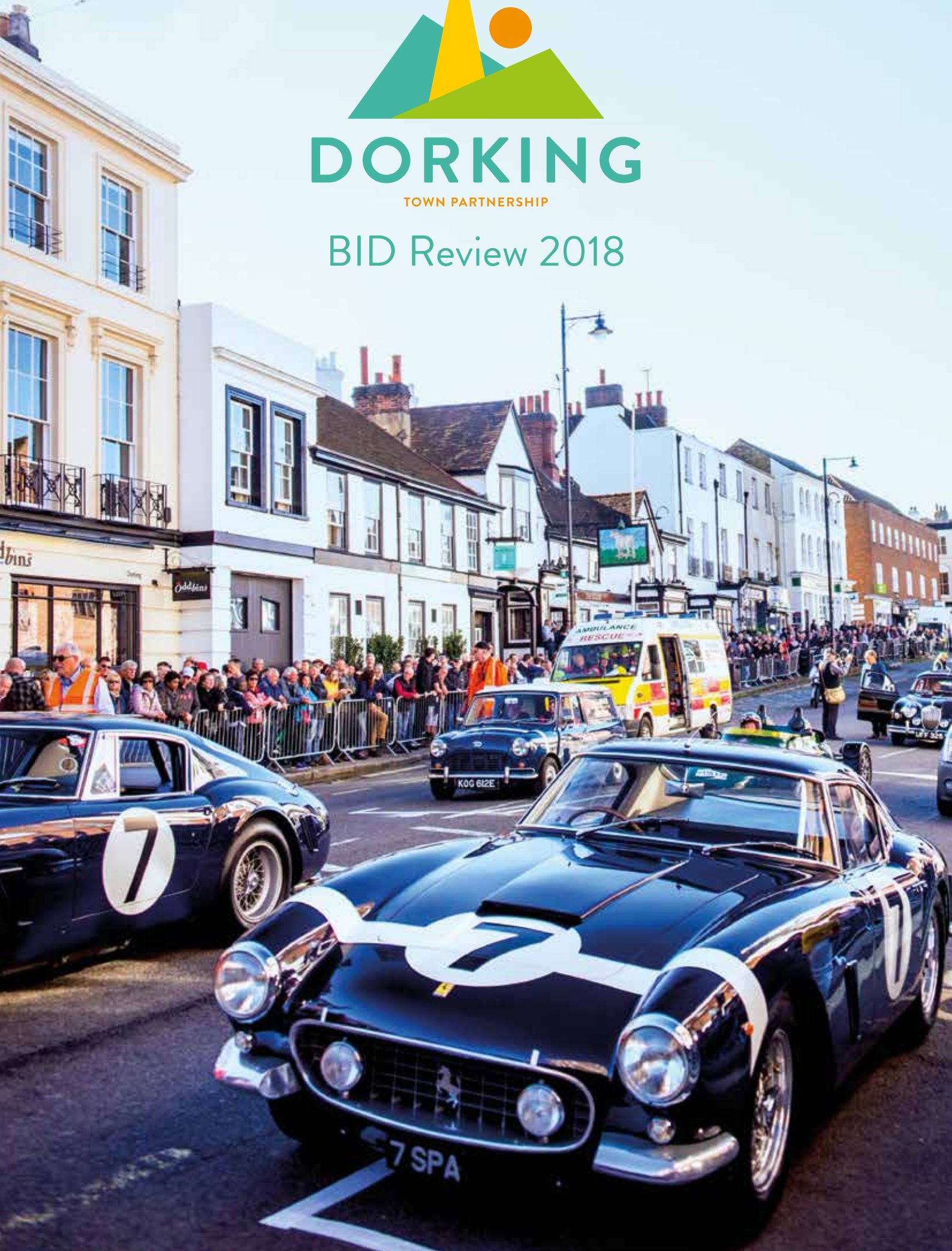




DORKING

TOWN PARTNERSHIP

BID Review 2018





As a BID we have been busy!

