

ATTENDEES

Andrew Fuller	S C Fuller.	AF
Charlotte Whitaker	BID Manager.	CW
Beccy Gunn	The White Horse.	BG
Emily Ayres	MVDC.	EA
Geoff Evans	Places for People Leisure.	GE
Ben Curtis	Resident Representative.	BC
Nick Boot	Bullimores.	NB
Clayton Wellman	Cabinet Member for Sustainable Economy and Holmwoods ward councillor.	CWM
Rick Parish	Ellis Atkins.	RP
Basil Doha	Mullins.	BD
Jean Ward	Dorking Museum.	JW
Margaret Brett	Bullimores.	MB
Emma Day	MVDC.	ED
Teresa Weller	Teresa Weller Hair Art.	TW
Louise Holme	Holme Stores.	LH
Liz Fuller	S C Fuller.	
Paul Harman	Harmans Antiques.	PH
Andrew Magnani	Mayflower Spa.	AM
Roger Jones	Deepdene and Theodore and Sephone's sweet shop.	JG
Stephen Cooksey	Leader of Mole Valley District Council and Dorking South Ward Councillor.	SC

	Item 1 – Chairman's Statement	Action
1.1	<p>AF opened the meeting and read the Chairman's report.</p> <p>AF gave his thanks for the support of the Board of Directors in difficult times as they have worked hard with CW and MVDC in helping businesses who needed support, especially when processing their claims from the Government.</p> <p>During the first lockdown DTP provided hand sanitiser and safety distance stickers to businesses to assist in making people feel safe to return to the town.</p> <p>The Artisan and Christmas markets were very well received. DTP also grew their social media following and provided banners to display in the town. Loyal Free had been successful and encouragement was given to businesses to sign up to the initiatives, the latest of which are Click and Collect and Buy the Window.</p> <p>AF stated it was refreshing to see how businesses have adapted and changed during the pandemic and it is hoped visitors can be welcomed back to the town in the not too distant future.</p>	
2.	Item 2 – BID Manager Report	
2.1	<p>CW gave a presentation on activity and projects undertaken by DTP:</p> <ul style="list-style-type: none"> Although it had been a challenging year for DTP, they had worked with the BID and MVDC to offer businesses advice and practical assistance such as informing businesses 	

of available grants and providing advising on safety measures to support seamless reopening. In addition, the 'Welcome Back' banners over the high street ensured the message given was that Dorking was open for business.

- The High Street Task Force Ten Step Recovery Plan has also been launched to represent the support available to levy payers.
- Eat Out to Help Out was a success with 22 participating businesses. This was supported by a blog and social media campaign to boost restaurant bookings. The results showed an 8.5% growth on social media with an increase in comments and shares of participating eateries. On Facebook an organic reach of 9.9K users was achieved with engagement levels and post clicks of 285 and reactions, shares and comments of 245.
- The Hello Dorking brand continues to grow across social media platforms and is used for national and international marketing campaigns. Blogs and newsletters are regularly sent to the DTP database. All businesses have a presence on the Hello Dorking website and are featured in the spotlight series.
- Loyal Free results were shared showing a positive range of engagement from users.
- Shop Dorking Support Local has been incredibly successful, many local businesses adapted to offer click and collect services and in some cases delivery. This initiative will grow with competitions, greater awareness with a focus on shopping locally. The newsletter has an open rate 48% with 1267 opens and 65 click throughs to the website. A click and collect hub has now been established at SC Fuller so customers can collect their shopping from all different shops in one place.
- Buy the Window is a new scheme whereby shops put a QR code in their window which when scanned by customers takes them to the LoyalFree Marketplace where items in the window can be purchased. 9 businesses are currently listed with 49 products available for purchase which have had views of 121 converting into 5 sales. This is an area that DTP will actively seek to grow.
- Dorking Artisan Market was moved to St Martin's car park with the support of MVDC to allow for more social distancing measures. There was a great attendance at each market to celebrate local artisan producers and driving footfall to the town. An increase in footfall was seen at each market as follows: September - 14.1%, October - 3.5%, November - 64.5% and December - 30.9%. Social media results were also positive with 3700+ Facebook users within Dorking, post engagement of 2.5%, total actions on post 128 and a total budget spend of £20.
- The Christmas market was changed from the usual Christmas festival so shopping could continue in a Covid-19 safe environment. The response on social media was very positive.
- The Christmas window competition was a success with 60 shops participating and 300 votes placed.
- To reduce congestion in town a petition was held for two yellow boxes on South Street outside Dorking Service Centre and at the lights at Vincent Lane junction with Westcott Road. This is being discussed at the Committee meeting on 24th February.
- DTP organised and funded the hanging baskets and, in partnership with the community, six boat planters in honour of the sailing of the Mayflower in 1620 for which was awarded a high Silver Gilt Britain in bloom Award. Special thanks was given to Margaret Fuller and Dorking Men's Shed.
- The Hello Lamp Post scheme had run for 6 weeks over the Christmas period and feedback was varied.
- The Free after Three parking scheme had a good response, although had to stop and start due to current circumstances but MVDC had extended the period it will run for and it will continue for a period after lockdown eases.

