Hirst distributed a list of retailers that had planning permission to display A-boards. If anyone spots one that is not on the list they should report this to him.

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The scaffolding has been taken down from the Memorial Hall and the Town Council will be moving in next week. It will be open to the public 5th September and he will arrange a date for a tour for the NRA.

FHDC will be looking at all 3 supermarket applications together and they have commissioned a retail study which will be used as the criteria for considering applications. This will be a public document and he will let the NRA know when it is available so that they will be aware of the criteria that decisions will be based on.

Councillor Hirst was disappointed to hear that the Town Map was still not ready and he urged that every effort should be made to have it ready for the opening day 15th October.

Richard asked if the NRA could have free use of the Memorial Hall to help publicise it and to raise awareness of the NRA by holding an event e.g. a fashion show. Councillor Hirst agreed to put this request to the Community Services Committee.

9. Any Other Business

Chris Garibaldi will invite the Suffolk Chamber of Commerce to the October meeting to present details of the Business Improvement District Supplement scheme.

Julie reminded members about the Bedford Lodge Loyalty Scheme which offers to advertise your business on their website for an annual fee of £10. Businesses can offer discounted shopping to encourage Leisure Centre and Premier guests to shop in Newmarket. Contact Julie Eden or Noel Byrne if you are interested.

Richard reported that he had written to the Telegraph about the article written by Lucy Cavendish which contained adverse remarks about Newmarket supplied by the views of one taxi driver. He outlined all of the achievements of the NRA and their continued efforts to make improvements to Newmarket. The Telegraph responded by supplying the email address of Lucy Cavendish lucy.cavendish@telegraph.co.uk and he urged members to write to her to express their views.

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

Next Meeting: Wednesday 7th September 2011 at 6:15pm at the Bedford Lodge Hotel, Bury Road, Newmarket.

Signed : _____
Andy Yallop, Chairman

Date : _____