

ATTENDEES

Andrew Fuller (Chair, Independent, voting)
Charlotte Whitaker (Manager, no voting rights)
Nick Boot (Office, voting)
Ben Curtis (Resident representative, observer, non-voting)
Stephen Cooksey (Councillor, voting)
Candida Goulden (MVDC Representative, observer, non-voting)
Emily Ayres (MVDC Representative, observer, non-voting)
Martin Payne (National Retailer, voting)
Rick Parish (Independent, voting)
Gillian Harris (Independent, voting)
Beccy Gunn (Leisure and Tourism, voting)
Clayton Wellman (Councillor, voting)
Lisa Edwards (Leisure and Tourism, voting)
Geoff Evans (Leisure and Tourism, voting)

Jen Dannel (IN ATTENDANCE)

		ACTION	TIME
1.	Item 1 - Welcome and Introductions		
1.1	Andrew opened the meeting and welcomed everyone. Apologies had been received from Philip Downer and Laura Drake.	INFO	-
2.	Item 2 – Approval of Last Month’s Minutes		
2.1	<p>Matters arising from last month’s minutes – can Clayton please circulate the map of opportunities?</p> <p>The Board voted unanimously that the minutes were correct.</p>	INFO	-
3.	Item 3 – Proposed Changes to Operating Agreement with MVDC		
3.1	<p>MVDC have proposed a change to the DTP Operating Agreement. They would like to collect the BID levy once per year to ease admin. It would also be more economical for MVDC to collect the payment in full in April as the October payment often gets forgotten which results in recovery proceedings (£70-110 per business) and a cost to the BID (20% of businesses require recovery proceedings). Apparently only 24% of levy payers pay in full in April. At the installation of the BID one of the questions asked by levy payers was could they pay monthly, by standing order, but it was felt to be too difficult and the ability to pay via two instalments was felt to be a compromise.</p> <p>The Board had a discussion and the general feeling was that it would have an unfair impact on smaller businesses.</p> <p>The Board voted unanimously to reject the council’s request to move to payment by a single instalment.</p> <p>MVDC also asked that the operating agreement is changed so that recharging of court costs could happen immediately as opposed to en</p>	INFO	-

	<p>masse to the BID at the end of the year and that the £2k pa software costs are officially written into the operating agreement.</p> <p>The Board voted unanimously to accept the council's request.</p>		
4.	Item 4 – MVDC Update		
4.1	<p>Clayton Wellman gave a brief update on behalf of MVDC.</p> <ul style="list-style-type: none"> • The Friday market is getting re-launched on 26 July. Surrey Hills Radio will be there along with face painters, etc. • The Heritage Action Zone Bid has been submitted. In Leatherhead MVDC will partner with the theatre to provide improvements to frontage, canopy and internal hall. In Dorking MVDC will mainly work in collaboration with museum to improve their alleyway and to make their entrance more impressive. In addition, they hope to make improvements to the heritage trail (potentially developing an app), open the museum more often, a Carnival for 2020, work on shop fronts and provide visitor guides around town. CW explained that the Heritage trail app could actually be put on the loyal free app which would lead to a significant cost saving. There will be announcement in the autumn on who has been successful and it will then be a 4 yr project to implement proposed changes. • Opportunity Dorking is being worked on and will be under way as soon as possible. • The Landlord Database is also being worked on. It's hoped that empty shops can be used as showcases and hopefully shops will fill sooner. <p>The Board went on to discuss how the market re-launch was being advertised.</p> <p>CW told the Board that Bubble and Twist who sold at the recent at Artisan Market are looking at a short-term lease in St Martins Walk.</p>	INFO	-
5.	Item 5 – Market Location		
5.1	<p>There was a discussion amongst the Board about how well the West St car park Artisan Market had done, but how do we get people to visit the whole town to that all retailers within the town can benefit.</p> <p>Loyal Free were there at market to drive footfall into the rest of town. West St is just the beginning with the plan to open in other locations and create a customer journey; it will evolve, get bigger and better. It really needs to be one step at a time and it needs to be encouraged. CW feels that this is the first step in a series of markets, but warned that it wouldn't be easy to manage a second market in Pippbrook on a Sunday (physical impossibility) so maybe a market could be run there on a Saturday.</p> <p>What can we do to encourage footfall at the east end of town when the markets are taking place? We could use promo bods around town handing out flyers.</p>	INFO	-

