

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 5th April 2016**

Attendance:

David Pickett, Suzanne Young, Fiona Crook-Smith, Roscoe Young, Anita Hatch, Andi Williams, Caroline Edmunds, Lionel Zeffertt, Ann Radbourne, Roscoe Young,

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, Nigel Morrison, Andy Murrill, Rob Boobyer, Peta Stoddart-Crompton, Alison Bird, Helen Angelides, Nicola Jones, Lewis Freeman, Hedley Palmer.

3. A.O.B:

Promotion of Natures Corner event on 31st May – Anita Hatch to send Suzanne Young details for Visit Newbury and BID listings, and Visit Newbury social media. Suzanne also suggested doing a flyer drop.

Newbury In Bloom – Caroline Edmunds advised all that this was launched on 4th April; Caroline to send promotional material to Suzanne Young to send out, for businesses to get involved.

Event minutes from last meeting are not on BID website so Suzanne Young to ask web administrator to do so.

4. Minutes of previous meeting

The minutes of the previous meeting were accepted as a true record of the meeting, proposed by Lionel Zeffertt, seconded by Ann Radbourne.

5. Christmas Village

Suzanne Young advised all of event name change to Christmas Festival and web address given. 1000 traders have been emailed, 11 confirmed bookings and other expressions of interest. Poor response may in part be due to Mail Chimp?, plus negative associations with previous Newbury Christmas markets; new website stresses the new event and new management.

A discussion took place around pitch fees, consensus was that the retail fees should be reduced to attract more traders, (especially art / craft traders who must sell a vast

quantity to cover costs), and when compared with established markets in Winchester, Bath and Salisbury.

Suzanne Young to discuss with Douglas Bennett of Icthus.

Suzanne Young suggested that the Newbury Artisan Market traders are approached, all agreed that this should happen.

Anita Hatch suggested Icthus have a stand in the high street to have a physical presence and “spread the word” about trading opportunities.

All agreed the focus should be on quality stalls and a festive atmosphere, not necessarily lots of (expensive) attractions, to make the event more viable to go ahead. Cut-off date for the event to go ahead is still end of April.

RESOLVED: That the update be noted.

6. Footfall

David Pickett presented the latest footfall figures. Lionel Zeffert felt the figures are skewed but had not realized that previous to having the footfall camera installed, the BID was supplied the data from WBC, the same system that had been used for several years. SY & DP confirmed that the national data comes from a central database, not just Springboard.

Footfall V Conversion to Sales was discussed, the consensus being that each individual retailer’s offering and customer service is key to their revenue, not just the footfall available.

The future of the Kennet Centre was discussed; the new buyers have a track record of turning around flagging shopping centres.

7. Other Events

Suzanne Young summarised the recent Easter events:

Artisan Market - some very positive feedback from some of the traders, despite the poor weather, it was deemed a good event, especially for Easter Sunday when the shops were closed. The organisers were very happy and hopefully it will continue to grow, the plan being to have zones of traders throughout the whole Town Centre.

Giant Easter Egg Hunt - 227 entry forms returned over 8 days.

Three members of the meeting selected the 3 winning entry forms. SY to contact them this week.

RESOLVED: That the update be noted

8. A.O.B

Lionel Zeffert asked if there could be a “hunt” type event in the Summer holidays – free for families and always popular with businesses too. Ideas are to be given to BID.

Next meeting: Tuesday 3rd May at 10:30am