

Minutes of Director's Board Meeting held 8.12.20 via Zoom

ATTENDEES

- Andrew Fuller (Chair, Independent, voting)
- Charlotte Whitaker (Manager, non-voting) CW
- Beccy Gunn (Leisure and Tourism, voting)
- Emily Ayres (MVDC representative, observer, non-voting)
- Geoff Evans (Leisure and Tourism, voting)
- Ben Curtis (Resident Representative, observer, non-voting)
- Nick Boot (Office, voting)
- Stephen Cooksey (Councillor, voting)
- Clayton Wellman (Councillor, voting)
- Rick Parish (Independent, voting)
- Basil Doha (Retail Independent)
- Malik Talal (Retail service provider)

	Item 1 – Welcome and Introduction	Action	Time
	AF opened the meeting and welcomed everyone. Apologies had been received from Phillip Downer		
	Item 2 – Approval of Minutes of previous meeting.		
	The minutes of the previous meeting in November were approved.		
	<p>Item 3 – BID Update</p> <p>The BID Levy Payers Categories were discussed, with the proposal to add Service Providers to a particular category. The presence of Charity Shops was also discussed as they have a large presence on the High Street with a direct link to retail space. It was proposed to have 3 Retail, 2 Service Providers and 1 Charity Shop representative. This was agreed by the Directors.</p> <p>CW provided an update on Social Media and the current projects and activity:</p> <ul style="list-style-type: none"> • Media Tracker. • After 3 pm free parking on Fridays ongoing. • Shop Local campaign ongoing, stickers delivered to businesses post lockdown. The stickers encourage people to share their shop local experience with a chance to win a monthly prize by tagging @hellodorking. • Loyal Free Platform. • Artisan Market held last weekend, very successful. • Christmas windows. • Christmas Market to be held 12th and 13th December • Newsletter publication ongoing, proving successful • Instagram, very positive and shows an interest outside Dorking • Facebook, very positive and also shows an interest outside Dorking • Website, very positive <p>Overall, the growth via Social Media and campaigns is working well.</p>		

	<p>WESTCOTT ROAD YELLOW BOX JUNCTION</p> <p>Two yellow box junctions are proposed at Westcott Road and adjacent to the garage at South Street</p> <p>A site visit has recently been held between MVDC and Surrey CC and a way forward is being considered. DTP to proceed with a petition for these two yellow boxes at these locatons.</p> <p>BUSINESS GRANTS</p> <p>Businesses and retailers can apply for a Grant from a discretionary fund which is allocated at District level. The Application deadline was yesterday, 7thDecember and it is hoped that any Business suffering significant financial hardship as a result of Lockdown 2 will have applied. The maximum amount payable is 3000.</p>		
	<p>Item 4 -MVDC UPDATE</p> <p>Mem of Understanding with MVDC were discussed last month and BID are waiting for an update on the list of projects which can be worked on together. The proposal is to partner with different organisations and work alongside BID with their input. The aim is to help, facilitate and engage with different organisations particularly Tourism and Visitor Economy. This is to be re visited with collaboration between both parties once a list has been received from MVDC.</p>	MVDC	
	<p>Visit Dorking Website</p> <p>There was a discussion last month on how MVDC and BID could work together and adopt a streamlined approach regarding the Website, Visitor Economy and Leisure and Tourism. It was mentioned that by working together decisions could be made over levels of commitment and control of these sectors. MVDC will be in touch with CW re the website and other matters including the Visitor Economy package.</p>	MVDC	
	<p>MVDC Business updates</p> <p>The allocation of lockdown Business Grants is busy at present. This is a discretionary scheme and one of the first to be adopted as a national model. This is a great credit to all those involved. Coast to Capital grants expired yesterday, with only a 1-week window to apply. A few businesses were successful last time and it is hoped this will be replicated again.</p> <p>There was a successful bid for the DWP Opportunities Hub, an employment and skills zone. There will be more information next year as to how it will be set up. This will be an advantage to the Council as it will enable them to connect with businesses in the District.</p> <p>‘Let’s make it a Mole Valley Christmas’. A leaflet has been dropped to every house. Dorking has the largest section which includes Active Travel, free parking and promotion of the markets. Also, promotion of the MoleValleyTogether.co.uk website which provides the latest COVID information.</p> <p>EA from MVDC has received an accolade for the way the Markets were run after being brought back in house from at the start of lockdown in April. The High Streets taskforce recognised it was exceptionally well run, despite all the</p>		

	<p>difficulties and has been included in the COVID 19 Best Practice Guide. It is hoped the markets will have more stalls post lockdown which will bring more life to it.</p> <p>Free parking has been extended for 1 month to provide the best outcome for the towns. Early indications are that free parking has driven increased footfall.</p>		
	<p>Item 5 – AOB</p> <p>MT shared many good ideas which he thought would have a positive effect on Dorking town and drive footfall.</p> <p>MT will circulate an e mail with his ideas for all to consider.</p> <p>BD. Shared his ideas regarding a retail delivery service to compete with on line offerings</p> <p>BD will advise further once costings have been received.</p> <p>BG Mentioned last month how useful she had found LinkedIn Learning. She has liaised with LinkedIn Learning and is negotiating a price with them. Suggestions to be sent to all.</p> <p>Christmas flower displays along Horsham Road and other locations look great and many nice comments have been received.</p> <p>Date of the next meeting is the 12th January.</p>	<p>BG</p>	