

**Report:** Surrey Hills Enterprises CIC – Up-date Report

**Date:** 4<sup>th</sup> December 2019

**Written by:** Wendy Varcoe

**Purpose of Report:** To provide an up-date on progress against the Business Plan and Annual Actions for 2019-20

**Recommendations:** Members are asked to: note the role of Surrey Hills Enterprises as part of the Surrey Hills Family and progress achieved in delivering the plans for the 2019 – 2020 year.

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<b>ANNUAL PROGRAMME July 2019 – June 2020</b>
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Surrey Hills Enterprises is a Community Interest Company working with local businesses to support the rural economy and tourism and promote and enhance the Surrey Hills.

Progress against the 2019-20 objectives are detailed below. This is the second year in the 3-year Business plan period.

❖ **Objective 1 – Support Business development in the Surrey Hills**

*Inspire and support entrepreneurship and business development and generate investment in the rural economy in the Surrey Hills with a focus on environmental sustainability - clean growth*

**Membership**

Membership of Surrey Hills Enterprises continues to grow at a steady and sustainable rate with a total of 124 Members against the target of 166 Members by June 2020. The up-lift in Member Services has provided increasing support to Members through the marketing platform, social media coverage, publicity and promotion through Surrey Hills events.

The Surrey Hills Enterprises Members can be viewed on the Surrey Hills website under ‘Support local’ <https://www.surreyhills.org/local-businesses/>.

**Member Support & Training**

The programme of support to Surrey Hills business Members includes a programme of skills-based workshops, Peer to Peer support sessions, networking events and the Surrey Hills mentoring programme.

The Member's autumn programme and the new programme from January to May 2020 is detailed below.

### Delivered - September – October 2019

Event	Location	Date
<b>Peer to Peer Networking</b> Topic – Crowdfunding	Priory Farm, Nutfield	10 <sup>th</sup> September 6 pm – 8 pm
<b>Social Media Workshop</b> Social Media to drive sales - Paul Deach	The Packhouse, Farnham	18 <sup>th</sup> September 9 am – 1 pm
<b>Sustainable alternatives</b> - focus group	The Packhouse, Farnham	18 <sup>th</sup> September 2 pm – 4 pm
<b>Peer to Peer Networking</b> <b>Topic</b> – Tourism in Surrey	Broadway Barn, Ripley	14th October 2 pm – 4 pm
<b>Member to Member showcase</b> Supporting Member collaboration	Garden Room, Denbies Hotel	22nd October 6 pm – 9 pm

### MEMBER WORKSHOPS / SEMINARS

NAME	DATE	TIME	VENUE
<b>Members Christmas celebration</b>	<b>10<sup>th</sup> Dec</b>	6pm- 8pm	<b>The Great Barn, Bramley</b>
<b>Advanced Instagram</b> <b>Sue Llewellyn</b>	<b>Wed 15<sup>th</sup> Jan</b>	9am – 1pm	<b>Albury Organic Vineyard</b>
<b>Social Media for Beginners</b> <b>Maggie Howell</b>	<b>11th Feb</b>	Pm or eve??	<b>Great Tangley Manor</b>
<b>Marketing authenticity and sustainability in the Surrey Hills</b>  <b>Professor Xavier Font</b>	<b>Wed 18th March</b>	9am – 1pm	<b>Venue to confirm</b>
<b>Interactive Business Clinic</b> <b>GDPR &amp; financial health checks</b>	<b>Tues 31<sup>st</sup> March</b>	5pm – 7pm	<b>Guildford</b>
<b>Peer to Peer</b> <b>Steve Markwell</b>	<b>April</b>	6-8pm	<b>Venue to confirm</b>
<b>Member Showcase</b>	<b>22<sup>nd</sup>/ 23<sup>rd</sup>/24th April</b>	6.30pm – 8.30pm	<b>Whitehorse Hotel</b>
<b>Take the stage – Act the Part - Win the Crowd</b>  <b>Steve Markwell</b>	<b>6th May</b>	9am for 9.30am start – 2pm	<b>Albury Organic vineyard</b>
<b>Peer to Peer</b> <b>Plant Passion</b>	<b>May Mid to end</b>	Date to confirm	<b>Plant Passion</b>

## ❖ **Objective 2 - Promote Surrey Hills to businesses and people**

*Build and promote a premium Surrey Hills brand based on the quality of the environment and the local produce, artisans and services.*

- **Events** - *Deliver a programme of events which promote the special nature of Surrey Hills and its local businesses*
- **Marketing campaign**- *Deliver a targeted marketing campaign focused on local businesses which enhance the visitor experience, such as tastings, artisan trails, courses, events*
- **The Trade Mark Surrey Hills** - *Develop the 'Trade Mark Surrey Hills' into a widely recognised brand of quality and local provenance*

### **Events**

Three key events have been delivered over the last 3 months. These events have promoted Surrey Hills to over 10,000 people, supported Surrey Hills businesses and raised awareness of Surrey Hills.

