



Newmarket

TOWN COUNCIL

held on Monday 28th February 2022 at 6:15pm at the Memorial Hall

Attendance:

Councillor M Jefferys (Town Mayor)
Councillor J Borda
Councillor J Clover
Councillor L Crissall
Councillor A Drummond

Councillor D Hall
Councillor R Hood
Councillor J Lay
Councillor C O'Neill
Councillor K Yarrow

Also Present: C Whitaker – Town Clerk, Member of the Press and 10 Members of the Public.

Minute

22/02/1 Welcome

The Chairman opened the meeting and read out the Fire Safety Notice and confirmed that proceedings were being recorded.

22/02/2 Apologies for Absence – LGA 1972, Section 85(1) & (2)

Apologies were received from Cllrs Berry, De'Ath, Ferries, Harvey, Hulbert & Winter. Cllr Anderson was absent.

22/02/3 Declaration of Members Interests & to Remind Councillors of the Need to Keep up to Date Their Register of Member's Interests and to Consider any Requests Received for Member's Dispensation

Councillor O'Neill declared a non-pecuniary interest in item 15. There were no member dispensation requests.

22/02/4 To Receive and Confirm the Minutes of the Town Council Meetings held on 31st January 2022 and any Matters Arising.

The minutes of the meeting held on 31st January 2022 were presented and the following was agreed:

22/02/4.01 Resolved

That the minutes of the meeting held on 31st January 2022 be adopted and signed as a correct record by the Town Mayor.

There were no matters arising.

22/02/5 Public Open Session

A resident spoke against the proposed bingo hall application on the High Street, raising concerns that it was a slot machine venue rather than a bingo hall and would be the entry level for young people into gambling. It is also taking up a prime High Street space. He urged NTC to look at this matter very closely as he was of the opinion that it could cause harm to vulnerable people.

A group spoke regarding the current humanitarian crisis in Ukraine. They are organising specific items to be sent to Poland for refugees crossing the border there. They requested NTC assistance of a place to organise collection and sorting of donated items. The Memorial Hall could be made available to them when free and publicity given.

Freckenham Parish Councillor, Andrew Douch, spoke regarding the Sunnica Energy

Farm application, giving details of the forthcoming examination and how to register as an 'interested party'. He also gave information regarding the Parish Council Alliance (Sunnica Group).

Four members of the public left the meeting.

22/02/6 Sunnica Energy Farm

The response to the consultation from SCC was discussed and the following was agreed:

22/02/6.01 Resolved

That NTC registers as an 'interested party' against the Sunnica Energy Farm with the opportunity to participate later in hearings and further consultations.

22/02/7 Councillor Reports

Suffolk County Council (SCC) – Cllr Drummond reported that the SCC budget has been approved, including an environmental budget as well as a financial one.

West Suffolk Council (WSC) – Cllr Lay reported that he sat on the Markets Committee at WSC and that he had been looking at models of other markets in the area. The model of the Saffron Walden market (run by the town) is an example of how to bring a thriving market back to Newmarket.

West Suffolk Council (WSC) – Cllr Drummond: in his role as Portfolio Holder for Regulatory and Environment reported that WSC is on target to be carbon neutral by 2030 and also to meet some of its earlier targets for 2026, that WSC intends to consult on changes to its Hackney Carriage and Private Hire Conditions Policy Handbook between 23/3/22 and 18/5/22; consultation being with all stakeholders and public on three areas, Wheelchair accessible vehicle (WAV) provision, the impact of merging taxi zones and the age of the fleet.

Ward – Cllr Hall reported that he had attended a meeting of the Forest Heath Parishes Alliance Group on 26/2/22, the minutes of which will be circulated once received.

Outside bodies – There was nothing to report.

22/02/8 Mayors Announcements

The Mayor reported that in addition to attending committee meetings, working groups and other meetings, he had been on Radio Suffolk on 11/2/22 to talk about Newmarket's plans for the Platinum Jubilee and had unveiled the plaque in memory of the victims of the bombing in the High Street at the Bombing Exhibition event at the Memorial Hall on 18/2/22 – a successful event which the Town Council had provided whilst working with the Newmarket Local History Society.

22/02/9 To Receive the Minutes and Consider any Recommendations from the D&P Committee Meetings held on 7th and 21st February 2022

The Mayor presented the minutes and recommendations from the Development & Planning Committee meetings held on 7th and 21st February 2022.

22/02/9.01 Resolved (D/22/02/26.01 Recommendation)

The Committee requested that the application be tested against the East Cambs Horse Racing Policy.

