LEATHERHEAD BID BOARD MEETING MINUTES

Publicly available redacted version

Date: Tuesday 6th October 2026

Time: 11:00 – 12:30

Location: Freedom Works, Fairmount House, Bull Hill, Leatherhead

Chair: Bruce Shaw (Acting)

Attendance

- Bruce Shaw (BS) – Patrick Gardner - Acting Chair & Director
- Melanie Williams (MW) – Lavender Catering - Director
- Richard Cunningham (RC) – Cunningham Eves – Director
- Mole Valley District Council – Observers include Councillor and Economic Development team
- Surrey Hills Radio - Observer
- Swan Centre - Observer
- BID Manager – Observer
- Specsavers – Observer

1. Apologies and Chair welcome

- Bruce Shaw opened the meeting and acted as Chair.
- Round table introductions made.
- Apologies received from Tim Caffell (Leatherhead Theatre).

2. Declaration of any conflicts of interest

- Surrey Hills Community Radio Observer confirmed they would be stepping back from the BID Board due to a potential conflict of interest but would continue to support the BID through radio and social media.

3. Approval of Board minutes from 8th September 2026

- No amendments raised, minutes of previous Board meeting approved.

4. Action update from previous meeting and matters arising

- Most actions complete, however any outstanding actions will be rolled over and detailed in actions table in section 8.

5. Leatherhead BID Ltd company update

5.1. Board membership and governance

- Mihaela Ovadiuc (Specsavers, Leatherhead and Epsom) welcomed as new Director.
- Board representation matrix drafted and shared as working document to ensure cross-sector coverage. British BIDs guidance is a minimum of one Director but fair representation is the aim.
- Representation gaps identified in leisure, office and independent businesses. BID Manager has meeting with Leisure consortium on 13th October and will explore interest in joining the Board during this.
  ACTION: BID Manager to follow up with the Leisure Hub and others to explore Director interest.
- Chair and Vice Chair positions remain vacant. The Board discussed the preferred profile for the roles, including candidates with business experience and a genuine interest in Leatherhead. Interest has been expressed in the Chair and Vice Chair positions, meetings are being arranged to explore potential appointments.
  ACTION: BID Manager to chase this interest and arrange meeting dates.
- Suggestion for Leatherhead BID to advertise via social media but agreed levy payers need to be approached first. Time commitment to be specified explicitly in any advertising for these roles.
- BID Manager raised the opportunity of a British BIDs responsibilities and best practice training for Directors. Board agreed this is a good suggestion but need more detail and exact cost.
  ACTION: BID Manager to circulate British BIDs course details including dates and costs.

5.2 Finance and levy collection

- The Board discussed the implications of local government reorganisation for future BID levy collection arrangements. Concerns were raised about ensuring continuity of levy collection following the transition to East Surrey.
- A contingency plan was discussed, and further discussions with the relevant authorities will take place to establish the arrangements for 2027/28.

6. BID Manager update

6.1 Brand Identity and website

- Brand name confirmed.
- New logo options reviewed; Board reached consensus on option 2, bottom right (bridge motif, bold font). Reservations noted but majority agreed to proceed. Colour palette is flexible; dark blue/white as primary, with seasonal and bolder variations.
  ACTION: BID Manager to confirm logo choice to Liquona ASAP.
- Website delivery target is December 2026.
- Town map in progress; BID Manager working with Liquona and local stakeholder to achieve desired look and feel.
- Brand launch event pencilled in for 12th November at empty unit in Swan Centre. Will be in a drop-in format with boards showing the journey, plus a presentation slot from Liquona. Board discussed delaying this to a time when both the branding is finalised and the website is live.
  ACTION: BID Manager to get specific website go live date from Liquona.

6.2 Markets and Mole Valley Chamber of Commerce

- A meeting was held with Mole Valley Chamber of Commerce, alongside representatives from the Swan Centre and Leatherhead BID, to clarify market responsibilities in the town.
- Discussions took place regarding existing market arrangements and the potential for greater coordination between the High Street and Swan Centre markets.
- The preferred direction is to retain the traditional weekly Thursday market, discontinue the Saturday markets and introduce seasonal markets. Halloween and Christmas events will be used to test demand before committing to further seasonal markets.

6.3 Events

Halloween

- Swan Centre led activity taking place on Wednesday 28th October. Saturday 31st October is the main event date with BID High St activity and Swan Centre activity.
- Event road closure approved, Frog Box overseeing event management and Funyard Events handling 5 market traders street food/autumnal themed. Businesses leafleted to encourage participation.

Christmas

- Swan Centre led activity taking place on 28th November, 12th and 19th December. Saturday 5th December is the main event with BID High St activity and Swan Centre activity, which will be market led.
- Trees will be delivered mid-November with 105 mini trees in brackets throughout town and large trees outside the theatre and near the water feature at BID's cost. Swan Centre will also have a tree but not at BID cost.
- No formal light switch-on event this year given delivery timing and event load.

