























Vision for Newmarket Town Centre






Achievements against action points – 31st January 2012





ACTION POINT	% Complete 0% 100%	REPORT	PLANNED ACTION
Presentation of Town			
<p>Objective - To present a clean, attractive and appealing town centre that will meet with the expectations of residents and visitors</p> <ol style="list-style-type: none"> 1. The Racing Land Policy should be retained in principle but sufficient flexibility should be introduced to allow the sympathetic development of premises that are no longer practical or suitable for horse racing purposes. 2. The gaps in the Beech hedge alongside the Bury Road horse walk should be filled, in the interests of both safety (of horses and traffic) and appearance. 	 	<p>The development policies going out from FHDC for consultation contain scope for racing premises no longer suitable for purpose to be used for other activities.</p> <p>The remaining gaps will be filled in the spring and Newmarket Town Council is now maintaining this hedge for a year on a trial basis with SCC providing a hedge cutter.</p>	<p>Newmarket Town Council to actively participate in the consultation process. Palace House stables is set to become the Home of Horseracing and will house the Racing Museum and other visitor attractions</p> <p>Complete planting in spring 2012 and maintain hedgerow during trial period.</p>





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3. Further consideration should be given to the erection of an appropriate statue on the Clock Tower roundabout.		The statue was one of the 5 projects included in the 2012 participatory budgeting process. Residents did not select this option	This project was not chosen by residents therefore alternative funding will need to be secured.
4. The road signs obstructing the view of the Cooper memorial should be moved.		It will cost in the region of £1000 to remove these signs.	The High Street regeneration working group will consider this subject to availability of funding.
5. The new owner of the old swimming pool should take action to prevent further unsightly deterioration of the site. Whatever development is chosen for that site must enhance the gateway to the town centre.		Swimming pool has been demolished and site left in a safe & tidy condition. UNEX have indicated that they will be putting in a planning application to address this site	UNEX provided a pre-application presentation to the Town Council in January 2012. Formal application expected in March 2012.
6. The long running dispute over the future use of Queensbury Lodge must be ended and the site developed in a way that enhances this prime location.		As above. UNEX provided a pre-application presentation at the Town Council in January 2012	As above
7. The wall and railings outside The Terrace require urgent attention to prevent further unsightly deterioration.		This is a number one priority for the High Street Group .We are going to request that the owners paint and restore them.	SCC have been consulted and will be repainting railings further down the High Street
8. The area around the junction of Mill Hill and Rowley Drive (including St Mary's Square) requires attention to preserve this important part of the Conservation Area.		The property owner there has restored the building substantially	The proposed extension to the Guineas Shopping Centre looks likely to go ahead. This will include planned improvements to Market Square and the town's Market.







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9. Conspicuous but stylish notices should be placed at the entrance to the town welcoming visitors and warning of the presence of horses.		Completed	Completed
10. Concerted action should be taken against all forms of litter and graffiti in the town.		We have cleaned up the worst areas and there is now a cleaner with a handcart cleaning up the high street during the day	New waste bins have been selected and will be positioned in the town centre before July 2012.
11. Consideration should be given to requiring fast-food outlets and other premises to be responsible for the tidiness of their frontages.		Forest Heath have agreed to do this and we have this as an item for them on the high street group	High Street Regeneration Group to monitor progress.
12. Litter bins should be assessed for functionality, availability and appearance.		A very detailed report on the litter bins has been carried out.	New waste bins have been selected and will be positioned in the town centre before July 2012.
13. Regular and frequent street sweeping should be a priority.		Covered in 10 above	Monitor performance
14. Arrangements should be made to avoid clusters of large waste bins in side streets.		FHDC are looking at collection days to reduce the impact of bins at the weekend	FHDC to implement revised bin collection schedule.
15. There should be a rigorous assessment of street furniture, signage and advertising boards to eliminate excessive clutter		The town council have assessed street furniture and the High Street Regeneration project received the highest vote in the participatory budget.	£50,000 has been allocated to the High Street Regeneration Group to enable improvements in the town centre. NTC to have final decision after consultation with the HSRG.
16. Rules on the display of wares outside shops, the placing of		SCC and FHDC are sorting out	High Street Regeneration Group to





