

**Newmarket Vision Steering Group**  
**14 November, 2016 at 9.30 am**  
**Newmarket Town Council Offices**



## **Key Notes and Actions**

### **Attendees:**

Cllr Richard Smith MVO, Chairman  
Cllr Robin Millar  
Cllr Andy Drummond  
Cllr James Finch  
Richard Goss

Bryn Griffiths  
William Gittus  
Christine Rush  
Guests:  
Joe Watson, Econ Dev, FHDC  
Di Robertshaw, chair NRA

### **Declarations of Interest:**

RS was concerned that Declarations of interest on all agendas should be noted. RS has a niece and two nephews at the Laureate School. There were no other declarations.

### **1. Apologies**

Apologies received from Howard Lay. Please note Michael Attwood will only attend if BG is unable.

### **2. Minutes of meeting 12 September, 2016**

The minutes were agreed as correct

### **3. Matters arising**

- Palace Street traffic monitoring: JK  
The survey will take place around next summer, when indicative traffic volumes will be known. CG is concerned with vehicles speeding, primarily. Museum paid for traffic calming, but not effective. NTC have suggested a one way system.  
**ACTION:** JF will take this forward to the Traffic Delivery Group.
- Racing Employment figures to be supplied to FHDC: WAG  
Unfortunately the figures were not available.  
**ACTION:** B/F to next agenda.
- Signage for Palace House, National Heritage Centre for Horseracing and Sporting Art: JF  
JF reported that this has all been done and is complete.
- On Street Parking Enforcement: RM spoke to Insp Shipton and he has confirmed officers are going out once a week and undertaking a spot check. SCC and Police have put papers forward for enforcement management by Districts. Residents and schools have submitted a signed petition and RM believes that this had the desired affect that brought about the spot checks into Newmarket.  
Police are withdrawing from civil enforcements JF reported and it will be down to SCC as highways. No need to bring forward again.
- Comms Plan: agenda item.

HM visit – AD all good reports! Went very well, timing perfection. AD heard that the Queen was delighted and with the huge crowd that turned out for her. RS said the NTC should be applauded. The Queen was delighted with the statue.

#### **4. Updates from Delivery Groups**

##### **Equine Hub Focus Group:** (William Gittus)

- WAG reported that the planning application is going through for the Uphill Gallop.
- Disposal of Horse Waste – WAG reported he had just returned from a trip to Norway, he is not convinced that the new technology is good currently as too much heat waste currently. Wants to be clear on the amount of waste that is produced in Newmarket. If trainers change what they bed their horses on, it could be used for gardens. Something for future discussions.

##### **Education Delivery Group:** (Howard Lay)

HL sent his apologies but provided a written update.

The Education Delivery Group will meet on Thursday 8 December and advised the Steering Group that he will be standing down as Chairman. HL has an idea who could follow on from him on the NV Education Delivery Group and will be discussed on 8<sup>th</sup>.

JK reviewed HL's update, circulated at the meeting regarding on going work.

**ACTION:** JK to draft a letter of thanks to HL on behalf of RS.

##### **TRET Delivery Group:** (Richard Goss)

- High Street Design Brief update  
RG was happy to report that he had heard tenders have gone out. JK confirmed the deadline is 16 November, and decision expected by the end of month. RG impressed the importance for information in the High Street for orientation of visitors. RG confirmed there are no statues in the plans, but artwork and information.
- **BID update:**  
Graham Philpot BID Manager in post; he has previous experience at a BID in London.

**ACTION:** RG to advise GP to attend the start of the next meeting beginning with a short BID update and a presentation.

- Love Newmarket WiFi Project and S106 funding application RG / DR
  - The Retailers Association set up a working party to bring WiFi into the High Street. Presentation at the TRET meeting two weeks ago.
  - WiFi will benefit businesses and can be used as a foot fall counter. Three companies have been reviewed and the Retailer Association have chosen to work with Elephant WiFi.
  - Massive potential and has the best system for future add-ons such as GeoSense and information display.
  - Application is for £52,459.00 towards the total cost. JK stated that this currently sat in a S106 fund allocated to marketing approved by Newmarket Vision. A second fund exists for high street improvements.

- Some members expressed concern in regard to privacy and this needs to be checked.
- JF uses mobile signals to track traffic flows. SCC have invested in this model as information logged for future improvement works.
- Traffic is counted in and out to track main traffic flows on the main roads.  
**ACTION:** JK to contact Graeme Mateer Transport Policy and Development Manager re privacy note.  
**ACTION:** JW to contact Elephant Wifi re privacy issues
- JF requested that the group check due diligence on this company – contract period of three years, software and continuation that would change if necessary. Hardware will be in place. Build into the budget of the BID. DR stated the WiFi would cover the BID area. Race course and Heritage museum to be approached as yet.  
**ACTION:** –JW to validate
- **Agreed:** The NV Steering Group would like to recommend S106 money being released to this project and a letter from Elephant to satisfy the issue raised.
- BG - working groups to be circulated to Newmarket and District Chamber of Commerce and if someone wants to represent them on one of the groups. RS suggest a rep joins TRET and Traffic.  
**ACTION** BG.

