

Meeting Notes (minutes) 8th October 2018

[BID Board Meeting dates 2018](#)

ATTENDEES

Andrew Fuller (Chair, Independent, voting)
Charlotte Whitaker (Manager, no voting rights)
Nick Boot (Office, voting)
Philip Downer (Independent, voting)
Geoff Evans (Leisure and Tourism, voting)
Ken Storr (Multiple retailer, voting)
Gillian Harris (Independent, voting)
Emily Ayres (MVDC Representative, observer, non-voting)
Rick Parish (Independent, voting)

Jen Dannel (Note Taker, non-voting)

1.

Welcome and Introductions

1.1

Andrew opened the meeting and welcomed everyone. Apologies were received from Ben Curtis and Stephen Cooksey.

Action: Info

Time:

2

Item 2 – Approval of Last Month's Minutes

2.1

Minutes were agreed as correct by unanimous vote.

Action: Info

Time:

3

Item 3 – BID Update

3.1

CW gave a BID update:

Loyal Free

CW gave a brief run through of the Loyal free report. 52 Businesses have signed up in 2 months (target is 150 in 6 months). There is a separate, more in depth, report from Loyal Free. But in comparison to other Loyal Free customers Dorking is doing very well. Loyal Free are providing 10 banners to go around the town and as a gold customer we are also going to receive accessibility to the new ‘trail’ function when it is developed and paid for by another customer.

Website/social Media/Amplia

Breakdown of statistics of followers on all platforms. Lots of collaboration with Loyal Free and local influencers and bloggers in order to attract more followers. The website build/content generation is going well. The Board are keen to have a video on the website and that the price we were quoted was very competitive. A vote on whether to proceed with the video was passed unanimously.

CW then went on to show what the website currently looks like on a desktop, phone and tablet. The design does fit nicely onto various devices, but a few design tweaks are needed.

High St Awards

We received a special mention by the shortlisting panel.

Footfall Counters

CW provided a graph of the average daily footfall for Dorking for August which will go onto the levy payer’s area on the new website when it is set up.

Winter baskets/barrels

The winter baskets ‘barrels’ will replace the summer baskets in the next two weeks. There is a breakdown in CW’s report on where the barrels will be placed.

Christmas Festival

25 stalls have been confirmed and the 'adult' area at the end of West Street is coming together. The games area (racing Santa's etc) will be at the top of West St. Lights/trees have been ordered to be paid for by the friends of Dorking and supported by the BID.

RWCF

Road closures will be from 10-12.30 pm – road closure signs have gone up already around the town. Everything going according to plan.

Rubbish Collections

CW is looking into a new offering for bid levy payers in order to get a bulk discount for rubbish collections. On her report there is a breakdown of the competitive quote she has managed to negotiate. The vote to proceed and offer it as a BID service was passed unanimously. This is to be implemented as a BID offering in the next 6/8 weeks.

Other News:

- An exit survey has been created for businesses leaving the town
- CW is meeting with SCC this week to discuss parking signage (or lack thereof) in Dorking – she has sent them a presentation indicating where additional signage is required.
- HUBBUB meeting this week and we are supporting in encouraging local people to use less water
- AGM – will take place in January
- BID conference – planning to get it in the diary for February
- Project suggestions – on the back of the update sheet CW has put a list of additional projects which we could run with for next year. Can everyone come back with comments/thoughts?

Action: Info

Time:

4

Item 4 - AOB

4.1

The chair closed the meeting at 9.15 am.

Next Meeting

Next Meeting will be held at 0745h on 12th November in South St Clinic.

Action: Info

Time: