

# Minutes of Christmas & Events meeting

11am, 7<sup>th</sup> July 2014, Broadway House

## Present:

Russell Downing (RD), Suzanne Young (SY), Robert Boobyer (RB), Fiona Crooksmith (FC), Ross Drake (RD), Simon Carr (SC), Greg Brighthouse (GB), Caroline Edmunds (CE), Jim Sweeting (JS), Martha Vickers (MV), Jamie Allen (JA), Jonathan Hopson (JH), Robert Scopell (RS), David Pickett (DP), Jack McCleod (JM), Steve Smith (SS), Neil Munday (NM), Annette Bellamy (AB)

## Apologies:

Nigel Morrison (NM), Philip Gray (PG), Jan Ferrer (JF), Paul Redmond (PR), Carolyn Taylor (CT), Alex Herbert (AH), Liz Large (LL), Angela Thompson (AT), Simon Carr (SC), Jodie MacAndrew (JM), Philip Gray (PG).

	<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	<p><b>NewburyFest - RD</b></p> <ul style="list-style-type: none"> <li>• Royal Mail door drop of postcard to 65,000 homes directing people via a competition to <a href="http://www.newburyfest.co.uk">www.newburyfest.co.uk</a> took place in early June – this was cheaper than last year’s A5 booklet.</li> <li>• Responses so far: <ul style="list-style-type: none"> <li>➢ Postcard: 309</li> <li>➢ Social media (still on-going): 75</li> <li>➢ NWN ad: 20</li> </ul> </li> <li>• Boules Tournament was well received.</li> <li>• 5<sup>th</sup> July Golden Ticket event: Covent Garden Entertainers handed out approx. 600 vouchers from retailers and there was 1 very happy Golden Ticket winner with £1,000 of vouchers to spend in the town centre; the entertainers performed throughout the town, including roving ones along to the far end of Bartholomew Street (at Toomers Hardware), The Broadway, and Cheap Street; business feedback was positive and public enjoyed the day.</li> <li>• Footfall figures for 5<sup>th</sup> July: <ul style="list-style-type: none"> <li>➢ DP – Parkway retailers hit targets by 12 noon; people were interested pre-9am! Better than 2013 and steady throughout the whole day.</li> <li>➢ JH: been on leave but will report when available.</li> <li>➢ RD (McDonalds): a good response to vouchers, in line with expectations.</li> </ul> </li> </ul>	

	<p><b>Christmas Market 2014 - RD</b></p> <ul style="list-style-type: none"> <li>• 11 day road closure refused by WBC, due to potential impact of traffic morning and especially evening.</li> <li>• JH: sought an understanding of the current status of events around the Christmas Market. RD gave a summary of developments (see previous minutes – the proposal of the Charter Market moving into Northbrook Street permanently. This will not now be happening this year, as the £26k power supply costs have no funding yet and this amount would double to have power both sides of the street, as per Charter Market request); JH expressed frustration; RD re-iterated that much work has been done over many months, and input was needed much sooner.</li> <li>• Location options are Wharf Car Park (but unlikely as loss of revenue to WBC, and potential parking issues for visitors) or around St. Nicolas Church and Bartholomew Street; Nick Carter (WBC) supportive of this idea.</li> <li>• RD, JM and SS to measure space around the church directly after the meeting.</li> <li>• RD (McDonalds) – concerns over another venue, which if not as successful, may deter people the following year; would Victoria Park be a better option again this year? CE stated that an application would need to be submitted, the answer is not already a definite “no”; RD: this would probably entail huge deposits and strict terms and conditions.</li> <li>• RB: proposed that the TASK Group who have refused the 11 day road closure should come up with another plan.</li> <li>• MV: could there be pockets of stalls throughout the town? JM &amp; AB: visitors to only a few stalls may think they had seen the entire market, plus security would be more problematic;</li> <li>• RD: the enthusiasm in the room must be harnessed; please lobby others; give your support for a town centre market in writing to BID, especially as the BID as an entirety only counts as one vote;</li> <li>• JH: keen to create a group of 10-12 key representatives from the meeting to liaise with WBC regarding the location of the 2015 market, who can try to exert some influence and agree a timetable for 2015.</li> <li>• JM: keen to take bookings from January 2015.</li> </ul>	
4	<p><b>Christmas Lights: RD</b></p> <ul style="list-style-type: none"> <li>• They will be installed on 11/12/14, after Remembrance Sunday on 09/11/14.</li> <li>• There will be additional lights this year.</li> </ul>	

