

# Minutes of Christmas & Events meeting

11am, 6<sup>th</sup> October 2014, Broadway House

**Present:**

Russell Downing (RD), Suzanne Young (SY), David Pickett (DP), Jack McCleod (JM), Neil Munday (NM), Paul Redman (PR), Andrew Russell (AR), Patrick Hogan (PH), Granville Taylor (GT), Angela Thompson (AT), Rob Boobyer (RB), Steve Brind (SB), Greg Brighthouse (GB), Allison Bird (AB), Fiona Crooksmith (FC), Anita Hatch (AH), Lionel Zeffertt (LZ), Chris Dawson (CD).

**Apologies:**

Caroline Edmunds (CE), Gabrielle McGarvey (GM), Martha Vickers (MV), Jan Ferrer (JF), Carolyn Taylor (CT), Alex Herbert (AH), Liz Large (LL), Jodie MacAndrew (JM), Jim Sweeting (JS), Annette Bellamy (AB), Ross Drake (RD), Nigel Morrison (NM).

	<i>Item</i>	<i>Action</i>
1	<p><b>Welcome &amp; Introduction</b></p> <ul style="list-style-type: none"> <li>All were welcomed and introduced.</li> </ul>	
2	As above – noted that several people were on annual leave.	
3	<p><b>Christmas Lights 2014 – RD</b></p> <ul style="list-style-type: none"> <li>Installation from Monday 10<sup>th</sup> November (after Remembrance Sunday); switched on by mid-afternoon Friday 14<sup>th</sup> November.</li> <li>DP – Parkway may be different – to advise.</li> <li>RD – first year that Kennet Centre, Parkway and the town centre lights are trying to co-ordinate the same timings.</li> </ul> <p><b>Switch On/Santa Parade event – Sunday 30<sup>th</sup> November</b></p> <ul style="list-style-type: none"> <li>Santa’s grotto from 10:30am.</li> <li>Live entertainment on stage in Market Place from 12pm-3:30pm (Emma Lawrence booked!)</li> <li>From 4pm: winners of Search for a Star competition (via Breeze FM) to perform</li> <li>Parade to begin approx. 5:15pm-6pm: local primary schools, Beavers booked, Young Stars, City of Bristol Scottish Pipes booked; awaiting confirmation from other children’s organisations.</li> <li>Lights to be switched on around 6:15pm.</li> </ul> <p><b>Late nights:</b></p> <ul style="list-style-type: none"> <li>4/12 – shopper evening; RD appealed to retailers to co-ordinate offers together on 1 night, to be marketed in Christmas brochure (and other forms of marketing).</li> <li>11/12 - 1,000 Voices; conductor booked; 17 choirs confirmed.</li> </ul>	