**Actioned Summary:** JW/DR

“Elephant Wi-Fi has provided Forest Heath District Council with the sufficient legality framework regarding the data in question. The snippet below from Elephant Wi-Fi’s legal letter reviews and answers the questions that the board raised at the last meeting:

“With regards to user access, every user that connects to the two systems has a dedicated username and password. We also log the last time every account accessed the system. Each account has its own security permission and we are able to lock accounts down to the following permission types:

View – only view data. Download of anything is not allowed Edit – view & download data plus create and send E-Shots Admin – this is for ourselves and allows us full edit permissions plus user creation / deletion / lock.

There are a couple of us that have Super Admin privileges for obvious reasons that get us access to everything including raw code.

What is important to note is that once a customer downloads and stores the data “off line” i.e. not on our servers they are responsible for data protection.

In the main Data Protection means you are capable of stopping people from having access to end users data if they are not supposed to have it, which when taken off our servers becomes out of our control and hence the reason why the responsibility falls to the customer.”

The letter has been verified by our legal department for additional confirmation. The matter of due diligence has also taken place. Elephant Wi-Fi is a subsidiary of Proximity Futures Limited. A quick search on FHDC database reveals that Proximity Futures Limited has a 4/10 likelihood of failure

based on their current 2015 accounts. 1 being low risk, and 10 being very risky. Therefore, having a below average risk of failure.

Consequently, the BID will now move forward with Elephant Wi-Fi and manage the project from here on.

The digital high street project is a major step forward for Newmarket, and the BID and NRA would like to thank the vision for their continuous input and cooperation to bring the project to fruition."

**Traffic / Highways Delivery Group:** (Cllr James Finch)

- RIS2 Update:
  - 18 months involvement JF.  
**ACTION:** JF will circulate sheet of information.  
**(Attached copy with minutes)**
  - RIS identifies priority improvements for major trunk routes A14, A47, A12 South of A14 A120.
  - Highways England put the business case together, submitted to Dept. of Transport and Sign off by Secretary of State.
  - JF reported he has a good relationship with group. The A14 does not have capacity issues, but there are five particular junctions that do. A14 Bury St Edmunds, Ipswich, (Copdock), Four Sisters interchange, Capel St. Mary, Mildenhall/Barton Mills/Fiveways roundabout. A Feasibility study is being conducted for the whole of the A14 to lead into RIS3.

Members expressed concern in regard the A142 / A14 Newmarket – 'Exning Junction' noting dangerous queuing on the highway with traffic coming from Cambridge. JF content it is in RIS2 and in the feasibility study.

**5. Communications/PR** (Jill Korwin)

The communications plan was circulated with the agenda. JG reviewed the summarised grid. Unfortunately, stories have hit the press, but have not been linked to NV. JF requested if a Newmarket story is released, please refer to Newmarket Vision where appropriate.

- co-ordinated stories can be shared and developed with the local press.
- Comms plan in place and can go forward from now.
- Car parking DR did speak with TRET and had no idea comms not mentioned NV.
- BG suggest a few stock phrases, complimentary to NV to comms of each organisation to use

**ACTION:** Comms from each of our organisations to link back to NV

**ACTION:** JK/BG to agree a list of phrases.

**ACTION:** CAR keep as a regular item on the agenda.

**ACTION:** All contact JK or BG to get ball rolling.

**6. Newmarket Neighbourhood Plan (NNP)** (Cllr Andy Drummond)

BN has supplied AD with a draft and a schedule planner. Currently at writing policy stage. Pre submission, consultation then to FHDC in March.

**ACTION:** AD will circulate schedule.

- NNP Steering Group meet on first and third Thursday of each month.
- There are ten basic objectives being written, six have been completed.

- <http://www.newmarket.gov.uk/nmkt-neighbourhood-plan/draft-objectives/>

The steering group found this update very encouraging news and thanked AD.  
**ACTION:** CAR Keep this item on the agenda

## **7. Newmarket Prospectus – introduction and development timeline**

Following a FHDC Cabinet meeting Cllr Lance Stanbury is leading on a prospectus for Newmarket. The prospectus will help inform the review of the local plan, build on work of the Newmarket vision, and will be used as a check list of the initial four years work in regard to built environment issues and is thought to be a healthy process.  
It can also be used as part of the Newmarket Neighbourhood Plan evidence.

Lance Stanbury will be having informal conversations with key partners - a chance to bring everything together and refocus.

RS and LS meeting on Thursday, 17 November in the morning.