We launched our award-winning LoyalFreeApp, a digital loyalty scheme to help drive customer loyalty and awareness of offerings across businesses, a multi-channel digital strategy across Facebook, Instagram and Twitter to raise awareness about the town, engaged in a town beautification scheme, hosted the Rob Walker Centenary Festival, hosted the Christmas Festival, received a Special Mention in the Great British High Street Rising Star category, engaged in Small Business Saturday, hosted a town-wide window competition and are launching a newly-designed destination website and promotional video.

Here is an update of what we as a Business have been up to and how it aligns to our Business Plan.

INSPIRATIONAL DORKING

Create a strong brand for Dorking

Dorking Town Partnership are delighted with the branding that Zed Creative produced for us. Designed to represent all that Dorking has to offer the resident and the visitor economy we feel it brilliantly captures the heart and spirit of Dorking. We are using this in our local and national marketing campaigns to represent Dorking and drive the visitor economy.

Manage and promote large scale and well publicised events

Rob Walker Centenary Festival

Dorking Town Partnership were delighted to bring The Rob Walker Centenary Festival to Dorking on Sunday 21st October 2018. The Festival celebrated the story of Rob Walker, the last privateer F1 entrant whose Garage was at Pippbrook here in Dorking in the 1960s.

We partnered with the Lotus 7 Club and Brooklands museum as well as The Dorking Halls, Dorking Museum, Goodwood Marshals Club and Johnston Sweepers who kindly swept the road prior to the parade.



Christmas Festival

A quintessential English town's high street transformed into a festive, bustling Christmas market for a day

On Sunday, the 25th November, Dorking's streets were filled with thousands of Christmas Festival visitors and over 30 market stalls featuring the best of local Surrey produce, food and spirits, and arts and crafts. Visitors left their computers and tablets behind at home and descended upon Dorking for its community-spirit, small business retail therapy, sumptuous food, live all-ages entertainment including the community choir, jazz music, face painting, Santa's Grotto and Christmas lights switch-on. This year's Christmas Festival is on the 24th November, if you would like to be involved please contact charlotte@dorkingtowpartnership.co.uk

Rob Walker Centenary Festival In numbers

Public attendance
7,000+

Crowd protection barriers deployed

1,400

Estimate value of parade cars

£22,000,000

Lost children

0

Lotus 7 Club volunteers

84

Teddies reunited with their happy owners via social media:

