



Love  
**Newmarket**  
Business Improvement District

# Newmarket Business Improvement District

Business Plan 2016 - 2021

Love Newmarket  
BID – working  
together to shape  
a successful town  
centre





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# Introduction

From Newmarket BID's  
Chair, Di Robertshaw



**Welcome to your Business Plan for the Newmarket Business Improvement District (BID). Here we will explain what you as a local business need to know about the proposal to improve the local trading environment for Newmarket Town Centre.**

In January 2015, a Task Group of local businesses voluntarily undertook the development of a Business Improvement District for Newmarket in order to explore areas of work where changes could be made to better the town centre. Managed independently by Electoral Reform Services, the postal ballot opened on the 3 March 2016 and ended at 5pm on 31 March 2016. The result was declared at the Best Western Heath Court Hotel at 5.30pm on the 1 April 2016.

Newmarket town centre businesses voted in favour of the proposed Business Improvement District with the following result:

- 112 votes were cast
- 69 voted in favour of the BID
- 62% of those taking part in the ballot voted 'yes'

As somebody who lives, works and enjoys all that Newmarket has to offer, I was more than willing to Chair the BID development group for Newmarket to

ensure that the future for our town is bright. We are now at a turning point, we need to come together as a business community to make the improvements and changes that Newmarket needs to remain competitive.

I firmly believe that our BID will give us the opportunity and sustainable funds to do that. I decided to get involved because I fervently believed, and I still do, that our town centre businesses should have a greater say in what is happening in our town and felt that through the BID mechanism, improvements to the general business infrastructure could be better achieved.

As Chair of Newmarket Retailers' Association, I was conscious that our members were facing challenges from internet trading and out of town retail parks, and I along with these business leaders, and importantly, from other sectors – felt that the BID was an organisation that could represent our businesses and deliver better opportunities to prosper and thrive. Professional services from the town's office community were also asking what they could do to help improve the town and their own profiles – establishing a BID was the clear answer.

With neighbouring locations being run by strongly supported BIDs, it was time for Newmarket to get on board. Our town has an excellent offer for those that live in and visit Newmarket – from unique independent shops to national retail stores, history, visitor attractions, events, a great variety of places to stay and eat and drink, not to mention our world-famous horse racing heritage.

Since establishing the BID on 1 July 2016, the Board and the BID Manager have worked hard to ensure that the BID serves the needs of all of its levy payers by providing a wide range of services and events to ensure that all members see and feel the positive benefits of having a BID for Newmarket. We should acknowledge that we had a difficult start to our BID, particularly in terms of engagement, communication and tangible activity. The subsequent recruitment of Graham Philpot as BID Manager has proved positive, and under his stewardship, I am confident that we will see a significant improvement in our communications, marketing, brand establishment, events and members' savings through joint procurement. We also saw the introduction of a Town Ambassador service from

**“The whole ethos of a BID is to provide additional services and support beyond what the authorities have to deliver”**

Christmas 2016, and I am sure that by now, many of you have become familiar with Ed Vince. With these positive changes, they proved the foundation for the BID to transform itself and deliver tangible benefits for its members.

The whole ethos of a BID is to provide additional services and support beyond what the authorities have to deliver. Whilst we acknowledge our strong and successful partnerships with Forest Heath District Council and Newmarket Town Council, it is your money and your commitment to the BID that is the seed for positive change within our town. Without the BID, I am confident in saying that nothing that we are currently doing, or intend to do, would take place, and in turn, it would not take very long for the town, its residents, its visitors and its businesses to quickly feel the negative impact of this vacuum.

Therefore, I fully support this new initiative as our only option to ensure long term success for our town centre and improve the environment in which we trade.



To achieve these aims, over 75% of independent businesses will pay less than £1 a day

## What is a BID?

- There are over 275 BIDs across the UK, at the time of print.
- BIDs are a mechanism by which businesses get together to carry out improvements in projects and services and raise the profile of a defined geographical area.
- BIDs are directly funded by the businesses who fall within the area boundary.
- BID businesses pay an annual amount over a 5-year period to carry out the improvements.
- BIDs are voted on by the businesses who would pay. They decide if they want the initiative to go ahead.
- BIDs last for a maximum of 5 years.

