

# Overview and Scrutiny Committee



Forest Heath  
District Council

<b>Title of Report:</b>	<b>Newmarket Vision</b>	
<b>Report No:</b>	<b>OAS/FH/16/016</b>	
<b>Report to and date:</b>	<b>Overview and Scrutiny Committee</b>	9 June 2016
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<b>Purpose of report:</b>	To note the progress made by the Newmarket Vision delivery groups.	
<b>Recommendation:</b>	<b>Overview and Scrutiny Committee:</b>  <b>It is <u>RECOMMENDED</u> that the Committee <u>note</u> the progress made by the Newmarket Vision groups.</b>	
<b>Key Decision:</b>  <i>(Check the appropriate box and delete all those that <b>do not</b> apply.)</i>	<i>Is this a Key Decision and, if so, under which definition?</i> Yes, it is a Key Decision - <input type="checkbox"/> No, it is not a Key Decision - <input checked="" type="checkbox"/>	
<b>Consultation:</b>	•	
<b>Alternative option(s):</b>	•	
<b>Implications:</b>	Are there any <b>financial</b> implications? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes, please give details •	

<i>Are there any <b>staffing</b> implications? If yes, please give details</i>		Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> • Staff from across the Council are members of the delivery groups and steering group	
<i>Are there any <b>ICT</b> implications? If yes, please give details</i>		Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> •	
<i>Are there any <b>legal and/or policy</b> implications? If yes, please give details</i>		Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> •	
<i>Are there any <b>equality</b> implications? If yes, please give details</i>		Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> •	
<b>Risk/opportunity assessment:</b>		<i>(potential hazards or opportunities affecting corporate, service or project objectives)</i>	
<b>Risk area</b>	<b>Inherent level of risk</b> (before controls)	<b>Controls</b>	<b>Residual risk</b> (after controls)
	Low/Medium/ High*		Low/Medium/ High*
Individual groups cease to engage in Newmarket Vision meaning relationships in the town break down and opportunities are missed	Medium	The Council continues to support Newmarket Vision, working with partners to address challenges and opportunities	Low
<b>Wards affected:</b>		Exning; Severals; St Mary's; All Saints Wards	
<b>Background papers:</b> <i>(all background papers are to be published on the website and a link included)</i>		None	
<b>Documents attached:</b>		Appendix 1 - Newmarket Vision Structure	

## **1. Key issues and reasons for recommendation(s)**

### **1.1 Newmarket Vision: Background**

1.1.1 In November 2012, workshops facilitated by The Prince's Foundation brought together partners from across Newmarket to develop a shared vision for the town and Newmarket Vision was created in October 2013. Since then Delivery Groups (DGs) have worked hard to deliver improvements to benefit the town's businesses, residents and visitors. This report provides the Committee with an update of the key activities of the work streams over the last year (following the previous report to this committee in September 2015) and a summary of the future work the group intends to undertake.

1.1.2 This report is timely as on 21 April 2016 partners in the Vision met to reflect on the progress that has been made since the Vision was launched and what the groups should be focussing on moving forward. It was a very positive event and the reflections and suggestions from it have been used in this report.

1.1.3 The structure of the group is shown in **Appendix 1** and is set up not as a decision making traditional hierarchy but rather as an enabling structure. The Steering Group is chaired by Cllr Sarah Stamp, in her role as Localities Lead for Suffolk County Council (SCC). The group is made up of the chairs of each of the delivery groups supported by Cllrs Robin Millar (Forest Heath District Council) (FHDC), Warwick Hirst (Newmarket Town Council), and officers Jill Korwin and Christine Rush from Forest Heath District Council and Bryn Griffiths, the locality Director for Newmarket from Suffolk County Council. It brings together all the various activities of the delivery groups to identify synergies and overlaps and keep each other updated on cross cutting issues. It also works to unblock issues that may be causing delivery groups concerns.

1.1.4 Each of the delivery groups has a delivery plan and the membership of the groups has evolved to meet the issues that they are working on. Membership is open so it becomes a coalition of the willing rather than a set formation based on organisation representation for example. Officers from SCC and FHDC support the groups.

