

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

**Date:** 13<sup>th</sup> June 2018

**Written by:** Wendy Varcoe

### **Purpose of Report**

To provide details of Surrey Hills Enterprises progress against the Strategic Aims and Development Plan for 2017-18

### **Recommendations**

The Members are asked to: Note the progress and key developments of the Surrey Hills Enterprises CIC, against the Strategic Aims.

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## **DEVELOPMENT PLAN**

The progress against the Strategic Aims and Action Plan for 2017-18 are detailed below.

### **Key Aims**

1. **Develop the rural economy** – Inspire entrepreneurship, support and promote rural businesses and generate investment in the rural economy in Surrey Hills;
2. **Raise Awareness of the Surrey Hills** – Deliver a programme of high quality events and marketing which raises awareness of Surrey Hills and supports local businesses;
3. **Preserve and enhance the Surrey Hills** – 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

### **Strategic Action Plan 2017-18**

For each of the Key Aims, the developments are as follows:

#### **Develop the rural economy**

##### **1. The Trade Mark Surrey Hills**

The new Trade Mark Surrey Hills was launched by Surrey Hills Enterprises with the Rt Hon. Michael Gove MP, Secretary of State, at Surrey's Rural Economy Conference on Friday 11<sup>th</sup> May 2018.

The Trade Mark Surrey Hills has been developed and launched to celebrate those businesses of high quality that are stimulating the rural economy but are also reflecting the distinct and special nature of the Surrey Hills and surrounding area. It is a new accreditation and a Mark of local provenance and quality designed to promote the very best of what Surrey Hills has to offer and to support those businesses who share the values of supporting the local environment.

The first 9 Surrey Hills Members were awarded the Trade Mark Surrey Hills at the Conference, with all new member applications being considered as they are made and assessed against the Trade Mark criteria. All other existing members are being invited to apply for the Trade Mark Surrey Hills Award.



## **2. Membership Recruitment Campaign**

The Membership criteria, services, application process and assessment and award process have been reviewed and a new Membership Policy approved. The Membership and Marketing Working Group approve all Memberships and Trade Mark Awards based on an assessment against the agreed new criteria for awards. All members make a pledge to support Surrey Hills, as part of their membership. The Membership Criteria are listed at Appendix 1. A copy of the new Membership Brochure will be available at the Surrey Hills AONB Board meeting.

Based on a researched prospect list, the Membership is continuing to grow with numbers now over 70 and another batch of applications due to be received. The members programme has a clear set of Membership Services and benefits and we are attracting key rural businesses across a range of sizes and categories.

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

- Iains Pigs – traditional rare breed pork reared in the Surrey Hills
- Tillingbourne Trout Farm – locally reared Trout and the only smokery in Surrey
- Albury Estate Fisheries – 4 beautiful fishing lakes in the Surrey Hills
- Gate Street Barn- a very special venue for events set in the countryside of Surrey Hills
- Wey & Arun Canal Trust- restoration and management of the Canal
- Chilworth Manor Vineyard – a new Vineyard in Chilworth and part of the 6 Surrey Hills Vineyards located in the Surrey Hills, all active Members of Surrey Hills Enterprises

## **3. Members Marketing Platform - strengthen & extend**

- ✓ **Marketing materials** – the new Membership branding is in place with costs funded by a Donor. This includes the new Membership brochure, pull-up banners, ‘support Local’ flyer,

the Trade Mark Surrey Hills Logo and the Trade Mark certificates and stickers for Members to use.

- ✓ **Website** - improvements to the front page and the navigation to the Surrey Hills Enterprises section of the site and the addition of the Trade Mark Surrey Hills is completed giving greater profile to Surrey Hills businesses and improved navigation to website visitors.
- ✓ **E-newsletters** – Regular e-newsletters using the new Trade Mark Surrey Hills branding sent to a growing database plus a monthly Member to Member e-newsletter.
- ✓ **Promotion** - Up-lift in the news items, magazine articles and social media – example copy attached of a regular article written about Surrey Hills and the local businesses.
- ✓ **Farmers Markets** – Guildford Borough Council have offered support to promote Surrey Hills Members and the Trade Mark Surrey Hills at their regular Guildford Farmers Markets. The partnership is being developed and this will be a huge support in helping to promote Surrey Hills Enterprises Members.
- ✓ **The next stage of marketing up-lift** is now being developed with the support of the Membership and Marketing Group including the development of social media coverage to promote Surrey Hills Members.

#### **4. Surrey Hills Enterprises Member's programme**

A programme of networking events, practical workshops and seminars. These are free for Surrey Hills Enterprises Members with the aim to provide a range of networking opportunities and support plus practical workshops and seminars.

