

**ATTENDEES**

**Nick Boot (Chair, Office, voting)**  
**Charlotte Whitaker (Manager, no voting rights)**  
**Ben Curtis (Resident representative, observer, non-voting)**  
**Emily Ayres (MVDC Representative, observer, non-voting)**  
**Rick Parish (Independent, voting)**  
**Gillian Harris (Independent, voting)**  
**Philip Downer (Independent, voting)**  
**Lea Benn (Leisure and Tourism, observer)**  
**Stephen Cooksey (Councillor, voting)**

**Jen Dannel (IN ATTENDANCE)**  
**Emma Day (IN ATTENDANCE)**

		<b>ACTION</b>	<b>TIME</b>
<b>1.</b>	<b>Item 1 - Welcome and Introductions</b>		
<b>1.1</b>	Nick opened the meeting and welcomed everyone. Apologies had been received from Andrew Fuller, Geoff Evans, Clayton Wellman, Candida Goulden, Laura Drake, Beccy Gunn, Lisa Edwards and Ken Storr.	<b>INFO</b>	-
<b>2.</b>	<b>Item 2 – Approval of Last Month’s Minutes</b>		
<b>2.1</b>	The minutes could not be approved as there was not a quorate of directors. The minutes were re-circulated via email and approval was requested. It is hoped that these can be signed off next month.	<b>INFO</b>	-
<b>3.</b>	<b>Item 3 – BID Update including Performance vs Plan</b>		
<b>3.1</b>	<p><i>Loyal Free</i>            The most up to date key results were circulated in CW's September update. The key results are still improving month on month. In addition, Dorking now have access to live data of the 72 businesses with deals, their social media profiles and all of their customer reviews in a live dashboard.</p> <p><i>Artisan Market</i>            Feedback was that the most recent market was really good, the layout worked well and it seemed just as busy as the previous market. The layout is now a set structure. The challenge is that we have outgrown the West St car park already. It can hold 32 stalls, but CW has 45 stallholders looking for space for October and is reluctant to turn people down. CW suggested that we also start to use the top deck of St Martins Walk as an overflow. It was thought that 15 stalls might not be enough in that area as it needs to look as busy as the West St site. One way to combat that would be to put another food van and music in there. To gain use of the top deck of St Martins Walk car park there will need to be a consultation process as it is used by church goers on a Sunday. CW will talk to St Martins Walk manager to see if the stalls could be placed in St Martins Walk itself.</p>	<p><b>INFO</b></p> <p><b>CW</b></p>	-