- There are over 200 BIDs in operation throughout the UK, investing over £300m in our towns and cities.
- The closest BIDs to Newmarket are Bury St Edmunds, Cambridge, Huntingdon, Ipswich and Bedford.

**In order for a BID to be established, a ballot of all eligible businesses in the BID area is held. For the ballot to be successful, the following conditions must be met:**

- 1) Over 50% of businesses that vote must vote in favour of the BID.
- 2) Of the businesses that vote, those voting yes must represent a greater total rateable value than the ones that vote no.

## Your Priorities

What you've asked your BID to deliver for Newmarket

**Back in 2015, the then BID Task Group consulted with businesses to understand your priority projects for Newmarket:**

- 1) Reduce business costs through centrally negotiating services such as trade waste management, recycling, insurance and advertising using the buying power of a collective group of BID businesses.
- 2) Promoting Newmarket to a wider audience through a combination of digital marketing channels including

a Love Newmarket website and social media. The marketing plan will maximise the exposure of the events calendar and bring visitors into Newmarket.

- 3) Events – a robust, annual events calendar to drive regular footfall into Newmarket.
- 4) Improve Newmarket's street scene – ensure that a high standard of cleanliness is maintained in the town and enhance the existing floral schemes and Christmas lights display.



# The Process So Far

**You gave the BID development team your feedback in 2015 on what improvements you wanted to make in Newmarket Town Centre through a wide variety of channels:**

- Businesses were sent an initial consultation survey conducted during the feasibility stage of the Newmarket BID development process.
- The Newmarket BID website was launched as a communication platform: [www.newmarketbid.com](http://www.newmarketbid.com).
- The BID Task Group was formed.
- An initial newsletter was sent to all businesses to introduce the Newmarket BID.
- Two workshops were held in July 2015 inviting Newmarket businesses to come and understand more about the proposal.
- The BID Task Group contacted numerous businesses through face-to-face visits, meetings, phone calls and emails.
- A Summary Business Plan was sent to all businesses inviting feedback in September 2015.
- Two open events were held in January 2016 inviting feedback from attendees on the priority projects for Newmarket.
- Eligible businesses received a ballot paper by post, from the 3rd March 2016.
- The result was declared in favour of the BID on the 1st April 2016 by the Returning Officer at West Suffolk Council and all businesses were informed of the outcome.

