

Newport Town Team

Notes of the Business Meeting held on Tuesday 6th January 2015

Present: Nigel West (Chairman & Fiveways Insurance), Karen Woodcock (Vice Chairman & All About Newport), Nicola Paget (Aragon Paper & Print), Fiona Tansley (Appleby & Shaw), Cllr Ian Perry (Ian Perry Stamps & NTC Rep), Mike Atherton (Town Team Manager)

1. Apologies: Maria Sindhu (NTT Director & Daisy Chain), Margaret Woodcock (Director & Newport League of Friends), Sue Tranter (Director & Newport Cookshop), David Parker (NTT Treasurer), Hannah Tranter (Newport Cookshop), Ellen Windsor-Crewe (Duignan & Phelps) & Mark Freeman (Henshalls).

2. Reflections on Pre-Christmas Period

The meeting opened with an informal discussion providing feedback on the pre-Christmas period. Key points / issues raised include:-

- Overall positive message but evident that coordination of events and arrangements were not as well coordinated as they could be;
- Christmas lights are excellent, could be improved in Lower Bar.

Specific issues include:-

- Traders said that they did not receive sufficient information from event organisers to enable them to play a more active role;
- It was felt that media coverage focused on events and not on 'Newport Open for Business';
- Location of some street stalls clashed with adjacent shops – needs better coordination at planning stage;
- Traders & residents (mostly students) not provided with sufficient information or notice about street closures;
- Customers didn't know shops were open;
- Some shops stayed open whilst others didn't – should be all or none;
- Marketing & promotions could be enhanced using posters in shop windows, information flyers, letters to residents, invitations to participate, coordinated media coverage, A boards (including entrance to Waitrose);
- Request from some traders for Christmas lights to be switched on one week earlier to help boost pre-Christmas trade;
- Traders claim to have had little information or feedback regarding the shop window competition.

Traders welcomed the prospect of a joint events coordination role being promoted by NTC, agreed that early coordinated planning for all town events throughout the year should help improve future arrangements, and endorsed in principle the prospect of a single all-embracing pre-Christmas event.

Traders discussed the prospect of creating a communications cascade chain to help improve event communications – further consideration of how this would work to be agreed at future meeting(s).

NW suggested that 2015 was a year to bring organisations and event planning together and that the experiences of 2014 should help inform that debate.

IP suggested that inter-organisation communications could be improved if organisations agreed to share their agenda and minutes. **Agreed:** The proposal was unanimously agreed by those present.

3. Updates on Activities & Initiatives

- **Marketing & Promotions:** covered in item one
- **Social media training:** new dates circulated, MA awaiting confirmation from traders interested in participating.
- **Welcome Pack:** MA introduced an idea regarding development of a welcome pack in varying forms for occupants of the many emerging housing developments and also for students at HAU. The idea was supported in principle with discussion focusing on potential content, and the possibility of securing sponsorship to cover production costs.

4. Town Centre Health-Check 2014

Ma provided a verbal overview of the main findings and headline messages. The analysis is to be completed in next few weeks with an interim report ready for early February.

5. Finance Reports

Balance of account as at 6th January 2015 is £1,754.61

MA informed the meeting that the full amount of the AMT annual subscription (£420.00) had been recovered from Begbies Traynor – the administrator acting for AMT creditors

Hence, total funds available to NTT are £2,174.61

6. Any Other Business

Cllr Ian Perry informed the meeting that T&WC are currently reviewing parking restrictions in and around Newport town centre. Any comments / views may be forwarded to Cllr Peter Scott who has offered to coordinate feedback to T&WC.

NW presented a map circulated with details of proposed amendments to the parking restrictions. Discussion focused on various detailed aspects of the restrictions.

Agreed: MA is to forward a response, including views of those at the meeting and findings from the recent high street health-check surveys, on behalf of the town team to Cllr Scott and to T&WC.

MA informed those present that a joint submission made by NTT on behalf of NTC/NRP/Chamber/NTT to the Great British High Streets Awards competition had received a 'Highly Recommended' award. Agreed to notify all partners and arrange a joint publicity statement for the media.

7. Future Meeting Dates

3 rd February 2015	- The Phez
3 rd March 2015	- ditto
7 th April 2015	- ditto
5 th May 2015	- ditto
2 nd June 2015	- ditto
7 th July 2015	- ditto

August – No Meeting

1 st September 2015	- The Phez
6 th October 2015	- ditto
3 rd November 2015	- ditto
1 st December 2015	- ditto