

Report: Surrey Hills Enterprises CIC – Up-date Report

Date: 21st March 2018

Written by: Wendy Varcoe

Purpose of Report

To provide details of Surrey Hills Enterprises progress against the Strategic Aims and Development Plan for 2017-18

Recommendations

The Members are asked to: Note the progress and key developments of the Surrey Hills Enterprises CIC

DEVELOPMENT PLAN

At the last Surrey Hills Board meeting in December 2017, the Strategic Aims and Action Plan for 2017-18 were summarised. The progress against the Plan are detailed below.

Key Aims

- 1. Develop the rural economy** – Inspire entrepreneurship, support and promote rural businesses and generate investment in the rural economy in Surrey Hills;
- 2. Raise Awareness of the Surrey Hills** – Deliver a programme of high quality events and marketing which raises awareness of Surrey Hills and supports local businesses;
- 3. Preserve and enhance the Surrey Hills** – support the Surrey Hills AONB in its work to conserve and enhance the special nature of the Surrey Hills landscape and natural heritage through special projects, initiatives and funding

Strategic Action Plan 2017-18

For each of the Key Aims, the developments are as follows:

1. Develop the rural economy

- ❖ **The Trade Mark Surrey Hills** – the new Trade Mark logo has been finalised and approved and the Membership criteria and awards process developed and in place. The Trade Mark will be launched by Michael Gove, Sec of State, at Surrey’s Rural Economy Conference on Friday 11th May (rescheduled from 2nd March due to the snow).



❖ **Members Marketing Platform - strengthen & extend**

- ✓ **Marketing materials** – the first stage of the new marketing materials is completed including a new Membership brochure, a Flyer for wide distribution, the Trade Mark Surrey Hills certificate and new roll-up banners and the launch flyer for the Conference.
- ✓ **Website**- improvements to the front page and the navigation to the Surrey Hills Enterprises section of the site and the addition of the Trade Mark Surrey Hills is underway and due to be completed by the end of March.
- ✓ **E-newsletters** – Regular e-newsletters sent to a growing database plus a monthly Member to Member e-newsletter.
- ✓ **Promotion** - Up-lift in the news items, magazine articles and social media

❖ **Member Support**

- ✓ **Members Events** – a programme of networking events, workshops and seminars including an HR workshop, growing your business and marketing & branding sessions are in place up to June and the next programme up to the end of the year is being developed.
- ✓ **Coaching Circle** – the first Coaching Circle is now in place lead by Louise Seabrook-Scrase from PinPoint Coaching and other Coaching Circles will be run during the year.
- ✓ **Mentoring** – the plans for the Volunteer mentoring programme are underway with the initial ‘Mentoring Briefing session’ for volunteer mentors due to be held on Wednesday 18th April hosted at the Charles Russell Speechlys offices.

- ❖ **Membership Recruitment Campaign** – Based on a researched prospect list, the Membership is growing with 10 new Members recruited since December and another 10 due to be awarded which would bring the total Membership to 70. The aim is to have over 100 Members by the end of the Financial year, end of June 18. The new marketing materials and Membership Brochure will aid this development.

2. Raise Awareness of the Surrey Hills - Promoting Surrey Hills and local businesses to local people and visitors including a number of high profile events and Festivals:

- ❖ **Surrey Hills Sculpture & Arts Festival, Sat 5th May – 28th May with a preview on Fri 4th May** – an extension of the Sculpture Garden to widen audience and increase visitor numbers and to promote the Surrey Hills.
- ❖ **Surrey’s Rural Economy Conference, 11th May 2018** – a high profile Rural Conference attended by Michael Gove MP, Secretary of State for Environment, Food & Rural Affairs with over 100 delegates booked and sponsorship from Land & Water
- ❖ **Meet the Buyer/ Meet the Supplier, 13th September 2018** - new event to link buyers with our local businesses in the Surrey Hills held at Denbies as a gift.
- ❖ **Surrey Hills Wood Fair, Sat 6th & Sun 7th May** – to promote Surrey Hills, woodlands and their management and local businesses and produce - attended by more than 5,000 visitors in October 2017 and promotion viewed by tens of thousands in publicity and social media

3. Protecting and enhancing the Surrey Hills – specific environmental enhancement projects that involve the local community.

- ❖ **The Greenscape Project** Facilitation Fund submitted on 14th November has been successful. This is a partnership between Surrey Hills Enterprises, Surrey Hills Board and Lantern. Funding to support Lantern’s time to develop and submit the bid have given by Surrey Hills Enterprises, Surrey Hills Board and a private Donor. The first meeting of landowners is on 20th March.
- ❖ **Partnership with Waverley Borough Council** – a partnership to improve the management of woodlands within the Borough. This work will initially focus on 2-3 woodlands focusing on enhancing woodland management for visitors and for wildlife.

Structure

Two Working Groups have been established consisting of Directors and non-Directors to support specific areas of development:

- ❖ Membership & Marketing Working Group
- ❖ Food & Drink Working Group

Executive Support – key developments

We have recently recruited a new Finance & Office Manager working part-time. Marketing support for the development of the trade mark and the marketing materials has been provided as a gift and TG Media is supporting the promotion and social media coverage of the key events, as a gift.

A Volunteer researcher is working part-time to collate and research key figures relating to the rural economy.

Both Ambassadors recently recruited are providing practical support and are Members of the Food & Drink Working Group.

SURREY HILLS ENTERPRISES - Team

Patron: Michael More-Molyneux, Lord Lieutenant of Surrey

Directors

- ❖ Simon Whalley, Chairman and Chairman of Birtley House Group Ltd
- ❖ Andy Shaw, Vice Chairman (ex-Partner PWC Legal)
- ❖ Cllr. Mike Goodman, Surrey County Council, Cabinet Member for Environment and Transport
- ❖ Ian McCulloch, Director Silent Pool Gin Distillery
- ❖ Tim Metson, Coverwood Farm and Lakes
- ❖ Tracey Fairclough, Partner Turpin Smale (national catering consultancy)
- ❖ Cllr. David Wright OBE, Chairman Surrey Hills Area of Outstanding Natural Beauty & Guildford Borough Councillor
- ❖ Rob Fairbanks, Director Surrey Hills Area of Outstanding Natural Beauty

Ambassadors: Louise Kerr & Chris White, CEX of Denbies

Executive Director: Wendy Varcoe

Corporate Partners: Charles Russell Speechlys, Investec, Wilkins Kennedy, Birtley House & Surrey County Council.

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