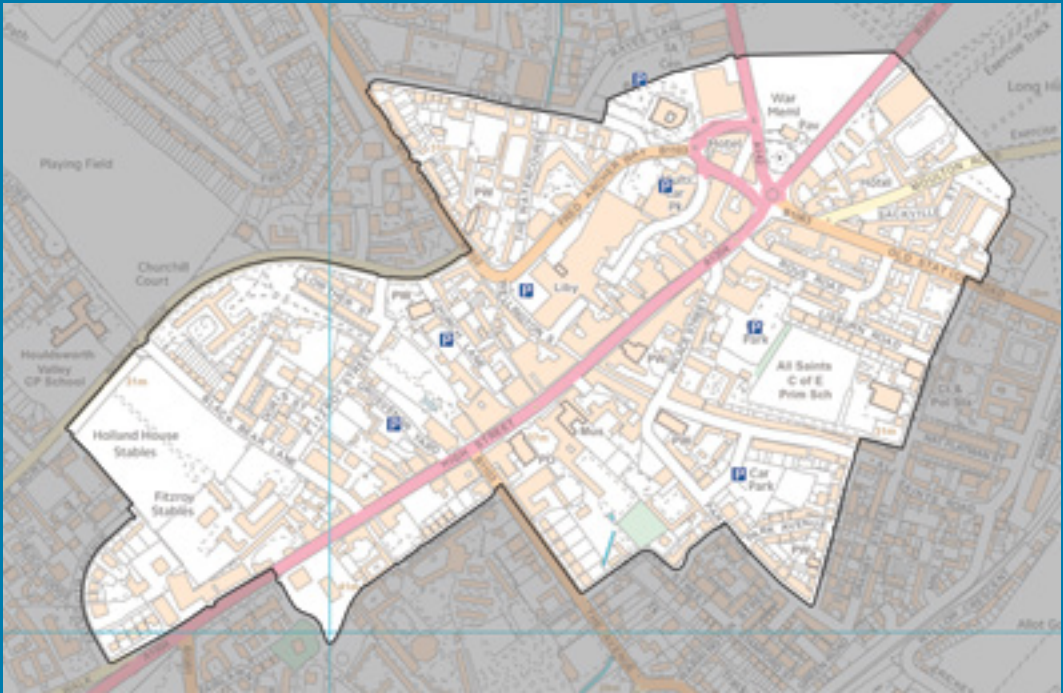






# The BID Area

The map below shows the area that will contribute and benefit from the projects laid out in this business plan. If you are unsure as to whether you are liable to pay the BID levy, please contact a member of the BID Team. The streets included are listed below:



- |                    |                  |                  |                   |
|--------------------|------------------|------------------|-------------------|
| All Saints Road    | Fitzroy Street   | Moulton Road     | Sackville Street  |
| Black Bear Lane    | Fred Archer Way  | New Cut          | St Marys Square   |
| Bury Road          | Grosvenor Yard   | Old Station Road | Sun Lane          |
| Church Lane        | High Street      | Palace Street    | The Avenue        |
| Cricket Field Road | Kingston Passage | Park Lane        | The Guineas       |
| Crown Walk         | Market Street    | Rous Road        | Vicarage Road     |
| Exeter Road        | Mill Hill        | Rowley Drive     | Wellington Street |



# BID Projects

## Marketing Promotion and Events

£480,000 Over 5 Years

**You told us...**  
**We need to drive up footfall and increase spend in Newmarket by making the town more recognisable as a destination.**

**Building the Brand**

The BID developed a town centre destination website. It will be the online go-to point for all information on Newmarket and will be regularly updated with content such as:

- Directory of Newmarket businesses
- News and 'What's On' section
- A map of the town centre with key points of interest
- Promote local offers and loyalty schemes
- Provide up to date information on the events schedule for Newmarket

**Social Media**

Social media platforms such as Twitter and Facebook were set up and are used to drive customers to the website and to promote individual businesses, new offers, events and local promotions as well as supporting activity that is already established in Newmarket.

**Coordinated Annual Events Programme**

The BID is developing a yearly events calendar that supports those successful events already taking place in Newmarket, and create new ones. It looks to build and enhance the Market offer in the town centre developing regular and seasonal markets with a diverse mix of traders and products. The BID also provides a structured calendar to promote seasonal events and encourage footfall into the town centre not just during these busy times, but also promote footfall in quiet periods. The aim of the markets, events and

promotions will be to increase footfall but also to raise the profile of Newmarket and create a unique visitor experience. The events programme will be strongly supported by the marketing plan to maximise their potential to increase visitor numbers and profit for town centre businesses.

**We will deliver, as a minimum:**

- An Easter event
- A summer event, consisting of a Life's a Beach, Back to the 1940s, or both
- A Christmas lights switch-on event with late night shopping
- A Christmas event

**Newmarket Loyalty Scheme**

The BID is developing and will deliver a new loyalty scheme for the town centre businesses, that can only be spent locally, to help keep our residential and visitor spend local. This will form a key component of a 'shop local' initiative.

**Project Performance Indicators:**

- Footfall counts
- Website usage statistics/social media engagement
- The value of loyalty cards (or equivalent) redeemed
- Media coverage
- Vacancy rates
- Event impacts (footfall, anecdotal)
- Town centre trader satisfaction survey (bi-annual)
- Town centre visitor satisfaction survey (bi-annual, including number of visits, dwell, spend)







# Welcome and Connected £210,000 Over 5 Years

**You told us...**

**Both people and businesses want to feel welcomed, connected, safe and secure when they come to Newmarket.**

.....

