

**Town Centre Partnership
Meeting 19th November
2010**

MINUTES

Present

Liz Chandler (LC)	Natures Corner (Chair)
Peter Atkinson (PA)	Chamber of Commerce
Mag Williams (MW)	Kennet Centre Manager
Roger Hunneman (RH)	WBC member
Michaela Briggs (MB)	M+S Store Manager
Kamala Balasingham (KB)	M+S Commercial Manager
Ruth Cadiot (RC)	Corn Exchange – General Manager
Malcolm Bull (MB)	MD Rivar Property
Brian Burgess (BB)	Newbury Retail Association
Una Carr (UC)	Newbury College
Patrick Griffin (PG)	Chamber of Commerce Property Group
Jeremy Holden-Bell (JHB)	Newbury Society
Jonathan Hopson (JJH)	Camp Hopson
Steve Brind (SB)	Newbury Market
Tom Rossiter (TR)	Solicitor
Julian Swift-Hook (JSH)	NTC (Vice Chair)
Romy Freiburghaus (RF)	TVP Crime Reduction Advisor
Dave Milson (DW)	Town Centre Inspector
Maurice Elliott (ME)	TCP Treasurer

In Attendance

David Appleton (DA)	WBC Head of Cultural Services
Nick Carter (NC)	WBC Chief Executive
Roger Hunneman (RH)	WBC Member
Jayne Mills (JM)	WBC Economic Development Officer
Jeff Beck (JB)	WBC Member
Amanda Loring (AL)	WBC Heritage and Tourism Manager
Caroline Paus (CP)	Events Manager
Keith Ulyatt (KU)	WBC PR Manager
Graham Hunt (GH)	NTC (CEO)

Apologies

Ifor Sheldon (NTC), Norman Fryer-Saxby (Reading Buses), Richard Stacey (RBS), Peter Bartlett (Elcot Park), Pamela Bale (WBC), Anthony Cox (Donnington Valley Hotel), David Blake (Newbury Sound), John Barnham (Charter Market), Mike Nisbet (Standard Life), John Hampson (Newbury Weekly News)

Minutes of last meeting

October 2010 minutes – some minor and grammatical changes required.

1. Page 4: Safety and Security Group last met in September (not January as stated)
2. NTC hosted the September meeting and had representation.

Matters Arising

Police Report

- Pedal cycle theft is a problem at the moment. There are a couple of suspects but no arrests as yet.
- Shop lifting is also a priority at the moment. There were several people on bail at the moment awaiting court hearings
- Forthcoming events include the Xmas lights and the Hennessey Cup weekend (20,000 people expected)
- ‘Operation Drink Safe’ is in progress and is targeted at all ages but particularly young girls. There are also links with drinking and shop lifting (stealing alcohol). On 23/11/10 there is a play at the Corn Exchange about shop lifting. Red t-shirts have been produced printed with ‘I serve drink not drunks’ for bar staff in Newbury
- Bartholomew Street south has problems with drug use/dealing. Warrants have been issued and people of concern have been identified
- Road Safety campaign is coming to the Market Place
- BB suggested that the TCP makes a formal statement about the closure of Newbury magistrates Court. Debate about why this was happening, consequences and possible action. NC agreed to send an up-date to LC for circulation to the group, in order for the TCP to consider options.

Parkway Development

Report circulated by Nick Carter. Key points:

- SLI have submitted an amended planning application for Parkway, for the proposed amalgamation of a number of smaller retail units at the southern end of the scheme to create a large anchor unit. There will be a loss of 62 public parking spaces if the new planning application is approved.
- Topping out ceremony has taken place
- De-watering is in progress

JH stated that these reports are very useful as they can be used for communication purposes outside of this meeting. NC confirmed that it was OK to use the document for public consumption, staff meetings etc.

Finance and Strategy Sub-Group

PG reported:

- TCP has been successful in getting £20K from the LSP for the project, in addition to £24K previously secured.
- Some money will come from the TCP's normal funds to the Newbury BID project, to enable the events Manager to divide her time between event organisation and the BID application.
- Now that monies are available, the recruitment of a Newbury BID manager will be able to go ahead
- No time to waste with BID project now, with a need to interview and recruit a suitable candidate.
- Have 12 volunteers ready to talk to retailers about benefits of the BID.
- Following sign-off by the TCP of the job description and remuneration for the Newbury BID manager role, a subcommittee is required to interview potential applicants and make a job offer.
- The BID budget will be spent on projects/services determined by the stakeholders in the BID area.
- LC asked the TCP whether members were happy to fully support the BID process. All agreed that this was a good idea.
- JH stressed that all TCP members and partners have an ambassadorial role to play with the BID and that we all need to 'sell and support' the concept
- M+S representatives suggested that they would support the BID and that there would be discussions with the TCP

Events and Communications

Caroline Paus report:

- Plenty of events are taking place in and around Newbury
- Buzz magazine has been distributed to 40,000 households across West Berkshire. This had been produced by Imagika Design.
- Halloween Hullabaloo, funded by Greenham Common Trust was very successful. Newbury Sound estimated 4,000 people in the market place on the evening of 31/10/10. The community event attracted people from Thatcham, Lambourn and even High Wycombe. CP added that, to her knowledge, it was the only FREE

Halloween event provided by a Town Council and its partners, in the UK. The 2011 event could possibly extend to the Kennet Centre and across the town.