The current programme has included the following workshops and seminars and the new programme up to December 2018 is in the planning stages:

- HR Workshop with Brian Wilson – 8<sup>th</sup> March
- Branding & Marketing Seminar with Charlotte Cox of Sun Brand Consultancy – 21<sup>st</sup> March
- Members networking at Merrist Wood – 26<sup>th</sup> April
- Growing your Business -Thinking Bigger Workshop - with Karen Skidmore – 9<sup>th</sup> May
- High Clandon Vineyard – Members networking + Business Success factors – 7<sup>th</sup> June
- HR Workshop – Thursday 28<sup>th</sup> June

#### **5. Surrey Hills Mentoring programme**

A new mentoring programme has been established enabling Surrey Hills Enterprises Members to benefit from the experience and knowledge of a Volunteer Mentor. A total of nine Mentors have been recruited in this initial phase with the Mentors coming from a variety of backgrounds and offering a range of skills including strategy, leadership, business and financial planning, sales, marketing and branding and other areas of expertise. The programme was launched to Surrey Hills Enterprises Members at the beginning of June.

## Key points

- **Focus:** A goal orientated programme – the mentor and mentee set a specific goal/s at the first session and focus on this for the Mentoring Period
- **Timescale:** A number of 1:1 meetings with your mentor meeting 1-2 times a month over a 3-4 month period. Mentees can continue beyond this period if both feel this would benefit the Mentee
- **Cost:** Mentors are offering their time as a gift so there is no cost to members

## 6. Surrey Hills Business Development Coaching Circle

A coaching circle with other Surrey Hills Members focusing on business and personal development led Surrey Hills Enterprises Member, PinPoint Coaching

### Key points

- **Number:** Up to 6 Members per Coaching Circle
- **Focus:** a planned programme with each session focusing on a business development area including business planning, marketing & branding, financial planning and operations and business development and growth
- **Timescale:** Meetings every week over a 7-8 week period.
- **Cost:** £180 (inc VAT) For the 7 week programme

## Raise Awareness of Surrey Hills

Promoting Surrey Hills and local businesses to local people and visitors including a number of high profile events and festivals.

### ❖ Surrey Hills Sculpture Garden, Fri 4th May – 28<sup>th</sup> May

The Surrey Hills Sculpture Garden 2018 was officially opened by Michael More-Molyneux, Lord Lieutenant of Surrey and Patron of Surrey Hills Enterprises, at the Preview event attended by 270 guests on Friday 4th May. Now in its 10th year, the Surrey Hills Sculpture Garden is a joint event with Surrey Hills Enterprises and Surrey Sculpture Society creating the largest ephemeral sculpture event in Surrey featuring over 180 sculptures created by emerging and professional sculptors. An increase in the marketing and promotion this year has resulted in excellent Surrey wide publicity for Surrey Hills and increased Visitor numbers. (Estimate over 3,000 visitors, pending receipt of final figures). A copy of the Surrey Hills Flyer and example magazine coverage is attached.



## ❖ **Surrey's Rural Economy Conference, 11<sup>th</sup> May 2018**

Key figures from across Surrey gathered on Friday 11<sup>th</sup> May for Surrey's Rural Economy Conference organised by Surrey Hills Enterprises. The Rt Hon Michael Gove MP, Secretary of State for Environment, Food and Rural Affairs gave the Key Note speech. Over 100 delegates attended including farmers, rural businesses, rural agencies and organisations and charities. Land & Water sponsored the event.

Presentations from some of Surrey's leading rural businesses included the challenges and opportunities for farmers by Tim Metson of Coverwood Farm, the key success factors for rural businesses by Chris White, Chief Executive of Denbies Wine Estate and securing funding support by the Rural Payments Agency, Rural Surrey Leader and Ian McCulloch of Silent Pool Distillery.



- ❖ **Surrey Hills Wood Fair, Sat 6<sup>th</sup> & Sun 7<sup>th</sup> October 2018** – to promote Surrey Hills, woodlands and their management and local businesses and produce - attended by more than 5,000 visitors in October 2017 and promotion viewed by tens of thousands in publicity and social media.
- ❖ **Meet the Buyer/ Meet the Supplier, date to confirm** - new event to link buyers with our local businesses in the Surrey Hills held at Denbies as a gift, plus a Food and Drink event in 2019.
- ❖ **Countryside Skills and Produce Fair** – a joint event with Merrist Wood in June 2019.

## **Protecting and enhancing the Surrey Hills**

Specific environmental enhancement projects that involve the local community.

- ❖ **The Greenscape Project** – Following the successful Facilitation Fund bid, the Project is underway with the second gathering of woodland landowners due in June to plan and develop this next stage of the programme. This is a partnership between Surrey Hills Enterprises, Surrey Hills Board and Lantern UK Ltd. Funding to support Lantern UK Ltd's time to develop and submit the bid has been given by Surrey Hills Enterprises, Surrey Hills Board and a private Donor.

- ❖ **Partnership with Waverley Borough Council** – a partnership to improve the management of woodlands within the Borough. This work will initially focus on 2-3 woodlands focusing on enhancing woodland management for visitors and for wildlife.

### **Structure**

Two Working Groups have been established consisting of Directors and non-Directors to support specific areas of development:

- ❖ Membership & Marketing Working Group
- ❖ Food & Drink Working Group

### **Core Funding**

Funding bids and applications for additional Corporate Partners have been submitted and the results are pending.