**Your Town Ambassador**

The BID employs a dedicated member of staff responsible for welcoming customers and acting as an information point and ambassador for the town. They are equipped to answer questions and queries about the area in order to promote businesses as well as ensuring the standards of cleanliness are maintained. They act in a supporting role to all BID businesses and be a familiar face as your go-to for questions and concerns, supported by a dedicated BID Manager. Our Town Ambassador is a friendly and welcoming presence in the town centre to make customers really remember their visit to Newmarket.

.....

**Keeping Newmarket Clean and Tidy**

Extra cleaning and maintenance services will be in place, in partnership and will provide a rapid response cleaning service for businesses in the BID area. The BID's focus will be on hot spots, graffiti and private business doorways, ensuring that Newmarket is always looking its best wherever possible.

.....

**Keep Newmarket Safe and Welcoming**

Many of you have reported persistent shoplifting, low level property damage and graffiti, and over-enthusiastic charity 'chuggers' persistently approaching passers-by. All of these are off-putting for your customers and need to be addressed in order to make our town centre a safer and friendlier place to be.

To help keep it safe, the BID will work with partners to develop a Newmarket Business Against Crime (NBAC) initiative. Our Town Ambassador service will help to reduce shoplifting and anti-social behavior, and supporting Pubwatch, by coordinating the scheme. The BID will support FREE membership of NBAC at no extra cost (excluding radio rental), and fund projects aimed specifically at improving the town centre's

daytime and nighttime economies. Other UK towns and cities have seen shoplifting reduced by over 50% when a business crime intelligence network is in operation.

The BID will support and enhance the town centre environment with seasonal schemes and activity to make sure that Newmarket looks smart, welcoming and accessible.

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**Town Wi-Fi**

The BID will endeavour to develop a town-wide Wi-Fi scheme, free of charge for visitors, residents and your customers to use, to enable Wi-Fi in the heart of our retail centre.

Our overall ambition is to create the conditions that allow a super-fast, digitally-connected and vibrant town to thrive. Our economy will benefit and Newmarket will become more connected for people using the town centre. The increased connectivity standards for a free, public-access Wi-Fi is central to the BID's plans for encouraging visitors, residents and employees to spend more time here. Free Wi-Fi can drive greater footfall, supporting the high street and the local economy, and at the same time make it easier for visitors to access information about the town, such as retail and leisure attractions, and important professional services that they may be trying to find.

**Project Performance Indicators:**

- Footfall counts
- Wi-Fi access counts
- Numbers of user data collection
- Number of "hot-spot" areas cleaned
- Pieces of graffiti moved
- Reported crime statistics
- Ambassador's log enquiries
- Number of ShopSafe radio users
- Number of NBAC members





## Business Support

£60,000 Over 5 Years

**You told us...**

Businesses want to know what is happening in their town, and gain the benefits of networking and encouraging other local businesses to use the products and services on our doorstep. We want to save money on business costs by utilising joint procurement, and we have access to training to enable us to up-skill. This will enable us to have a competitive advantage over internet traders and other towns and cities where they are currently benefitting from leakage from Newmarket. We would like the BID to support us in dealing with day-to-day issues such as licencing, planning and general help and support.

**Connecting the Business Community**

Knowing your neighbours is key for sharing ideas and concerns and connecting the business community in Newmarket. Business networking will be facilitated for all businesses and organisations within the BID area to highlight local expertise and encourage intra-trading. The BID will listen to issues and lobby on behalf of its members in order to deliver the best results for our town.

**Driving Down Costs**

When talking about the return on your investment into the Newmarket BID, we can achieve that in a very direct sense through the power of joint purchasing, with our partners Meercat Associates. The BID will compare suppliers in order to achieve economies of scale on services by centrally negotiating better deals for routine overheads resulting in reduced business costs, such as trade waste management, insurance, recycling and advertising for all BID businesses.

**Workshops and Training**

The BID will set up workshops across the year for BID businesses that require support and training in areas such as:

- Website development
- Social media presence
- Finance and accounting
- Marketing and promotion
- Customer service

This will be supported by a peer-to-peer mentoring system where individuals can gain one-to-one help and support in areas of business that will help strengthen their offer and improve their profitability.

