

## February Update from Dorking Town Partnership

### **Footfall Data**

The BID is seeking a new partner to obtain footfall data for Dorking. Springboard and Elephant WiFi will be approached to provide a quote for this service.

### **Loyal Free**

The contract for the Loyal Free app is due for renewal in July 2022 and consideration needs to be given to whether to renew the contract. There are mixed views on the effectiveness of the app and how much businesses are engaged with it. The cost of the app was also a consideration, along with the work taken to encourage businesses to engage with the service. It was generally agreed that if the contract is not renewed it should be replaced with another visible product to showcase what Dorking has to offer. The Board will consider this at the next meeting.

### **Christmas Trees**

A quote for the 2022 Christmas trees has been received, however, with the BID ballot pending the funds will not be spent until this process is concluded.

### **Artisan Market**

The market launches again in March with traders now providing their own gazebos. This change has been made as the company previously providing the gazebos, are no longer offering this service. New quotes for the provision of gazebos were obtained in the region of approximately £5k per market, which is not considered cost effective. Traders will be provided with a pitch marked out so they know where to set up. New rules have been introduced that traders must also provide at least 12kg weights for the gazebos to mitigate wind issues.

### **AGM**

The AGM will be held on Monday 21<sup>st</sup> February. The meeting will not include voting for Director's as it is the end of the BID term. This will be a wrap up meeting to ratify accounts and to run through the achievements of the BID and what has been accomplished to date

### **Future Dorking Project**

The survey for the BID renewal and Future Dorking plan will be launched on the new website with a target of the end of February. Further meetings are taking place with Surrey County Council to discuss questions they would like to be included on the platform and funding. Meetings have been held across Dorking, including with Sir Paul Beresford and Helen Clack who are extremely supportive of the plan. The Board discussed the possibility of an extension of the plans in the future to Meadowbank as a focal point for cyclists and visitors.

### **BID Ballot**

The BID Achievements newsletter will be sent out this week with the survey will be on the website by 14<sup>th</sup> February. The BID needs to have consulted businesses by the end of March,

including the workshops that will be held. The survey will detail what the BID has achieved and ask businesses what they would like to see from the BID in the future.

### **Cash Flow Projection**

Information has been sent through to the Directors and once reviewed a vote will be held via email.

### **Mental Health Training**

Members of the Board who attended the Mental Health Training commented on how useful it had been and suggested it would be a welcome if more training of this nature could be provided, especially for the office-based businesses.

### **MVDC Update**

#### **Parking**

MVDC have recruited two civil enforcement officers who have an out of hours agreement in their contract, therefore parking issues across the town can be addressed.

#### **Grants**

In addition to the further Restriction Grants, MVDC are launching training and business resources for the hospitality sector and promoting this to Mole Valley's 780 food businesses. This will include a hub of resources to help new and existing businesses and an opportunity for up to 80 businesses to engage directly with access to accredited training. Further information will be provided by MVDC.

#### **Invest in Mole Valley Website**

The invest in Mole Valley website has been developed to set out firstly why businesses should invest in Mole Valley and secondly to provide updates on events, training and networking. It is due to go live in April/May 2022. Further information detailing the purpose of the website will be provided to the Board.

#### **Cockerel Roundabout**

MVDC are progressing enquiries about the possibility of the BID sponsoring the roundabout. Updates to follow.

#### **Save the High Street**

Having evaluated the offer, MVDC will not be progressing this campaign.