

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 March 2015**

Attendance:

Russell Downing (RD), Scott Waters (SW), David Pickett (DP), Fiona Crooksmith (FC), Lionel Zeffertt (LZ), Ross Drake (RD*)

1. Welcome

All were welcomed and introduced.

2. Apologies

Apologies for inability to attend the meeting were submitted on behalf of:
None given

3. A.O.B:

None Raised

4. Minutes

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

Proposed: SW

Seconded: LZ

5. Christmas

5.1 Christmas Market

The BID had received two proposals for hosting a Christmas event, both wanting to use the park rather than the town centre. A conversation took place around the benefits and possible negative aspect of hosting another Christmas event. It was agreed that RD would conduct more research and due diligence and a decision would be made at the April Meeting.

RESOLVED: I. That the update be noted

II. That RD would carry out Due diligence and feedback to the group at the next meeting

5.2 Late night Shopping

It was agreed at the previous meeting that the focus would be on one late night event held on 10th December. Further support would be given to late night shopping via the Choir event on 17th December.

RESOLVED: That the update be noted

5.3 Christmas Parade

RD & SY had had a number of conversations with Santa and the volunteers from last years parade. The plan is to keep the route the same but to simplify the parade and look at how the market place is set out. A sight visit has been carried out with Jack FM, who will be the host of this years event to ensure we have a stage and sound system suitable for the event.

RESOLVED: That the update be noted

6. Review of key events

It was reported to the group that the recent events had been well supported, the pancake race, Wedding Fair at the racecourse and frozen event in the Kennet Centre had all drawn larger than anticipated numbers.

Please see attached List of key events.

A discussion was had around the listed events and the marketing of them

**RESOLVED: I That the update be noted
II RD/SY to explore more options for a host for the food festivals**

7. Footfall

Footfall report was presented to the group and is available on the BID website.

RD: Circulated January figures showing a drop from December, however when compared with similar towns in the region and in the UK, others have shown a bigger decline in footfall than Newbury.

RD*: Reported slightly better figures than the general trend.

DP: Reported a 10% raise on last year.

RD: questioned what may have caused the sudden spike on Saturday 17th February 2014 but none could give an answer.

RESOLVED: That the report be noted

8 Road Closures

None to report

RESOLVED: That the update be noted

9 Other events

None to report

RESOLVED: That the update be noted

A.O.B

LZ: mentioned that the article written on 'supporting the town's independent traders' had been a positive one, with a use it or lose it approach.

RD*: Questioned that without the previous organiser of the Food festival and Music festival, were the gaps in the calendar being filled?

RD: They were hopefully to be filled, and that we are looking for a new operator for the Food festival who would arrange similar to before but to try to keep it more local and to include local crafts.

RD: Possibility of quality street entertainers throughout Newbury Fest but pointed out that previous troupes such as those from Covent Garden were very expensive. Mindblowers had been used at Christmas and were very good and half the price. All were in agreement that street performers DO encourage people into town, and enhance their experience while in town and so encouraging them to return.

RD: made a very clear point that it is the BIDS job to 'get people into town' for businesses to then take advantage of. It was agreed by all that it was down to the individual businesses to encourage the footfall into their own businesses. And that we constantly need to be adding new and unique events. With regards to the holes in the calendar, the Food Festival is scheduled to take place at the end of June, The Music Festival at the end of July with another Food Festival Halloween weekend.

RESOLVED: I. That the update be noted

Next meeting: Tuesday 7th March 2015