

**Experience Guildford Annual General Meeting**  
**Tuesday 19 September 2017**  
**6.15pm The Guildhall, High Street, Guildford**

**Present:**

Kevin Lorimer – Chair / The County Club	Esther Dadswell – Vice Chair, Chapters Financial
Keith Churchouse – Chapters Financial	Alan Martin – Food for Thought
Steve Page - Fat Robin Bars	Charlie Allen - The March Hare
Philip Denning – Tom Fox	Joe James - Boileroom
Steven Meredith – Alliotts	Zoe Nutley - Margaret Dabbs
Chris Burchell – Guildford Borough Council	Jamie Smith - Yvonne Arnaud
Chris Ogle - Electric Bikes Guildford	Ken Storr – Waitrose
Jane Lyons – The Keep/Guildford Pub Watch	Amanda Masters – EG General Manager
Olivia Pattullo – Experience Guildford	Sasha Atkins – Experience Guildford
Pete Lambert – Town Ranger	Emma White – Town Ranger
Rosie Duhig – Town Ranger	Mark Lambert – Town Ranger
David Elcombe – Town Ranger	

**1. Welcome and Introduction**

Kevin Lorimer welcomed everybody to the final AGM for the first five year BID period. He noted that it had been a very successful fourth year of operation and that everyone was looking forward to the year ahead. Thanks were given to all directors for their time and contributions.

**2. Apologies**

Apologies were received from Tim Brinkman (G Live), Carolien Jones (The Mad Hatter), Simon Ash (GBC), Gordon Jackson (Independent) and Clare Suggitt (CBRE).

**3. Minutes of last AGM**

The minutes of the AGM on 22 September 2016 were approved.

Proposer: Esther Dadswell

Secunder: Jane Lyons

**4. Election of the Board**

The following members are standing for re-election:

Kevin Lorimer, The County Club - Chair  
Alan Martin, Food for Thought  
Esther Dadswell, Chapters Financial  
Keith Churchouse, Chapters Financial  
Ian Blyth, The Mandolay Hotel  
Andrew Colborne-Baber, The Bear Garden

Carolien Jones, Mad Hatter  
Philip Denning, Tom Fox  
Gordon Jackson, Independent  
Chris Burchell, Economic Development Manager – co-opted  
Chris Ogle, Electric Bikes, Guildford  
Darren Francis, House of Fraser  
Ken Storr, Waitrose  
Tim Brinkman, G Live  
David Bilbe, Guildford Borough Council

Proposer: Keith Churchouse  
Seconded: Chris Burchell

The following were proposed to the Board:

Clare Suggitt, CBRE  
Jamie Smith, Yvonne Arnaud  
Jane Lyons, The Keep and Chair of PubWatch

Proposer: Keith Churchouse  
Seconded: Chris Burchell

KL thanked the board and commented that the directors are all volunteers and claim no expenses from the BID company for their time.

## **5. Financial accounts overview**

Steve Meredith from Alliotts reported that the accounts for 2016/17 are as expected for the type of organisation, with a deficit for the trading year of £18k, compared with £5k last year. This is not a worry because of the 5 year plan which recognises income in the first 2-3 years which is now being utilised. The balance sheet showed reserves in place of £143k at 31 January 2017. If the vote in October is a No, the reserves will be used to wind up the company. There were no issues arising from the audit. The Board approved the accounts and this was noted by the members.

Keith Churchouse expressed his thanks to Steven Meredith and the team at Alliotts.

## **6. Term 2 Business Plan**

Amanda reviewed the prior year's programme which was split into 4 categories and noted the commitments made in the Business Plan for the next 5-year term. The Business Plan was drawn up following consultation with the levy payers, which had a response rate of 80%. As an organisation, EG will only do what the levy payers wish, so if something is not working, or something additional is required, please ask.

### **Marketing, promotions and events:**

- Privilege card: the first project which EG delivered, with the aim of its increasing take up by 10% each year.
- Customer Service Awards: the awards ceremony is due to be held on 2 October 2017 at the Yvonne Arnaud with further new categories added.
- Independents Day: celebrates independent shops, of which there are now over 130 in Guildford, and promotion is via business adverts, social media and press.
- Christmas Lights: grow the switch-on event, provide lights in more areas and promote Christmas shopping with incentives such as the Little Book of Offers.

- Events: deliver more events which will increase footfall, and publish a calendar of events. If there is a promotion/event which BID holders would like to see, please ask.

### **Safe, clean and welcoming**

- Clean streets: work with partners to provide a cleaner town.
- Purple Flag Award: awaiting outcome of recent application. If awarded, it would be for the 4<sup>th</sup> consecutive year. Guildford is the only town in Surrey to be awarded Purple Flag status.
- Town Rangers: build a strong and confident team who are often the first point of contact with businesses and visitors.
- Business Crime Reduction Partnership (BCRP): continue to grow the online secure platform used by businesses to alert other stakeholders of issues in the town, provide training and keep the database up to date.

### **Access and car parking**

- Parking: lobby for a freeze in car parking charges, more parking spaces and to bring forward the £1 evening charge to 5pm.
- Promote the easy way to park with the official app and on the website
- Town centre maps: install map distributors at strategic points in the town and supply them to Town Rangers and businesses.
- Signage: promote and extend Secret Guildford, and stop the use of A boards with alternative signage

### **Business support**

- Engage Guildford Networking Club: to be re-instated next year due to demand.
- Training: provide social media training, first aid training and counter-terrorism training
- Vacancies: continue to upload vacancies on to the website, which is the 2<sup>nd</sup> most popular page

CB asked how EG measured the retail economy; AM replied that footfall figures are available, as is the movement around the town. Previously EG has requested anonymised income figures from retailers which has given a good over view of how Guildford is doing. KL commented that GBC will have parking information.

CO asked if the town centre maps had been designed; AM replied that they were in consultation with the Tourist Information Centre as they know what works well, and that they could include the BID zone and cycle routes.

## **7. Questions and Any Other Business**

None were raised.

## **8. Close**

Amanda Masters thanked the team and commented how hard they had worked this year. CW and SC had left; Olivia had stepped up to be Project Manager with Sasha as Business Support Manager. The Town Rangers now number 5 - Rosie, Pete, Emma, Mark and David who do a great job and are a great team.

Keith Churchouse expressed thanks to Amanda from the Board for the Business Plan.

Kevin Lorimer thanked all at Experience Guildford.