

Dorking BID Annual General Meeting

27th September 2023



DORKING
HERITAGE CULTURE SPIRIT

AGM Agenda

- Chairman's Report
- BID Manager's Report
- Financial Report
- Voting
- AOB

Hello from your BID Team





ANDREW FULLER
SC Fuller - Chairman



NICK EDDOT
E. Illmores



BASIL DOHAL
Mullins Coffee Shop



ROGER JONES
Deeptone - KNOX



ANDREW MAGNANI
Mayflower Spa



RICK PARISH
Sophic Finance



TERESA WELLER
Teresa Weller Hair Art



COUNCILLOR CLAYTON
WELLMAN



COUNCILLOR NICK WRIGHT
MVDC

Your BID Board

Your new BID team



Kathy Kyle
BID Manager



Rosie Riordan
Community &
Social Media Manager



Lisa Clancey
Virtual Assistant &
Copy Writer



JK Lam
Website
Management

We've organised our work into four work streams to achieve our goals

**1 Digital
Transformation**

**2 Creative
Campaigns**

**3 Placemaking /
Public Realm**

**4 Business
Support**

Digital Transformation

New website

BID Base CRM System

Researching a Gift Card

Springboard Free Footfall Counter

Policing tech tools (assessing tools with community partners)

LoyalFree App



Creative Campaigns

Social media management - continued positive outcomes.

PR/media: Over the past 6 months, we have generated 17 press releases, 17 radio interviews, and 5 pieces of print media for the BID. 2 are pending for local artists

Photoshoots for our BID Businesses

LoyalFree: Safari Trail, Halloween Trail creative

Surrey Hills Enterprises partnership

Matchmaker Programme

Heritage Open Days and Arts Alive support

Southern Trains Collaboration



Placemaking

Volunteerism / Street Clean Up

A Very Dorkensian Christmas

Public Realm: Future Dorking

Community Support: Pippfest

High Street Transformation and
Wayfinding Strategies / Collaboration
with Southern Trains and other partners

Town Beautification Strategies

Banking Hub Efforts



Business Support

1:1 Business support

Press and marketing support

Social media support

Website management, security and updates for businesses

Policing - WhatsApp Group / Community, support, PCC Walk Around in November

LoyalFree - training, materials, support

Grant Exploration

Coordination with MVDC on operating agreements (street cleaning, etc)



Digital Transformation

New website
BID Base CRM System
Prospective Gift Card
Springboard Free Footfall Counter
Policing
LoyalFree

Creative Campaigns

Social media management - continued positive outcomes.
PR/media: Over the past 6 months, we have generated 17 press releases, 17 radio interviews, and 5 pieces of print media for the BID. 2 are pending for local artists
Photoshoot for Westdaw, Teresa Weller, Cycling Collective.
LoyalFree: Safari Trail, Halloween Trail creative
Surrey Hills Enterprises
Matchmaker Programme
Heritage Open Days Support and Arts Alive

Placemaking / Public Realm

Volunteerism / Street Clean Up
A Very Dorkensian Christmas
Public Realm: Future Dorking
Community Support: Pippfest
High Street Transformation and Wayfinding Strategies / Collaboration with Southern Trains and other partners
Town Beautification
Banking Hub Efforts

Business Support

1:1 Business support
Press and marketing support
Social media support
Website management, security and updates for businesses
Policing - WhatsApp Group / Community, support, PCC Walk Around in November
LoyalFree - training, materials, support
Coordination with MVDC on operating agreements (street cleaning, etc)

What can you do?
Join us!

Join us on digital @hellodorking

Instagram

165K impressions
6K followers



17 radio
interviews



70K impressions
Nearly 4K followers



20K monthly
visits



21K impressions
2500 followers

Faces of Dorking post

What kind of training would you like to have?

Are you interested in networking sessions?

Tag us in your content

As of August 2023



Join LoyalFree



400+ participants
1 radio interview on BBC Surrey
3 prizes donated by businesses and charities



Starts at half term
6 wonderful prizes have been donated by businesses

What can LoyalFree do for your business?

Create loyalty with your customers.

Give your customers a reason to come back again and again with fixed offers.

Market directly when you have events.

Gain insight through your business dashboard.

Send GDPR compliant emails directly to their phone.

Send personalised offers.

Build a network through other businesses.

A Very Dorkensian Christmas

3rd December, 12 - 6pm

1 Create a safe, friendly, welcoming event to celebrate the best of [Dorking's heritage, culture and spirit at Christmas](#).

2 Bring together our residents, visitors, businesses, local community, and partners to take a tour of our town - encouraging people to shop, eat, stay, play and celebrate Dorking.

3 Celebrate a "Very Dorkensian Christmas" with a family friendly event that welcomes everyone and involves the whole Dorking community with music, food, shopping and more.

Join us!



