

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)
 Clayton Wellman (Councillor, voting)
 Beccy Gunn (Leisure and Tourism, voting)
 Philip Downer (Independent, voting)
 Emily Ayres (MVDC, no voting rights)
 Geoff Evans (Leisure and Tourism, voting)
 Rick Parish (Independent, voting)
 Fiona Ingvarsson (Social Media Coordinator)
 Laura Caudery (Night time economy, voting)

Tracy St.Clair (IN ATTENDANCE)

		ACTION	TIME
1.	Item 1 - Welcome and Introductions		
1.1	Andrew opened the meeting and welcomed everyone. Apologies had been received from Gillian Harris.	INFO	-
2.	Item 2 – Approval of Last Month’s Minutes		
2.1	The minutes of the previous meeting in March were all approved.	INFO	-
3.	Item 3 – Social Media Update		
3.1	<p>A strategy and media plan were produced which leads into December 2020, with a plan detailing the media coverage up to December and including May and June whilst in Covid.</p> <p>The tourism blogs are to be run every other week about what we can do in Dorking and the surrounding areas.</p> <p>The idea of Dorking Money Box was put forward to promote businesses and the high street through financial guidance. Feedback on the idea was well received, so long as the message is clear.</p> <p>The retail blog is still a success with good feedback from the town. The photography competition was amazing with 121 entries.</p> <p>VE Day video and photos will be posted on the social media platforms.</p>	INFO	-
4.	Item 4 – BID Update including performance VS plan		
4.1	<p>Market Update</p> <p>Due to re-launch in June but that will not happen, and the Christmas lights may not take place due to social distancing, and events will not form part of the plan due to lockdown.</p>	INFO	-

	<p>LoyalFree has been successful in highlighting the levy payers that are open. The trails added are shopping online, open for business, food and drink and professional services that people can see what they can buy and how they can get it.</p> <p>A decision was needed with regards to the LoyalFree Market Place. Should the traders be placed onto the marketplace platform? The consensus was that a third platform would not be needed, as the LoyalFree website/app can link those businesses.</p> <p>Mid Term Review Businesses are currently taking a look at themselves already and now would be a good time for them to complete a questionnaire. Charlotte to work on some ideas and questions with Ben Stephenson from BACS consultancy and send over to the directors.</p> <p>AGM It was agreed that a date could be set for the AGM but to notify people that it may be cancelled, along with information pertaining to this.</p> <p>BID Levy It was agreed that the levy would be deferred for 3 months.</p>	INFO	
5.	Item 5 – MVDC Update		
5.1	<p>Mole Valley planned new free parking bays are on hold due to current impact of Covid & effect on finances. Situation will be regularly reviewed.</p> <p>Likewise, many aspects of Opportunity Dorking may need to be put back until the next municipal year.</p> <p>The planned Opportunity Dorking online & postal survey will go ahead, but there is no scope for officers to be working on this at present so it may not be in June as planned, but will be as soon as is practicable.</p> <p>Creating a strategy to promote and support the re-use & up-cycling economy was discussed with ideas including</p> <p>Working with landlords of voids discussed to help create pop-up shop(s) including a feeder system linking to the market.</p> <p>Revamping the charity shops was suggested as they are a footfall driver. Request that the BID facilitate Managers to get together to think about their shop presence and identities.</p> <p>Update on the digital skills training, which are still going ahead, along with the MV CoC virtual networking breakfast once a month.</p> <p>Dorking market is working within social distancing guidelines, along with an employment fair at Dorking Halls in October, if that proves feasible, that BID may want to get involved with.</p>	INFO	-

6.	Item 6 – Strategy Discussion		
6.1	<p>The re-launch of the market is to be spread out across Dorking and revamp the market keeping social distancing in place. Along with the possibility of offering free parking offer to benefit the town and footfall.</p> <p>LoyalFree could be advertised on the parking ticket to help promote businesses and brand awareness. Car parking for free could have a time limit of an hour or so on a given day to encourage people into the town.</p> <p>LoyalFree walking trail would encourage people to walk through the area to see what's there. Walks can start from a destination point in Dorking to cover a 30 / 60 and a 90 min walk.</p>	INFO	
7.	AOB		
7.1	Meeting closed at 9.40 am.		
	NEXT MEETING		
	The meetings are the second Tuesday of the month - 12th May 2020 is the next meeting.		