**Project Performance Indicators:**

- Mystery Shopping outcomes for service and offer
- Numbers of business awards distributed
- Number of business take-up on training programmes
- Business feedback

## Accessibility

£75,000 Over 5 Years

**You told us...**

We need initiatives to support easy and attractive car parking near the centre, and to help to reduce the number of vehicles left all day in the High Street. Visitors to Newmarket look for clear, accurate signage and maps to find their way around.

**Car Parking**

The BID will work with the local authority to maximise the car parking space available by introducing deals and incentives to encourage people to shop for long and later, and providing the 'feel good factor' so that customers return on a regular basis to increase Newmarket's regular footfall and trade.

**Project Performance Indicators:**

- Usage statistics for promotion participating car parks
- Town centre footfall statistics during car park and event promotions
- Take-up of FREE town maps
- Town centre trader satisfaction survey (bi-annual)
- Town centre visitor satisfaction survey (bi-annual)

**Getting Around**

It is important that when people have chosen to visit Newmarket, that once they are here they can easily navigate the town. The BID will work with local agencies to improve the physical signage in the town and introduce web-based and physical maps with points of interest and business locations to ensure that every visitor can find their way around and feel that their experience when visiting Newmarket was easy and stress free.



# BID Budget Income and Expenditure

2016 - 2021

		2016/17	2017/18	2018/19	2019/20	2020/21	5 Years Total
Income	BID Levy	£240,000	£215,000	£215,000	£215,000	£215,000	£1,100,000
	Total Income	£240,000	£215,000	£215,000	£215,000	£215,000	£1,100,000
Expenditure	Marketing, Promotion & Events	£100,000	£100,000	£90,000	£90,000	£100,000	£480,000
	Welcome & Connected	£50,000	£50,000	£40,000	£40,000	£30,000	£210,000
	Accessibility	£20,000	£5,000	£15,000	£20,000	£15,000	£75,000
	Business Support	£15,000	£5,000	£15,000	£10,000	£15,000	£60,000
	Subtotal	£185,000	£160,000	£160,000	£160,000	£160,000	£825,000
Overheads	Core Staff	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
	Training	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
	Office and IT Support	£5,300	£5,300	£5,300	£5,300	£5,300	£26,500
	Insurance	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
	Levy Collection Costs	£10,500	£9,500	£9,500	£9,500	£9,500	£48,500
	Legal & Professional	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
	Bank Charges	£200	£200	£200	£200	£200	£1,000
	Contingency	£6,000	£7,000	£7,000	£7,000	£7,000	£34,000
	Subtotal	£55,000	£55,000	£55,000	£55,000	£55,000	£275,000
	Total Expenditure	£240,000	£215,000	£215,000	£215,000	£215,000	£1,100,000
	Surplus/Deficit	£0	£0	£0	£0	£0	

The budget is subject to annual review based on the evaluation of project results. The income BID levy figures have changed from those previously published due to the changes in Business Rates effective 1st April 2017.



# What Will You Pay?

The projects that the BID will undertake and implement in Newmarket are directly funded by you, the business community. Each business will contribute an annual amount that will total in excess of £230,000 to be invested in the area each year, that's £1.1million over the 5-year period. This annual levy is based on your businesses' rateable value.

Newmarket BID businesses with a rateable value of £5000 and over will contribute the amounts shown on the table below. Please refer to your business rateable value to calculate which band of payment you fall into:

Banding	Levy Amount per Business
£400,001+	£10,000
£200,001 - £400,000	£6,500
£100,001 - £200,000	£3,500
£70,001 - £100,000	£2,500
£60,001 - £70,000	£2,000
£50,001 - £60,000	£1,500
£40,001 - £50,000	£1,000
£30,001 - £40,000	£750
£20,001 - £30,000	£500
£10,001 - £20,000	£365
£7,501 - £10,000	£200
£5,000 - £7,500	£100

This payment is mandatory and there is no option to 'opt out'.

Businesses that have a rateable value of under £5000 will be formally exempt from paying the levy .