### **1.2 Work of the Delivery Groups**

1.2.1 **The Education Delivery Group** has seen improvements in its communications and networking and has brought partners together to agree a Vision for education in Newmarket, bringing together the different views of schools, voluntary organisations and communities. Moving forward the group recognises the challenges in retaining coherence at a time of change and will work together to identify issues that it can help respond to.

1.2.2 The Education Delivery Group identified early a role in helping link families and communities to the schools and also wants to work further on developing the relationship between schools and business, building on the brokerage scheme that has been introduced.

- 1.2.3 **The Traffic / Highways Delivery Group** existed before Newmarket Vision was established (formerly known as The Transport Group) and has continued to work together to address the transport challenges that face the town. It has seen some real successes such as lobbying for improvements to the Railway Station and the introduction of measures to improve pedestrian and horse safety. It has worked together to commission new “brown” tourist signs for the A14 to highlight the town’s key tourist attractions including the Home of Horseracing Museum. It has also agreed a programme of improvements (such as the horse walks and town centre enhancements) and is linking these projects to potential Section 106 funding. Moving forward the group recognises the need to work on improving communications internally with other Delivery Groups and externally with residents.
- 1.2.4 **The Town Centre / Retail, Local Economy and Tourism Delivery Group** (TRET) has a broad remit (as its name suggests) and has a number of sub groups.
- 1.2.5 **The Local Economy Sub-Group** is working on a range of initiatives to develop a more diverse local economy, support business and promote Newmarket as a business destination. This includes business start up support and Business Ambassador scheme.
- 1.2.6 **The Town Centre Sub Group** has concentrated on the High Street and its need for improvement, for example some of the group worked on the Bill Tutte Memorial project. The West Suffolk Shop Front policy has been introduced and is evident in the facades of outlets like Starbucks, Paddy Power and Pizza Express. New signs directing cars to parking in the town will be introduced soon.
- 1.2.7 **The Retailers Sub Group** worked hard to promote the potential of a Business Improvement District (BID) in the town and the positive vote is great news for the town. In its prospectus, the BID set out a number of projects in Newmarket which will be worked on over the next five years including setting up monthly business breakfasts for networking; training and mentoring; joint purchasing opportunities; promotion of Newmarket via various different media to maximise exposure and bring visitors into Newmarket. A BID Manager will be appointed who will be responsible for the delivery of the BID projects.
- 1.2.8 **The Tourism Sub Group** has worked on many different initiatives to promote the town for visitors including the 2015 Music Festival as part of the Newmarket July Festival, helping the New Town Guide, developing the heritage and tourism awards, the Newmarket Blue Plaque Scheme and a Horseshoe Trail in the town. Discover Newmarket launched in November 2014; tours started in January 2015 and it is set up as a community interest company and has enormous potential to expand.
- 1.2.9 The TRET Delivery Group again identified the importance of communication in the future, supporting and developing the market and continuing to support small businesses.

1.2.10 **The Equine Hub Focus Group** has been a significant step towards the engagement of the horseracing industry to support the wider town and community. The recognition of Newmarket as a National Heritage Sporting Asset is significant for the town and means that the town can work together with the racing industry, in particular this year celebrating 350 years of horseracing, encouraging everyone to get involved.

1.2.11 Again, the group recognises the need to work on communications and promoting the town as an integrated visitor, resident and business experience and really make the most of the new Home of Horseracing Museum.

### 1.3 **Summary**

1.3.1 The engagement event showed how relationships have strengthened in the town and all involved are keen to continue to work together as Newmarket Vision. It is clear that communication is key for the Vision moving forward and the Steering Group is developing a strategy for external communications. Also, it is streamlining the way that the different groups plan and record their work to ensure that all members remain up to date of the work of other groups as there are so many dependencies. Council officers are involved in all of the groups, and the work of Newmarket Vision ties into many activities that the Council is delivering, such as the commissioning of design briefs for key areas/buildings (e.g. High Street, Queensbury Lodge) and the grant funding of specific schemes (e.g. repaving of area of Palace House) and the exciting Home of Horseracing Project.

1.3.2 One partner has fed back that “the key to Newmarket Vision’s success is the way the vision has built networks that have allowed people in the private/public and residential sections of the town to collaborate and work more effectively for the benefit of all who live and visit Newmarket”. The refocussing of work of the Delivery Groups will build on these relationships and ensure that the town continues to thrive.