- **Fantastic Food Festival, Surrey Hills – Saturday 14<sup>th</sup> and Sunday 15<sup>th</sup> September 2019**  
Working in partnership with Fantastic Food Festivals the Surrey Hills Food & Drink Festival attracted 4,000 people to the event held at Denbies. The pre event promotion provided excellent coverage for Surrey Hills including magazine articles and social media posts as well as driving more traffic to the Surrey Hills web page.
- **Surrey Hills Wood Fair – Sat 5<sup>th</sup> & Sun 6<sup>th</sup> October 2019**  
The 10<sup>th</sup> Surrey Hills Wood Fair, hosted in Cranleigh attracted just under 6,000 visitors, an increase from last year. The event is a celebration of the Surrey Hills woodland heritage and includes Surrey Hills food and drink and a wide range of woodland based activities including tree climbing, woodland crafts, hedge laying, woodland management and wood related retail stalls. Surrey County Council launched their 1.2 million tree planting initiative at the Surrey Hills Wood Fair with the first trees being planted at the site and free trees being given to visitors.



- **Royal Visit – 6<sup>th</sup> November 2019**

HRH The Earl of Wessex KG GCVO visited Surrey Hills Enterprises on 6<sup>th</sup> November 2019. His Royal Highness met many of the outstanding artisans who have been awarded the Trade Mark Surrey Hills - an accreditation and Mark of local provenance, quality and sustainability.

The Royal Visit included a Surrey Hills lunch with local beef from Coverwood Farm, pork from Hill House Farm, bread from Chalk Hills bakery and ethically sourced coffee roasted in the Surrey Hills by Chimney Fire Coffee. Wine from Albury Organic Vineyard was served followed by a tour of the Vineyard before being presented with a Surrey Hills hamper.

The Royal Visit was a wonderful recognition of the growing reputation and development of the Surrey Hills for innovative, high quality, sustainable, local products and services.



## 2020 Events

The new programme of key events for 2020 programme is now underway and these are summarised in the attached Appendix.

The programme includes the launch of a Surrey Hills Artisan Trail on 2<sup>nd</sup> May culminating in a new Surrey Hills Artisan Festival celebrating the food, drink, arts and crafts of the Surrey Hills. The event will be delivered in partnership with Denbies on Saturday 16<sup>th</sup> and Sunday 17<sup>th</sup> May with the target of attracting 5,000 visitors.

### Gateway Gatwick

Surrey Hills is working with Gatwick Airport to support their partnership bringing together Surrey, Kent, East Sussex and West Sussex to inspire incoming tourists to visit the surrounding local countryside. Their Discover pages on their website includes attractions to the Surrey hills and links to the Surrey hills website.

<https://www.gatwickairport.com/at-the-airport/flying-in/discover-local/>

### Destination Management Organisation

Surrey Hills Enterprises has been approached by Tandridge District Council and Mole Valley Borough Council to consider taking on the role of a Destination Management Organisation. This is based on the recommendations by Tourism South East who were commissioned by the 2 Councils to research and produce a report on establishing a Destination Management Organisation (DMO) to develop tourism

across their Boroughs. The work was part funded by the European Agricultural Fund for Rural Development

Tourism South East have completed their report including draft Destination Management Plans (DMP) for the 2 areas. Their accompanying recommendation was that Surrey Hills Enterprises is best placed to become the Destination Management Organisation. Their recommendation is based on the strong alignment between the Enterprises work and the work of a DMO including a business membership scheme and on the strong Surrey Hills brand.

Based on these discussions and on the Tourism South East's recommendations, Tandridge District Council have formally written to request Surrey Hills Enterprises consider taking on this role, with the support from Surrey Hills AONB. Wendy and Rob are working with Tandridge District Council and Mole Valley Borough Council to develop the next stage.

❖ **Objective 3 -Environment** - *Conserve & enhance the Surrey Hills as a local and national asset.*

Members must meet environmental sustainability criteria to receive the Trade Mark Surrey Hills Award and this remains a key focus for Surrey Hills Enterprises and its Members. A Sustainability Focus Group of Members has been established to develop initiatives including reducing the use of 'single-use' plastics and to support the exchange of information about environmental sustainability. Part of this programme includes the Sustainable Business Showcase event on 4<sup>th</sup> February 2020 at the University of Surrey.es Business

❖ **Objective 4 - Strong Finance & Governance**

*Build a financially stable organisation that is resilient and with the resources to deliver its objectives.*

Corporate Partners are a key part of the Surrey Hills Enterprises providing both financial support and contacts and connections. Guildford Lexus have renewed for a second year from January 2020. Birtley House has supported the Enterprises since establishing and Charles Russell Speechlys and Wilkins Kennedy have been Corporate Partners over the last 5 years. The Wates family Enterprise Trust has supported the programme over the last 2 years.