	<ul style="list-style-type: none"> <li>Lights (apart from the Christmas tree) will be switched on Fri 14/12/14 (evening).</li> <li>RD confirmed to FC that Market Street will have lights.</li> <li>Light Switch On event: Sunday 30/11/14; retail 12pm-4pm; (no Hennessy clash and no Charter Market); Search for a Star on the stage; Parade with 4-5 floats from Market Street, Bartholomew St, Northbrook St, The Broadway, London Rd, Park St, Wharf St, finishing in the Market Place for Tinkerbell to switch lights on; event to finish by 7:30-8:00pm ; Santa already booked!</li> </ul>	
5	<p><b>Marketing and Engagement with BID – RD</b></p> <ul style="list-style-type: none"> <li>General discussion about radio coverage. RD: success is measured by Rajar figures from the station, and we of course listen ourselves; DP – Breeze FM is expensive, could we join forces to negotiate reduced rates? Heart is too expensive and coverage is too wide; RD – Breeze FM have no Rajar and the change of leadership has brought a new focus on Andover and Basingstoke, not Newbury.</li> <li>RD: more people are now coming from Reading into Newbury, than vice-versa.</li> <li>RD: within 12 months Parkway should be full</li> <li>RD: vacant units are under discussion.</li> <li>RD: investment and interest in Newbury is increasing; the challenge is in telling people about Newbury.</li> <li>RD: we must support the independents: discussion regarding how vital it is that they engage (e.g. SLW vouchers).</li> </ul>	
6	<p><b>Forthcoming Events</b></p> <ul style="list-style-type: none"> <li>Sunday 13/07/14: England’s Strongest Junior and Newbury’s Strongest Man (with performances by the Major Wrecks) in the Market Place.</li> <li>Saturday 19/07/14: Proms at Parkway.</li> <li>Saturday 26/07/14: <ul style="list-style-type: none"> <li>➤ Barclays Summer Fete.</li> <li>➤ The Beachboys at the Racecourse.</li> <li>➤ Newbury Charter Market promotional day, compered by Breeze FM, with giveaways from local retailers including many independents.</li> </ul> </li> <li>Saturday 16/08/14: Ladies Day at the Races, with fashion from Parkway.</li> <li>Jan/Feb 2015: Wedding Fair at Racecourse – RB to liaise with Mark Fish of Suits Newbury.</li> <li>DP - Feb 2015: Fraser Hart and Debenhams to do a promotional event.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Young Songwriter Competition and Grand Final Concert             <ul style="list-style-type: none"> <li>➤ Hogan Music is getting ready to launch a Young Songwriter Competition that will conclude with a Grand Final concert, to be held in the Corn Exchange on Sunday 21<sup>st</sup> September.</li> <li>➤ The Grand Final will feature the top 6-8 entrants and will, essentially be a concert that they hope will fill the Corn Exchange.</li> <li>➤ Part of the marketing and promotional plan for this event is to print an A5 sized programme, to include an event running order and also to include several pages for local firms to advertise in.</li> <li>➤ They would like to offer this promotional opportunity to other members of the Newbury BID, in the first instance, to place ½ page adverts at a cost of £200 per advert.</li> <li>➤ If you are interested please contact: <a href="mailto:andrew.russell@hoganmusic.co.uk">andrew.russell@hoganmusic.co.uk</a></li> </ul> </li> </ul>	
7	<p><b>AOB</b></p> <ul style="list-style-type: none"> <li>• RD confirmed to FC that Inches Yard will appear on the monoliths after the refresh.</li> </ul>	
8	<p><b>Date of next meeting:</b> 4<sup>th</sup> August, 11am at Broadway House</p>	