**ACTION:** JK summary action points from Prince's Foundation Enquiry By Design *attached below*.

## **8. Any Other Business**

Snailwell Road, RM looking at scheme in place, designs being worked up for extension of walk way. Residents, on Thursday will have the opportunity to look at the scheme. RM meeting officers this afternoon. If residents do not mind, work could start immediately and takes horses off the road and pavement.

**ACTION:** RM will feedback at the next meeting.

The steering group agreed we have a unique environment in Newmarket which needs to be used to the best advantage of the whole community.

## **9. Dates of Next Meetings, 10am on a Monday**

Agreed dates for next year are:

~~16 January, 2017~~ amended date 13 February, 2017  
3 April, 2017  
24 July, 2017  
30 October, 2017

## Summary of Newmarket Vision Statements and Action Plans:

### **1. 'In twenty year' time, Newmarket will have improved the quality and accessibility of public open space and capitalised on its unique landscape setting'**

- Set up a working group to arbitrate the different access requirements of pedestrians, cyclists, motorists and the horse racing community
- Educate residents in the access restrictions to equine land and surrounding areas
- Explore and communicate the historic landscape pattern of the town
- Conduct an audit and character assessment of existing landscape assets within and surrounding the town

### **2. 'In twenty years' time Newmarket will have an excellent internal network of safe connections for walking, cycling and horses, making non-car movement much more attractive'**

- Identify existing routes and enhance walking and cycle loops around the town
- Create clear signage to inform better access to areas of open space around the town
- Explore the potential for providing additional horse walks and enhancing existing horse walk infrastructure
- Upgrade crossings, with a prioritised programme for implementing improvements

### **3. 'In twenty years' time Newmarket will be popular visitor and tourist destination by using its unique position as the home of horse racing. Through strong branding and marketing Newmarket will be recognised as part of the Suffolk Tourism offer and positioned as the Gateway to the East of England'**

- Use Newmarket's unique selling points in a new marketing and branding strategy

### **4. 'In twenty years' time Newmarket will have a successful and attractive High Street, part of a more varied and accessible town centre, with a balanced range for different income levels of quality shops and vibrant local market that caters for the needs of local residents, visitors and tourists'**

- Redevelop the Guineas shopping centre to create a mixed use development with retail and residential units and internal streets

- Implement town centre legibility strategy structured around key landmarks and destinations which provides better information and directions for pedestrians and motorists
- Improve the public realm and street furniture
- Update the town centre parking strategy
- Introduce a town-centre-wide 20mph zone
- Relocate the library to a more central position of the high street to create a landmark and gathering place for residents
- Revitalise the market – management, visual appeal and location
- Examine potential for a cinema/entertainment venue for local residents on the High Street

**5. 'In twenty years' time economic growth will be stimulated to encourage businesses to develop and grow in a manner which complements Newmarket's existing infrastructure and horse racing industry'**

- Maintain and enhance the existing businesses, services and facilities based around the horse racing industry and ensure its future attraction and viability
- Balance the present and future needs of the horse racing industry
- Attract new businesses to Newmarket
- Greater co-ordination and partnership working is needed between Newmarket's different business leaders and organisations including the council
- Provide the right conditions and locations for growth
- Through partnership working a co-ordinated campaign should be devised to market and promote Newmarket to key business sectors and industries in order to attract inward investment
- Existing enterprises should be given the opportunity to grow and upgrade
- Retain skilled workers to create a more diverse local economy for different skill sets

**6. 'In twenty years' time, Newmarket will have improved the quality of life for its residents paying particular attention to the young and elderly'**

- Work closely with schools to create community hubs including breakfast and after school activities
- Improve/create cycle routes between schools and green spaces
- Create a more diverse/higher quality night time economy by introducing a cinema or live music venue

**7. 'In twenty years' time, Newmarket will have improved the social connection between the horse racing and non-horse racing communities'**

- Establish a series of walkable loops to connect different neighbourhood centres and enhance community cohesion
- Encourage tourism offers which can also be used by local residents

**8. 'In twenty years' time, Newmarket will raise aspirations for its residents through good schooling, training and employment opportunities'**

- Hold open days for the local schools at the racing yards to showcase the different career paths available in the equine industry
- Establish an equestrian/sports science centre of excellence
- Build on the example at Foley House by linking children centre services, youth services and adult education

**9. 'In twenty years' time, Newmarket will have thrived and grown in a sustainable and well-balanced manner, delivering a better quality of life for all, with horse racing remaining vital to the town's economy and character'**

- Identify gap/redevelopment/'Brownfield' sites in the most sustainable locations
- Identify existing low quality, low density, low occupancy residential sites in less sustainable locations and draw up plans for redevelopment
- Since growth is required beyond the capacity of Brownfield Sites, bring forward a masterplan for a new mixed-use community in/around Studlands

**10. 'In twenty years' time Newmarket will be an attractive town that is well connected to neighbouring settlements, towns and cities by roads, bus and rail'**

- Enhance the 'sense of arrival' at the main town centre gateways