

## Leatherhead BID Shadow Board – Notes of Meeting

Date: Tuesday 23rd September 2025

Time: 10:00–12:00

Location: Leatherhead Institute (Room G5, Norbury)

### Attendance

| Role         | Name               | Business / Organisation      |
|--------------|--------------------|------------------------------|
| Chair        | Richard Keel       | Swan Centre Manager          |
| Board Member | Tim Caffell        | Leatherhead Theatre          |
| Board Member | Dave Smith         | Surrey Hills Radio           |
| Board Member | Mahdi Dolati       | Violet London                |
| Board Member | Richard Cunningham | Cunningham Eves              |
| Consultant   | Simon Matthews     | Matthews Associates          |
| Observer     | Candida Goulden    | Mole Valley District Council |

### 1. Welcome & Introductions

Richard Keel was delayed and joined the meeting a few minutes late. In his absence Simon Matthews opened the meeting outlining the agenda for the session, which would focus on reviewing the draft Z-flyer, update on progress to date, photoshoot of BID Shadow Board, Business Plan development and arranging the next BID Shadow Board meeting.

### 2. Apologies for Absence

Rachel Groom. (Stockroom Society)

Bruce Shaw (Patrick Gardner)

Zoe Darbon (Edmond Tilney)

### 2. Notes of Previous Meeting (29/08/25)

The draft notes of the meeting held on 29th August were circulated on 9th September. No corrections were noted. The Board confirmed the notes as a true record. Key items carried forward included communications with levy payers, development of the Z-Flyer, consultation requirements from MVDC, business plan drafting, and website/logo/branding work.

### 3. Consultant Update

Simon Matthews reported that the MVDC Cabinet was meeting later that day (23rd September) to approve the BID Prospectus and confirm the inclusion of MVDC hereditaments in the ballot. The BID loan funds have been received and the new BID bank account is in place. The project remains on track against the Gantt Chart, with ballot notification due to be sent between 17th–20th October, ballot papers issued from 31st October–3rd November, ballot closing on 1st December, and announcement ideally on 2nd December.

#### **4. Z-Flyer to Levy Hereditaments**

The Board reviewed the draft design of the 4-page Z-fold flyer which will serve as the key communication piece to all 215 hereditaments in the BID area. Its dual purpose is to explain what a BID is, highlight the law governing it, outline the benefits of £1m investment over five years, and serve as Phase 2 consultation for MVDC compliance. Board members emphasised the need for simple, direct messaging that is clearly business-led.

Feedback included: the front page needs a stronger 'call to action' such as 'Your business has the power to change Leatherhead'; imagery should be more business-focused rather than generic; levy cost examples should be clear but not cluttered; and independence should be emphasised with wording like 'business-led, business-funded, not-for-profit'. Concerns were raised about overcomplication of figures and the risk of confusing levy payers. The tone must remain accessible and supportive.

The Board noted that the flyer will be printed in a run of 350 copies (allowing spares) and distributed in early October, ahead of the formal ballot notification period (17th–20th October).

#### **5. Board Photo & Quotes**

The Board agreed to organise a group photo with 'YES!' balloons to appear on the back page of the flyer. Board members will also provide short personal quotes (1–2 sentences) to explain their support for the BID, reflecting the diversity of sectors represented. Vox-pop interviews will be filmed for the website. Those absent (Rachel G. and Bruce S.) will have an additional opportunity to join a follow-up photo session.

#### **6. Business Plan & Engagement**

The Business Plan must be finalised in October so that it is available both online and in print when the ballot notification letters are sent. It will contain the final detail on projects, levy rules, and governance arrangements.

Engagement strategy was discussed in detail: September/October will focus on the Z-Flyer and building awareness; November (while the ballot is live) will require active canvassing by Board members. The Board agreed that effort should be concentrated on encouraging identified 'YES' voters to return ballot papers, while avoiding energising likely 'NO' voters.

Simon clarified that under the BID Regulations there is no minimum turnout requirement, only a majority in favour by number and rateable value of those who vote. This means careful management of campaign energy is crucial.

#### **7. Communications & Website**

The BID holding page website is live and will be expanded to mirror and develop the content of the Z-Flyer. It will host FAQs, video clips, and Board quotes. The Board agreed that social media should be used positively but without engaging in negative online debate. Vox-pop clips will be uploaded as soon as ready.

## 8. Actions Agreed

- Simon & Andy N. to amend flyer design with stronger call-to-action, improved imagery, larger fonts, and simplified levy examples.
- Sandra to proof final flyer prior to print.
- Print run of 350 flyers to be completed and distributed in early October.
- All Board members to provide short supporting quotes by the end of the week.
- Andy N. to complete Board photo shoot with YES! balloons; follow-up session for absentees.
- Simon to update website with flyer content and FAQs.
- Vox-pop video clips to be prepared and uploaded.
- Shadow Board members to prepare for face-to-face canvassing in November; WhatsApp group to be established for quick communication.
- Simon to report Phase 2 consultation progress to MVDC (Piers) confirming flyer distribution and early feedback.

## 9. Next Meeting

Thursday 16th October 2025, 11:00 to review flyer distribution, quotes, website progress, and ballot preparations.