	<ul style="list-style-type: none"> <li>• 18/12: Frozen theme; roving entertainer, ice sculptures.</li> <li>• Shops need to stay open until 8pm to make these evenings more successful.</li> <li>• SY to contact JM at Kennet Centre to confirm their opening hours.</li> </ul> <p><b>Christmas Market 2014 - RD</b></p> <ul style="list-style-type: none"> <li>• St. Nicolas church Vicar is very excited; met twice;</li> <li>• JM: has plenty of food stalls, still working hard to get gifts; 36 stall holders keen, one third have paid. Aiming for 45. Now building the chalets to re-use in the future to keep costs down.</li> <li>• Pitches - £80 single, £120 double (cp. £110/£130 in 2013).</li> <li>• DP: can we see the current bookings? We will send out as soon as we have.</li> <li>• RD: need to be mindful of church concerts and potential funerals.</li> <li>• We will be lighting up the church.</li> <li>• Having discussed with Charter Market unfortunately there is no space for helter skelter or ferris wheel.</li> </ul>	
4	<p><b>Halloween: RD</b></p> <ul style="list-style-type: none"> <li>• Halloween Hunt – Mon 27<sup>th</sup> Oct-Sat 1<sup>st</sup> Nov: 19 businesses wish to be involved; Parkway will dress a unit in East Street for themed activities and for collection and return of entry forms.</li> </ul> <p>Prizes: 1<sup>st</sup> prize: £100 John Lewis at Home voucher (Parkway)  2<sup>nd</sup> prize: Hotel Chocolat - Children's Halloween Hamper  3<sup>rd</sup> prize: £25.00 Lakeland Voucher</p> <ul style="list-style-type: none"> <li>• Advertised in Primary Times this month, and in this week's NWN.</li> </ul>	
5	<p><b>Food Festival - RD</b></p> <ul style="list-style-type: none"> <li>• Sat 1<sup>st</sup>/Sun 2<sup>nd</sup> Nov, 10am-4pm: 60 stalls interested; on Northbrook Street, with a chilli eating competition and live music on the stage.</li> </ul>	
6	<p><b>Best Dressed Shop Window - RD</b></p> <ul style="list-style-type: none"> <li>• Applications for BID businesses to participate will go out with October newsletter; the competition starts Thursday 20<sup>th</sup> November; judging on 5<sup>th</sup> December.</li> <li>• This year NWN more involved (new management), and promoting it, along with NBS (in Thatcham and Newbury branches).</li> <li>• 3 categories (charity/not for profit, independent and chain) and an over-all winner.</li> </ul>	
7	<p><b>Other Events:</b>  <b>2015:</b>  Wedding Show – 8<sup>th</sup> March - TBC  Food Festival - 27<sup>th</sup> &amp; 28<sup>th</sup> June</p>	

	<p>Made In Britain – 18<sup>th</sup> &amp; 19<sup>th</sup> July  Party in the Park/Jazz Festival – 8<sup>th</sup> &amp; 9<sup>th</sup> August  Chilli Fest – date TBC in September  Food Festival – 31<sup>st</sup> October &amp; 1<sup>st</sup> November  Ladies Day/Fashion Week – with the Racecourse – TBC for August</p>	
8	<p><b>A.O.B</b></p> <p><b>Footfall Cameras:</b></p> <ul style="list-style-type: none"> <li>• Until very recently footfall was measured bi-annually in 30 places around the town centre, using an analogue clicker system – antiquated and unreliable; figures multiplied up but affected by weather, events, etc.</li> <li>• RD argued with WBC that if other cameras (e.g. Parkway, Kennet Centre) record higher footfall then how can the town figures sometimes be lower?</li> <li>• Also, can compare with regional and national figures, and can overlay with Kennet Centre and Parkway data.</li> <li>• BID have part-funded with WBC the new camera which is opposite River Island; accurate weekly data; after one month's data we will circulate figures with BID newsletter.</li> <li>• No data protection issues as no images, only movement recorded.</li> <li>• After 12 months we will have a clearer picture.</li> <li>• CD – where would possible future additional cameras go? RD – ideally Market Place, Bartholomew Street, Cheap Street – the best mix within the budget available.</li> </ul> <p><b>Geotask FREE Trial:</b></p> <ul style="list-style-type: none"> <li>• People have to opt in and just give their name, gender and age; beacons around the town register movement via their smart phones so we can analyse shopping behaviour.</li> <li>• RD: teenagers and young people currently perhaps not as well catered for so this will enable us to understand their behaviour better.</li> </ul> <p><b>Natures Corner:</b></p> <ul style="list-style-type: none"> <li>• celebrating their 15 years of trading and have won Best Independent Retailer award (BID have put on to Visit Newbury social media).</li> </ul> <p><b>Parkway:</b></p> <ul style="list-style-type: none"> <li>• Jack Wills opening on Middle Street 24/10.</li> <li>• Schuh – on East Street – date TBC.</li> </ul>	
9	<b>Date of next meeting:</b> 3 <sup>rd</sup> November, 11am at Broadway	

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