

Report: Surrey Hills Enterprises CIC – Up-date Report

Date: 12th December 2018

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

The Members are asked to: Note the progress and developments against the Annual Actions and give feedback on the plans for 2019.

ANNUAL ACTIONS – 2018-19

❖ Objective 1 – Support Business development in the Surrey Hills

Inspire and support entrepreneurship and business development with a focus on environmental sustainability - clean growth

Member Services

An on-going up-lift in the marketing platform to support our Surrey Hills Business Members. The current services include:

- **Surrey Hills Logo/ branding** – use of the registered Trade Mark Surrey Hills logo on their website and promotional materials
- **Surrey Hills Website** – a dedicated section on our Surrey Hills website within our visual directory of recommended local businesses/ charities showcasing their work, products and services. The website has wide reach throughout Surrey and to Surrey visitors.
- **E-newsletter** – a monthly e-newsletter to the wider public to raise awareness and drive traffic to Surrey Hills businesses and a monthly Member to Member e-newsletter enabling Members to be profiled to other businesses across the area and encourage collaboration.
- **Social Media** - opportunities through established Surrey Hills Enterprises platforms to promote Surrey Hills Members
- **Profile at Key Events & discounts** – opportunity to be profiled at key Surrey Hills events such as our Surrey Hills Wood Fair held in Cranleigh with over 5,0000 attending in 2018. Members receive a 50% reduction on the stall price at this event.
- **Networking Events** – regular seminars, workshops and events throughout the year for Members to network with other Members and develop contacts.
- **Surrey Hills Business Mentoring** - a mentoring programme for Members to support their growth and development.

Member Support & Training

A new programme of skill-based workshops and seminars has been developed for 2018-19:

- **Harness The Power of Words & Develop your Business** – 20th Nov 2018
- **An approach to Business Planning** – developing an effective Business Plan – 11th Dec 2018
- **Marketing Tactics** – Hints, tips & practical skills – 16th Jan 2019
- **Social Media Workshop 1** – An introduction & getting started - 23rd Jan 2019
- **Member's Business Surgery** - Business & personal tax & VAT – 12th Feb 2019
- **Social Media Workshop 2** – Hone your skills / develop great content – 6th March 2019
- **Surrey Hills Members - Market Stall** – building connections between Members – 3rd April
- **Harness the Power of Words** – A whole new look at how you communicate to your customers and staff – 14th May 2019
- **HR Workshop** – a practical and interactive workshop on supporting Staff – 23rd May 2019

Membership Recruitment

Membership continues to increase with 85 Members and with an increasing number of Member referrals. Applications for the Trade Mark Surrey Hills Award are assessed and awarded against the following criteria:

- ✓ **Local provenance**
- ✓ **Quality – product / service & customer care**
- ✓ **Environmental Sustainability**
- ✓ **Support for Surrey Hills**



To give a flavour of the range and quality of Members, recent new Members include:

- **Elstead Gin Distillery** – Local artisan Gin Distillers using locally sourced botanicals and offering Gin tasting and purchase direct from the distillery in Elstead.
- **Fudges Apple Jack** - Locally produced apple based alcoholic drink using local apples and the traditional English recipe
- **The Table Outside** - a farm to table dining experience connecting people with those who grow our food
- **Winning With Words** - A programme focused on helping companies and individuals to communicate in public with clarity and persuasion

- **Alexander Earth** – Agricultural, woodland and earthworks services throughout the Surrey Hills including specialist equipment to work on environmentally sensitive areas.
- **We Are The Salt Box** - A ‘nomadic’ catering company cooking on open fires at different and special locations showcasing local and seasonal produce and a strong focus on sustainability and ethical sourcing.
- **Ottinos** – Vintage Coffee Van for events and festivals throughout the Surrey Hills.

❖ **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*

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. The event will be run again in 2019 with the aim of showcasing local food and drink from the Surrey Hills and to promote our Surrey Hills Business Members.

Surrey Hills Wood Fair – Sat 6th & Sun 7th October 2018

A celebration of the Surrey Hills woodland heritage was successfully delivered at the new location in Cranleigh. Over 5,000 people attended and a wide range of local Surrey Hills businesses and artisans profiled as part of the event.



Key Events 2019

The 'Key Events' programme for 2019 is now in place and the event management is underway.