22/02/10 To Receive the Minutes and Consider any Recommendations from the Community & Leisure Services Committee Meeting held on 7th February 2022

The Chairman of the Community and Leisure Services Committee presented the minutes and recommendations of the Community & Leisure Services Committee meeting held on 7th February 2022.

22/02/10.01 Resolved (CL/22/02/7.01 Recommendation)

That the increased Cemetery fees be approved.

22/02/10.02 Resolved (CL/22/02/7.02 Recommendation)

That the quote from Abbey Memorial Stoneworks to carry out memorial safety testing be approved.

22/02/10.03 Resolved (CL/22/02/8.01 Recommendation)

That the existing SLA with West Suffolk Council be extended to 31/03/2023 (with that the grass cutting of the Severals being removed from the contract), subject to monthly reports being provided and that monthly meetings are held between the Town Council and WSC.

22/02/10.04 Resolved (CL/22/0/8.02 Recommendation)

That tender documents be prepared and sent out January 2023 for the 2023/2024 fiscal year.

22/02/10.05 Resolved (CL/22/02/9.01 Recommendation)

That a meeting be held with a listed buildings architect to explore further options at a rate of £80 per hour.

22/02/10.06 Resolved (CL/22/02/10.01 Recommendation)

That bunting be installed along the High Street for the Platinum Jubilee celebrations.

22/02/10.07 Resolved (CL/22/02/11.01 Recommendation)

That a letter of support for this request be sent to SCC Cllr Drummond for him to carry this request forward.

22/02/10.08 Resolved (CL/22/02/13.01 Recommendation)

That the quote from Crash Cleaners Ltd for weekend safety checks and clean-up of the Memorial Gardens and the Severals be approved.

22/02/10.09 Resolved (CL/22/02/14.01 Recommendation)

That subject to an acceptable quote being received, the Jockey Club Estates be contracted to cut and maintain the grass at the Severals.

22/02/10.10 Resolved (CL/22/02/15.01 Recommendation)

That no further Oktoberfest events be held on the Severals.

22/02/10.11 Resolved (CL/22/02/15.02 Recommendation)

That the total costs for the event at £850 +VAT be approved and that banners are included.

22/02/10.12 Resolved (CL/22/02/15.03 Recommendation)

That the Memorial Hall be offered free of charge for the jigsaw competition on

Sunday 19th June 2022.

22/02/11 To Receive the Minutes and Consider any Recommendations from the Neighbourhood Plan Committee Meetings held on 14th February 2022

The Chairman of the Neighbourhood Plan Committee presented the minutes and recommendations from the Neighbourhood Plan Committee meetings held on 14th February 2022.

22/02/11.01 Resolved (N/22/02/9.01 Recommendation)

That the 2 Working Groups from the D&P and NNP Committees for Public Rights of Way be consolidated and report to the NNP Committee. That the members of the PROW Working Group are Cllrs Hall Drummond, Ferries, O'Neill and that 2 members of the public be invited to the membership.

22/02/11.02 Resolved (N/22/02/10.01 Recommendation)

That the West Suffolk Local Plan consultation be informed that NTC will be making a presentation to lobby for a change to the St Felix school site housing allocation and request that it is changed to zero to allow adequate space for a Community Sports Hub.

22/02/12 To Receive the Minutes and Consider any Recommendations from the Human Resources Committee Meetings held on 14th February 2022

The Vice Chairman of the Human Resources Committee presented the minutes and recommendations from the Human Resources Committee meetings held on 14th February 2022.

There were no recommendations.

22/02/13 To Receive the Minutes and Consider any Recommendations from the F&P Committee Meetings held on 21st February 2022

The Chairman of the Finance & Policy Committee presented the minutes and recommendations from the Finance & Policy Committee meetings held on 21st February 2022.

22/02/13.01 Resolved (F/22/02/6.01 Recommendation)

That the ratification of the schedules of payments for the period 01/12/2021 – 31/12/2021 (Cash Book 1 - 4) be received and adopted.

22/02/13.02 Resolved (F/22/02/9.01 Recommendation)

That NTC prefer scenario B and would not object to having an odd number of Councillors. If this cannot be facilitated, then a request for a hybrid scenario D to retain Freshfields, Severals and All Saints and use Newmarket North and Newmarket West for the other two wards be submitted to West Suffolk Council.

22/02/13.03 Resolved (F/22/02/10.01 Recommendation)

That the request to print a book about Newmarket be considered when a Town Museum is established.

