

Experience Guildford Annual General Meeting
Tuesday 16 October 2018
6.15pm The Long Bar, Guildford Harbour Hotel, 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
Danny O’Sullivan – MacDonalds	Alex Cruise – Cobb Star
Philip Denning – Tom Fox	Ian Blyth – The Mandolay
Steven Meredith – Alliotts	Jen Pentecost – The Bear Garden
Clare Suggitt – CBRE	Carolien Jones – The Mad Hatter
Marijke Moth – Le Creuset	Pete - Le Creuset
Ed Harris – A Plan	Premesh Patel – Specsavers
Richard Davies – Skipton Building Society	Vicky Hickson – The Friary
Andy Wood – HSBC	Phil Clare – De Nada
Diana Manuela – De Nada	Ian Forward – Casino Nightclub
Jane Lyons – The Keep/Guildford Pub Watch	Jenny Hyland – Guildford Borough Council
Amanda Masters – EG General Manager	Olivia Pattullo – Experience Guildford
Sasha Atkins – Experience Guildford	Pete Lambert – Night Time Economy Manager
Emma White – Town Ranger	David Elcombe – Town Ranger
Bryony Hains – Town Ranger	Justin Pearce – Town Ranger
David Kirk – Town Ranger	

1. Welcome and Introduction

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

2. Apologies

Apologies were received from Julia Jaconelli –Courtyard, Julie Rushworth – Waitrose, John White – Metro Bank, Lisa Ann – Neptune, Ben Darnton – Ben’s Collectors Records, Nicky Price – TIC, Andy Isbell – Arriva, Chris Burchell – Guildford Borough Council, Simon Ash – Guildford Borough Council, Jamie Smith – Yvonne Arnaud Theatre, Dominique Fraser – The Boiler Room.

3. Minutes of last AGM

The minutes of the AGM on 19 September 2017 were approved.

Proposer: Jane Lyons

Secunder: Carolien Jones

4. Election of the Board

The following member stood down:

Andrew Colborne-Baber, The Bear Garden

The following members are standing for re-election:

Kevin Lorimer, The County Club – Chair

Esther Dadswell, Chapters Financial – Vice Chair

Alan Martin, Food for Thought

Keith Churchouse, Chapters Financial

Ian Blyth, The Mandolay Hotel

Carolien Jones, Mad Hatter

Philip Denning, Tom Fox

Gordon Jackson, Independent

Chris Burchell, Economic Development Manager – co-opted

Darren Francis, House of Fraser

Julie Rushworth, Waitrose

Jamie Smith, Yvonne Arnaud Theatre

Claire Suggitt, Tunsgate Quarter

Jane Lyons, The Keep

The following were proposed to the Board:

Andy Isbell, Arriva

Andrew Wood, HSBC

Ian Forward, Casino

Jen Pentecost, The Bear Garden

Proposer: Keith Churchouse

Seconded: Jane Lyons

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 presented the accounts for the year to 31 January 2018 which showed a deficit of £56k compared with a deficit in the previous year of £18k. This is not a worry because reserves have been utilised and the balance sheet showed reserves in place of £87k at 31 January 2018 which is enough to cover plans going forwards. There were no issues arising from the audit and the accounts show a true and fair view. The Board approved the accounts.

Proposer: Esther Dadswell

Seconded: Jane Lyons

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

6. Review of 2017/18

Amanda reviewed the prior year's programme which was split into 4 business areas:

Access and car parking

- Parking: free parking on 5 Thursdays up to Christmas from 4.00pm onwards.
- Develop the relationship with Ringo, with trials in early 2019 and free parking initiatives.
- App: collaborate with Guildford Borough Council and their parking technology; 7,400 downloads to find parking spaces
- Signage: "A" board guidance from Surrey Highways is useful to businesses

Business support

- Training: social media training and first aid training are well received; adding dementia and de-fibrillator training.
- Privilege card: +6,000 holders with +60 offers; 1,200 holders are via the app; please let SA know if there is anything you would like to go on it.
- App: used for parking and privilege card, also has businesses and events, eg Alice in Wonderland trail around the town.
- Website: promotes your business and the town centre; vacancy page is very successful with over 30,000 views last year.
- Green Guildford: new umbrella initiative for 2018/19 for green schemes, eg refill scheme for water bottles, 100% recyclable coffee cups introduced by Coffee Culture. Let the team know of your green initiatives for inclusion on the website.
- Communications: the weekly e-shot has regular updates, Town Ranger shift patterns, upcoming events. There is also a Facebook page for Independents.