Increasing Focus on:

- Partnership & collaboration
- Ensuring each Key event also promotes our Surrey Hills businesses
- Events profile Surrey Hills to a large number of local people and to visitors
- Events cover costs and contribute to the costs of running the events

NAME	DATE	LOCATION	TARGET NO.	MEETING AIMS
Surrey Hills Members Annul Event + High Sheriff of Surrey Dr Jim Glover	Wed 27th Feb 2019	Barnett Hill Hotel	100	Supporting and celebrating Surrey Hills Members Member Awards / Member networking
Surrey Hills Trade Event Partnership – Denbies	Thurs 28th March 2019	Denbies, Dorking	100??	Showcasing Surrey Hills Members to Buyers
Surreys Rural Economy Conference Partnership - SCC	10th May 2019 tbc 1-day event	Living Planet Centre, Woking	100- 150	Bringing key players from across Surrey to highlight key rural issues – influencing / supporting the rural economy Surrey Hills Members leaflets & information on display + networking opportunities
Surrey Hills Sculpture Garden & Arts Festival Partnership – Surrey Sculpture Society	Sat 4th May – Sun 2nd June Month long event	Hosted by Birtley House, Guildford	3,000	Promoting local sculptors & artisans & Raising awareness of Surrey Hills Surrey Hills Members leaflets & information on display + networking opportunities
Surrey Countryside & Produce Fair Partnership – Merrist Wood	Sun 9th June 1-day event	Merrist Wood College, Guildford	4,000	Promoting & showcasing Surrey Hills Members to the public Promoting & showcasing countryside skills to the public Supporting local producers Raising awareness of Surrey Hills
Surrey Hills Food & Drink Festival Partnership– Fantastic Food Festival & Denbies	14th & 15th Sept 2018	Denbies, Dorking	5,000	Promoting & showcasing Surrey Hills Members to the public Promoting local food & drink in Surrey Hills Raising awareness of Surrey Hills

Surrey Hills Wood Fair	5th & 6th Oct 2019	Fish Pond Copse, Cranleigh	5,000	<ul style="list-style-type: none"> • Promoting & showcasing Surrey Hills Members & businesses • Raising awareness of Surrey Hills • Heritage, environment & encouraging outdoor activity & appreciation of Surrey Hills
-------------------------------	-----------------------------------	----------------------------------	-------	---

❖ Objective 3 - Environment

Conserve & enhance the Surrey Hills as a local and national asset.

Greenscape Facilitation programme summary

Administered by Natural England and funded by the European Agricultural Fund for Rural Development (EAFRD) the facilitation programme brings together individuals who own or manage land to improve the local natural environment across wider areas and landscapes. The Greenscape project has a woodland focus and is supporting landowners and managers to work together to improve their woodland habitats, provide greater connectivity between their landholdings, and enable biodiversity to thrive across the wider landscape.

The project currently has nine members - Surrey Wildlife Trust, National Trust; Winkworth Arboretum and Witley Common, Waverley Borough Council, Birtley Brook Estate, Winterfold Estate, Shalford Estate, Hascombe Estate, and Wintershall Estate. The project is supported by the Forestry Commission, Surrey Hills AONB and Surrey Hills Enterprises and facilitated by Lantern and Petra Billings woodland consultancy.

Over the course of the first year the project has delivered the following:

- Development of a training programme based on our members priorities
- Two site based training sessions for landowners, on managing woodlands for biodiversity, and woodland creation opportunities with a range of guest speakers
- Two estate tours for members to see and understand how each other manages their estates and landholdings, their challenges and successes
- Two member meetings to discuss progress and plan our next activities
- Three member updates to keep members informed about latest developments with regard to land and woodland management
- Upcoming events organised with a focus on applying for Countryside Stewardship funding and tree health
- Outreach to other local organisations encouraging them to get involved with our work including the Wey and Arun Canal Trust, Snowdenham Estate and Guildford Borough Council.

Surrey Hills Enterprises Members make a commitment to support the Surrey Hills as part of their Trade Mark Award. As an example of a collaboration between Surrey Hills Members:

Shere Kitchens have planted their first Elm trees in collaboration with Clandon Wood Nature Reserve to connect two populations of the rare White-letter Hairstreak butterfly. As Members of Surrey Hills Enterprises, Shere Kitchens were inspired to do more to enhance the Surrey Hills and its landscape and were introduced to Clandon Wood through the Membership Services. Shere kitchens use a lot of wood from the Surrey Hills to make their bespoke kitchen units and wanted to contribute to the area and help plant a new wildlife corridor. The High Sheriff of Surrey, Dr. Jim Glover helped plant the first tree to support the launch of this local business initiative

❖ **Objective 4 - Strong Financial basis**

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

New Corporate Partners – Lexus Guildford have joined as new Corporate Partners and a number of approaches to additional companies across Surrey is in progress.

Sponsors - Sponsors are being sought for each of the ‘Key Events’.

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
- ❖ Ian McCulloch, Director Silent Pool Gin Distillery
- ❖ Tim Metson, Coverwood Farm and Lakes
- ❖ Sue Sturgeon, retired GBC Chief Executive
- ❖ Cllr. David Wright OBE, 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

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

Surrey Hills Enterprises CIC

Tel: 01483 661150 **Mobile:** 07884 000188

The Great Barn, 7 Birtley Courtyard, Birtley Road, Bramley, Surrey GU5 0LA

www.surreyhillsenterprises.co.uk