Remembrance Sunday

- No service currently planned. Royal British Legion collecting in the Swan the week before.
  ACTION: BS to follow up with contacts re arranging a service at the War Memorial.
- Suggestion for BID to arrange a walking band or small ensemble near the War Memorial to be explored for this year but will plan more properly for this event next year.
- Board approved proposal to order lamppost poppies (plastic, available online) and promote on socials.
  ACTION: BID Manager to order lamppost poppies and wreath for war memorial if an event takes place. Can also explore booking a walking band or small ensemble if there is a service.

Epsom BID festive networking drinks

- Go Epsom invited Leatherhead BID to collaborate with them and the Surrey Chamber of Commerce on a festive networking drinks event taking place on 10th December in Epsom 5.30pm-7.30pm. Cost to Leatherhead BID is minimal (a couple of bottles for drinks) and will free of charge to levy payers.

Duck Race

- Strong appetite to revive event. **Board agreed to a working group being formed.** Surrey Hills Community Radio offered to be involved, Economic Development team from Mole Valley District Council also happy to participate. Targeting May/June 2027 for the event date.
  ACTION: BID Manager to set up working group for Duck Race event.

6.4 Public realm and landscaping

- Hanging baskets and planters to be installed in January 2027. Church St and High St identified as priority areas.
  ACTION: BS to approach landlord re financial contribution to Church St installations.
  ACTION: BID Manager to work on quote with landscaping supplier for a larger quantity on proposal.
- Businesses to be approached about watering individual planters (model used in Dorking).
- Safety concern raised on planters and condition of the pavement on the High St.
  ACTION: PK to speak to Parks team at MVDC re removing the majority of planters.
  ACTION: BID Manager to chase Surrey Highways for an update on outstanding repairs, following walk and talk meeting on 25th August.
- Water feature at bottom of High Street. BID Manager has obtained a quote to repaint and replaster, SIL application possible for January 2027 deadline.
  ACTION: BID Manager to source competitive quote from another supplier.

6.5 Approvals

- **Huq footfall monitoring package of £3,350 per year approved.**
  Huq is a mobile signal-based solution with no physical counters or permissions needed. Hello Dorking has the same basic package, which includes footfall, dwell time, and demographics data in a mappable coverage area. Data can be shared and monitored monthly.
- **Office fit-out budget of £600 approved.**

7. Mole Valley District Council update

7.1 Council representation and local government re-organisation

- The Board discussed future council representation following local government reorganisation, including the importance of maintaining strong links with the new East Surrey authority.
- The Board previously agreed that a councillor, rather than a council officer, could sit as a Director.
  ACTION: BID Manager to contact the relevant East Surrey representatives to introduce Leatherhead BID, discuss levy collection arrangements and explore future council representation on the BID Board.

7.2 Wider updates

- Due to time constraints, the Board did not discuss the wider MVDC update in detail. Members agreed to review the update circulated with the meeting papers.

8. Actions agreed

Action	Owner	Deadline	Status
Feedback on Baseline and Operating Agreements	RC	Next meeting	Outstanding
Ensure all redacted Board minutes are uploaded to BID website	BID Manager	Next meeting	Outstanding
Follow up on Director interest and the Leisure Hub re Board Directors	BID Manager	Next meeting	New
Confirm website go-live date with Liquona	BID Manager	ASAP	New
Send agreed logo option to Liquona	BID Manager	ASAP	New
Circulate British BIDs director responsibilities course details and confirm cost	BID Manager	Next meeting	New
Raise levy collection query with MVDC and East Surrey officers	PK	Next meeting	New
Follow up with church contacts re arranging a service at the War Memorial	BS	Next meeting	New
Order lamppost poppies and wreath for War Memorial; explore band/ensemble if service takes place	BID Manager	Next meeting	New
Form Duck Race working group	BID Manager	Next meeting	New
Write to East Surrey re Councillor Board representation and levy collection arrangements	BID Manager	Next meeting	New
Approach landlord regarding potential financial contribution to Church Street installations	BS	Next meeting	New
Obtain quote for higher quantity of hanging baskets and High Street planting	BID Manager	Next meeting	New
Investigate removing majority of High Street planters	PK	Next meeting	New
Chase Surrey Highways for an update on outstanding repairs, following walk and talk meeting on 25th August	BID Manager	ASAP	New
Get a second quote for water feature works and explore SIL application	BID Manager	Next meeting	New

9. Any Other Business (AOB)

N/A

10. Date of next meeting and close

Tuesday 10th November 2026 11am-12.30pm at Freedom Works