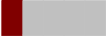

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<p>tables and chairs outside cafes, and the congregation of smokers and drinkers outside pubs should be clarified and strictly enforced.</p> <p>17. Consideration should be given to enhancing the popular floral displays in the High Street by replacing the large planters with trees; the planters could be reused elsewhere in the town.</p> <p>18. The new gardens at the clock tower roundabout should be adopted by the Town Council to ensure that they are maintained to a high standard.</p> <p>19. Consideration should be given to allowing sponsorship of gardens on roundabouts and other open spaces to encourage high standards of maintenance.</p> <p>20. Rules for the display of advertising material on buildings and outside shops and clubs in the High Street (Conservation Area) should be clarified and strictly enforced, with retrospective removal action being taken where necessary.</p>	   	<p>exactly who has permission for pavement displays</p> <p>we have a broad agreement to do this and a consultation will be needed to see what residents want here</p> <p>The Town Council have adopted these gardens and we now maintain them</p> <p>The roundabouts are sponsored as are all the hanging baskets</p> <p>We are now enforcing these and many have now gone .Sadly the law does allow for these up to a certain size</p>	<p>monitor progress and provide feedback to Community Services Committee.</p> <p>Complete consultation exercise to determine resident's views.</p> <p>Ensure gardens are maintained to the required standards to enhance the area.</p> <p>The roundabouts on the Fordham Road have been redesigned by the Town Maintenance Team and have been well received by residents.</p> <p>Continue monitoring this issue and working with FHDC & SCC take appropriate enforcement actions.</p>



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<p>21. Advertising outside night clubs should be monitored more closely to ensure it is neither excessive nor offensive.</p>		<p>Some advertising removed but the law as it stands does allow some forms of advertising.</p>	<p>NTC to look at developing a Neighbourhood Plan that will allow greater powers in dealing with this ongoing issue.</p>
<p>22. Advertising banners on lamp posts and strung across the High Street should be limited and strictly controlled.</p>		<p>NTC are now taking action to control the use of banners</p>	<p>Continue to monitor and take action as appropriate</p>
<p>23. Action should be taken to encourage a diversity of retail outlets in the town centre, while curbing the numbers of clubs and fast food outlets. The Cumulative Impact Policy must be enforced to prevent the proliferation of licensed premises in the High Street.</p>		<p>Some limited success with applying the Cumulative Impact Policy to licensing applications. Retails Association have been successful in helping seven new businesses to set up in the town.</p>	<p>NTC to look at developing a Neighbourhood Plan that will allow greater local powers for town centre planning.</p>
<p>24. The owners of The Guineas should be encouraged to undertake a much needed refurbishment of the shopping centre. Some financial inducement might be appropriate.</p>		<p>Helical Bar have stated that they have a potential tenant for their proposed extension to the Guineas Centre. This will provide an opportunity to refurbish the Centre, enhance the Market Square & reprovision the Market.</p>	<p>Waiting for revised planning application.</p>
<p>25. Consideration should be given to prohibiting parking on Rutland Hill (outside the Rutland Arms). The space could usefully be used for a historic statue or other feature, possibly complementing one on</p>		<p>The High Street Regeneration Group are discussing this with SCC</p>	<p>Progress discussions with SCC to enable this space to be better utilised.</p>