What's on: 12 - 6 pm

ENTERTAINMENT

Musical Performances

Panto Performances

Art Exhibition

BBC Surrey Live
Webcast

Choral singers dressed
in Dorkensian Theme

Santa, Mrs Claus

DDOS Actors

Covent Garden
Performers

CHILDREN'S ACTIVITIES

Forest School

Santa's Grotto

Face painting (ends at
4pm)

Balloon making (eco-
friendly balloons) by Ms
Ballooniverse

Caricature artist

Colouring book in back
of programme or map

Toy Drop / Donation
point for Charity

SHOPPING, VOLUNTEER VILLAGE

Sustainable Market

Artisan Market

Volunteer Village

Upcycling

EXHIBITIONS

Sponsored trees for school
children to decorate

Art exhibition with
competition

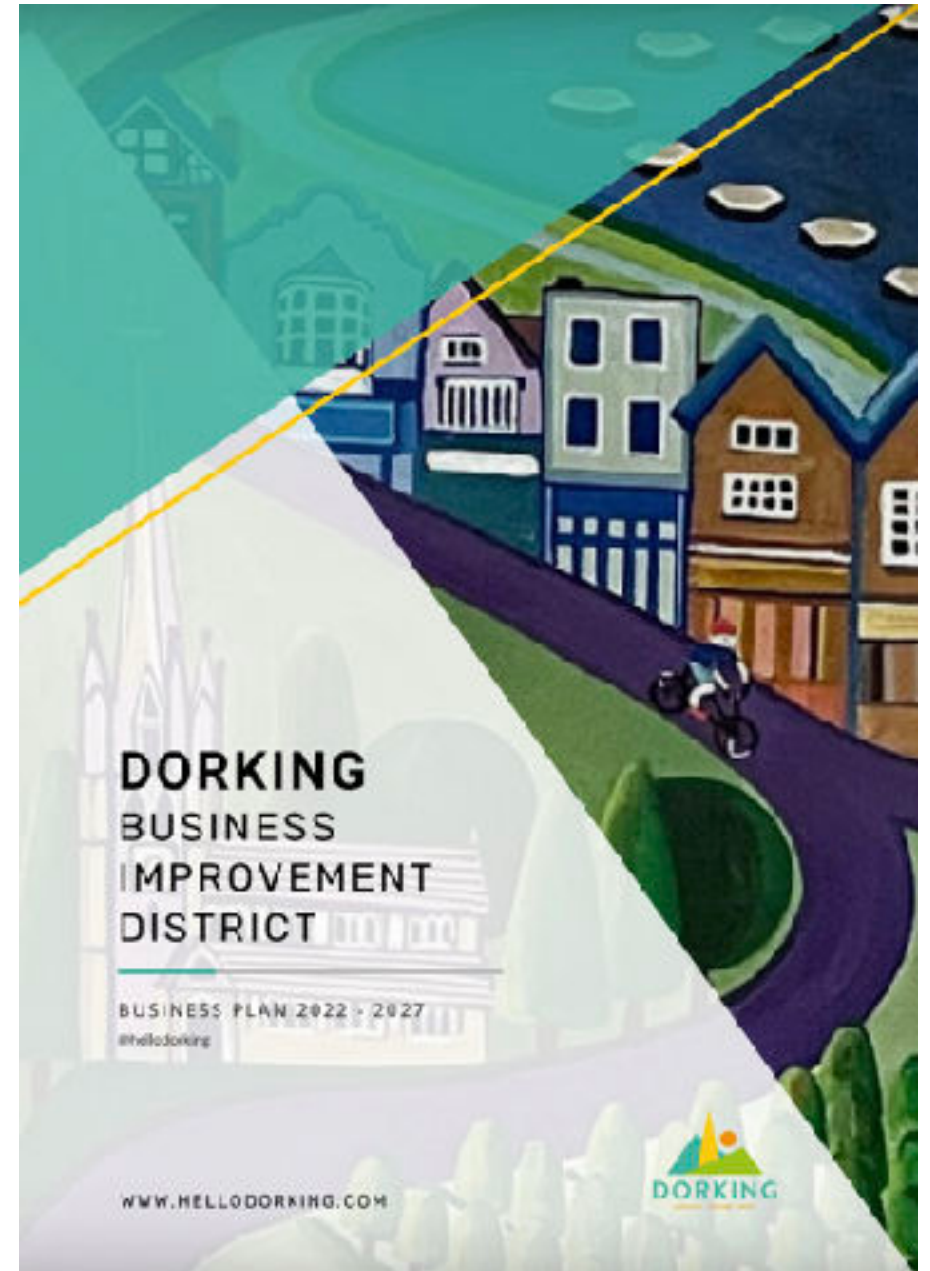
Festive decor sponsored by
businesses

Competitions - to be
announced at 3pm:
- Best Dressed (Vintage)
- Christmas Jumper
- Art (child and adult)
- Best dressed window
- Best dressed garden or
house

Review our Updated BID Business Plan

Check out the BID Business Plan; we'd love to hear your feedback.

https://issuu.com/hellodorking/docs/hello_dorking_business_plan_2022-2027_1?fr=xKAE9_zU1NQ



Join our Safety / Policing WhatsApp Group

Join our group and the conversation.

We have found that staying in touch keeps us informed and connected.

[https://chat.whatsapp.com/
EI28uiWQVANG0aKrmhbtK5](https://chat.whatsapp.com/EI28uiWQVANG0aKrmhbtK5)



Questions

Kathy Kyle 🙋

kathy@dorkingtowndpartnership.co.uk

Thank you

Minutes will be shared on our website