

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)
Geoff Evans (Leisure and Tourism, voting)
Beccy Gunn (Leisure and Tourism, voting)
Fiona Ingvarsson
Philip Downer (Independent, voting)
Laura Drake (Night time economy, voting)
Emily Ayres (MVDC Representative, observer, non-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 Lisa Edwards and Nick Parish.	INFO	-
2.	Item 2 – Approval of Last Month’s Minutes		
2.1	The minutes of the previous meeting in November were all approved.	INFO	-
3.	Item 3 – Market Update		
3.1	<p>Inspirational Dorking</p> <p>CW opened the topic on market dates for 2020 which are to be held on 1st Sunday of every month – refer to January 2020 update for dates commencing on 1st March 2020.</p> <p>The decision on whether to continue the market on St. Martin’s Walk was discussed and Charlotte wouldn’t personally support it, due to finding it very difficult to get traders to book up. 70% would like to go in the car park and not St. Martin’s location.</p> <p>The footfall has been worked on and West Street car park is doing really well it’s challenging to get the vibe going as food vendors are difficult to obtain due to the electrical situation.</p> <p>Question from Philip: What is happening to the Friday market? The plan is to re tender the market in the next six months, Longer term commitment needed from traders, with the aim of working towards a sustainable traditional market.</p> <p>Philips opinion on St. Martin’s Walk as that it has been beneficial but can understand the concerns if there is not the demand for it.</p>	INFO	-

	<p>Two great markets in two great locations are better than one great market split across two locations.</p> <p>Gillian suggested a complete re-brand to make it more appealing to include food and a wider selection of people but huge potential.</p> <p>The traders are not that flexible in moving stalls, but they have a good following. It would be a good idea if the T&C's set out the times to finish at the end of the day, so traders do not pack up early.</p> <p>The market is rather a time-consuming task that needs to be mapped out and tender it to someone that can take control of it. BID to help out – all dependent on the tender. The licence, pitch fees and so forth to be sorted out and in a good place to be handed over to the new operator within 6 months.</p> <p>Charlotte to review the west street market and the time it is taking.</p> <p>Vote to not have the market in St. Martin's Walk - passed</p> <p>West Street Closure</p> <p>It was discussed moving the market from West Street car park into West Street and closing it as a long-term plan, for the summer celebration. Good footfall and positive effect on the town.</p> <p>It was noted that an adverse public reaction was needed to take into account road closure as the A24 is a main route into and through Dorking. There was also an objection raised by Beccy as the hotel losses business through bookings and staff.</p> <p>Charlotte has the West Street closure plan in place but has not applied for it as yet.</p> <p>Ride London Consultation</p> <p>This was supported by everyone as it provides international publicity.</p> <p>Christmas Festival Date</p> <p>The proposed date is for 29th November 2020 and supported by everyone.</p> <p>Operational Dorking</p> <p>CW provided LoyalFree results from 15th December to 13th January 2020. Please refer to January 2020 update.</p>	<p>INFO</p> <p>CW</p> <p>INFO</p> <p>INFO</p>	
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	<p>The footfall counters are under review but on the platform, it states you are disconnected and uninstalled, the reason being is the current footfall has been uninstalled but are kept on the dashboard to access the information.</p> <p>New information access to be obtained, and the footfall report will be ready next month.</p> <p>It was noted that the LoyalFree offers are not always redeemed, so Charlotte requested these to be logged as actioned.</p> <p>Planning Application 145-147 High Street</p> <p>CW mentioned the change of use of planning application for flats and to use as office space. The upper levels of the building are apartments and the proposal is to convert the existing warehouse space at the back.</p> <p>This proposal was not supported by nearby cottages and residents within that area.</p> <p>The majority of the board agreed that the change should not be supported.</p> <p>Parking – SCC Proposal to Charge for on Street Parking</p> <p>CW opened up the discussion with regards to Surrey County Council’s proposal to charge for on street parking.</p> <p>Stephen stated that there is no proposal currently on the table to do anything. The County Council will not make a decision but will ask the local communities whether they want to go forward. Mole Valley Council was asked to comment on the general proposal to which they oppose any proposal to bring forward charges.</p> <p>The financial aspects are to be reviewed over the coming months.</p> <p>The Retail group BID Report</p> <p>CW explained that Mole Valley have commissioned a survey to commence at the end of January.</p> <p>The survey involves asking businesses what they think about certain things. This will include a 10 or 15 question survey with the opportunity for BID to write questions.</p> <p>There was a concern that the survey would not fulfil all businesses just retailers. Emily commented on the various businesses included, to show that it encompasses most industries.</p> <p>There were concerns over emailed survey’s as they may not a good response, going into spam box for example. Other options such as using the postal service was discussed.</p> <p>Emily will speak to the retail group regarding the inclusion of a service level agreement for the BID.</p>	<p>CW</p> <p>INFO</p> <p>INFO</p> <p>INFO</p> <p>EA</p>	
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	<p>In summary, it was suggested to include a return percentage to guarantee the money. CW to go back to the retail group to see if this can be actioned and come back to everyone.</p> <p>Question from Stephen, was why is the car parking not regulated on a Sunday? The restrictions only apply Monday to Saturday.</p> <p>This opened up a discussion on whether to notify people about Sunday parking through a change of signage, as this would need to be amended through Surrey's policy.</p> <p>Clayton to raise the issue should the concern be strong enough.</p> <p>Parking Signage Proposal from Rod Shaw</p> <p>CW explained that the existing signage is going to change with additional sites on Reigate Road where their car park was not well sign posted.</p> <p>Although West Street signage is not to be changed, this can be reviewed at a later date.</p> <p>Geoff expressed that the signs for Dorking Halls have come down from the roundabout, the car parking sign could do with directions to the leisure centre and Dorking Halls.</p> <p>The St. Martin's Walk signage is only on the right-hand side as you drive into Dorking, and it would be ideal if there was a sign on the other side of the road. Beccy from the White Horse Hotel had concerns with placement of signage.</p> <p>Aspirational Dorking</p>	<p>Clayton</p> <p>INFO</p>	
<p>4.</p>	<p>Item 4 – Social Media</p>		
<p>4.1</p>	<p>Fiona asked about thoughts on how Social Media is going using different platforms.</p> <p>Members of the board expressed that it represents BID very well but unsure about how it speaks to the younger generation.</p> <p>Fiona explained how each platform has its own agenda. Instagram it is all about marketing the town and making it look attractive which is the strategy to support retailers and tourism etc.</p> <p>Fiona to find out what the most successful post was that reached 624 accounts.</p> <p>Fiona informed the board that people are most interested in the history of Dorking according to what Dorking has to offer.</p> <p>Members of the board suggested that re-sharing stories on Instagram was a good idea and could generate more followers.</p>	<p>INFO</p> <p>FI</p>	<p>-</p>