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<p>the clock tower roundabout.</p> <p>26. The wide pavement between the clock tower and Rutland Hill would be suitable for occasional market stalls while the new clock tower plaza could be the site for an attractive outdoor cafe.</p> <p>27. Encouragement should be given to businesses in side streets off the High Street. Crown Walk should be adopted and properly maintained</p>	 	<p>We have used this area for the retailer celebration and it was very popular.</p> <p>New Xmas lights have been installed in Sun Lane. Crown walk area is being explored with Iceland as the paving stones there are dangerous.</p>	<p>The Retailers Association are planning to hold a series of themed market stalls in this area.</p> <p>The High Street Regeneration Committee Will be looking to identify further improvements in these areas.</p>
Recreation			
<p>Objective – To increase access to a wide range of social & recreational facilities within the town appealing to all age groups.</p> <p>28. Consideration should be given to levelling the playing fields at the new Leisure Centre to provide more pitches</p> <p>29. There should be a drop-in youth facility near the town centre, though probably best not located in the High Street.</p>	 	<p>Planning application has been submitted as part of the proposed Sainsbury's development at George Lambton playing fields. NTC have objected to this scheme.</p> <p>Preliminary discussions held with SCC regarding the ongoing youth service provision on the Foley House site</p>	<p>Await outcome of the FHDC planning committee.</p> <p>Further meetings to be scheduled.</p>






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<p>30. The provision of a cinema in the town centre would be popular and provide entertainment for residents of all ages. Part of the Guineas shopping centre could be redeveloped to include an entertainment centre with a cinema, bowling alley and snooker centre.</p> <p>31. There should be a limit to the number of betting shops and take-away food outlets, whilst a greater range of restaurants should be encouraged.</p>	 	<p>Planning application submitted for the George Lambton playing fields includes the provision of a 7 screen multiplex cinema. NTC have objected to this application and do not feel that this is the right location for a cinema.</p> <p>NTC have objected to recent applications for new betting establishments in the town centre only to be overruled by FHDC and/or the planning inspectorate.</p>	<p>Await outcome of the FHDC planning committee.</p> <p>NTC to look at developing a Neighbourhood Plan that will allow greater local powers for town centre planning.</p>
Transport			
<p>Objective - To develop traffic management measures to enhance the town centre and to improve the street scene.</p> <p>32. Future planning decisions should take very serious account of any increase in High Street traffic.</p> <p>33. Better synchronisation of the High Street traffic lights should be considered.</p> <p>34. Measures should be taken to discourage through traffic, particularly heavy goods</p>	 	<p>NTC take account of the potential impact of traffic movements in all planning decisions.</p> <p>Initial meeting scheduled with SCC Highways for early February 2012</p>	<p>Maintain current stance concerning traffic flow.</p> <p>Discuss issues and concerns and work towards improving synchronisation of traffic lights.</p>






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vehicles, from using the High Street as an alternative to the A14/A11 bypass.		Initial meeting scheduled with SCC Highways for early February 2012	Discuss options for discouraging heavy goods vehicles from using the High Street
35. The parking limit in the High Street should be reduced to between 15 and 30 minutes with no return within two hours.		No work has been completed on this action point at this stage.	
36. Taxi rank capacity in the High Street should be further limited during the lower demand periods.		Overspill rank has been established but does not appear to be working.	Discuss enforcement measures with FHDC, SCC and Police
37. Rigorous and more frequent parking regulation enforcement should be maintained in the High Street.		No work has been completed on this action point at this stage.	
38. The proportion of disabled parking bays in the High Street should be reviewed		No work has been completed on this action point at this stage.	
39. The site at the old gasworks on Exning Road, adjacent to the Leisure Centre, should be considered for development as a free car park to provide a “park and walk” facility for the town centre. The proposal to use the site for retail development should be resisted.		This site is the subject of a planning application for a Morrisons Supermarket. NTC have voiced no objections to this application subject to conditions. This scheme could provide much needed car parking space for the Leisure Centre.	Await outcome of the FHDC planning committee.







