

## **Newbury BID Christmas & Events Group – Meeting Minutes Wednesday 24<sup>th</sup> January, 2018**

A Meeting of the Newbury BID Christmas & Events Group was held on Wednesday 24<sup>th</sup> January, 2018

Attendance: Russell Downing, Rob Boobyer, Laura Adamson, Paula McAuley, Ruth Pike, Zoe Forster, Alison Bird, Charlotte Woodhouse, & Martha Vickers.

### 1. Welcome

All are welcomed and introduced by the chair of the meeting, Rob Boobyer.

### 2. Apologies

Andy Murrill, Peta Compton-Stoddart, Jodie McAndrew, Fiona Crook Smith, Emma Hooper, Anita Hatch

### 3. Minutes of last meeting

The minutes from the last meeting were approved by Russell Downing and seconded by Laura Adamson.

### 4. Round up of 2018

Hallowe'en Haunt Hunt and the Easter Hunt were a big success and will be repeated.

The Artisan Market is growing and will extend into the market place going forward, with a view to extending into the market place, with retro stands, musicians etc.

The Reindeer Hunt is not working, as it is not during school holidays and uptake is low. It will not be run in the future.

Best Dressed Window – The group discussed the possibility of awarding 2<sup>nd</sup> and 3<sup>rd</sup> places to participants in the future and creating a larger event.

Light Switch On went successfully without issue.

Choir of 1000 voices – the choirs themselves are lovely and Newbury BID will build on this in collaboration with Greenham Common Trust. The late night opening is struggling due to a lack of support and shops not staying open across the board.

## 5. Marketing

Russell Downing ran through their BID's marketing activities. The new website is live and getting a lot of traction. There is still work to do but it has been received positively.

Martha Vickers raised the possibility of the town council having touch screen terminals in the council foyer for tourists. It was felt that whilst a good idea, the library would be a better location for the terminals, as there is more room and the bus/coach station will be moving next door.

## 6. Footfall

Newbury bucked the national trend of a decline in footfall being 2% up, with over 1 million visitors in December. The possibility of having a crèche in town was discussed over the Christmas period, but it was felt parents would not pay for the facility.

## 7. 2018 Events

Laura Adamson ran through the events schedule for 2018.

The Easter Eggs have been replaced with Bunnies and local schools becoming involved.

Puddle Jumping will return this year – we need to figure out how to collect parent's disclaimers to a) speed up the process and b) comply with new GDPR.

Jazz and Blues will go ahead again this year. We are talking to Parkway about the possibility of a warm-up in Parkway from 2-6pm.

Details on other events can be found below.

Charlotte raised the possibility of having a Christmas 'advent' in 2018 with prizes every day in December. Laura Adamson will investigate further.

Next meeting to be held on Tuesday 10<sup>th</sup> April, 2018 at 10.30am in Room F9A

## PROVISIONAL EVENTS SCHEDULE