## Voluntary Membership

A voluntary investment can be made by businesses that are exempt such as those that have a rateable value of under £5000 and those outside of the BID area. This entitles them to all the projects and services outlined in this business plan as well as full rights as members in the management and governance of the BID Company.







# Newmarket BID Company and Board

The Newmarket BID is run by a private, not for profit company governed by a Board of Directors. This Board is comprised of BID Levy payers and voluntary financial contributors. In year 1, the BID Task Group who have been involved with the development of the BID so far will form the interim Board to allow for continuity as much as is possible. During this first year, elections will take place to establish the Board from year 2 onwards. Any levy payer or voluntary contributor can stand to be elected onto the Board during this process.

One of these Board members will also be elected as Chair. This position will be voted on by the Board members once they are in place.

Board members will be known to all businesses and there will be regular updates via newsletters and e-bulletins to BID levy payers informing them of the

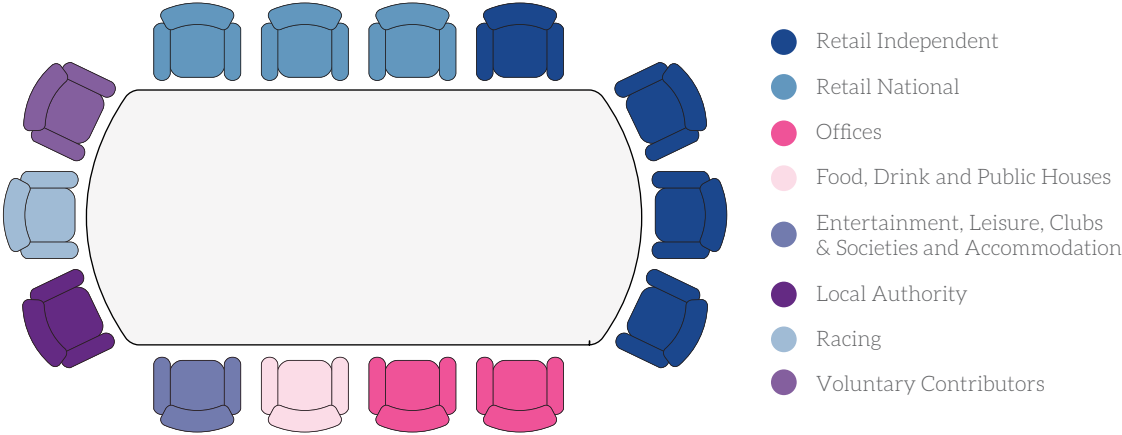
projects being carried out. The annual reports and accounts will be produced at the end of each year and available to members.

It is the role of the Board to oversee delivery and management of the BID projects that will be undertaken by a dedicated BID Manager. This member of staff will be responsible for the day-to-day implementation of BID projects, management of the Town Ambassador and interaction with levy payers.

All Board Member positions are voluntary and do not receive payment.

### Board of Directors

Details of the make-up of the BID Board of Directors can be found within the BID Members section of the Newmarket BID website: [www.newmarketbid.com](http://www.newmarketbid.com)





# Measuring Performance and Reporting Back to You

You as a business will be kept up to date on all the projects that the BID will implement and demonstrate to you that it is delivering against its objectives. The board will set the key performance indicators (KPIs) and criteria upon which to measure the BID's performance. Examples of the criteria the BID will use include:



Footfall  
Figures



Visitor  
Numbers



Car Parking  
Usage



New Business  
Activity



Annual  
Surveys



Business  
Feedback



Consumer  
Feedback



Monitor Spend  
Figures



Media Coverage



Website/Social  
Media Interactions



Community Safety  
& Crime Data

This performance measurement will be carried out at regular intervals and the results will be reported back to you through the following channels:

- 1) Annual Meetings
- 2) Group Liaison Forums and Briefings
- 3) Direct Communications (for example: e-bulletins, letters and face-to-face meetings)





