

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 3rd May 2016**

Attendance:

David Pickett, Suzanne Young, Fiona Crook-Smith, Caroline Edmunds, Lionel Zeffertt, Ann Radbourne, Patrick Hogan, Kirsty Wood.

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, Rob Boobyer, Hedley Palmer, Alison Bird, Andi Williams, Roscoe Young, Anita Hatch, Hedley Palmer, Chula Bishop, Martha Vickers.

3. A.O.B:

None.

4. Minutes of previous meeting

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

5. Christmas Festival

Suzanne Young outlined developments: 24 stalls booked: 14 food and drink, 10 gifts/craft items. Deposits to be paid this week, with another mailshot going out this week. The Festival will include 2-3 fun fair rides, a petting zoo, a live nativity, and donkey rides. Potential extras (depending on stall numbers and revenue) are a dry ski slope and road train.

Whilst the number of stalls is lower at this stage than BID would like, the organiser is working in earnest to increase this and is confident he will do so. He is also working on many of the other logistical considerations, with discussions on-going with NTC regarding issues such as parking, access, pitch locations, power supply, etc. He is presenting to the Town Council Policy & Resources Group on Monday 23rd May.

Newbury Artisan Market traders are to be contacted, Suzanne Young spoke to some at the last event and were interested in principle but needed more information. Patrick Hogan suggested that we invite BID businesses to share a pitch (Suzanne Young to check with the organiser and contact all if agreed).

The duration was discussed in terms of possibly shortening it for more impact and visitors per day. Suzanne Young to discuss with the organiser. Suzanne and Russell to meet with the organiser within the week.

RESOLVED: That the update be noted.

6. Footfall

David Pickett presented the latest footfall figures.

Footfall still down compared to national average but David Pickett advised that Parkway's conversion rate is good.

Ann Radbourne suggested that the rise in "Click & Collect" may be a factor.

It was agreed that with the improving weather and more events the footfall should steadily improve.

7. Other Events

7.1 Newbury Artisan Market – Suzanne Young informed all that the last event on 24th April saw 45 stalls, with more designer makers than food and drink. The atmosphere was very positive with some great feedback from traders and members of the public. The next event is on Sunday 22nd May (Bayer Race on 29th).

7.2 Newbury Fest – There will be a marketing campaign again but without the Royal Mail drop to 65,000 homes within a 30 minute drive. The normal local print advertising and marketing via Visit Newbury will continue. Suzanne Young is collating the various key events for Newbury from the key venues for the marketing campaign. The Covent Garden entertainers have been booked for Saturday 9th July, the culmination of Shop Local Week, with Parkway's Summer Street Party on Saturday 2nd.

7.3 Shop Local Week: Saturday 2nd-Sunday 10th July: BID will not be collecting offers from Independents as from previous year's feedback they do not seem to work. A discussion took place around what Shop Local Week should look and feel like. Street music is still planned. Rather than the Parkway Street Party and BID Independents Day Celebrations / Covent Garden Entertainers on one day, the former is on Sat 2nd, the latter on Sat 9th, hence, topping and tailing the week.

Lionel Zeffertt proposed that BID pays for a double page feature about Independent businesses in the NWN, the consensus was that the larger chains should also be included as the pull, so that the diverse offering is represented. Suzanne Young to discuss with Russell Downing.

7.4 Youth Day: the next event is Sunday 8th May in the Market Place. Berkshire Youth have the Newbury Rock Project performing, and also hope to have Newbury YoungStars there.

7.5 Vintage Fire Engine Day – unfortunately due to other more established events on the same day this is now unlikely to happen this year but the engine owners are keen to return in 2017.

7.6 Day of Dance - Sunday 10th July: 8 different Morris Dance groups are now signed up with another 4 potential groups TBC.

RESOLVED: That the update be noted

8. A.O.B

8.1 Meet the Board – Suzanne Young reminded all of the BID event on Wednesday 4th May at 6pm in Broadway House.

8.2 Racecourse Promotions: Hogan Music and Rainbows were disappointed to not have been contacted by Newbury Racecourse. Suzanne Young to contact Rob Boobyer at the racecourse to resolve.

Next meeting: Tuesday 7th June 10:30am