Marketing, promotions and events:

- Customer Service Awards: promotes exemplary customer service where the finalists are mystery shopped with the winner being announced at the event at the Yvonne Arnaud Theatre. 2018 saw lots of new businesses being shortlisted.
- Independents: are what makes Guildford special. Initiatives include stickers and bags, "Love Your Local High Street" campaign, Indie spot of the month on the newsletter. Benefit from social media workshops.
- Guildford on Sea: 2018 event included sundowner evening, additional face painter, barbecue and stage.
- Christmas Lights: 8,000 people attended the 2017 event; new for 2018 are new lights on the upper High Street, and the Elfie Selfie Competition. Little Book of Offers will be launched on Christmas light switch-on evening and will be handed out by promotional staff and businesses, containing 124 offers.
- Alice in Wonderland: connection is promoted via the App, billboards, bags. Bright Bricks helped with design and build of Alice Lego mosaic which will hopefully tour the town in 2019.
- Great British High Street: Guildford now in the last 26 and have hosted a visit from a representative from Visa and Save The High Street campaign.

Safe, clean and welcoming

- Clean streets: work with partners to provide a cleaner town.
- Purple Flag Award: led by GBC in partnership with working groups. Accreditation gained for the fifth year running.
- Taxi Marshalls: additional marshalls are used on highlighted nights
- Town Rangers: are the eyes and ears, gather information from businesses, work with the Police, are First Aid and de-fib trained, and are walking Tourist Information bureaux.

- Night time economy: continues to strengthen with events as Arrive after Five to promote late night shopping on Thursdays and Thank Guildford It's Friday to encourage businesses to promote Fridays which are quiet compared with Saturdays.
- Business Crime Reduction Partnership (BCRP): continues to grow with more businesses reporting more incidents.
- Blitz Days: get loss prevention officers and managers to go undercover to find shoplifters before they commit crimes, and prevent large scale shoplifting occurrences.
- Future Plans include organising seminars on slavery and county lines issues with SOCA; Town & Gown with Surrey University to encourage student engagement; welfare scheme to provide support to vulnerable people and ensure people are not taken advantage of; Have a Heart, Give Smart will be given a facelift in the New Year.

7. Town Major Projects Update – Guildford Borough Council

Jenny Hyland from GBC presented an update on the major projects in the town centre. Current schemes include:

Community bike share, Walnut Tree Close (changes to stop the rat run traffic), Unlocking Guildford (flood alleviation and travel corridors to improve access), North Street regeneration, Walnut Bridge (due to deliver in Spring 2020), Bedford Wharf (GBC acquired the site of Old Orleans restaurant and Odeon cinema to redevelop). Tunsgate is a high quality development with a much improved environment; renovation of Chapel Street and Castle Street will follow on from Tunsgate.

In response to a question about the Box Park area, this had been leased by GBC, has now returned to M&G and will form part of the North Street regeneration scheme.

Following the redevelopment of Tunsgate, the Chapel Street traders were pleased. However, Swan Lane had received no attention. It was noted that this area would likely form part of the North Street regeneration scheme.

8. Questions and Any Other Business

Julia Jaconelli asked about the A boards at the top of Angel Gate; AM commented that traders had received copies of the guidance. However, the boards were situated on private land so EG's scope for action is limited, one possibility is to move the boards lower down.

9. Close

KL thanked Alan Martin from Food for Thought for providing the healthy food, Jennie Hyland for updating everyone on the town projects, Jane Lyons for her contributions and help.

Congratulations to AM, SA, OP and PL for all their hard work, and a big thank you to the Rangers.

KL thanked the Board for their support, all of whom are unpaid and claim no expenses.