

**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)**  
**Gillian Harris (Independent, voting)**  
**Clayton Wellman (Councillor, voting)**  
**Beccy Gunn (Leisure and Tourism, voting)**  
**Fiona Ingvarsson**  
**Philip Downer (Independent, voting)**  
**Emily Ayres**  
**Lisa Edwards (Leisure and Tourism, voting)**  
**John Hickton (National, voting)**

**Tracy St.Clair (IN ATTENDANCE)**

		<b>ACTION</b>	<b>TIME</b>
<b>1.</b>	<b>Item 1 - Welcome and Introductions</b>		
<b>1.1</b>	Andrew opened the meeting and welcomed everyone. Apologies had been received from Rick Parish, Ken Storr, Laura Drake and Geoff Evans.	<b>INFO</b>	-
<b>2.</b>	<b>Item 2 – Approval of Last Month’s Minutes</b>		
<b>2.1</b>	The minutes of the previous meeting in January were all approved.	<b>INFO</b>	-
<b>3.</b>	<b>Item 3 – Social Media Update</b>		
<b>3.1</b>	<p>Instagram, Facebook and Twitter are receiving good results over the last few weeks.</p> <p><b>Instagram</b> – the results show that there are 48 new followers between 6<sup>th</sup> January and 6<sup>th</sup> February. Impressions is hitting 18,500 which is the amount of times a story is seen by people. Organic reach is 386 on average, so a strong presence and a trusted brand.</p> <p><b>Facebook</b> – there are 75 new followers in the last month with a reach of 960, with over 18,000 impressions and 19 stories, although Instagram is more popular than Facebook for stories.</p> <p><b>Twitter</b> – impressive tool to use within Dorking reaching further afield with 42,000 impressions with 28 tweets in a month with 5 new followers and a total following of 1,645.</p> <p><b>LoyalFree</b> – Fiona is investing time into this app as it supports the football coming into Dorking. Along with creating events to drive people into the town.</p>	<b>INFO</b>	-

	<p>Go Pro footage has been received, it needs to be branded along with music and used for Instagram TV.</p> <p><b>Mailchimp</b> – levy payers are receiving mail and engaging with regards to the Artisan market. We shall also be promoting awareness about which shops are open on the day.</p>		
<b>4.</b>	<b>Item 4 – BID Update including performance VS plan</b>		
<b>4.1</b>	<p>Market update – 1<sup>st</sup> Sunday of every month.</p> <p>Stalls have increased from £25 to £40 with good feedback once the price increase explained to vendors.</p> <p>Booking for the market on the website, we are aiming to be automated through the Dubsado platform to take bookings, with a trial run but up and running for April market.</p> <p><b>Mayflower Project</b> – time spent on this project has been completed. There is an Easter egg hunt, and Mayflower Spook hunt, as well as the promotional booklet being printed throughout the year. The date is 16<sup>th</sup> September 2020. Looking at a celebratory event for the week commencing the 14<sup>th</sup> September.</p> <p>So far there is one event per month, Surrey day on 2<sup>nd</sup> May along with the walking event in September. It was agreed that closing the road was not a good option and to put on events without this closure.</p> <p>To keep continuity, it was suggested that Surrey day in May has potentially more scope moving forward rather concentrating efforts on VE day'. Open cinema with picnic in June or July, and Mayflower in September. Charlotte to confirm events and plans.</p> <p>Hikes of Surrey are involved in the walking festival to help drive the footfall into Dorking. The walk will either start or finish in Dorking with preference to finishing so walkers can eat in Dorking. We need to be mindful of where the walkers will park.</p> <p><b>Footfall Counters</b> – figures supporting that the market does work, some figures supporting that a few of the footfall counters dropped out. It was suggested that the report would like to be set up to be exported so that it can be viewed on the website. It was suggested that as a retailer the figures for December 2018 would ideally be compared to December 2019, so month on month, year by year would be more beneficial to compare figures as footfall decreases in December so preparing a plan to support attracting footfall in December would be a good idea.</p> <p><b>LoyalFree</b> – a 6-month growth for January and 78 businesses offering deals with 320 levy payers. With growth from 24,000 to 25,000 interactions in January.</p>	<p><b>INFO</b></p> <p><b>INFO</b></p>	-

	<p><b>Website update</b> – it was mentioned that the website states Dorking Town Partnership instead of Hello Dorking and how it can get a higher ranking. SEO is currently being worked on.</p> <p><b>Mid Term Review</b> – British BIDs (Ben Collins) is offering 50% response rate. Charlotte spoke to Worcester BIDs and they would recommend him as very supportive.</p> <p>Heartflood (Chris Gregory) is more expensive but committing to 100 responses. Charlotte spoke to another BID who expressed good engagement.</p> <p>BACS Consultancy Ltd (Benjamin Stephenson) Charlotte spoke to another BID who 300% recommended him.</p> <p>The unanimous vote from the directors was for BACS Consultancy Ltd after a detailed conversation re the offering.</p>	<b>INFO</b>	
<b>5.</b>	<b>Item 5 – MVDC Update</b>		
<b>5.1</b>	<p>Overview of the local plan was given with Stephen Cooksey, Margaret and Jane Smith Mole Valley District Council.</p> <p>The plan is about how development is guided over the next 15 years. The plan covers all types of development and not just housing. Including policies on applications and sites for housing and mixed-use development.</p> <p>The plan may need to embark on a more detailed area action plan as retailers are evolving so much, so a framework to work with BID on a more detailed plan in the longer term was suggested.</p> <p>There has been no evidence specific to Dorking, but Leatherhead team have had a piece of work done on the retail market on trends and development. Talking to councillors and to keep a retail core and to bring more footfall in, an action plan is required.</p> <p>Leatherheads report would like to be seen.</p> <p>The draft is just a consultation and the next stage is to prepare a preferred draft in Autumn this year, allowing more time to respond. Then by the end of 2021 to be carried if policies are not challenged.</p> <p>Mole Valley would like comments from individuals and as a BID group.</p> <p>Margaret expressed that positive comments are needed on the policies as public support is required. All responses are due in by 23<sup>rd</sup> March 2020.</p>	<b>INFO</b>	-
<b>6.</b>	<b>Item 6 – AOB</b>		
<b>6.1</b>	Free parking extensions to be confirmed after meeting this evening – 12 extra spaces.		

	<p>Networking lunch and training all going well with speakers booked for the next three meetings.</p> <p>It was suggested to work closely with Mole Valley to discuss shop rates and how units are being filled. The Leatherhead report would help understand what could work in Dorking by seeing suggestions put forward.</p> <p>Meeting closed at 9.16 am.</p>		
	<p><b>NEXT MEETING</b></p>		
	<p><b>The meetings are the second Tuesday of the month - 10<sup>th</sup> March 2020 is the next meeting.</b></p>		