

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 July 2016

Attendance:

David Pickett, Suzanne Young, Fiona Crook-Smith, Ross Drake, Chula Bishop, Anita Hatch, Camilla Seymour, Tracey Hughes, Alison Brodie, Lionel Zeffertt, Alison Bird, Granville Taylor, Lewis Freeman, Rebecca Sandle.

Welcome

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

1. Apologies

Apologies for inability to attend the meeting were submitted on behalf of:
Russell Downing, Nigel Morrison, Ann Radbourne, Caroline Edmunds, Martha Vickers.

2. A.O.B:

None.

3. Minutes of previous meeting

The minutes of the previous meeting were accepted as a true record of the meeting, proposed by Fiona Crook Smith, seconded by Anita Hatch.

4. Christmas Village

Suzanne Young updated the group:

- Site survey conducted in previous week by Douglas Bennett of Icthus, site plans produced showing location of retail stalls (bandstand side of hedging), food and drink stalls (pond side), fair rides, nativity scene, donkey rides, Santa's grotto (and potential dry ski slope if funds permit).
- Icthus have paid for advertising so a google search of "Newbury Christmas" now brings Newbury Christmas Festival at the top of the list.
- Andy Murrill at NWN has kindly changed the content of the pre-existing negative link about last year's event cancellation to a positive post about this year's event.
- Icthus is paying for other advertising linking in with various partners to spread the word further afield.
- Icthus and BID's marketing contact are now linking up on social media.
- Suzanne Young to provide a full list of local Christmas events to Icthus, for them to promote as part of the festival period, to draw more visitors.

- Suzanne Young is awaiting the Newbury Artisan Market full list of traders to pass to lcthus to contact. Suzanne is sending any new trader leads she comes across to lcthus on an on-going basis.
- Suzanne, Douglas and Granville Taylor of NTC are meeting later this week to iron out any logistical issues. Sovereign have given permission for the fence on St Mary's Rd to be removed where necessary to allow vehicular access. Granville confirmed that traders may only enter from St Mary's Rd not Parkway end.
- Douglas has confirmed the fair rides, having chosen the supplier of the more traditional helter skelter, ferris wheel and carousel.

RESOLVED: That the update be noted.

4. Footfall

David Pickett presented the latest footfall figures.

Parkway is 0.2% down on the same time last year; Ross Drake commented that the different timing of school holidays may have had an impact.

RESOLVED: That the update be noted

5. Other events

Covent Garden Entertainers – Saturday 9th July – 3 entertainers to rotate around the town plus 1 roving act, at the end of Shop Local Week.

Day of Dance – Sunday 10th July - 7 morris dance groups from the South to perform around the town.

Chariot Festival – Saturday 13th August: awaiting more information from Newbury Town Council, will then promote it.

Classic Cars – Suzanne has received an enquiry from West Berkshire Cruisers Car Club to hold a classic car display around the town centre; date TBC.

6. A.O.B.- none.

Next meeting: Tuesday 6th September (August date cancelled as Russell Downing and Suzanne Young on leave).