	Clayton Wellman to investigate other potential locations for market sites around town.	ClaytonWellman	
6.	Item 6 – BID Update		
6.1	<p>CW provided the Board with a BID Update. Issues arising included:</p> <p><i>Cars Parked in West St Car Park on Market Day</i></p> <p>At the recent Artisan Market 6-8 cars were parked in the car park when stallholders arrived and some of them stayed there for the duration of the market. It was felt that unfortunately it might only get better the more often the market happens. Other ideas for avoiding the issue happening again included:</p> <ul style="list-style-type: none"> • signs aren't big enough • ask local pubs to advertise the no parking too? • Potential for soft barriers • Big yellow signs • Can we ask traffic enforcement officers to ticket cars – most people know that they can park in Dorking car parks from 4-5 pm and not get a ticket? • Signs need to be Artisan Market branded and bigger than A4 (Ben Curtis offered to print for us) • Put signs on the payment machine <p><i>Loyal Free Contract Renewal</i></p> <p>The Loyal Free (LF) contract is due for renewal. We can either continue on a rolling basis or move to a 3 yr contract which would result in a 15% saving. The Board in general felt that a lot of time and effort had been spent on LF and that we should keep it as it is also a destination guide for Dorking (eg trails, parkopedia, etc.). We get good value for money. Their service is incredible and they make changes very quickly, efficiently and helpfully. It was felt that we haven't given the app enough time to run. CW will give it more of a push and suggested we go for the 3 yr contract so that any savings can be put into something else. The Board felt that we have invested in it and should carry on for longer but we should make it bigger and better and get the most out of our investment. CW will see if we get the price down further and also try to get more people using it. LF have also agreed to write a clause into the contract that it should be cancelled if the BID were not re-elected in three years time.</p> <p>The Board voted unanimously to go for option 2 – renew the Loyal Free contract for three years.</p> <p><i>Amplia Group</i></p> <p>The Board had been provided with reading material which included a proposal for a Locate in Dorking prospectus. The Board thought it was great and that it could be improved if MVDC could partner with us. MVDC agreed that it is a project within their economic prosperity strategy, but they would work with all of MV as opposed to just Dorking.</p>	<p>INFO</p> <p>CW/MVDC</p> <p>CW</p> <p>CW</p>	-

	<p>MVDC would like to do a proper consultation and look at all suppliers. The Board felt that it would make sense to get another quote and also for a breakdown as to what we are getting/much clearer on the offering. The proposal needs to be really specific. The Board did not feel ready to vote.</p> <p>In addition, Amplia have provided an updated service offering which would mean 1/3 increase in monthly costs. The Board asked for more specificity on what was being offered for the 1/3 increase in cost.</p> <p>BG sent some suggestions for marketing internationally, buying sponsorship from a trade body who will do the legwork for you – a lot of towns are buying in and using it as a route to market. The Board requires more information and detail and asked CW to get a comparative quote. The Board did not feel ready to vote.</p> <p><i>Mayflower Sponsorship Package</i></p> <p>Costs have come in for the Mayflower Sponsorship Package on the Mayflower 400 Website (£6 k or £12 k). The Board felt that the £6 k package was good value for money and considered it was a good spend. The Board felt that it wouldn't require very many visitors to the town to recoup the £6 k spend.</p> <p>The Board voted unanimously to go for the £6 k package.</p> <p>CW was asked if there was an American package we could harness like the Tourism SE package? She would investigate.</p> <p><i>Visit Dorking Domain Name</i></p> <p>Can the Visit Dorking domain be redirected/bounce to the Hello Dorking website as it is appearing above Hello Dorking on Google – but it is older, not updated and misleading. MVDC need to talk to councillors before a decision can be made. It was agreed that the BID and MVDC need to work together as a lot of stuff is missing from the Visit Dorking website – the whole approach needs to be discussed in order to better the offering for the town.</p> <p>Dorking BID won the runner-up trophy at the recent ATCM Awards.</p>	<p>CW</p> <p>CW</p> <p>CW</p> <p>CW</p> <p>CW/MVDC</p>	
<p>7.</p>	<p>Item 7 – Review Next Steps and Action Points</p>		
<p>7.1</p>	<p>Main action point was to get the car parking issues sorted out prior to the next Artisan Market.</p>	<p>CW/MVDC</p>	
<p>8.</p>	<p>Item 8 - Strategy</p>		
<p>8.1</p>	<p>There was a 30 minute discussion on how the Board would quantify their success if they were asked at the next re-vote eg, what do we feel a successful BID looks like? How do we quantify what success looks like? Is it that car parks are 80% fuller?</p> <p>It was felt that we need to provide actual evidence (KPIs/statistics) of what our success looks like. Other successes include the LF app, new</p>	<p>INFO</p>	<p>-</p>

	<p>website, Future Dorking Group and planned Mayflower Events.</p> <p>Although we have footfall counters, we do need to collect data-sets and KPIs. We need more partners and working together to achieve more going forward. There was a feeling that MVDC are not doing enough to help – there is a lot of good intentions, but no sense of urgency.</p> <p>It was felt that a strategy sub-committee should be formed to focus the boards decision making. CW to get date in everyone’s diary.</p>	CW	
9.	Item 9 – AOB		
9.1	<p>Can the hanging basket in front of the West St Car Park sign be moved? The hanging basket appears to be blocking the sign.</p> <p>Meeting closed at 9.35</p>	CW	
	NEXT MEETING		
	Next Meeting will be held at 0745h on 20 August 2019 in South St Clinic.		