22/02/13.04 Resolved (F/22/02/11.01 Recommendation)

That due to a lack of budget, the request not be approved and that an inventory be taken to locate the number of defibrillators held in town and to note who is responsible for them to formulate a NTC Policy on maintaining defibrillators.

22/02/14 Suffolk Constabulary

The monthly PCSO report was received and noted.

Councillor Lay had attended a meeting with the Police and Crime Commissioner recently and had attempted to address the inconsistencies surrounding funding sources for PCSOs in Suffolk.

22/02/15 Parking Working Group Report

Information was received that WSC have been asked to refine the proposals based on the survey results for the All Saint's residents' parking zone.

22/02/16 Chair Person's Training

The dates of the SALC training for Chairmen were confirmed and noted as follows:

29th September 2022 – module one – Chairing a meeting

20th October 2022 – module two – Professional conduct

3rd November 2022 – module three – Communication

10th November 2022 – module 4 – Community engagement

Cllr R Hood declared an interest in the following item and abstained from voting.

22/02/17 Application for Gambling Licence

The West Suffolk response on the NTC objections to the Licence Application from Merkur Slots stated that any objection needed to focus on the three licensing objectives and that the NTC objections were not taken into account. It was noted that a Change of Use planning application for the property is imminent. The following was agreed:

22/02/17.01 Resolved

That NTC request that this licence application be considered and determined by WSC members and not delegated to WSC Officers.

22/02/18 Cemetery Regulations

The amended Cemetery Regulations were considered and the following was agreed:

22/02/18.01 Resolved

That the amended Cemetery Regulations be adopted and applied from 1st April 2022.

Cllr O'Neill declared an interest in the following item and abstained from voting

22/02/19 Lexington Link

A verbal update was given on the 'Horse-mania painting project'. A local artist, with a proposal supplied for the project had been found and the following was agreed:

22/02/19.01 Resolved

That Nick O'Neill represents NTC at the LexArts 2022 event.

22/02/20 Correspondence

The Mayor read out a letter from the Royal Names Team at the Cabinet Office which informed that NTC's application for a Royal title for the town of Newmarket had been rejected; a disappointing outcome for everyone. A vote of thanks to all involved in the preparation of the document was proposed and the following was agreed:

22/02/20.01 Resolved

That a vote of thanks be given to Rachel Wood, Newmarket Horse-Racing Museum,

Alison Hayes, Sandra Easom and NTC Mayor. That NTC builds on the information in the document, show-casing its Royal connections.

22/02/21 Date of the next Meeting
Monday 28th March 2022 in the Memorial Hall.

22/02/22 Items for the next Agenda
None noted.

Meeting closed at 7.36pm

Signed: _____

Date: _____

Summary of Resolutions

Resolution	Resolution Wording
<u>22/02/06.01 Resolved</u>	That NTC registers as an ‘interested party’ against the Sunnica Energy Farm with the opportunity to participate later in hearings and further consultations.
<u>22/02/9.01 Resolved (D/22/02/26.01 Recommendation)</u>	The Committee requested that the application be tested against the East Cambs Horse Racing Policy.
<u>22/02/10.01 Resolved (CL/22/02/7.01 Recommendation)</u>	That the increased Cemetery fees be approved.
<u>22/02/10.02 Resolved (CL/22/02/7.02 Recommendation)</u>	That the quote from Abbey Memorial Stoneworks to carry out memorial safety testing be approved.
<u>22/02/10.03 Resolved (CL/22/02/8.01 Recommendation)</u>	That the existing SLA with West Suffolk Council be extended to 31/03/2023 (with that the grass cutting of the Severals being removed from the contract), subject to monthly reports being provided and that monthly meetings are held between the Town Council and WSC.
<u>22/02/10.04 Resolved (CL/22/02/8.02 Recommendation)</u>	That tender documents be prepared and sent out January 2023 for the 2023/2024 fiscal year.
<u>22/02/10.05 Resolved (CL/22/02/9.01 Recommendation)</u>	That a meeting be held with a listed buildings architect to explore further options at a rate of £80 per hour.
<u>22/02/10.06 Resolved (CL/22/02/10.01 Recommendation)</u>	That bunting be installed along the High Street for the Platinum Jubilee celebrations.
<u>22/02/10.07 Resolved (CL/22/02/11.01 Recommendation)</u>	That a letter of support for this request be sent to SCC Cllr Drummond for him to carry this request forward.
<u>22/02/10.08 Resolved (CL/22/02/13.01 Recommendation)</u>	That the quote from Crash Cleaners Ltd for weekend safety checks and clean-up of the Memorial Gardens and the Severals be approved.
<u>22/02/10.09 Resolved (CL/22/02/14.01 Recommendation)</u>	That subject to an acceptable quote being received, the Jockey Club Estates be contracted to cut and maintain the grass at the Severals.
<u>22/02/1.10 Resolved (CL/22/02/15.01 Recommendation)</u>	That no further Oktoberfest events be held on the Severals.
<u>22/02/10.11 Resolved (CL/22/02/15.02 Recommendation)</u>	That the total costs for the event at £850 +VAT be approved and that banners are included.
<u>22/02/10.12 Resolved (CL/22/02/15.03 Recommendation)</u>	That the Memorial Hall be offered free of charge for the jigsaw competition on Sunday 19th June 2022.