	<p>Tackling video content was suggested using a phone to help market the town which in turn pushes the post up higher in other people's feeds if they contain videos.</p> <p>Charlotte and Fiona to go through a vision of the grid to get it fixed going forward.</p>	CW/FI	
5.	Item 5 – MVDC Update		
5.1	<p>Clayton provided an update.</p> <p>The south side car park (behind Sainsbury's) renewal programme will start in the spring, to entail resurfacing, electric vehicles, decorating etc.</p> <p>Clayton expressed the views from Leatherhead County Councillors that we should be promoting free parking at evenings and weekends. Although it was agreed that Dorking car parks are fully utilised, and that people already know about parking.</p> <p>Clayton to look at the terms of reinforcement regarding where to park in Dorking.</p> <p>Monthly business networking lunches are starting in February at Dorking Halls on a monthly basis. 1st Tuesday of the month going forward.</p> <p>Clayton asked for positive as well as negative opinions for the local planning consultation in order to build up an accurate picture of what needs to be changed, and what is good.</p> <p>Plans are taking place for an employment fair in the autumn at Dorking Halls for Mole Valley businesses.</p> <p>Emily informed the board of the digital skills training and that the Monday sessions in February are now filled. Fiona to join in these sessions. Then going forwards, looking to promote March, April sessions.</p>	INFO Clayton	-
6.	Item 6 – Review Next Steps and Action Points		
6.1	<ul style="list-style-type: none"> • Charlotte to review at the next meeting on whether the extra turnover of traders is working or not, and whether it's taking up too much time. • New information access to be obtained, and the footfall report will be ready next month. • Emily to ask about attaching an SLA to the survey. • Clayton to raise the issue of Sunday parking should the concern be strong enough. • Fiona to find out what the most successful post was that reached 624 accounts. • Charlotte and Fiona to go through a vision of the grid to get it fixed going forward. • 	CW CW EA Clayton FI CW/FI	
7.	Item 7 – AOB		
7.1	Meeting closed at 9.12 am.	INFO	-



	NEXT MEETING		