

February Update from the Dorking BID

Hanging Baskets

The quote received for hanging baskets in Dorking is £11,165.71 for approximately 117 baskets. The quote is the same as last year and has been approved by the BID Board.

The White Horse

Emma, Robert and Jamie from The White Horse attended the BID board meeting to give an update on their reopening at 4pm on 26th February 2024. A complete refurbishment of the building has been undertaken, and the ground floor has been reconfigured to be more inviting to customers and people passing in the street. The bar has been moved to the front to be more welcoming and they look forward to their first visitors. They want to encourage Dorking as a destination as whole rather than only promoting The White Horse as a place to stay. They are invested in being part of the community and meeting businesses, locals and visitors alike.

The BID Bug Trail

A bug trail is planned for the half-term holiday that takes in 10 places along the entire High Street, West Street and South Street. The giveaway will be a £100 local gift card to one person to complete the trail.

Hello Dorking Newsletter

The Hello Dorking newsletter now has around 3,000 subscribers who receive emails about BID activities, Dorking news, local surveys, details of events and a weekly What's On guide. The newsletters have an open rate of around 43% (a good open rate is considered between 17-28%). People are encouraged to sign up to be the first to hear all the BID news. Sign up details can be found at www.dorkingtowndpartnership.co.uk or on the BIDs social channels.

BID Committee Meeting

The first BID Committee meeting will be held at Ralph James Estate Agents on 7th February to talk about how to engage more people and bring more people to the high street and rejuvenate the town. There are four committees: Marketing and PR, Tourism, Sustainability and Safety and Placemaking. There has been a good response to the meeting. Emma from The White Horse will be joining the Tourism Committee.

Policing

The BID continues to work with Surrey Police to implement the Disc crime reporting system. The BID has also joined the PCR, a Surrey-wide policing group, to help to make Dorking safer. Two BID businesses will also be involved to ensure the voice of business is included.

Banking Hub

Dorking has been unsuccessful in obtaining a banking hub but work still continues to secure adequate banking services. There are meetings and engagement taking place with other BIDs around the county and country to see what action is being taken in other areas.

Dorking Halls

The BID will be working closely with Dorking Halls to promote its summer events.

UKSPF Business Grants

Mole Valley District Council have allocated a total fund of £127k. Local businesses can apply for grants for amounts from £1k - £15k. Match funding of 20% or more will score favourably. Proposed projects must demonstrate consideration of environmental sustainability. They must also fulfil one or more of:

- Creating jobs and boosting community cohesion
- Promoting networking and collaboration
- Increasing private sector investment in growth enhancing activities

More information can be found at the Mole Valley for Business website.

Car Parking Charges

Mole Valley District Council will be changing the current car parking charges to a variable rate as follows:

Hour 1 - £1.30

Hour 2 - £1.20

Hour 3 onwards - £1.00 per hour

These changes, resisted for some time, ensure that free parking at evenings and Sundays can remain in place, and that car park improvement works can continue.

Summer Events

The BID looks forward to supporting a calendar of summer events for Dorking including, a restaurant week in May, Circular Dorking's work for Big Green Week in June, more BID trails to enjoy in town, and Dorking Halls Plays in the Park and Family Day