<u>22/02/11.01 Resolved (N/22/02/9.01 Recommendation)</u>	That the 2 Working Groups from the D&P and NNP Committees for Public Rights of Way be consolidated and report to the NNP Committee. That the members of the PROW Working Group are Cllrs Hall Drummond, Ferries, O'Neill and that 2 members of the public be invited to the membership.
<u>22/02/11.02 Resolved (N/22/02/10.01 Recommendation)</u>	That the West Suffolk Local Plan consultation be informed that NTC will be making a presentation to lobby for a change to the St Felix school site housing allocation and request that it is changed to zero to allow adequate space for a Community Sports Hub.
<u>22/02/13.01 Resolved (F/22/02/6.01 Recommendation)</u>	That the ratification of the schedules of payments for the period 01/12/2021 – 31/12/2021 (Cash Book 1 - 4) be received and adopted.
<u>22/02/13.02 Resolved (F/22/02/9.01 Recommendation)</u>	That NTC prefer scenario B and would not object to having an odd number of Councillors. If this cannot be facilitated, then a request for a hybrid scenario D to retain Freshfields, Severals and All Saints and use Newmarket North and Newmarket West for the other two wards be submitted to West Suffolk Council.
<u>22/02/13.03 Resolved (F/22/02/10.01 Recommendation)</u>	That the request to print a book about Newmarket be considered when a Town Museum is established.
<u>22/02/13.04 Resolved (F/22/02/11.01 Recommendation)</u>	That due to a lack of budget, the request not be approved and that an inventory be taken to locate the number of defibrillators held in town and to note who is responsible for them to formulate a NTC Policy on maintaining defibrillators.
<u>22/02/17.01 Resolved</u>	That NTC request that this licence application be considered and determined by WSC members and not delegated to WSC Officers.
<u>22/02/18.01 Resolved</u>	That the amended Cemetery Regulations be adopted and applied from 1 st April 2022.
<u>22/02/19.01 Resolved</u>	That Nick O'Neill represents NTC at the LexArts 2022 event.
<u>22/02/20.01 Resolved</u>	That a vote of thanks be given to Rachel Wood, Newmarket Horse-Racing Museum, Alison Hayes, Sandra Easom and NTC Mayor. That NTC builds on the information in the document, show-casing its Royal connections.

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Report to	Full Town Council
Subject	High Street Lamp-post Banners
Purpose	Information/Decision
Classification	Unrestricted
Meeting date	28th March 2022
Item number	13
Written By	Cathy Whitaker CLERK

Summary: This report outlines a request from the Jockey Club to increase the number of lamp-post High Street banners to include an area at the Queen's Statue.

1.	Introduction
a.	Jockey Club Racecourses annually puts up lamp-post banners along the High Street to promote racing events. They contribute £1,000 per annum to the Town Council for this.
b.	They have contacted NTC as they wish to extend coverage to include the lamp-posts at the Queen's Statue area – for this Jubilee year and possibly in future years.
2.	Context
a.	Further investigations with SCC Licensing and Enforcement Team informs that the Town Council is required to apply annually for a licence to erect street-lamp banners with a MEWP licence application also being in place for the installation.
b.	Safety Officer at JCR has highlighted that there may be some safety issues in that area regarding cross wind effect.
c.	On speaking with the company that supplies and installs the banners, it is apparent that they use ladders, not MEWP equipment.
3.	Proposal/Options
a.	NTC needs to apply for the relevant licence for the existing High Street banners immediately.
b.	NTC could agree to the extension to include the Queen's Statue area in principle, dependent on suitable JCR Risk Assessment and public liability evidence.
4.	Financial/Resource Implications
a.	The cost of the licence application should be passed on to the JCR.
5.	Next Steps/Recommendations
a.	That a licence be applied for by NTC to SCC for the banners on an annual basis and cost directed to JCR.
b.	That NTC agrees in principle to the extension of lamp-post banners by JCR to the Queen's Statue area, dependent on the cost of the licence being reimbursed to the council and dependent on suitable JCR Risk Assessment and public liability evidence being supplied to the council.