	<ul style="list-style-type: none"> • The BID is working as a partner with MVDC Projects in the following areas: <ul style="list-style-type: none"> ○ Meadowbank events programme ○ Markets Plan ○ Investments Prospectus ○ Visitor economy plan ○ Shop Local package • Future plans include the growth of the events schedule including: <ul style="list-style-type: none"> ○ A weekend Brocante Market to increase footfall into the town. ○ To continue to grow the Shop Dorking Support Local campaign through Buy the Window and the Click and Collect point. ○ Business training to support businesses, this could be through social media training or World Host Training for Businesses. ○ Improve access routes to Dorking through signage, planting and artwork. ○ Plans for the 400th anniversary of the sailing of the Mayflower. ○ Marketing and Tourism campaign alongside a local map and guide ○ Continue to advocate for solutions to traffic and parking issues. ○ Welcome guide for BID businesses. ○ DTP Ballot for 2022 	
3.	Item 3 – Presentation of the Financial Statements of Dorking Town Partnership	
3.1	<p>NB provided an overview of the DTP accounts.</p> <p>The accounts to 31.03.2020 were approved by the Board on 12.01.20 and signed by AF and NB then filed to Companies House the same day. An Income of just under £217,000 had been recorded. Spending was on projects agreed by Directors as per the presentation given by CW. The balance sheet shows £76,000 in the bank as of 31.03.20. Predicted to have about £90,000 as of 31.03.21.</p> <p>Fixed assets include a right of use of the Christmas lights purchased with Friends of Dorking, which have depreciated over the term of the BID. The BID is registered for VAT and recovers VAT from this expenditure with the VAT returns prepared on a quarterly basis. Pre-payments is expenditure identified that relates to the March 2021 year and that is principally the footfall counters.</p> <p>DTP have very few trade creditors as the majority of payments are made up front. A loan was provided by MVDC at the formation stage of the DTP and this is being paid in equal instalments over the 5-year BID term.</p> <p>The accounts are prepared by NB with assistance from the accountancy staff at Bullimores. The bookkeeping is prepared on Sage.</p>	
	Item 4 – Appointment of the Director’s Seats	
4.1	<p>Retailer Seats (4 spaces and 2 applications)</p> <ul style="list-style-type: none"> • Andrew Fuller – voted and passed. • Andrew Magnani – voted and passed. <p>Leisure and Tourism</p> <ul style="list-style-type: none"> • Geoff Evans – voted and passed. • Basil Doha – voted and passed. <p>Night-time Economy</p> <ul style="list-style-type: none"> • Beccy Gunn – voted and passed. 	

	<ul style="list-style-type: none"> • Roger Jones – voted and passed. <p>Office Based Business</p> <ul style="list-style-type: none"> • Nick Boot – voted and passed. • Rick Parish – voted and passed. <p>Service Providers</p> <ul style="list-style-type: none"> • Teresa Weller – voted and passed. <p>Resident Observers</p> <ul style="list-style-type: none"> • Ben Curtis – voted and passed. <p>Elected Officers from MVDC – these positions are not subject to a vote.</p> <ul style="list-style-type: none"> • MVDC Officer – Emma Day • Dorking North Councillor – Stephen Cooksey • Dorking South Officer – Clayton Wellman <p>Chairman</p> <ul style="list-style-type: none"> • Andrew Fuller – voted and passed 	
	<p>Item 5 - AOB</p>	
<p>5.1</p>	<p>BD asked a question on behalf of Bruce who has been approached by another man asking about a survey completed about Dorking generally and the benefit of the BID. It was generally agreed that this was probably the Mid-Term Review, but CW will speak to Bruce directly to obtain further information.</p> <p>AM asked whether a valuation had been done on the value of the BID. CW explained that projects were run the results reviewed in terms of footfall/social media engagement which should equate to sales.</p> <p>AM suggested there should be an economic upside evident rather than just the metrics given and perhaps this needed to be looked at in more detail. CW said it is something that could be discussed at the next board meeting, adding footfall is typically how BIDs record their success although there is also evidence across social media and anecdotal. CW suggested other metrics may require the input of levy payers providing sales to mark against footfall.</p> <p>RP stated that this approach had been attempted in the past, however, there had been issues in obtaining the information required from retailers to be able to make the comparison.</p> <p>AM suggested that it should not only be linked to events such as markets but footfall in the town generally stating that what the BID is doing is making Dorking a more prosperous place and how best to reflect this.</p> <p>BG stated that the Mayflower events had increased enquiries to The White Horse from interested groups, but it could be hard to prove results the result of a specific event, especially where businesses are reticent to provide results, adding a lot goes on behind the scenes that is not always documented.</p> <p>AM stated he was not saying that it wasn't working just that a general, wider overview could be given, and this could increase the effectiveness of the BID. CW agreed it would be discussed at the next Board Meeting.</p> <p>Meeting closed.</p>	