## **SURREY HILLS ENTERPRISES - Team**

**Patron:** Michael More-Molyneux, Lord Lieutenant of Surrey

### **Directors**

- ❖ Simon Whalley, Chairman and Chairman of Birtley House Group Ltd
- ❖ 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
- ❖ Cllr. David Wright OBE, Chairman Surrey Hills Area of Outstanding Natural Beauty & Guildford Borough Councillor
- ❖ Rob Fairbanks, Director Surrey Hills Area of Outstanding Natural Beauty

**Ambassadors:** Chris White, CEX of Denbies

**Advisor:** Ann Moriarty

**Executive Director:** Wendy Varcoe MBE

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

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Surrey Hills Enterprises CIC Company Reg No. 08114796

## Appendix 1



### SUMMARY OF MEMBERSHIP CRITERIA & PLEDGES

#### MEMBER

##### *Criteria*

Membership is awarded to any organisation, business or charity located in or operating in Surrey Hills or within a 6 mile radius of the Surrey Hills boundary, that wishes to benefit from and support Surrey Hills. This could include local authorities as well as local businesses and charities wishing to connect and align with Surrey Hills and support its work. Members do not need to use products which are grown, sourced or manufactured in the Surrey Hills

CRITERIA	MEASUREMENT
<b>Local provenance</b> Based in Surrey Hills or in the County of Surrey within the 6 mile radius	Location of organisation &/or area of operation. Organisations to demonstrate a distinct presence within Surrey Hills
<b>Support for Surrey Hills Enterprises &amp; its aims</b> ➤ the rural economy; ➤ Surrey Hills landscape & heritage; ➤ promotes Surrey Hills to colleagues, customers and suppliers.	Pledge to support Surrey Hills Enterprises To be an advocate and active supporter, such as actively promoting Surrey Hills, attending workshops and events and using the ‘Surrey Hills Enterprises’ logo

##### *Member pledge*

- ✓ Use the ‘Surrey Hills Enterprises’ Logo on their website, letterheads and promotional material, where commercially appropriate;
- ✓ Be advocates for the Surrey Hills, promoting the area to colleagues, clients and suppliers;
- ✓ Make a commitment to supporting the aims and work of Surrey Hills Enterprises including attending workshops and supporting Member events;

#### TRADE MARK SURREY HILLS MEMBER

##### *Criteria*

The Surrey Hills Trade Mark is awarded to businesses and charities that meet the Trade Mark. For organisations that do not meet the criteria, they can be awarded Surrey Hills Membership.

The Membership criteria are divided into 3 categories:

- ✓ **Local**
- ✓ **Quality**
- ✓ **Support for Surrey Hills**

<b>CRITERIA</b>	<b>MEASUREMENT</b>
<p><b>Local provenance</b> Based in Surrey Hills or in the County of Surrey within the 6 mile radius</p>	Location of organisation &/or area of operation. Organisations to demonstrate a distinct presence within Surrey Hills
<p><b>Local provenance</b> Local produce or utilising local supply chains</p>	Grown or produced in the Surrey Hills or evidence of locally sourced goods and services and employment of local people
<p><b>Quality of Org. and produce/ services</b> Operate to a quality standard, follow ethical &amp; legal employment &amp; trading practices &amp; provide excellent customer care</p>	<ul style="list-style-type: none"> <li>• Relevant trading or quality standard eg. high standards of animal welfare, working to a recognised farm conservation quality standard</li> <li>• Demonstrate care and a quality service for the customer</li> </ul>
<p><b>Quality Environmental sustainability</b> Run business sustainably or working towards sustainability</p>	Evidence of environmental considerations in running business and a commitment to continuing to improve environmental impact ie. Energy, water, labour, transport use and sourcing of materials
<p><b>Support for Surrey Hills</b> Agrees to promote Surrey Hills &amp; local produce</p>	Promotes their use of local produce and their Surrey Hills Trade Mark Award using the Trade Mark on websites, premises and on literature for customers and suppliers
<p><b>Support for Surrey Hills Enterprises &amp; its aims</b></p> <ul style="list-style-type: none"> <li>➤ the rural economy;</li> <li>➤ Surrey Hills landscape &amp; heritage;</li> <li>➤ promotes Surrey Hills to colleagues, customers and suppliers.</li> </ul>	<p><b>Sign up to the Surrey Hills Pledge</b> To be an advocate and active supporter, such as actively promoting Surrey Hills, attending workshops and events</p>

### *Trade Mark Member Pledge*

All Members awarded the Trade Mark Surrey Hills will be asked, as part of their Membership Agreement, to sign the new Surrey Hills Trade Mark Pledge to:

- **Support Surrey Hills** - be active supporters and champions of Surrey Hills and local produce and services by:
  - ✓ Using the Trade Mark Surrey Hills logo on their marketing, literature and websites and on products, vehicles and premises, where commercially appropriate;
  - ✓ Be advocates for the Surrey Hills, promoting the area to colleagues, clients and suppliers;
  - ✓ Make a commitment to supporting the aims and work of Surrey Hills Enterprises including attending workshops and supporting Member events
- **Environmental** – have environmental practices in place and/or pledge to develop & improve sustainability and reduce environmental impact