

# Minutes of Christmas & Events meeting

11am, 2<sup>nd</sup> December 2013, Broadway House

## Present:

Russell Downing (RD), Suzanne Young (SY), Liz Large (LL), Carolyn Taylor (CT), Jan Ferrer (JF), Caroline Edmunds (CE), Derek Rossenrode (DR), Alex Herbert (AH), Neil Munday (NM)

## Apologies:

Chris Lynn (CL), Chris Jones (CJ), Nigel Morrison (NM)

|   | <i>Item</i>  | <i>Action</i> |
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| 1 | <b>Welcome &amp; Introduction</b> <ul style="list-style-type: none"> <li>All were welcomed and introduced</li> </ul>   |               |
| 2 | <b>Review of Week 1 - Christmas</b> <ul style="list-style-type: none"> <li>Late night Thursdays got off to a steady start, this was similar to last year. Some good feedback from members of the public regarding the road closure and how much better it was for members of the public. Good number of shops remained open for the duration, with the exception of one notable shop closed.</li> <li>Christmas market opened on time and was very busy over the first weekend, particularly following the switch-on event.</li> <li>Newbury Christmas Parade was received well in the main, some good learning points for next year. However very well supported by members of the public.</li> <li>A number of retailers mentioned double digit growth Y-O-Y with footfall up through Parkway by over 30% over the Saturday &amp; Sunday.</li> </ul> |               |
| 3 | <b>Late night shopping</b> <ul style="list-style-type: none"> <li>5<sup>th</sup> Dec – Newbury exclusive shopping event, a good response from retailers with many holding special offer events or invitation shopping. A parkway unit will also be used as a information point and will also run a card making workshop along with Free gift wrapping service.</li> <li>12<sup>th</sup> Dec – 1,000 voices, 12 choirs confirmed to sing around Newbury this will total around 520 strong to muster in the Market place to be joined by members of the public. Competitions will be run through the evening with Newbury Building Society.</li> <li>19<sup>th</sup> Dec – Arctic theme, entertainment booked in the form of ice carvers and street entertainers.</li> </ul>   |               |
| 4 | <b>Christmas 2014</b> <ul style="list-style-type: none"> <li>Long discussion around the timings of next years light switch-on and parade, potential days are Friday or Sunday. This has been deferred to the January meeting for a decision to be made.</li> </ul>   |               |

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| 5 | <b>NewburyFest 2014</b> <ul style="list-style-type: none"><li>Decision made to run this again, including Shop local week. Once the full calendar of events has been completed dates will be finalised at the January meeting.</li></ul>  |  |
| 9 | <b>A.O.B.</b> <ul style="list-style-type: none"><li>Look at possibility of running an Easter campaign in conjunction with Parkway.</li><li>Other possible events include: Flower Festival, Easter egg hunt and bonnet parade, an event to mark the re-opening of the museum and a French Market.</li></ul> |  |
|   | <b>Date of Next Meeting</b> <ul style="list-style-type: none"><li>13<sup>th</sup> January 2014, 11am Broadway House</li></ul>  |  |