

**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)  
 Rick Parish (Independent, voting)  
 Gillian Harris (Independent, voting)  
 Clayton Wellman (Councillor, voting)  
 Geoff Evans (Leisure and Tourism, voting)  
 Beccy Gunn (Leisure and Tourism, voting)  
 Philip Downer  
 Lisa Edwards

**Jen Dannel (IN ATTENDANCE)**

		<b>ACTION</b>	<b>TIME</b>
<b>1.</b>	<b>Item 1 - Welcome and Introductions</b>		
1.1	Andrew opened the meeting and welcomed everyone. Apologies had been received from Ken Storr, Laura Drake, Candida Goulden, Emily Ayres, Stephen Cooksey.	<b>INFO</b>	-
<b>2.</b>	<b>Item 2 – Approval of Last Month’s Minutes</b>		
2.1	The minutes of the last two meetings were approved unanimously.	<b>INFO</b>	-
<b>3.</b>	<b>Item 3 – BID Update including Performance vs Plan</b>		
3.1	<p><b>Inspirational Dorking</b></p> <p>The Board walked to the old Dare Hairdressing shop and went inside to view the property. CW has been in contact with the managing agent to discuss a short-term rental of the property in order to have a BID pop-up shop until January. There is space for up to 5 traders in the ground floor area and lots of space for storage/office/administration on the first floor. The Board felt that proper costings are required for paint, signage, utilities, music, insurance, rateable values, etc and asked CW to get total costs. In addition, the Board felt that the BID should be aiming for a longer rent period – not just until end of January. There was further discussions over what type of traders would be offered the space, would it be similar to the Reigate pop-up shop for creatives, how much would we charge, etc?</p> <p>It was agreed that the shop was in a good location, but it was suggested that instead of setting up the space as a pop-up shop that it is used as a re-use recycle shop instead. There would be no competition for levy payers, there is high demand for it, it would be good for driving footfall into the town and the upstairs area could be used as an office space for the BID. It was also suggested that it could provide space for an ‘advice’ shop in there (local businesses could rent desk space at a reduced rent in return for advice to new starters/new businesses).</p>		-