1

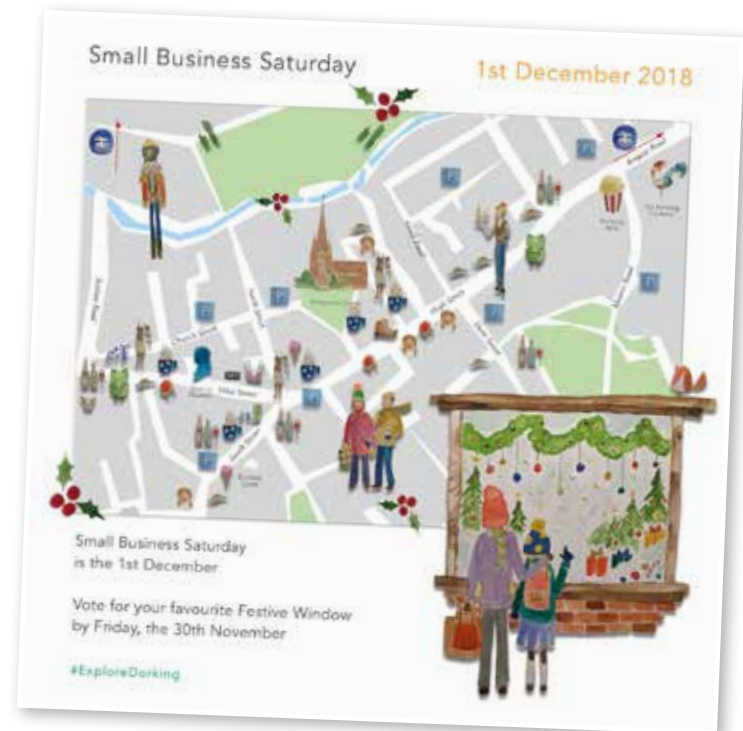


Window Competition

We also launched the Christmas Window Competition, comprising of two awards. The first was judged the Most Festive Window by Sir Paul Beresford and the second was chosen by the residents and shoppers of Dorking as the People's Choice award. 25 shops participated in the window competition with over 300 votes for the People's Choice award. Shabby Chic was voted the most festive window and The Gilliangladrag Fluff-a-torium was chosen as the People's Choice award winner. This year we shall be launching the Window competition on the 24th November (coinciding with the Christmas Festival and Small Business Saturday) and it will run for the whole of December. More prizes, more voting, more fun!

TOP TO BOTTOM:

WINDOW COMPETITION WINNER; SIR PAUL BERESFORD PRESENTS THE WINDOW COMPETITION PRIZE TO SIMON FROM SHABBY CHIC



Small Business Saturday

Our Christmas celebrations coincided with Small Business Saturday UK which is a grassroots, non-commercial campaign, which highlights small business success and encourages consumers to 'shop local' and support small businesses in their communities.

On Small Business Saturday, customers across the U.K go out and support all types of small businesses, online, in offices and in stores.

This year Small Business Saturday is once again highlighting 100 small businesses, one a day for the 100 days leading up to Small Business Saturday 2019.

For the last six years, the 100 have not only received exposure on Small Business Saturday's social media channels and in the local and national press, but also joined the Small Business Saturday team in London at receptions in Downing Street, House of Lords and the Treasury Drum with the Chancellor of the Exchequer.

This year's celebrations will fall between 24th November and November 30th. Details of how to apply are coming soon and we have already registered our interest in this so watch this space!

Great British High Street

While our entry did not make the shortlist, we are delighted to let you know that it was recognised with a Special Mention by the shortlisting panel. The special mentions have been added to the Great British High Street website and can be found at www.thegreatbritishhighstreet.co.uk/high-street-of-the-year-award/special-mentions

They received 240 entries across the 'Champion' and 'Rising Star' categories this year. It has been fantastic to see such a strong response from across the country for this year's awards – a real testament to the important role that high streets play in our lives and our communities.

It is therefore a great achievement for our local high street to have been recognised with a special mention!

We will definitely apply again for next year's competition and hope to build upon our special mention last year.



What's next for INSPIRATIONAL DORKING

- We shall be working on the 400th Anniversary of the sailing of the Mayflower. Our Marketing and Tourism Group are already meeting on this event, if you would like to be involved please contact charlotte@Dorkingtowndpartnership.co.uk
- Feasibility of a West Street Market.
- A local map and guide to be used at all the local hotels and attractions.
- Social Media training and World Host Training for businesses.
- Celebrating Surrey Day, 4th May.



There is a **fabulous** action pack from the **Great British High street team** here www.thegreatbritishhighstreet.co.uk/help-your-high-street/kickstart and if you would like to get involved please contact Charlotte.

OPERATIONAL DORKING

Website and promotional video

We are pleased to share our new Hello Dorking website, www.hellodorking.com. Our aim is for our website to serve as a destination for tourists and Dorking residents alike, taking visitors on a customer journey through our unique market town. The site provides information on Dorking businesses, itineraries for visitors, maps, and a secure BID levy-payer section.

Our website also features our new promotional video that shares just a taste of what Dorking has to offer. Stay tuned for more inspirational videos on the horizon. Please share this site with your network.



All non-levy payers have been featured on our site to reflect the diversity and richness of Dorking's offering but if you would like to join the BID as a voluntary levy payer you can submit an enhanced entry, please contact charlotte@dorkingtowpartnership.co.uk. An enhanced entry will include your social media profiles, gallery images, a customised description of your business and an option to feature in more areas of the website.

Our aspiration is to provide visitors with a comprehensive view of Dorking in order to increase the town's reach and footfall. Please also review your profile and if you would like to make any updates (copy or photos), do let us know and we would be happy to make them. They have been created based upon business input, social media profiles, and internet research.

