

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 Monday
2nd February 2015**

Attendance:

Russell Downing (RD), Suzanne Young (SY), Scott Waters (SW), Nigel Morrisson (NM), David Pickett (DP), Roscoe Young (RY), Alex Herbert (AH), Simon Carr (SC), Fiona Crooksmith (FC), Anita Hatch (AH), Lionel Zeffertt (LZ), Andy Murrill (AM), Ellis Barker (EB), Lyndsey Burns (LB), Neil Munday (NM), Annette Bellamy (AB).

1. Welcome

All were welcomed and introduced.

2. Apologies

Apologies for inability to attend the meeting were submitted on behalf of: Caroline Edmunds (CE), Angela Thompson (AT), Rob Boobyer (RB), Granville Taylor (GT), Carolyn Taylor (CT), Paul James (PJ). Ross Drake (RD*).

3. A.O.B:

English Tourism Week (CT).
St. George's Day parade and fun in Victoria Park.

4. Minutes

The minutes of the last meeting were accepted as an accurate record of the meeting.

Proposed: SC
Seconded: FC

5. Christmas Survey

5.1 Christmas Market

Since the last events meeting RD & SY have met with BID retailers and gathered questionnaire responses. Of the 33 returns, 18 thought there should be another Christmas Market, 10 thought there shouldn't. (The only other suggestions were a grotto and ice rink).

Of the 33 responses, the breakdown for the preferred location was:

21 – Market Place; 8 – Northbrook Street/Bartholomew Street; 2 – Victoria Park; 0 – church.

A discussion around the importance of the name and people's perception of the event took place; "Market" should perhaps be replaced by "Festival" – with some

stalls, some rides. The 2013 Victoria Place event's bar and rides were popular, just having traders perhaps isn't what people want.

The type of event then determines the best location. NTC consent would be needed to use Victoria Park, however, the majority of public feedback after 2013 was that it was too far out.

For the event to be in the Market Place generators would be needed as there are not enough pop-up power supplies.

RD has a contact who himself is in contact with the ex-Bath & Winchester Christmas Market organiser. RD will circulate information off-line and seek feedback before the next meeting.

RESOLVED: i. That the update be noted
ii. RD will circulate information about food event organiser Off-line and seek feedback prior to next meeting.

5.2 Late night Shopping

23 shops stayed open in 2014, 9 did not. More traded more profitably towards Christmas; until 18th it was fairly evenly split between those who did and those who didn't. In terms of wanting the themes repeated in 2015: the Frozen theme was the most popular, followed by the choir and then the shopper event. 23 said they would commit to staying open late this year, 7 would not.

A discussion took place around how many evenings and when, and the consensus was that there will be one late night half-way between the Switch On event (29/11) and Christmas. This would fall on Thursday 10th December. The 1,000 Voices event will repeat, but on Thursday 17th December, when more schools may be available having already done their Christmas performances.

RESOLVED:
i That the update be noted
ii DP Asked for a vote of those in favor of one late

6. Review of key events

3rd-18th April: Easter Egg Hunt: there will be a total of 15 eggs, some have already been reserved by BID businesses. Eggs to be decorated by primary schools (and 1 by Pelican Lane nursery as LB expressed an interest); 5 schools already agreed; the egg recipients will produce their own clues; this will be marketed again in NWN, radio, Primary Times, social media and Visit Newbury; Parkway will run a workshop of activities including face painting. LZ will sponsor this activity and provide his logo. Rainbows will run some workshops in the week(s) running up to Good Friday, when the eggs will then be displayed until 18th April. Guidance notes for the schools will be given to ensure all eggs meet a high standard!

23rd April: St. George's Day: a discussion on what event could happen took place; it was agreed that unless it would be clearly defined with input and commitment then it shouldn't happen at all, also given the potential for political issues arising.

2nd-4th May: Car Festival in Parkway and around the town. We are hoping to have GT's own fast car (NTC).

23rd-25th May: Kite and Fun Fair, in Victoria Park on the Saturday, and in the Market Place on Sunday & Monday.

27th-28th June: Food Festival: RD recognised that whilst these started with many local producers the balance has gradually shifted and this event needs to again involve more local food producers and craft stalls within a 25 mile radius. RD has a contact who may be able to deliver these events in future, currently in discussions.

Having tried different parts of town in future they would run the length of Northbrook Street and over Bridge Street into Bartholomew Street, linking the two. RD to liaise with LZ regarding the local entrepreneurial traders in Salisbury.

28th June: Rotary Boules Tournament: this will be its' third annual event, having become a fun, relaxing and popular one.

29th June-5th July: Shop Local Week: we need to challenge the public to do all of their shopping for the week in the town centre, promoted in NWN and on the radio. SY: Salisbury have lots of bunting and SLW flags outside of the shops which helps to promote local awareness; NM: more posters for school noticeboards would help.

28th June: Strongman competition in Northbrook Street, following the popularity of the previous two events. The organiser ideally would like to do Saturday too but space may be too tight with the Charter Market also there.

TBC: Armed Forces Parade: 12th/19th/26th July have been proposed to Royal British Legion (as Rotary Boules in Market Place on 28th June). Since the meeting RBL have said they can only do 28th June and want the Market Place. RD to confirm.

- RESOLVED:** i. That the update be noted
 ii. RD to liaise with LZ regarding the local entrepreneurial traders in Salisbury.
 iii. RD to confirm Armed Forces Parade viability in Market Place on 28th June.

7. Footfall

Last week's footfall was slightly down on the previous week (but possible reasons could be the influx of credit card bills).

RESOLVED: That the update be noted

9 Road Closures

RD: we need to submit requests to WBC by mid/end Feb.

RY: with this in mind the potential Santa Fun Run, proposed by RB (at Newbury Racecourse) in the last events meeting, must be confirmed ASAP.

RESOLVED: That the update be noted

10 Other events

Some attendees have seen Newbury Balloon Festival on Facebook. Venue and date not yet known. SY to keep checking page!

RESOLVED: SY to follow up and gather more information

A.O.B

AB: Frozen event in Kennet Centre on 17/02.

SY: distributed information on behalf of CT (at VIC) for English Tourism Week. Every BID business email address has been sent the information too, to donate/sponsor/get involved and help promote their business.

SY also distributed information from Michelle Elliott (Beavers & Scouts committee) who is hoping to organise a larger and more upbeat "celebration" St. George's Day parade followed by stalls and fun activities in Victoria Park. SY has given her contact details for NTC and Parkway (parade route). She is appealing for donations for children's goodie bags, flags, stall holders, etc.

LB: Open Week at Pelican Lane Day Nursery, wkc. 16th February. SY has since forwarded LB's poster for Visit Newbury social media.

Discussion on "A Boards" for promoting events. BID to investigate costs and locations but planning permission would be needed.

There was general agreement that A Boards can cause problems especially outside restaurants in the Market Place, but an acknowledgement of how much businesses do rely on them.

RD: has recently discovered that there are 20 councillor notice board sites in West Berkshire which are currently not used, including service stations and libraries. 4 changes must be made per year here; RD to investigate further.

SY: also emails event information to many local parish newsletters and schools but we have no way of knowing if the information is then posted!

LZ: was given a free meal gift voucher for use at Elcot Park and would like to donate it to a local charity. Swings and Smiles was suggested. SY has since sent LZ the contact details.

**RESOLVED: i. That the update be noted
ii. RD to investigate the 20 councillor noticeboards.**

Next meeting: Monday 2nd March 2015