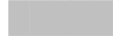
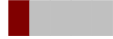
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<p>40. Signs warning of racehorses, their priority and need for consideration should be provided on the Town's approaches.</p>		<p>New signs are in place.</p>	<p>Identify further methods for improving horse safety.</p>
<p>41. Consideration should be given to providing traffic lights or better warnings at all major horse crossings within the town.</p>		<p>The Newmarket Horseman's Group are in dialogue with SCC to look at this issue.</p>	<p>Monitor progress</p>
<p>42. A publicity campaign should be mounted to better educate motorists, particularly visitors, to the priority to be afforded racehorses within the town.</p>		<p>No work has been completed on this action point at this stage.</p>	
<p>43. SCC should be lobbied to provide better bus station and other public transport facilities including Real Time Passenger Information and improved passenger security.</p>		<p>New bus shelter and clock have been installed.</p>	<p>Working with SCC to identify further improvements to the facilities available to service users.</p>
<p>44. The Town Council should review the need for, and practicality of, providing additional bus shelters in the town and, if appropriate, should lobby FHDC for their provision.</p>		<p>One recent request has been received and is currently being progressed</p>	<p>Carry out an audit of current bus shelter provision and locations to inform process.</p>
<p>45. The Town Council, FHDC and SCC should approach CCC to seek the inclusion of Real Time passenger Information in</p>		<p>No work has been completed on this action point at this stage.</p>	<p>Identify a 'champion' to progress the action points identified in the Transport section of the vision survey.</p>






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<p>Newmarket in the Cambridgeshire project plan.</p> <p>46. Better lighting, passenger information, waiting facilities and security should be provided at the railway station</p> <p>47. Taxi operators should be approached to investigate the feasibility of providing a taxi 'hot line' at the train station.</p> <p>48. Better parking facilities should be provided at the railway station</p> <p>49. Signposts showing the way from the railway station to the town centre and other attractions should be provided</p>		<p>No work has been completed on this action point at this stage.</p> <p>No work has been completed on this action point at this stage.</p> <p>No work has been completed on this action point at this stage.</p> <p>No work has been completed on this action point at this stage.</p>	<p>As above</p> <p>As above</p> <p>As above</p> <p>As above</p>
Safer Neighbourhood			
<p>Objective - To improve the public's perception of the town.</p> <p>50. Encouragement should be given to developing a broad range of social and recreational facilities, in the town centre, catering for all age groups.</p> <p>51. Crime statistics and other relevant information should be</p>		<p>NTC are in discussion with SCC in respect of setting up a Community Hub possible at the Foley House site</p> <p>Police hold regular community panel meetings and attend NTC meetings</p>	<p>Ongoing discussions with SCC. NTC to facilitate a Community Group event to collate ideas and aspirations.</p> <p>Consider other methods and media for informing the public.</p>





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<p>communicated to the public to highlight issues and to demonstrate that Newmarket is generally a safe place to live.</p> <p>52. Residents should be encouraged to engage with the Safer Neighbourhood Team and to provide feedback on any issues or concerns affecting their neighbourhood</p> <p>53. The Cumulative Impact Policy should be rigorously enforced, with the local licensing authority taking on board and acting upon the views of the police and local residents.</p>	 	<p>once per month.</p> <p>.</p> <p>Residents are invited to attend the community panel meetings and the SNT team hold regular 'Street Meet' events around the town.</p> <p>Some recent success in obtaining support from the local licensing authority. This has stopped a licensed premise from extending their opening hours.</p>	<p>As above</p> <p>NTC to continue its support of the Police in enforcing the cumulative impact policy.</p>
Business, Trade & Commerce			
<p>Objective - To encourage investment in the town that will increase access to employment opportunities.</p> <p>54. Action should be taken to attract new businesses in the tourism, leisure and retail sectors, while curbing the numbers of betting shops and fast food outlets.</p> <p>55. Owners of the proposed enlarged supermarket at Willie Snaithe Road should be required</p>	 	<p>NTC have requested an update from the 'Home of Horseracing' Trust to discuss progress with the Palace House project.</p> <p>The existing Park & Ride site is to be closed. NTC have objected to the Tesco planning application</p>	<p>Meeting to be scheduled for early 2012. Continue to support Retailers Association.</p> <p>Await outcome of the FHDC planning committee.</p>