The programme of work for 2020 will also be supported through sponsorship of events and activities.

The current Corporate Partners are detailed below with:

- Charles Russell Speechlys
- Wilkins Kennedy
- Birtley House
- Lexus Guildford
- Gatwick
- Kier

<b>SURREY HILLS ENTERPRISES - Team</b>
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**Patron:** Michael More-Molyneux, Lord Lieutenant of Surrey

**Directors**

- ❖ Simon Whalley, Chairman and Chairman of Birtley House Group Ltd
- ❖ Rob Fairbanks, Director Surrey Hills Area of Outstanding Natural Beauty

- ❖ Cllr. Mike Goodman, Surrey County Council, Cabinet Member for Environment and Transport
- ❖ Peter Martin, previous Chairman of Surrey County Council
- ❖ Ian McCulloch, Director Silent Pool Gin Distillery
- ❖ Tim Metson, Coverwood Farm and Lakes
- ❖ Sue Sturgeon, retired GBC Chief Executive
- ❖ Cllr. David Wright OBE, retired Chairman Surrey Hills Area of Outstanding Natural Beauty & Guildford Borough Councillor

#### **Ambassadors:**

- ❖ Chris White, Chief Executive of Denbies Wine Estate
- ❖ Mark Lebus, Chief Executive of LC Energy
- ❖ Ann Moriarty, KISS the Agency

#### **Executive**

- ❖ Executive Director: Wendy Varcoe MBE
- ❖ Finance & Office Manager: Karen Goodman
- ❖ Marketing & Events Manager: Maggie Howell

Surrey Hills Enterprises CIC

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## **APPENDIX 1**

### **Surrey Hills Enterprises – Key Events 2019-20**

#### **KEY EVENTS PROGRAMME - 2020**

<b>NAME</b>	<b>DATE</b>	<b>TIME</b>	<b>VENUE</b>
<b>Sustainable Businesses Showcase</b>	<b>4<sup>th</sup> Feb 2020</b>	6pm – 8.3pm	<b>University of Surrey Business School</b>
<b>Surrey Hills Members Annual Event</b>	<b>Thursday 27<sup>th</sup> Feb 2020</b>	7pm – 9pm	<b>Mercure Burford Bridge Hotel</b>
<b>Reigate &amp; Banstead Surrey Hills Showcase</b>	<b>Wed 25<sup>th</sup> March</b>	12 noon – 2pm	<b>Reigate &amp; Banstead Town Hall</b>

<b>Celebrating Partners Reception</b>	<b>Wed 1<sup>st</sup> or Thurs 2<sup>nd</sup> April</b>	6-8pm	<b>Venue to confirm</b>
<b>Artisan Trail Launch</b> Create and market a Surrey Hills Artisan Trail that profiles local food, drink and craft producers.	<b>Sat 2<sup>nd</sup> May</b>	??	<b>Venue to confirm</b>
<b>Surrey Hills Artisan Festival</b> A celebration of food, drink, arts and crafts	<b>Sat 16<sup>th</sup> &amp; Sun 17<sup>th</sup> May</b>	10am – 5pm	<b>Denbies</b>
<b>Surrey Hills Sustainability Conference</b>	<b>June/ July</b>	All day	<b>Date &amp; venue to confirm – pending key speaker</b>
<b>Surrey Hills Wood Fair</b> A celebration of all that's good about Wood	<b>Sat 12<sup>th</sup> &amp; Sun 13<sup>th</sup> Sept</b>	10am – 5pm	<b>Cranleigh Showground</b>

#### 2019-20 - EVENTS DELIVERED TO-DATE

NAME	DATE	LOCATION	NOS.	MEETING AIMS
Surrey's Rural Economy Conference Partnership - SCC	12th July 2019	Cranleigh School	145	Surreys Rural Economy / Sustainability <ul style="list-style-type: none"> <li>• Promoting Members</li> <li>• Raising awareness of Surrey Hills</li> </ul>
Surrey Hills Food & Drink Festival Partnership– Fantastic Food Festival & Denbies	14th & 15th Sept 2019	Denbies Vineyard, Dorking	4,000	Local Food & drink <ul style="list-style-type: none"> <li>• Promoting Members</li> <li>• Raising awareness of Surrey Hills</li> </ul>
Surrey Hills Wood Fair	6th & 7th Oct 2018	Fish Pond Copse, Cranleigh	6,000	Heritage / environment / health / outdoor <ul style="list-style-type: none"> <li>• Promoting Members</li> <li>• Raising awareness of Surrey Hills</li> </ul>