

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

**Date:** 4<sup>th</sup> September 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 the plans for the year ahead, July 2019 – June 2020.

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## **ANNUAL PROGRAMME July 2019 – June 2020**

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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.

The new programme of activity within each of the Business Plan Strategic Objectives for 2019-20 is summarised 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. Total Membership is at 115 and can be viewed on the Surrey Hills website under ‘Support local’ <https://www.surreyhills.org/local-businesses/>. These include food and drink producers, farms, accommodation and business services. New Members are assessed against the Trade Mark Surrey Hills criteria of local provenance, quality and sustainability and approved by a Membership Group of Directors and Members.

With the appointment of Maggie Howell, Marketing and Events Manager, there has been a significant up-lift in the promotion of Members and the Trade Mark Surrey Hills to inspire and increase support for Surrey Hills businesses.

Alongside the increase in Membership has been an uplift in Membership Services and a range of new Member workshops, seminars and collaboration events are planned for 2019-20 (see appendix 1). As a result of the continuing increase in Member services and support, there has been an increase in Member referrals supporting the recruitment of new Members.

## **Member Support & Training**

The programme of support to Surrey Hills business Members includes:

- **Business development & skills** – a new programme of skill-based workshops
- **Peer to Peer workshops** – focused on a topic and with Peer to Peer business support
- **Member/Member Showcase** – 2 events a year ( October 19 and April 20 ) to inspire and aid collaboration between Members
- **Member Annual Event** – February 2020 – a celebration of Surrey Hills business and the annual Gold Trade Mark Awards
- **Mentoring** – on-going programme of ‘goal orientated’ mentoring to Members. Mentors are all from the local area offering their time and support as a gift to members.

### **❖ 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** - The 2019 -20 programme of key events is summarised at Appendix 2 and includes:

- ❖ **Surrey’s Rural Economy Conference – Friday 12<sup>th</sup> July 2019**  
Successful delivery of a key Conference to raise issues and inspire solutions. 150 delegates attended with key speakers including Michael Gove MP, Marian Spain, CEX of Natural England, Bridget Biddell, high Sheriff of Surrey and Bill Biddell of Hampton Estate and a number of Surrey Hills Enterprises members.
- ❖ **Fantastic Food Festival, Surrey Hills – Saturday 14<sup>th</sup> and Sunday 15<sup>th</sup> September 2019**  
A Fantastic Food Festival event working in partnership with Surrey Hills to showcase and promote local Surrey Hills Food and drink. Over 4,000 people attended the event last year.
- ❖ **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 celebrating Surrey Hills woodland heritage and showcasing a wide range of local Surrey Hills businesses and artisans. This year Surrey County Council will launch their 1.2 million tree planting initiative at the Surrey Hills Wood Fair with the first trees being planted at the site. Over 5,000 people attended last year.
- ❖ **Sustainability Fair – March 2020**  
A new event to showcase sustainable alternatives and local businesses to the public and to inspire environmental sustainability in the Surrey Hills.
- ❖ **Food, Drink & Arts Festival – May 2020**  
A new two week programme of activities culminating in a 2-day Festival at Denbies. The event includes:
  1. **Two-week programme of activities, demos and tastings** – organised by each Member and widely promoted collectively as part of the Festival, including demos, tours, tastings and activities such as vineyard and gin distillery tours, cookery masterclasses, farm visits, coffee

tasting and roasting, how to make chocolate, leather craft, silver smithing and woodwork demonstrations, outdoor cookery experiences.

2. **2 day Festival event at Denbies showcasing all the producers and artisans together** – A Festival with stalls, demonstrations and talks open to the public and aiming for at least 4,000 visitors.

3. **Launch of the Surrey Hills Artisan Trail and App** - as part of the 2-week programme

**Aim:** to inspire and provide the information for people to visit and support Surrey Hills artisans.

**Based on** the Exeter and Dartmoor trails – a self-guided trail taking visitors on a journey around the Surrey Hills giving people the chance to taste and experience traditional skills. Those featured would need to be:

- Artists, food producers or makers
- Surrey Hills Members
- Offer visitors a short demo, tour or workshop

**Gateway Gatwick** – a partnership initiated by Gatwick bringing together Surrey, Kent, East Sussex and West Sussex to inspire incoming tourists to visit the surrounding local countryside. The first stage has been launched with new visitor itineraries which are showcased in guide leaflets, a new section on the Gatwick website and banners in the North and South terminals. This initiative helps to showcase Surrey Hills and its businesses and drive international visitors to outstanding tourist attractions across the area.