## Newmarket BID Rules

- The BID Regulations of 2004, approved by the Government, sets out a legal framework within which BIDs have to operate, including the way in which the levy is charged and collected, and how the ballot is conducted.
- The term of the Newmarket BID will be for a period of five years.
- The levy is fixed and will not be subject to variation by the annual rate of inflation.
- VAT will not be charged on the BID levy.
- The BID levy will be applied to all eligible business ratepayers within the defined area of the Newmarket BID with a rateable value of £5000 or more. The following exemptions to the BID Levy apply.
  - 1) Those with a rateable value of less than £5,000.
  - 2) Non-retail charities with no paid staff, trading income, arm or facilities.
  - 3) Entirely, not-for-profit, subscription and volunteer-based organisations.
- The levy will be a fixed rate based on the rateable value per hereditament as shown in the banded table on page 18. This will be paid annually and calculated using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions or removals.
- The BID levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area.
- New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal.
- If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on a daily basis.
- Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the registered business ratepayer with no void period.
- The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988.
- Under the BID regulations 2004, Anglia Revenues Partnership is the only organisation that can collect the levy on behalf of the BID Company.
- The levy income will be kept in a separate ring-fenced account and transferred to the BID on a monthly basis.
- Collection and enforcement arrangements will be similar to those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write off. The BID area and the levy rate cannot be altered without a further ballot.
- The BID projects, costs and timescales can be altered subject to board approval providing the changes fall within the income and overall objectives of the BID.
- The BID Board will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company and vote at Annual General Meetings.
- The board will produce a set of annual accounts available to all members.
- None of the costs associated with the development of the BID, or the ballot will be recovered through the levy.





# FAQ

## How will this affect me and my business?

As a business within the designated area in Newmarket you will be formally included in this Business Improvement District if you have a rateable value of £5000 or over. The businesses included in the BID will pay a sum of money each year collected by Anglia Revenues Partnership on behalf of the BID Company. This money will be used to carry out the projects laid out in this document over a five year period.

## Is this just another tax and will it substitute those services that the Local Authority is responsible for providing?

A BID cannot replace or substitute local authority statutory services. We have established baseline service provision from the public agencies for the following (Both statutory and discretionary services) which can be viewed upon request:

- Policing
- Highway maintenance
- Street lighting
- Town centre management
- Events
- Markets
- Street cleaning
- Public conveniences
- Town improvements
- Car parking

BIDs can only carry out services or improvements that are additional to those which are already statutorily provided. The public agencies will also contribute to the BID as they will own properties in the BID area, and will therefore be treated as any other levy payer.

## Which businesses are exempt?

Businesses that have a rateable value of under £5000 alongside non-retail charities and entirely volunteer or subscription based organisations and businesses that are not within the BID boundary map on page 9 are formally exempt from paying the BID Levy. However if any exempted business would like to be a part of the Newmarket BID they can. Please see next question.

## My business is not formally included in the Newmarket BID but I would still like to be part of it, is this possible?

Yes, any businesses that are formally exempt from paying the Newmarket BID Levy, that feels they can benefit from the projects and services we offer, can opt to contribute voluntarily. If you join the BID in this way, you have exactly the same rights to the governance and management of the company as any other business. To discuss voluntary contributions please contact the BID Team using the contact details on the last page.

## What happens at the end of the BID term?

A BIDs mandate is for a maximum of five years. A BID wishing to continue beyond that must reaffirm its mandate through re-ballot, based on a new business plan. In the UK nine out of ten BIDs that have gone to re-ballot have been successful, a testament to their success.



**This is your  
town and your  
opportunity  
to make that  
difference.**

## Final Thoughts...

BIDs have a fantastic track record of improving town centres and putting control back into the hands of businesses.

Newmarket is a great place to live, work, visit, shop and relax, and by investing a small amount individually, we can make a big difference to our town and improve the things that have had little or no investment in recent years.







Love  
**Newmarket**  
Business Improvement District

**For any information regarding the Newmarket BID  
please get in touch using the contact details below:**

BID Office  
Moulton Road  
Newmarket  
Suffolk  
CB8 8DY

**T:** 01638 676323  
**E:** [info@newmarketbid.com](mailto:info@newmarketbid.com)  
**W:** [www.newmarketbid.com](http://www.newmarketbid.com)