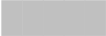
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to support a reliable Park and Ride service to the town centre.			
<p>56. The Town Council should continue to support initiatives to encourage new retailers to occupy the empty premises in the town centre as a matter of priority.</p>		<p>NTC continue their support of the Retailers Association.</p>	<p>Continue to develop new initiatives to maintain shops in use.</p>
<p>57. Action should be taken to encourage new light industry and office based accommodation to the town, making use of existing empty office accommodation and the underutilised industrial area</p>		<p>No work has been completed on this action point at this stage.</p>	
<p>58. The proposed Home of Horse Racing development at Palace House should be encouraged, although care will be needed to control the likely influx of traffic and to provide adequate parking space.</p>		<p>NTC have requested an update from the 'Home of Horseracing' Trust to discuss progress with the Palace House project.</p>	<p>Meeting date to be scheduled. NTC to continue its support for this important tourist attraction.</p>
<p>59. To ensure that the town benefits fully from the increased visitor numbers, consideration should be given to linking Palace House directly to the High Street through an arcade.</p>		<p>No further progress has been made. This does not appear to be financially viable.</p>	
<p>60. Consideration should be given to putting the Tourist</p>		<p>The Tourist information centre has been relocated to FHDC offices at</p>	<p>No further action planned at this stage.</p>

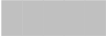
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<p>Information Office in a location more accessible to visitors.</p> <p>61. Whatever is done to promote economic growth in Newmarket, the horse racing industry must be protected.</p> <p>62. The Town Council should not allow new housing developments that would lead to Newmarket becoming a dormitory location for other towns.</p>	 	<p>the bus station.</p> <p>NTC continues its support of the horseracing and breeding industry</p> <p>NTC looks at each planning application on its own merit and will continue its efforts to safeguard our town.</p>	<p>Work with FHDC & St Edmundsbury BC to ensure that horseracing policies are maintained</p>
Tourism & Promotion			
<p>Objective - To maximise the tourism potential of the town, to attract more visitors and to improve the offer.</p> <p>63. Improving the presentation of the town is key to encouraging tourism</p> <p>64. The tourism potential of the town's core equine industries should be better exploited and promoted</p> <p>65. The Home of Horseracing Project should be encouraged as a prime driver of tourism</p>	  	<p>High Street Regeneration Group has been established to look at enhancing the presentation of the town</p> <p>The horseracing industry are currently planning to reintroduce an 'open day' event</p> <p>NTC have requested an update from the 'Home of Horseracing' Trust</p>	<p>£50,000 has been allocated to the High Street Regeneration Group to enable improvements in the town centre.</p> <p>Racing 'Open Day' planned for September 2012</p> <p>Meeting to be scheduled</p>

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66. The Town's profile as a tourist centre should be promoted both nationally and internationally.		Establish dialogue with FHDC to identify effective methods for promoting the town.	Maximise opportunities presented by the Olympic Torch coming to town in July.
67. To promote tourism, the Town's public amenities need to be improved.		No specific work has been completed on this action point.	
68. Not allocated			
69. To encourage visitors to stay longer, the town's shops and restaurants should be improved.		The new Premier Inn was supported by NTC and has increased the number of visitors staying in town.	
70. To encourage visitors to stay longer the town needs more attractions, hotels and guest houses.		No specific work has been completed on this action point.	
71. To encourage greater use of the town centre in the evenings a variety of entertainment appealing to a wider audience should be provided		No specific work has been completed on this action point.	
72. Landlords should be encouraged to adjust rents to ensure that a diverse and interesting selection of retail outlets is maintained in the town centre.		No specific work has been completed on this action point.	
73. In accordance with FHDC's policy the number of betting shops and other non-retail		NTC have objected to recent applications for new betting establishments in the town centre	NTC to look at developing a Neighbourhood Plan that will allow greater local powers for town centre