	<p><b>ACTION: CW – go speak to landlord, pull all costs together, talk to reuse/recycle lady in Cranleigh</b></p> <p>Market Update The traders that were in St Martins Walk were unhappy and disappointed in their sales. An action plan has been put in place that needs to be resolved before December. It's hoped that the market will be more successful in that location next time hope. All of the unhappy stallholders have been offered a stall (cost-free) in St Martins Walk (under the archway) at the Christmas Festival. Unfortunately there is no electricity in St Martins Walk for stallholders so there is a limit to what stalls can be placed in there. It would be good to have a food offering on the market days and also to have more retailers open. CW to ask the manager of St Martins Walk to speak to retailers to encourage them to be more receptive. There will be more advertising of the traders in St Martins Walk going forward.</p> <p>Mayflower The new photos have been added to the Mayflower 400 website, Dorking self-guided tours are on the app, new members have joined the M&amp;T meeting as more businesses want to get involved. Basil Doha has been asked to pull a business case together for the pop-up museum on West St, but CW is not actively involved in discussions; not sure if it has legs due to cost and lack of volunteers. The Board were mindful that there is a need to drive footfall all around town and not just to West St.</p> <p>Christmas Festival A letter of no objection has been received.</p> <p>Christmas Window Competition The window competition will be running from 24.11.19 until 19.12.19. The winners of the competition will be announced on 20.12.19 at a reception held in the White Horse Hotel (from 6 pm). Votes will be cast by text and the judge will be Mary Huggins. CW is seeking two prizes – please get in touch if you can donate.</p> <p>Free Parking MVDC will be offering free parking all day on 7, 14 and 21 December and from 3 pm on 20 December.</p> <p>CW advised that projects still to do include Tourism South East Visitor Training. Next year the BID will sponsor the caves for the Mayflower celebrations and the Museums Mayflower exhibition in 2020. The BID are also going to partner with Hikes of Surrey to hold a Walking Festival.</p> <p><b>Operational Dorking</b></p> <p>CW provided month on month footfall counters figures.</p> <p>Winter flowers have been installed.</p>	<p><b>CW</b></p> <p><b>INFO</b></p> <p><b>INFO</b></p> <p><b>INFO</b></p> <p><b>INFO</b></p> <p><b>INFO</b></p> <p><b>INFO</b></p> <p><b>INFO</b></p>	
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	<p>Key Dorking LoyalFree results were provided including 2383 engaged app users and 3814 redemptions of offers/stamps having been made.</p> <p>Recruitment for social media graduate ongoing.</p> <p>Still to work on attractive access (including signage, cockerel roundabout, wayfinding from station), local employment (vacancy tab on website), joint procurement projects (ideas for proceeding with utilities welcomed), community portal (useful documents, press releases, marketing templates etc), and visitor survey.</p> <p><b>Aspirational Dorking</b></p> <p>MVDC and BID agreement – still a work in progress, no update from MVDC.</p> <p>Other projects to work on include the investment prospectus and the Masterplan for Dorking to work in partnership with MVDC.</p> <p>CW and Laura Drake attended the British Bids Conference on 7 November. CW gave a brief rundown of the event in her report and Laura provided a summary via email.</p>	<b>INFO</b>	
<b>4.</b>	<b>Item 4 – Monthly Networking</b>		
<b>4.1</b>	<p>At the recent M&amp;T meeting there was feedback that levy payers are unaware of all the brochures/booklets that are available to them and they don't read emails. So how do we communicate/engage with them? It has been proposed that the BID has a once/month networking event from 6-7.30 pm in a pub and that all levy payers are invited. It's hoped that it can also be used for information gathering/sharing of good practice. The Board felt that it was a good idea and suggested that the events were held on a Tues/Wed for four months and that at least one Board member should attend each meeting. CW can communicate recent Board decisions in the first 5 minutes of each meeting. The BID will cover the cost of room hire and drinks.</p> <p>The Chairman held a vote on the proposed networking event. It was passed unanimously.</p>	<b>BG</b>	-
<b>5.</b>	<b>Item 5 – MVDC Update</b>		
<b>5.1</b>	<ul style="list-style-type: none"> <li>• SAG meeting has now been resolved</li> <li>• Coach parking – this will take a lot longer to resolve and will have to form part of the Opportunity Dorking consultation. In the meantime it's been suggested that Beccy investigates using DW Westhumble site and the Royal Oak Pub car park.</li> <li>• Opportunity Dorking project is suffering a delay due to the election – the opposition are causing problems/delays. It might have to re-presented in Jan/Feb with a launch in Mar/Apr.</li> <li>• Parking budget setting process is ongoing.</li> </ul>	<b>INFO</b>	-

	<ul style="list-style-type: none"> <li>West St market – there have been more complaints due to cones being put out too early resulting in preventing car park use/loss of revenue. CW to investigate.</li> </ul>		
<b>6.</b>	<b>Item 6 – Review Next Steps and Action Points</b>		
<b>6.1</b>	<ul style="list-style-type: none"> <li>Speak to ‘pop-up’ shop managing agent, pull all costs together, talk to reuse/recycle lady in Cranleigh</li> <li>Investigate closing West St car park too early on market days</li> <li>Footfall line graphs to provide monthly comparisons</li> <li>Social media help – pls contact CW</li> </ul>	<p><b>CW</b></p> <p><b>CW</b></p> <p><b>CW</b></p> <p><b>ALL</b></p>	
<b>7.</b>	<b>Item 7 – AOB</b>		
<b>7.1</b>	<ul style="list-style-type: none"> <li>CW distributed window competition decals/brochures/posters/till displays</li> <li>Footfall counters – can a line graph be provided that can be used to compare and contrast footfall figures from one month to the next and they can be discussed at each Board meeting.</li> <li>Social media – does anyone know of anyone local who could provide help with social media while trying to recruit an assistant for CW?</li> <li>Rob Dyas – they have submitted a planning application to convert the top of their building into 7 flats</li> </ul> <p>Meeting closed at 9.10 am.</p>	<p><b>INFO</b></p> <p><b>CW</b></p> <p><b>ALL</b></p> <p><b>INFO</b></p>	-
	<b>NEXT MEETING</b>		
	Next Meeting will be held at 0745h on 17 December 2019 in White Horse Hotel.	<b>INFO</b>	