

THESE MINUTES ARE DRAFT UNTIL APPROVED BY THE BOARD AT ITS NEXT MEETING

**A Meeting of the Newbury BID Christmas & Events Group was held on  
Tuesday 7<sup>th</sup> June 2016**

**Attendance:**

David Pickett, Suzanne Young, Fiona Crook-Smith, Rob Boobyer, Camilla Seymour, Anita Hatch, Tracey Hughes, Caroline Edmunds, Lionel Zeffertt, Nigel Morrison, Andy Murrill, Peta Stoddart-Crompton, Alison Bird, Lewis Freeman, Rebecca Sandle, Hedley Palmer, Chula Bishop, Martha Vickers.

**1. Welcome**

All were welcomed and introduced by the chair of the meeting, David Pickett.

**2. Apologies**

Apologies for inability to attend the meeting were submitted on behalf of:  
Russell Downing, Andi Williams, Ian Hudson, Kate Chandler.

**3. A.O.B:**

None.

**4. Minutes of previous meeting**

Caroline Edmunds requested that the name of the meeting in which Icthus presented to WBC/NTC on 23.05.16 was the Community Services Committee, not Policy & Resources Group. Minutes to be amended. With this noted, the minutes of the previous meeting were accepted as a true record of the meeting, proposed by Caroline Edmunds, seconded by Fiona Crook-smith.

**5. Christmas Village**

5.1 Presentation to the Community Services Committee (WBC & NTC) went well on 23.05.16. The event now has the full backing of WBC and NTC for the next five years. During this meeting it was apparent that there has been some confusion around the Bus of Hope: Douglas Bennett (Icthus Ltd – organiser) had included this in the presentation, with no objections being raised. During this meeting Caroline Edmunds and Martha Vickers from NTC pointed out that this has not been confirmed, more detail must follow, in particular regarding protection of the ground. Suzanne Young will bring Douglas Bennett and Granville Taylor (Community Services Manager at NTC) together (when Granville returns from 3 weeks leave) to iron this out and for a final decision. Douglas Bennett had previously put the Bus of Hope contact in touch with Granville Taylor and thought that this was already the case but Caroline Edmunds was not aware of this.

- 5.224 traders still, Douglas Bennett has been working on the background logistics and preparing for the presentation on 23.05.16. Several enquires still current, to be chased up, and another big email push this week. No Newbury Artisan Market traders booked (conflict with this event and deemed too big / long an event). BID businesses have been contacted via email regarding sharing pitches and June newsletter to go out shortly. To be followed up with phone calls/ visits. Some attendees did not recall receiving the emails, this led to a general discussion around BID communication.
- 5.3 Schools competition – 6 schools have signed up to the competition to design the Nativity figures for full size displays during the event, others to be chased up.
- 5.4 Beer tent to be finalized.
- 5.5 Now that the event is confirmed the marketing campaign can begin in earnest, including social media, websites, email database, local press, radio, etc.

**RESOLVED: That the update be noted.**

## **6. Footfall**

David Pickett presented the latest footfall figures. Newbury is 2.6% down on 2015 but still faring better than the national picture. Parkway falls in line with the Town Centre. Businesses present provided their own information, Natures Corner commented that the BID Artisan Market was positively helping their Sunday figures.

## **7. Other Events**

Suzanne Young summarised the forthcoming events within NewburyFest:

- 7.1 The Newbury Fest website is now live ([www.newburyfest.co.uk](http://www.newburyfest.co.uk)), the events include Shop Local Week (shop offers have not worked previously so more of an encouragement for people to do all of their shopping in the Town Centre that week, highlighting the many independent shops), with the Covent Garden entertainers on Saturday 9<sup>th</sup> July, Parkway Street Party on Saturday 2<sup>nd</sup> July, Day of Dance (8-12 Morris Dancing groups from around the UK) on Sunday 10<sup>th</sup> July (cafes have been asked if they would give some discounts/offers). Newbury Fest is being promoted via the website, and BID and Visit Newbury websites, including social media, with emails to approx. 20,000 people who have expressed an interest in Newbury, and weekly telesales to the BID businesses.
- 7.2 Queens' 90<sup>th</sup> Picnic in the Park – 12<sup>th</sup> June. Caroline Edmunds informed all that there would be 9 vintage cars for each decade of the Queen's life.
- 7.3 Strongman Competitions – Northbrook St on 11<sup>th</sup> June, Market Place on 12<sup>th</sup>.
- 7.4 Chariot Festival – Caroline Edmunds outlined this event on 13<sup>th</sup> August. Suzanne Young asked for promotional material nearer the time for BID and Visit Newbury websites and email communications to businesses.

**RESOLVED: That the update be noted**

**8. A.O.B**

- 8.1 Martha Vickers (NTC) – Newbury in Bloom: 5 trolleys around the town, Anita Hatch has one at Natures Corner which customers are interested in having information about growing certain plants.
- 8.2 Martha Vickers – coach car parking: concerns voiced over the potential loss and where the Charter Market traders would then park.
- 8.3 Rob Boobyer (Racecourse) thanked those attending who took part in the Lockinge Day competition. Willow and Blooms won the Best Dressed competition, with a holiday for two to Qatar next April!
- 8.4 Hedley Palmer (M&S) – raised frustrations around the Parkway car park Sunday charge increases and the lack of communication, and unhappy customers. Peta Stoddart-Crompton (WBC – PR) will feedback to WBC.
- 8.5 Hedley Palmer (M&S) – informed all about the Healthy High Streets initiative and that Newbury is potentially a very good news story for this; further discussions to take place with BID.

**Next meeting:** Tuesday 5<sup>th</sup> July at 10:30am.