

Minutes of Christmas & Events meeting

11am, 1st April 2014, Broadway House

Present:

Russell Downing (RD), Suzanne Young (SY), Liz Large (LL), Derek Rossenrode (DR), Robert Scopell (RS), Robert Boobyer (RB), Sue Hetheron (SH), Shawn Smith (SS), Jack McCleod (JM), Fiona Crooksmith (FC), Ross Drake (RD), Neil Munday (NM), Andy Sheppard (AS), Simon Carr (SC), Greg Brighthouse (GB), Angela Thompson (AT).

Apologies:

Jamie Allen (JA), Chris Jones (CJ), Nigel Morrison (NM), Jan Ferrer (JF), Gabrielle McGarvey (GM), Paul Redmond (PR), Jonathan Hopson (JH), Caroline Edmunds (CE), Carolyn Taylor (CT), Alex Herbert (AH), Jim Sweeting (JS)

	<i>Item</i>	<i>Action</i>
1	Welcome & Introduction <ul style="list-style-type: none"> All were welcomed and introduced 	
2	Christmas - RD informed all that: <ul style="list-style-type: none"> Santa is booked for Switch on and parade on 30/11/14. Road closure has been approved for the parade from Market Street, Bartholomew St, Northbrook Street, The Broadway, London Road, Park Way, over the bridge, Wharf Street and finishing in the Market Place. Search for a Star competition - TBC: in conjunction with Breeze FM, an under 18 and an over 18 category will be auditioned from the summer onwards and the winner of each will perform at the Switch On event. Christmas Market: RD to meet with TASK Group (evening of 1st April) to discuss requested full road closure for the 10 day period. RD informed all that the Police and WBC are in support of it. 	
3	Easter <ul style="list-style-type: none"> SY to collect all decorated eggs from local primary schools this week and deliver to Rainbows for coating/waterproofing. SY and Rangers have distributed posters around the town; SY has provided details and poster for BID social media RD has advertised the event (and Easter Food Festival) in the current Primary Times magazine (circulation of 63,000). Breeze FM radio campaign is now live promoting the workshops, to be followed next week by the promotion of the egg hunt itself. Eggs will be displayed at Food Festival on Easter Monday, and the winner will be announced by Breeze 	SY delivered eggs to Rainbows 03/04/14

	<p>FM at 2pm.</p> <ul style="list-style-type: none"> • Adult competition: members of the public to find large egg (clues to be given on social media) then post “selfies” beside the large egg on to Visit Newbury social media • All eggs to be returned to the schools. 	
5	<p>Food Festival 20th & 21st April</p> <ul style="list-style-type: none"> • JM (organiser) gave an update: <ol style="list-style-type: none"> 1. 55 stalls now booked, aiming for 65. 2. Site plans being prepared. 3. Bartholomew Street is the location, partly as a trial with a view to the Christmas Market being there; JM has spoken in person to many of the businesses there, many are very favourable to the idea; he is keen to get feedback on any concerns. 4. 8am-6pm road closures are essential. 5. The stage will be located outside Lloyds Bank for Breeze FM, where the winner of the egg hunt will be announced. SC voiced concerns over this being near his business, and concerns over pedestrian safety on Bridge Street due to uneven cobbled stones. 6. SC raised concerns over the number of food events during the year, in competition with his business. RD confirmed there would be no more than 3 Food Festivals per year. SC expressed a desire to be involved with events, and the BID, whilst also wanting to voice any concerns he has. 7. GB expressed his thoughts on the previous Food Festivals in terms of the negative impact on his business in the immediate short term after. He is participating in the next one. 	
6	<ul style="list-style-type: none"> • Newbury Fest: <ol style="list-style-type: none"> 1. Brochure: RD informed all that, like last year, the brochure will go out to 65,000 homes within a 30 minute drive time of Newbury (the “doughnut effect”, i.e. not to local residents but further afield). 2. Shop Local Week (30th June-7th July): we will be asking (via BID newsletter, e-mail and visits) for offers to promote in the brochure. 3. SS would like the Jazz Festival (26th May) to be a launch board for SLW, distributing flyers, etc. Hetherton’s are currently the only local marquee 	

	<p>booked.</p> <p>4. SS is keen to talk to other independent coffee shops about doing a shared loyalty card.</p> <p>5. This led on to a discussion, as RD informed all that the BID are looking into creating a Newbury town loyalty card. RD has already had discussions with A-Plan Insurance and NBS (the latter are currently re-branding theirs). The card would serve both employees of the business included, and the public (based on the Guildford BID experience). Offers would be promoted weekly on Visit Newbury and BID websites. SS suggested that individual mid-season sales could link up to a town wide sale.</p>	<p>SS has since spoken and all are keen. SY to set up a meeting.</p>
7	<p>Youth Fest: SY reminded all of this event on 17th August and asked if any business wishes to exhibit or offer recruitment advice/apprenticeships/training to get the event organiser contact details from her. SY has the event promoted in April newsletter and on social media.</p>	
8	<p>Dementia Action Alliance - launch event on 6th June: SY informed all about this event, and informed all that the organiser is keen for businesses to join the alliance to make Newbury "dementia- friendly"; ask SY for contact details. SY has the event in April newsletter and on social media.</p>	
9	<p>Strongman Competitions on 13th July: SY summarised this event; SC suggested Oldbury's and Just Add Grapes could sell "strongest cheese"; SS has since suggested races including the carrying of objects associated with Newbury, e.g. a canoe; the local bakeries could participate in the Newbury's Strongest Man in a "flour lifting" race! SY has the event in April newsletter and on social media.</p>	
10	<p>VolleyFest 2014: SY informed all of this event on 2nd & 3rd August – potentially up to 1,000 visitors, from England and Wales, and possibly USA; a great opportunity for businesses (shops, hotels and restaurants) to capitalise on the additional tourism! again, please contact the organiser if you can sponsor prizes, via SY. SY has the event in April newsletter and on social media.</p>	