

Report: Surrey Hills Enterprises CIC – Up-date Report

Date: 19th June 2019

Written by: Wendy Varcoe

Purpose of Report: To provide an up-date on progress against the Business Plan and Annual Actions for 2018-19

Recommendations: Members are asked to: Note the role of Surrey Hills Enterprises as part of the Surrey Hills Family and the achievements over the last year, July 2018 – June 2019.

BUSINESS PLAN 2018-19

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 3-year Business Plan for 2018 - 2021 forms the focus and actions for delivering a programme of work and the performance indicators to measure progress against targets.

The Strategic Objectives are summarised as follows:

Key Objectives

- ❖ **Develop the rural economy** – *Inspire entrepreneurship, support and promote rural businesses and generate investment in the rural economy in the Surrey Hills;*
- ❖ **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 and which benefits the economy
 - **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
- ❖ **Preserve and enhance the Surrey Hills** as a local and national asset
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
- ❖ **Strong Finance & Governance**
Build a financially stable organisation that is resilient and with the resources to deliver its objectives.

FOCUS

Surrey Hills Enterprises core activities are focused on ‘clean growth’, environmental sustainability and building a strong local economy and tourism industry.

Surrey Hills Enterprises provides direct support for:

- **Business Community** – growing the rural economy by building a business membership which is focused on ‘Clean Growth’ and supporting and developing local producers and suppliers
- **Visitor & Tourism Economy** - promotes Surrey Hills as a visitor destination based on the quality of the environment and its local produce, artisans and services;
- **Environmental sustainability** – working with businesses to reduce environmental impact and conserving and enhancing the Surrey Hills
- **Local Produce** - developing a market for local produce that reflects the special nature and quality of the locality
- **Local Communities & wider public** - Raising awareness of local produce, local businesses and the Surrey Hills to the wider public.
- **Local outlets** - Providing opportunities for outlets to promote local produce with strong storyline

ACHEIVEMENTS – July 2018 -June 2019

The achievements against each of the Objectives are:

- ❖ **Develop the Rural Economy** - *Inspire entrepreneurship, support and promote rural businesses and generate investment in the rural economy in the Surrey Hills;*

The planned review, development and up-lift in Member Services has been completed with the aim of supporting business growth and development in the Surrey Hills.

- **The Trade Mark** – The roll-out and on-going marketing of the Trade Mark Surrey Hills following the launch with Michael Gove in May 2019. The Trade Mark is a mark of local provenance, quality and sustainability and supports the purchase of local products and services and a commitment from Members to support the Surrey Hills.
 - ✓ **Local provenance**
 - ✓ **Quality – product / service & customer care**
 - ✓ **Environmental Sustainability**
 - ✓ **Support for Surrey Hills**



- **Membership Recruitment** – A growing Membership base with 110 Members in June 2019 against a target of 210 by end of June 2020 and 300 by end of June 2021.

- **Review of Membership Services** – reviewed services and implemented a new membership criteria, application and approval processes and up-graded marketing platform and Member support
- **Membership support and training**
 - **Supporting business development and skills** – a new programme of 10 business skills-based workshops and seminars have been delivered including marketing, social media, business planning, HR and communications.
 - **Annual Members Event and Awards** – February 2019 – successful delivery of the first Members annual celebration event. Over 80 Members attended and the first Gold Trade Mark Awards were made to Surrey Hills Members who have excelled in their collaboration with other businesses, improved environmental sustainability and conserved the Surrey Hills. Jim Glover, High Sheriff of Surrey attended the event and made the Awards.
 - ✓ Celebrate Surrey Hills businesses
 - ✓ Highlight the Trade Mark Surrey Hills and make the first Gold Awards and Young Entrepreneur awards
 - ✓ Inspire networking and collaboration between Members
 - **Member Showcasing event** – delivery of the first Member to Member showcasing event in April 2019 to inspire and aid collaboration between Members.
 - **Mentoring programme** - Launched and delivered a new Mentoring programme to support Members. Mentors are from a variety of business backgrounds and skills and give their time as a gift.
- **Marketing platform** – reviewed and improved the Surrey Hills Enterprises section of the website including the Member directory and up-lifted the marketing support to Members including monthly e-newsletters to the public, magazine and press articles, social media campaigns and Member to Member e-newsletters.
- ❖ **Promote Surrey Hills to businesses and people** – *Build and promote a premium Surrey Hills brand based on the quality of the environment and local produce, artisans and services*
 - ✓ Profiles Surrey Hills to local people and visitors
 - ✓ Promotes Surrey Hills businesses
 - ✓ Partnership & collaboration

The key events delivered were:

- **Fantastic Food Festival, Surrey Hills – Saturday 15th and Sunday 16th September 2018**
Over 4,000 people attended this new event in partnership with Fantastic Food Festivals and Denbies showcasing local food and drink from the Surrey Hills and promoting Surrey Hills Business Members.
- **Surrey Hills Wood Fair – Sat 6th & Sun 7th October 2018**
A celebration of the Surrey Hills woodland heritage with over 5,000 people attending and a wide range of local Surrey Hills businesses and artisans profiled as part of the event.

- **Surrey Hills Sculpture Garden – 4th May – 2nd June 2019** – A celebration of Surrey Hills and local artists with 3,000 attending during the month long event.
- **Surrey’s Rural Economy Conference - Friday 12th July** – with key speakers to highlight the issues and opportunities for the rural economy. Michael Gove, Secretary of State for Environment, Food and Rural Affairs is confirmed as the keynote speaker.

A new events programme for 2019-20 is being developed including a new ‘Countryside Skills and Produce Fair’ with Merrist Wood College.

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

- **Greenscape Facilitation programme summary**
Delivery of the first year of the Greenscape project in partnership with the AONB Board funded through a Facilitation Grant. The project enhances woodland management for visitors and wildlife across more than half of Waverley providing additional benefits to Surrey 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 public event in spring 2020.
- **Environmental initiatives by Members** – Business members are delivering environmental enhancements inspired by their Trade Mark Surrey Hills Award, including tree planting in partnership with Clandon Wood Nature Reserve and creating bug homes in partnership with Albury Vineyard.

❖ **Strong Finance & Governance**

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

- **Funding** – Core funding targets achieved with 3 new Corporate Partners recruited (Lexus Guildford, Gatwick and Kier) joining existing Corporate Partners (Charles Russell Speechleys, Wilkins Kennedy and Birtley House), grant funding from Wates Family Enterprises and a new private donation. Sponsorship secured from land & Water for the 2018 Rural Economy Conference and Barclays Bank for the 2019 Conference.
- **Directors** – Recruitment of new Directors to widen skills and connections. Sue Sturgeon, retired Chief Executive of Guildford Borough Council and Peter Martin, previous Chairman of Surrey County Council have joined the Board of Directors.
- **Staff** –a Marketing & Events officer was recruited in February 2019 to support the marketing and Membership programme
- **Business Plan** – Director Away Day in August 2018 followed by completion of the new 3-year Business Plan

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 Director: Wendy Varcoe MBE

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