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

- **Greenscape Facilitation programme summary**

On-going delivery of the Greenscape project in partnership with the AONB Board funded through a Facilitation Grant. The project works with local woodland owners to enhance woodland management for visitors and wildlife across more than half of Waverley providing additional benefits to Surrey Hills and the local community.

- **Surrey Hills Sustainable Alternatives to Plastic** – a initiative of Surrey Hills Business Members to find alternatives to single use plastics for local businesses. The work will include a Member showcase event with key speakers in the autumn 2019.

❖ **Strong Finance & Governance**

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

Corporate Partners provide financial support as well as on-going connection and support for the programme of work. The current Corporate Partners are:

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

The Wates Family Enterprises have provided a 2-year grant to support the programme and Barclays has sponsored Surrey's Rural Economy Conference.

## **SURREY HILLS ENTERPRISES - Team**

**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
- ❖ Mark Lebus, Chief Executive of LC Energy

**Advisor:** Ann Moriarty

### **Executive**

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

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## APPENDIX 1

### Member Workshops & Events Programme September – December 2019

<b>Event</b>	<b>Location</b>	<b>Date</b>
<b>Peer to Peer Networking</b> Topic – Crowdfunding	Priory Farm, Nutfield	10 <sup>th</sup> September 6 pm – 8 pm
<b>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> Topic – Tourism in Surrey	Broadway Barn, Ripley	14th October 2 pm – 4 pm
<b>Member to Member showcase</b>	Garden Room, Denbies Hotel	22nd October 6 pm – 9 pm
<b>Workshop</b> - Building an effective and profitable email list – Part 1 Getting started Part 2 Building on existing lists	Grantly Arms	1 <sup>st</sup> October 9 am – 12 pm 1 pm – 4pm
<b>Sustainable Alternatives Showcase</b>	Surrey University	November (Date TBC) 6 pm – 8 pm
<b>Workshop</b> - Advanced Instagram	Albury Vineyard	6 <sup>th</sup> November 9 am – 1 pm
<b>Xmas Shopping evening</b> – showcasing Surrey Hills produce	Lexus, Guildford	21 <sup>st</sup> November 6 pm – 9 pm
<b>Workshop</b> - Social Media for beginners	TBC	10 <sup>th</sup> December 10 am – 1 pm
<b>Members Xmas Celebration</b>	Barnett Hill Hotel	December (Date TBC)

## APPENDIX 2

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

NAME	DATE	LOCATION	NOS.	MEETING AIMS
<p style="text-align: center;"><b>Surrey’s Rural Economy Conference</b></p> <p>Partnership - SCC</p>	<b>12th July 2019</b>	Cranleigh School	145	<p style="text-align: center;"><b>Surreys Rural Economy / Sustainability</b></p> <ul style="list-style-type: none"> <li>• Promoting Members</li> <li>• Raising awareness of Surrey Hills</li> </ul>
<p style="text-align: center;"><b>Surrey Hills Food &amp; Drink Festival</b></p> <p>Partnership– Fantastic Food Festival &amp; Denbies</p>	<b>14th &amp; 15<sup>th</sup> Sept 2019</b>	Denbies Vineyard, Dorking	5,000 target	<p style="text-align: center;"><b>Local Food &amp; drink</b></p> <ul style="list-style-type: none"> <li>• Promoting Members</li> <li>• Raising awareness of Surrey Hills</li> </ul>
<p style="text-align: center;"><b>Surrey Hills Wood Fair</b></p>	<b>6th &amp; 7<sup>th</sup> Oct 2018</b>	Fish Pond Copse, Cranleigh	5,000	<p style="text-align: center;"><b>Heritage / environment / health / outdoor</b></p> <ul style="list-style-type: none"> <li>• Promoting Members</li> <li>• Raising awareness of Surrey Hills</li> </ul>
<p style="text-align: center;"><b>Surrey Hills Sustainability Fair</b></p> <p>Partnership – GBC</p>	<b>March 2020</b>	Guildford	3,000	<p style="text-align: center;"><b>Environmental Sustainability</b></p> <p>Promoting</p> <ul style="list-style-type: none"> <li>• Surrey Hills</li> <li>• Members</li> </ul>
<p style="text-align: center;"><b>Surrey Hills Food &amp; Drink &amp; Art Festival</b></p>	<b>May 2020</b>	Denbies Vineyard, Dorking	4,000	<p style="text-align: center;"><b>Local Food, Drink &amp; Art</b></p> <p>Promoting</p> <ul style="list-style-type: none"> <li>• Tourism</li> <li>• Surrey Hills</li> <li>• Members</li> <li>• Local Artisans</li> </ul>

