

Newbury BID Christmas & Events Group – Meeting Minutes

A Meeting of the Newbury BID Christmas & Events Group was held on Tuesday 10th January, 2016

Attendance: David Pickett, Ross Drake, Russell Downing, Laura Adamson, Fiona Crooks Smith, Paula McAuley.

1. Welcome

All are welcomed and introduced by the chair of the meeting, David Pickett.

2. Apologies

None.

3. Christmas

Sales figures and Christmas events were discussed.

Russell Downing provided an insight into the sales picture nationwide.

High Street Sales down - particularly retail parks.

Online – increasing particularly with the introduction of Click and Collect.

Sales figures in Newbury generally as expected.

Christmas events ran smoothly, and the Artisan Market was found to be beneficial. We need to encourage people to dwell in town longer after the light switch on, if possible, and extend the road closures timings.

It was agreed Light Switch on Acts for 2017 need to be more child friendly and represent Christmas better.

Choir of 1000 voices to be built on. Engage with Camp Hopson and Boots to stay open longer if possible.

4. Footfall

Russell Downing reported an annual downturn in footfall of 2.6%, this follows the national trend. The week leading up to Christmas (19th – 25th December) was however particularly successful with an 18.6% increase.

5. Events

Laura Adamson ran through the events calendar from 2017 (schedule attached).

Actions:-

- a. The Artisan Market will attend the last Sunday in March onwards (with the exception of May) – invite to attend other events.
 - b. Easter Egg Hunt – To continue in existing format with Workshops. Fiona Crooks Smith to refresh eggs and would like them asap.
 - c. St Georges Day – Laura Adamson to contact the Scouts.
 - d. Crafty Crafty Race – The BID to contact the Round Table with a view to building on this event. Laura Adamson to look into Lifeboats and Morris Dancing.
 - e. Shop Local Week and Small Business Saturday – both government initiatives to be built on.
 - f. Gin & Jazz – Laura Adamson to discuss with Corn Exchange Gin Club.
 - g. Fashion Event to be held in the run up to Ladies Day.
 - h. 150 years of Newbury Weekly News & Statue unveiling– ascertain whether any events planned.
 - i. Octobid Fest – Potentially in the Market Place with local pubs involved. Work with Market Managers to arrange this.
 - j. Hallowe'en Haunt needs a shake up.
 - k. Santa's Grotto to run for longer in 2017.
 - l. Focus on Newbury's history and hold an event to tie in with this – possibly Racecourse themed.
 - m. Road closure requests need to be submitted by end of January, 2017.
6. A.O.B

Meeting dates are currently advertised on our website and on the Newsletter. In addition, it was agreed to email meeting dates on Marketing Emails.

Date of next meeting: 9th February, 2017 – David Pickett unable to chair.

Event	Proposed Event Date(S)
Valentines Day	Tues 14th February
Artisan Market	Last Sunday of the month (Mar - Nov) bar May which is 21st May. Would also like to have an evening market for the late night event on 14th December
Easter	Sat 8th April - Sat 22nd April
St. George's Day	23rd April
Crafty Craft (& possible May Day celebrations)	1st May
Newbury Festival	12th June - 23rd July
Armed Forces Day	25th June
Shop Local Week	w/c 3rd July
Gin & Jazz evening	TBC
Fashion Event	29th July
Small Business Saturday	1st weekend in December
OctoBIDfest	TBC
Halloween Haunt Hunt	21st - 29th October
Christmas Lights Switch On	26th November
Santa's Grotto	2nd & 3rd, 9th & 10th, 14th - 23rd Dec
Santa Run	10th December
Best Dressed Window	7 th December - Judging
Late Night & Choir of 1,000 Voices	14th December
New ideas for possible events	
Coca Cola Lorry	Christmas
Zip wire down Northbrook St	Summer
Waterslide down Northbrook St	Summer
Go carts	Summer
Curling in Market Place	Winter
Flash Mobs	Various
Guinness Book of Records	Summer
Puddle jumping	April

All road closures to be decided by end JAN