

**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)**  
**Philip Downer (Independent, voting)**  
**Emily Ayres (MVDC observer)**  
**Lisa Edwards (Leisure and Tourism, voting)**  
**Ken Storr (National Retailer, voting)**  
**Geoff Evans (Leisure and Tourism, voting)**  
**Rick Parish (Office, 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 Fiona Ingvarsson.	<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 February were all approved.	<b>INFO</b>	-
<b>3.</b>	<b>Item 3 – Social Media Update</b>		
<b>3.1</b>	<p><b>Instagram</b> – results are up from 1,860 to 1,943 total of 79 new followers. The addition of a new photographer has increased likes with between 80/100 and with the photos getting between 200/300 likes. Completion rate on stories of 90%, positive engagement with people watching and people commenting, especially on competition posts.</p> <p><b>Facebook</b> – has the biggest engagement with 1,926 followers with a gain of 70 over the last month. Positive response from the Queens Head blog which reached 1,200.</p> <p><b>Twitter</b> – has a small growth, so we could be doing more on twitter to engage business to business wise.</p> <p><b>LoyalFree</b> –Fiona is working on talking to retailers on re-training to ensure they understand to track the KPI’s they need to scan the QR code. Customers have not been scanning the code and businesses need to understand how to use it, so training required.</p>	<b>INFO</b>	-

<b>4.</b>	<b>Item 4 – BID Update including performance VS plan</b>		
<b>4.1</b>	<p><b>KPI's, Budgets, Tourism and Marketing Plan.</b> Charlotte put a presentation together using Google statistics. To include promoting Dorking's heritage, culture and spirit, through promoting Dorking, as a destination, to manage events and celebrate local events throughout the year.</p> <p><b>Google analytics</b> show that the audience is made up of 65% female and 35% male users. The US makes up 5% of the audience and 24% are from London, 16% Dorking, 12% Croydon, 5% Epsom, 3% Leatherhead, 2% Redhill and 1.23% from Guildford. Here we can see the targeted areas and where there is the need for growth.</p> <p><b>Search information</b>, 46% is coming through social media, 37% is organic and 4% is referrals. Organic search is 35% and Facebook is 30% so a large section of people coming through, 5% from Twitter and 4% from Instagram. People are looking at blogs, photography competition and the artisan market.</p> <p><b>Budget</b>, the inspirational spend for 2020 to 2021. LoyalFree is a 3-year contract, upkeep is required. LoyalFree to come down and talk to board members on B2B.</p>	<b>INFO</b>	-
<b>5.</b>	<b>Item 5 – MVDC Update</b>		
<b>5.1</b>	<p>Business page updated with Opportunity Dorking strands and projects and work continues on the potential Foundry development and Pippbrook House with positive signs. An extra 12 parking bays should be completed in early summer. Southside car park has been scoped for renewal. The Friday market will be back in house from 1<sup>st</sup> April and to relaunch it and look to tender later on. Networking lunches have received good feedback and good for businesses. The local planning consultation needs responses from levy payers with regards to the policies.</p> <p>The digital training is fully booked and there is a waiting list for businesses should they wish to put their name down. The retail training starts on 19<sup>th</sup> and 24<sup>th</sup> March in Leatherhead.</p>	<b>INFO</b>	-
<b>6.</b>	<b>Item 6 – Dorking Wanderers Sponsorship</b>		
<b>6.1</b>	<p>Received planning permission for the new family stand to hold 270 spectators and increase the capacity to 3,000. Talking to traditional sponsors and what the town is trying to achieve, this is the most high-profile piece of advertising in Dorking. The draw that the club has in bringing people into the town is a new opportunity, with a package cost of £30,000 for a 3-year deal.</p> <p>The footfall is currently 750 fans with the rest of the season to have 1,100 to 1,500 fans with 1,810 for a Stockport match.</p>	<b>INFO</b>	

	Where DWFC can assist is raising the profile of Hello Dorking and supporting and encouraging weekend stays and use the businesses in Dorking instead of fans going straight home after the match.		
<b>7.</b>	<b>AOB</b>		
<b>7.1</b>	Nick from DTP requested approval on invoices as within budget but when invoice is over £10,000 director's approval required to pay the levy collection and BID software fee – approved.  Meeting closed at 9.14 am.		
	<b>NEXT MEETING</b>		
	<b>The meetings are the second Tuesday of the month - 10<sup>th</sup> March 2020 is the next meeting.</b>		