

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)
 Ken Storr (National Retailer, voting)
 Rick Parish (Independent, voting)
 Gillian Harris (Independent, voting)
 Laura Drake (Night-time Economy, voting)
 Clayton Wellman (Councillor, voting)
 Geoff Evans (Leisure and Tourism, voting)
 Beccy Gunn (Leisure and Tourism, voting)

Jen Dannel (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, Emily Ayres, Candida Goulden, and Philip Downer.	INFO	-
2.	Item 2 – Approval of Last Month’s Minutes		
2.1	The minutes of the last two meetings were approved unanimously.	INFO	-
3.	Item 3 – BID Update including Performance vs Plan		
3.1	<p>Inspirational Dorking</p> <p>West St Market Update For the next two markets (November and December) there is a requirement for extra space. CW has secured space in St Martins Walk for up to another 16 stallholders; at present she has 8 definite stallholders for November. Allocation of space will be determined by what they are selling. The plan is to have ‘juntique’ in West St and gift stalls in St Martins Walk. It is hoped that the traders in St Martins Walk will also open. Invoicing of stallholders for November and December will occur this week along with an updated T&Cs with an aim to receive payment in advance of the markets</p> <p>While the most recent market felt busier, it would appear that revenue for the food stalls was reduced, potentially due to more competition. The aim for next year is to change the opening hours of the market from 11-4 pm to 10-3 pm.</p> <p>Mayflower The A5 visitor booklet has been issued. The Mayflower 400 website is up to date copywise with the Dorking content, but more photos are required and they are being done this week. The Mayflower self guid-</p>	<p>INFO</p> <p>CW</p>	-

<p>ed tours app is being updated this week (a few tweaks are required); the pictures on the app have come from museum. CW is working on an event for thanksgiving next year. Beccy advised that the White Horse has taken 34 bookings via a special offer that has been offered on the Mayflower 400 website; it is also thought that the Museum has picked up bookings from a similar link on their website.</p> <p>Beccy met Mayfair Tours recently; they are keen to visit but parking of coaches in the town is an issue. The booklets have been distributed in shops and hotels and also sent to the Alden Society in America. Could it be distributed to train stations, airports, Gatwick car rentals, Tourism South East? When the booklet is reprinted, the Mayflower 400 app info will replace the market info.</p> <p>Christmas Festival CW advised that the SAG meeting has still not happened and it is starting to delay progress with planning for the Christmas festival. Permission to proceed without objection is required by SAG. MVDC, police, fire and other emergency services also need to give permission. Clayton will chase up today and revert to CW. Aim is for CW to proceed as normal and wait for the permissions to be issued.</p> <p>The Board went on to discuss the lack of tourist drop-off / pick-up location in town. The lack of parking facility for coaches in town is having a negative impact for White Horse Hotel, Dorking Wanderers, Leisure Centre and Dorking Halls. The White Horse struggle to bring in daytrippers due to lack of coach parking (free or not). Clayton advised that MVDC are looking at several different options including a set down in town and then parking further out as an option (although Beccy does currently have use of parking at Denbies at present). Another option would be to convert the layout in the Leisure Centre car park to create coach parking, but this would result in the loss of 27 spaces (1/10 of the capacity of the car park). The aim is to get feedback as part of Opportunity Dorking questionnaire/consultation. Could we create a layby near the entrance to Old Magistrates Court/Pippbrook? Yes that is a possibility.</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>Operational Dorking</p> <p>CW provided month on month footfall counters figures. CW to investigate why there was a spike in week 38 footfall figures.</p> <p>Winter flowers will be installed this week.</p> <p>Key Dorking LoyalFree results were provided including 2311 engaged app users and 3602 redemptions of offers/stamps having been made.</p> <p>Recruitment for social media graduate – the preferred candidate declined the offer of the job and the search continues.</p>	<p>CW</p> <p>INFO</p> <p>MVDC CW PD</p> <p>BOARD</p>	
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	<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>Aspirational Dorking</p> <p>MVDC and BID agreement – still a work in progress, but Emma Day, Emily Ayres, Philip Downer and CW met re last months actions point to discuss the Opportunity Dorking project.</p> <p>Clayton advised that Opportunity Dorking has passed the next hurdle; funding has been agreed and it is hoped that it will be signed off at the next cabinet meeting and then progress with the strands can be achieved. There is a lot of scope for large improvements. The first exercise will be a consultation with all stakeholders and then other strands can be initiated including offering digital training to the retail and business communities as soon as possible, formation of a business reference group, launch of car park regeneration (Reigate Rd and St Martins Walk firstly), engagement program, occupier study, landlord database, more to promote use of Meadowbank, transport/movement studies, other potential development sites, new regeneration officer.</p> <p>The action plan is currently in draft form, but the strategic vision for Dorking is developing and it will help dramatically with applications for regional/national funding when it becomes available. It will help Dorking to be more successful.</p> <p>Other projects to work on include the investment prospectus and the Masterplan for Dorking to work in partnership with MVDC.</p>	<p>BOARD</p> <p>CW/GH</p> <p>CW</p> <p>INFO</p>	
4.	Item 4 – Christmas Festival		
4.1	Covered Earlier	ED	-
5.	Item 5 – MVDC Update		
5.1	<p>Waitrose signs for West St – not been forgotten, but legally MVDC can't participate. Ken will talk to his superiors. He is also looking at adding an hour to the length of his parking on market days.</p> <p>Christmas parking offer has been agreed. MVDC will offer free parking all day on 7, 14 and 21 Dec. Signage will be put up, but it is too expensive to switch the machines off and they can't be covered with bags without being switched off as there is a risk of fire. Ben has offered to laminate signs.</p>	INFO	-
6.	Item 6 – Review Next Steps and Action Points		
6.1	<ul style="list-style-type: none"> • CW will look into Christmas Festival • Clayton will ask why/when SAG meeting will take place • Clayton will investigate coach parking facilities in town • CW will investigate footfall spike in week 38 	<p>CW</p> <p>Clayton</p> <p>Clayton</p> <p>CW</p>	

7.	Item 7 – AOB		
7.1	<p>Office space for BID – finding it difficult to recruit for the social media graduate without having a workspace or parking. Does anyone have any office space or know of any office space – if so please feedback to AF. A more formal/professional image could be attained by renting space.</p> <p>The press have asked the BID to comment on Wetherspoons pulling out of renting space in St Martins Walk. AF will draft a comment and distribute via email for comment.</p> <p>Meeting closed at 9.05 am.</p>	<p>INFO</p> <p>AF</p>	-
	NEXT MEETING		
	Next Meeting will be held at 0745h on 12 November 2019 in South St Clinic.	INFO	