We are hoping our website will provide a seamless customer journey, complementing Dorking LoyalFree, and our digital/social media strategy, sharing all that Dorking has to offer.



LoyalFree

On 31 August 2018, LoyalFree, the award-winning digital app for towns, launched in Dorking. The Dorking Business Improvement District (BID) teamed up with entrepreneurs Jason Nesbitt and Sophie Hainsworth to raise the profile of Dorking and boost high street footfall. Nationwide LoyalFree now has **20,427 app users** and businesses have been viewed **159,832 times**.

Dorking All Time Results

Created on 1st Jan 2019

Dorking businesses have had **6,079 profile views** by **1,337 people**. There are **1,337 LoyalFree app users** in Dorking

There are **72 Dorking Town Partnership offers** on LoyalFree from 61 businesses (13 business offers have expired or been disabled)

Dorking's most viewed businesses in December

- Dorking Halls Cafe - **162 profile views**
- Cafeology at Dorking Sports Centre - **102 profile views**
- The Queen's Head Dorking - **86 profile views**

Dorking's most visited businesses in December

Loyalty (Loyalty Stamps and Rewards)

- Dorking Halls Cafe - **115 visits**
- Cafeology at Dorking Sports Centre - **78 visits**
- Musette Cycle Caffe - **15 visits**

Fixed offers (discount claims)

- Calliope Gifts Ltd - **49 visits**
- S C Fuller - **31 visits**
- Café Rouge - **7 visits**

69 shares have been done for Dorking Town Partnership businesses and offers

150 clicks on Dorking Town Partnership events

462 clicks on Dorking Town Partnership's local guide

If you're a BID levy payer in Dorking, simply email hello@loyalfree.co.uk for details of how you can get involved in the scheme. If you're a resident or visiting the town, click here to download the app for free and start saving money: www.loyalfree.co.uk/download.

Social Media Strategy

f 791 Followers

t 1,348 Followers

i 1,048 Followers



Facebook post with the highest engagement	Engagement	Reach
Sneak peek at the 19 businesses participating in Dorking Christmas Window competition	135	5.9k (organic and promoted)
Please note the following road closures for the #DorkingChristmasFestival	343	2.1k (organic)
What's on at the Dorking Christmas Festival you ask?	917	3k (organic)
Congratulations to Shabby Chic Country Living, our Festive Window winner	472	1,095 (organic)
Public voting opens today for the People's Choice award	98	772 (organic)
We can't resist showcasing our creative talents, so we're hosting our very own #ChristmasWindow Competition	87	828 (organic and promoted)
Get jiggy! Repost from @victoriaslittlebrashop, make someone JIG this Christmas	72	854 (organic)
We'll be rockin' around the Christmas tree this #DorkingChristmasFestival!	61	710 (organic)

Winter Planters

The BID has added winter planters to the town centre to improve the look of the High Street throughout the autumn and at Christmas. We will work further on this project this year (see below).



Footfall Counters

Information from the footfall counters can be found in the login area on our website.

Shopsafe Radios

We have reintroduced this scheme for Businesses in Dorking to help tackle anti-social behaviour and theft.



Thus far the scheme has been extremely successful and enables businesses to communicate quickly and effectively. We have negotiated a reduced rate for levy payers so please do get in touch if you think your business could benefit. Please contact charlotte@dorkingtowndpartnership.co.uk.

What's next for

OPERATIONAL DORKING

- **Improve access routes to Dorking and around through signage, planting and artwork. This will include the A25 into Dorking from the station and potentially the cockerel roundabout.**
- **Local Employment Project.**
- **Continue to advocate for solutions to the traffic and parking issues.**

ASPIRATIONAL DORKING

As part of the Aspirational part of our Business Plan we shall be producing an Investment prospectus to attract new Business into the town. We shall also be producing a video alongside this campaign.

Please sign up to our Newsletter to keep up to date with our plans and progress and ensure you are able to feedback to the BID: www.eepurl.com/dEZYdj