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outlets within the bounds of the Town Centre should be limited.		only to be overruled by FHDC and/or the planning inspectorate.	planning.
74. The horse walks and other interesting features around town should be developed as potential tourist attractions, with guided walks in conjunction with visits to trainers' yards (after 1pm).		The horseracing industry is currently planning to reintroduce an 'open day' event. In addition an annual 'Run the Walks' race is in planning	Racing 'Open Day' planned for September 2012. 'Run the Walks' date to be confirmed.
75. Parking areas for viewing horses exercising on the gallops should be better identified.		No specific work has been completed on this action point.	NTC to open dialogue with Jockey Club Estates.
76. Improved traffic flow and control around the town will be necessary to cater for increased tourist numbers		Initial meeting scheduled with SCC Highways for early February 2012	
77. Advice and guidance on the exploitation and management of horseracing based tourism should be obtained from Newmarket's twin towns, Maisons-Laffitte and Lexington.		The Lexington Link contacts were approached as part of the highly successful Horse about Newmarket project.	Support the racing industry in the planning and implementation of their 'open day' planned for September.
78. The impact of any increase in traffic and tourist activity on the viability of the equine industries in Newmarket must be properly assessed to ensure that no lasting damage is caused.		Initial meeting scheduled with SCC Highways for early February 2012	
The Market			

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<p>Objective - To regenerate the market so that it attracts a wider variety of stallholders and re-establishes its vibrancy</p> <p>79. More and varied stalls should be encouraged to come to the market and financial inducements should be considered if at all affordable</p> <p>80. The market should not be moved from its present location, although consideration should be given to the occasional use of the wide pavement area between the Clock Tower plaza and Rutland Hill for market stalls.</p> <p>81. The market management team should arrange to hold and promote various differently themed markets.</p> <p>82. Improving the market should be a priority for Newmarket Town Council.</p>	   	<p>Town Centre Manager and Market Traders are in discussions in an effort to improve the number and variety of stalls.</p> <p>The current market will be revamped as part of the proposed Guineas extension. The Retailers Association are planning small themed markets between the Clocktower and Rutland Arms.</p> <p>Town Centre Manager and Market Traders are planning a themed market.</p> <p>Please see action point 80 above</p>	<p>Monitor progress and success.</p> <p>Monitor progress and success.</p> <p>Monitor progress and success.</p> <p>NTC to actively engage with the Guineas Management team to ensure that the Market remains a high priority.</p>

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The Horseracing Industry			
<p>Objective - The continued protection of the horseracing industry</p> <p>83. The local planning authority must ensure that planning policy continues to safeguard the thoroughbred horseracing and breeding industries whilst allowing the town to develop.</p> <p>84. There needs to be a concerted effort to improve the relationship between the horseracing industry and the wider community to ensure that the needs of both groups are fully considered in any future developments within the town.</p>	 	<p>FHDC have expressed their desire to maintain robust horseracing policies to safeguard the industry and protect the unique nature of the town.</p> <p>There have been significant improvements in this area over the past year or so and a greater understanding of the needs of both the horseracing industry and wider population has been established.</p>	<p>NTC to be actively involved in drafting of new policies.</p> <p>Continue to look for opportunities to bring all sections of the community together. Support the racing industry in the planning and implementation of their 'open day' planned for September.</p>
The Night Time Economy			
<p>Objective - To increase access and choice to range of entertainment options</p> <p>85. Newmarket's night-club scene, with its attendant propensity for drunkenness and disorder, should be curbed in favour of more balanced entertainment appealing to a wider audience</p>		<p>No specific work has been completed on this action point.</p>	

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Diversity			
<p>Objective - To recognise that culture & diversity can deliver positive benefits for the Town .</p> <p>86. Newmarket Town Council, in partnership with other agencies and organisations, should take care to ensure that migrant workers are successfully integrated into the community.</p>		<p>No specific work has been completed on this action point.</p>	