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Report to	Full Town Council
Subject	NTC Marketing
Purpose	Information/Decision
Classification	Unrestricted
Meeting date	28th March 2022
Item number	14 a and b
Written By	Cathy Whitaker CLERK / Christy Argyroudi EVENTS MANAGER
Summary: This report outlines two proposals for marketing of the Town Council. - To engage a marketing consultancy service for a trial period of three months. - To host a Town Council stall on the Newmarket Market on a 4 – 6-weekly basis.	
1.	Introduction
a.	It is apparent that the council needs to market itself and its services and events more effectively to inform local and wider community and to increase uptake on venue usage.
b.	During recent interviews, candidates living locally expressed the view that they didn't realise what the Town Council does.
c.	There is often mis-conception regarding the three tiers of council and their roles and responsibilities.
2.	Context
a.	Marketing consultancy would provide the service without any ongoing commitment or human resource involvement.
b.	The council has the opportunity to self-promote also with a presence at the market.
3.	Proposal/Options
a.	Quotes received for <u>Marketing Consultancy:-</u> Acacia Marketing: (Red Lodge) - £375 p/month [preferred option : engaged previously for SoapBox Derby and currently working with Newmarket BID] Get Social with Grace: (Bury St Edmunds) - £230 p/month Social Buzzing: (London) - £399.99 p/month Spi-des-ign: (Bury St Edmunds) - £295 p/month See attached quote breakdowns.
b.	A market stall will be provided free of charge at the market on request by WSC. This would need to be manned by councillors / possibly staff. Tuesdays and/or Saturdays. To be used as opportunity to display information regarding the council and its services. Could be promoted as a 'pop-up' ward surgery.
4.	Financial/Resource Implications
a.	Marketing budget 22/23 code 4077/101 is £3,000.
b.	Miscellaneous costs for market stall dependent on what council decides to do.
5.	Next Steps/Recommendations
a.	To engage Acacia Marketing on a three-month trial at £395 per month initially; following that to review and consider engaging on an ad-hoc as-necessary basis.
b.	Proceed with plans for a market stall on a 4-6-weekly basis via WSC.

1st Quote

Company: Acacia Marketing

- 9 unique posts per week - across Twitter, Instagram, Facebook (3 per platform)
- 10 Instagram stories per month
- Comments / Mentions / Inbox management
- Interaction with local accounts / community groups
- Monthly meeting with Christy / Cathy
- Event promotion - Examples, but not limited to, sharing to local group Facebook pages, tagging of sponsors, interaction with teams / floats in parade

Cost: £375 per month plus vat – 3 months trial period

2nd Quote

Company: Get Social with Grace

- 3 unique social media pospts per week
- Up to 3 social media accounts (Facebook/ Twitter/LinkedIn/Instagram)
- Includes £20 worth of Facebook boosted posts per month
- Respond to questions and comments on posts
- No monthly reports

Cost: £230 per month plus vat

3rd Quote

Company: Social buzzing

- Posting daily on your social media pages
- Responding back to any questions and queries
- Engaging on your social media pages through liking, commenting and following to increase awareness
- Engaging with key influencers and people within the industry
- Creating and sourcing some relevant images
- Hashtag research
- Building up your email list.
- Arranging competitions and promotions
- Help with boosted paid ads
- Monthly blog with optimised keywords

Cost: £399.99 per month includes the complete management of three profiles.

A minimum of two months with one months' notice thereafter. All prices are excluding VAT.

4th Quote

Company: Spi-des-ign

Facebook:

x3 posts per week. This is to include relevant images/graphics where applicable. Marketing plan and information relating to the posts will be supplied for us to create the content. Other posts can be created outside of the content sent if required.

x10 Facebook stories created per month, using the same content/story used for the Instagram stories.

Twitter:

x3 posts per week. This is to include relevant images/graphics where applicable. Marketing plan and information relating to the posts will be supplied for us to create the content.

Instagram:

x3 posts per week. This is to include relevant images/graphics where applicable. Marketing plan and information relating to the posts will be supplied for us to create the content. Other posts can be created outside of the content sent if required. Hashtags will be used to link to relevant organisations/companies etc to better enhance engagement.

x10 Instagram stories created per month, using the same content/story used for the Facebook stories.

Weekly or monthly meeting can be arranged and scheduled to go through future posts.

Estimated Social Media Cost: Total: £295.00 + Vat