<p>The plan is to definitely extend out of the West St site to other locations around town (we can have people promoting on the street) in order to encourage people to do the 'journey' through town. Another location is being explored by MVDC, but there is concern regarding road closures. St Martins walk does seem to be the most likely option in the short-term and on a temporary basis.</p> <p>CW issued proposed dates for 2020 starting from March, but it was thought that we should trial opening the market in January and February too – the Directors were happy to take advice on this from CW.</p> <p><i>Footfall Counters</i> We have decided to remain with LDC and CW successfully negotiated with them and got a significant price reduction as we are 'early adopters'. The contract will be for three years with a two year break clause. The original counters will remain in place until the new counters are put in place.</p> <p>The Local Data Online insights platform is not very user friendly so LDC are going to come and present to the Board in December. CW will be trained in producing charts/graphs which will make the data easier to understand. The data can then be presented in a different way (less complicated) and also made available for other people to see especially as they are positive.</p> <p><i>MVDC and BID Agreement</i></p> <p>The BID would like MVDC to understand what we are trying to achieve and vice versa and an agreement to be drawn up. A draft has been written by the BID and sent to MVDC. MVDC feel that they would benefit from it being more concrete along the lines of a 'charter of partnership' with the aim that the BID and MVDC work together to the stakeholders mutual benefit; a crisp clear set of rules that also capture the spirit of partnership and also manage all expectations. MVDC would like to be more aligned with the BID in terms of planning. A time limit is required and the agreement needs to be resolved asap. A planner can be added to the operational document so that all necessary details are captured. MVDC suggested that a meeting be held to move this forward. <b>ACTION: Meeting to be held between MVDC and CW/PD.</b></p> <p><i>Parking feedback from the BID/Discussion</i> The council have agreed to look at parking and the Board need to have a clear idea of what we would like to support. CW presented some ideas. Can the Board feedback to CW on the ideas proposed. MVDC reiterated that any changes for Dorking need to be for whole district not just Dorking. The BID told MVDC that they are prepared to support any loss in revenue but have no understanding of what that support might be. Can MVDC give us an idea of costs involved? All of the parking issues are further complicated by the fact that some of the parking ideas are County Council issues and some are MVDC issues. The county council need to be involved in decisions and policy changes. The BID can put forward its ideas in the best way it can (submit to Emma/Candida by letter). <b>ACTION: Board to feedback to CW on</b></p>	<p><b>CW</b></p> <p><b>INFO</b></p> <p><b>MVDC CW PD</b></p> <p><b>BOARD</b></p>	
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	<p><b>parking ideas proposed.</b></p> <p><i>Purple Flag Update</i> CW presented a Purple Flag update. Please can Board read and feedback to CW. CW/LE will have a second meeting next week to see how it can be brought about. <b>ACTION: Board to feedback to CW on Purple Flag Update</b></p> <p><i>Social Media Tender</i> Power Station submitted a tender, but Charlotte Magnani missed deadline (no extension to be offered). An advert on University of Surrey's Careers board hasn't attracted any applications, so an advert has now been placed with a local recruitment agency. It was thought it made more financial sense to recruit a recent graduate rather than engage another agency as they will be able to assist CW. GH will assist CW with interviews.</p> <p><i>Mayflower</i> CW is currently getting Dorking copy together for the Destination Plymouth website and also adding Dorking promotional copy information to Destination Plymouth, DTP website, Visit Surrey, Tourism South East, Surrey Hills website and Visit England.</p> <p><i>Meercat</i> CW circulated a proposal by Meercat – an agency that offer cost saving across all utilities for all businesses within the BID area. There has been a good testimonial from another BID on what a good job they do and how much money they have saved. Whilst it seems a good idea, it was felt by the Board that we should be careful as it could be detrimental to local businesses eg local stationery companies might be dropped in favour of a large online business which can offer bigger savings. Also, the amount of time they take seems excessive. CW reminded the Board that it is in our business plan to offer these facilities to levy payers. Meercat would be a £12k cost to bid, but it should be noted that they get paid regardless of any cost savings made. Everyone agreed that we need the resource, but it shouldn't cost us anything. Could we perhaps have a preferred suppliers list? This too is tricky as having a preferred suppliers list excludes local businesses and we are cutting margins if we ask them to offer discounts. We need to have something like Meercat available as a resource but at no cost to the BID – an approved recommendation by us.</p>	<p><b>BOARD</b></p> <p><b>CW/GH</b></p> <p><b>CW</b></p> <p><b>INFO</b></p>	
<p><b>4.</b></p>	<p><b>Item 4 – Clockwork City Digital Skills Training Offer</b></p>		
<p><b>4.1</b></p>	<p>Emma Day from MVDC updated the Board on digital business skills training by Clockwork City that has been held recently in Leatherhead. Each attendee received 12 hrs training (4 x 3 hr sessions) followed up by 1-2-1 mentoring and then 3 and 6 monthly reviews. MVDC would like to offer it more widely across the district as up to now its only been offered to 50 businesses in Leatherhead, Bookham and Ashted. Cost is approx. £400 per head with approx. 12 attendees per training session. MVDC have found that it has resulted in good networking in Leatherhead. Emma will send more information.</p>	<p><b>ED</b></p>	<p>-</p>





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