

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 5th May 2015**

Attendance:

Scott Waters (SW), David Pickett (DP), Jamie Allen (JA), Andy Murrill (AM), Fiona Crooksmith (FC), Lionel Zeffertt (LZ), Ross Drake (RD*), Lyndsey Burns (LB), Angela Thompson (AT), Caroline Edmunds (CE), Suzanne Young (SY), Roscoe Young (RY),

1. Welcome

All were welcomed and introduced.

2. Apologies

Apologies for inability to attend the meeting were submitted on behalf of:
Russell Downing (RD), Lionel Zeffertt (LZ), Annette Bellamy (AM), Joanne Bassett (JB), Nigel Morrison (NM), Rosy Wardell (RW), Jan Ferrer (JF), Carolyn Taylor (CT), and Grant Brisland (GB).

3. A.O.B:

None Raised

4. Minutes

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

Proposed: RD*

Seconded: FC

5. Christmas

5.1 Christmas Market

The BID had received one robust proposal from Richard Garvey, organiser of several successful firework events, and forthcoming Balloon Festival. However, during the meeting it was announced that there had been court proceedings issued against the aforementioned as such the consensus was that there should be no further discussions with him.

BID is awaiting second proposal from Icthus, the BID's current Christmas lighting contractor, who have delivered several successful markets elsewhere. They are aware that their proposal must be supplied by Friday 8th for presentation at Board meeting on Monday 11th.

It was agreed that, due to lack of time to start the process again and a common desire to have a successful event, if the Icthus proposal does not satisfy the Board there will be no Christmas Festival this year.

RESOLVED: I. That the update be noted

II. That Icthus be reminded again of the deadline. SY has spoken to Icthus since the meeting and they will be sending their proposal by Friday 8th.

5.2 Late night Shopping

After some discussion, RD*'s proposal of one choir event on Thursday 17th December was agreed by all. This would capture the “last minute” shoppers, the families of the choir singers, those who had missed the internet delivery deadlines, and the parents who perhaps have finished the other Christmas events associated with schools, etc. As an already popular event which brings in children and families it was felt that by adding some children’s rides the BID could be more cost-effective. The feeling was that ultimately the late nights should be benefitting the retailers; if we are trying to promote Newbury perhaps a daytime weekend event (FC’s initial suggestion) would be better than a cold December evening.

RESOLVED: I. That the update be noted

II. Additional feedback to be sought immediately by BID.

6. Review of key events

- Food & Craft Fair on Sunday 28th June: a new event organiser has been found who has been tasked to source traders within a 30-mile radius of Newbury. The next event will focus on quality, not quantity, ideally along Northbrook Street and over Bridge Street into Bartholomew Street. She would also consider bringing a monthly/regular market to the town, like the Frome Independent Market, which RD visited at the weekend and was very impressed by.
- Strongman Events – 2 day event on Sat 27th June & Sun 28th June, includes Newbury’s Strongest novice and the final of England’s strongest junior On the Saturday this will be outside Crew Clothing/Greggs, to accommodate the Food & Craft Fair. On the Sunday it will be outside Wilkinsons.
- Shop Local Week, Monday 29th June-Saturday 4th July: SY is collecting offers from the independent retailers for the Newbury Fest website. This will be linked from the Newbury Fest postcard delivered by Royal Mail to 65,000 homes early-mid June. SY is also seeking live musicians for “organized busking” around the town. Covent Garden street entertainers have been booked for Independent’s Day celebrations on Saturday 4th July. Mindblowers could not match the skill and diversity that the Covent Garden entertainers have, the latter are more cost effective, and have been a success for the past two years.

- Vintage Fire engine day on Sunday 19th July: SY is speaking with the facilitator who hopes to put BID in contact with 7-12 vintage engine owners, to bring their vehicles to the town. SY also due to speak to RBFRS for additional vehicles.

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

RESOLVED: I That the update be noted

7. Footfall

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

DP summarized the footfall report:

- Newbury's footfall up 0.8% on the same time last year.
- Busiest day was Saturday 14th March with 37,000 visitors.
- Reported slightly better figures than the general trend.
- April figure however when compared with similar towns in the region and in the UK, others have shown a bigger decline in footfall than Newbury.
- Parkway – 8% up on 2014; similar trend to the rest of the town.

This led on to a discussion about vacant units and Waterstone's move into Parkway. Metrobank will be moving into the former Waterstone's unit.

A discussion took place regarding the use of professional vinyls in empty unit windows to promote Newbury and the work of Newbury BID, SW and SY had recently photographed those used by Winchester BID in their town centre.

**RESOLVED: I. That the report be noted
II. SY and SW to discuss vinyls with RD.**

8 Road Closures

None to report

RESOLVED: That the update be noted

9 Other events

RY informed all that Fashion Week (10th-16th August) will now be Fashion Fortnight (3rd-16th), leading up to Ladies day at the races on 16th.

RESOLVED: That the update be noted

A.O.B

RESOLVED: I. That the update be noted

Next meeting: Monday 1st June 2015