- Xmas events magazine has been produced by NWN and inserted into the newspaper. CP distributed copies and noted that 14 events were to be staged over the Xmas period. 'The Best Dressed Shop' competition was being held again this year.
- 'Feel Good Fortnight' will be held again in Spring 2011 and is funded by the West Berkshire Partnership.

Communications Committee Report

CP delivered the Communications Group Report, provided by John Hampson.

The Group as defined in the minutes of the last meeting met at the NWN offices on the 4th November. It was agreed that when appropriate there will be a press release signed by the Chair after the TCP meeting. The approved minutes will be published on the Newburytowncentre.co.uk and the Library..

In addition the Group will publicise the activities of the TCP as and when appropriate – such as the visit to Park way which appeared in the NWN of the 18th November. In this way we hope to create a positive image of the group and also to attract some interest/support from new members.

Finally the Group will actively support CP in the advertising and promotion of all events.

The Group then reviewed all the web sites that represent Newbury and how appropriate they are to the current needs of the TCP. Ideally the ownership of www.newburytowncentre.co.uk and www.newburyevents.co.uk should be with the TCP. The hosting and access of both sites will be sourced for further discussion on this topic. Both sites should be registered with Google Analytics to determine current traffic.

As a secondary activity we will ensure that there are links to the Town Council and West Berkshire Council sites (at no cost). Looking to the future we will also need to incorporate Destination Newbury into the web communications model.

Christmas events schedule published in the Christmas Guide. 53k were printed and distributed with the NWN and the Advertiser. 5k copies were given to CP for distribution to retailers, etc. NWN will top up with returns from our wholesaler.

Next meeting 2nd December – 09:30 at NWN offices.

JSH added that the Communications Plan should include information being sent to Heart FM, ITV and BBC radio and TV and agreed to provide media contacts to LC.

Destination Newbury

Report from Amanda Loring:

- Destination Newbury is a private/public sector partnership project
- Intention is that the site becomes THE place to look for West Berkshire events, businesses, leisure opportunities, bookings etc.
- Attempting to engage with businesses at the moment; confident that there is a great product behind the initial marketing benefit
- Hungerford are looking at signing up all of their retailers through their local Chamber of Commerce
- For an example of good practice, look at 'www.visitBath.com'
- The site must be sustainable, with businesses funding the advertising.

Vision 2025

No report as no meeting has been held.

Accessibility/Parking/Transport

- Debate about Newbury and Parking availability
- NC asked JM to look at population and available parking spaces and compare these with other comparable towns
- JH suggested that looking at comparable towns to Newbury in the south east of England, with a view to establishing how Newbury fares in terms of number of town centre car parking spaces relative to town centre retail floor area, could demonstrate that Newbury was better off in terms of pro rata car parking provision than many observers have suggested.

Safety and Security

12th January 2011 date of next meeting

Newbury T.C.

Report from Graham Hunt:

- New proxy attendee is Martha Vickers.
- Newbury Market - trying to replace stall holders when they leave. Produce is high quality and not helped by negative publicity from ill-informed internet posters.
- Victoria Park - Playground may be replaced in 2012 and Skateboard park refurbishment has been given the go ahead for 2011
- Hydrological survey has been commissioned for Victoria Park
- Parkway – the tour was enjoyable. NTC P & H committee discussed the recent planning application and recognised the attraction of an additional anchor store, but raised objections mainly because of loss of public open space and resulting impact on Victoria Park.
- NTC resource has been offered to TCP Finance and Strategy BID sub group
- Xmas lights will go on 26/11/10 (£5K from TCP).
- NTC continue to provide active support to town centre events.

West Berkshire Report

Report from Nick Carter:

- Job Cuts – just over 10% of workforce in 2010 (187 staff).
- May have to look at TCP administrative support in 2011
- Strategic priority is Traffic management when Parkway opens
- Bayer car parking availability will stop in January 2011. Has mainly been used by shop employees on a Saturday.

Newbury Retail Association

Brian Burgess reported:

- The next meeting is in January where the key agenda item is the NRA Constitution
- New shops open at Newbury retail Park (Matalan and M+S Food)

AOB

LC thanked minute takers and those who had hosted TCP meetings during 2010. A venue is still required for the 21 October 2011.

Next Meeting

21st January 2011 at Newbury Racecourse. 9.30am.

Proposed Dates for future meetings (all Fridays 9.30-11.30am)

18 February 11

18 March 11

15 April 11

20 May 11

17 June 11

15 July 11

19 August 11

16 September 11

21 October 11

18 November 11