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Agenda

Welcome & Introduction

Voting: Constitution Changes & 2019 Minutes

Year Four Achievements

Social Media Report

Website Report

Financial Report

High Street Survey

Ongoing Projects & Community Award

The BID

Q&A

Welcome & Introduction

Alan Palmer

Meet the Team

DIRECTORS



ALAN PALMER



JOANNA GORDON



TRACEY BLANDFORD



RICUS ROETS



MARK MIDDLETON



MELVYN MILLS

STEERING COMMITTEE MEMBERS



DANNY O'SULLIVAN



RICHARD MEADE



PETER HALL

Voting

Thumbs Up on Zoom



2019 Minutes

To be approved

Minutes of WoTTA AGM
9 May 2019

1. Welcome and Introduction

Alan Palmer, Chairman, welcomed everyone to the meeting at the Walton Cricket Club and introduced the WoTTA Directors and Steering Committee Members.

2. Constitution

Alan Palmer ran through various changes in the Constitution. These were voted on and carried through. The new Constitution will be uploaded onto the WoTTA.co.uk website.

3. Year Three Achievements

Joanna Gordon, WoTTA MD, went through the achievements in the last 12 months. These were:

a) successful completion of the WoTTA town events - Festival of Light, Heritage Day, Remembrance Sunday, the Easter Eggstravaganza - as well as continuing with Big Breakfasts and the Litter Picks. A new event is the weekly "Meet Up Mondays" being held at Riverhouse Barn and working in conjunction with many local charities.

b) CIL funding was obtained to spend on new totems, new planters and new banners for the town.

c) we celebrated our local history by naming Anzac Way and unveiling a plaque there, commemorating our links with New Zealand.

4. Social Media

Tracey Blandford, WoTTA Marketing Director, gave an overview of the progress made on social media during the year. Facebook followers have grown from 350 to 610 and Twitter followers from 400 to 591. The average Monthly Reach for a Twitter post has increased from 18k to 22k.

5. Financial Report

Gail Hoskins, WoTTA Financial Director, clarified what WoTTA's role is from a financial standpoint. We are a non-profit Community Interest Company staffed entirely by volunteers. We raise funds from sponsorship and membership. All funds are used to finance projects and put on events. We are continuing to build up a small surplus but our constitution requires us to use all funds to to the town.

The draft financial statement was given, showing net assets of £8,157, up from £5967 in 2018. £6,000 of this balance is already designated on planter maintenance, the upcoming Baseball Event, Flags for the town and Insurance costs. This statement was voted on and passed.

Gail thanked our Sponsors from Year 3: The Walton Village, Khao Sarn, CMS, Cappadocia, Dignity, McLellan, Chair and Chai, Luxfords, CS Services, The George Inn, Sainsburys, Country Carpets, Wilko, James Neave, M&S and The Heart.

Gail thanked our Partners from Year 3: The Walton Society, Rochills, Home Start, Home Instead, The RC Sherriff Trust, Citizens Advice Elmbridge West, Elmbridge Rentstart, WBC, Charity of Robert Phillips, Surrey County Council, Elmbridge Borough Council, The Methodist Church, Home Support Elmbridge, The Counselling Partnership, Walton-on-Thames Cricket Club, Mary Frances Trust, Elmbridge Community Link, Walton Charity, Forten, Ashley School, Walton Litter Pickers, Surrey 4x4 Response, Surrey Police, Riverhouse Barn & St Mary's & St John's Walton.

6. Officer Election

Tracey Blandford put up the following Directors for re-election:

Alan Palmer - Chairman

Joanna Gordon - Managing Director

Mark Middleton - Retail Director

They were all voted back in.

The following were put up for new Directors of WoTTA:

Melvyn Mills - Community Interest Director

Ricus Roets - Financial Director

Gail Hoskins stepped down as Financial Director. Melvyn & Ricus were voted in.

7. Ongoing Projects

Joanna Gordon gave an overview of ongoing projects, which are:

a) Baseball's Coming Home - a Blue Plaque event to be held on Sunday 7th July celebrating our history as the place the first ever recorded game of baseball was played, back in 1749.

b) Walton Trail - Continuing to develop the Walton Trail to get it into pamphlets for local shops, hotels, and the railway station.

c) Access for all - continuing to put pressure on the railway network to ensure we get access for all at Walton Station.

d) Boomerang Bags - working with Thames Ditton to see if there is scope for having the same project in Walton.

e) Refill & Safe Place Schemes - working with EBC to get these two schemes into Walton. The Refill scheme allows people to refill water bottles at premises with the sticker in the window. The Safe Place Schemes reassure vulnerable people that businesses displaying their sticker will help out if they need it.

8. Award Presentation

Danny O'Sullivan of McDonalds sponsored and presented the 2019 Exemplary Award for Outstanding Community Service to Michael Tumulty of Walton Litter Pickers.

9. Business Improvement District

Tracey Blandford introduced Mo from Mosaic Partnerships who were chosen to be our BID Consultants. Mo gave some background to the company and their extensive experience in this area. He then gave an update of where we are in Walton:

FOUNDATION PHASE - now complete with the Priority Project Areas defined. These are

- a) Marketing, Promotion & Events
- b) Clean & Green
- c) Safe, Welcoming & Accessible
- d) Backing Business

The new logo for the Walton BID was also revealed.

DEVELOPMENT PHASE - creating the BID Task Group. Mo explained the role of the BID Task Group (full info on website AGM PDF) and explained the reasoning:

Why: The BID Task Group is being formed to bring together skills and experience which will allow them to consider and make decisions that reflect as accurately as possible the priority of the businesses on the ground. It will also help to provide credibility and relevance when asked who is developing the BID process as well as provide an independent, collaborative forum and provide distance from parochialism and agendas/tension.

Who: Broadly represents the sectoral breakdown of the BID area with all distinct geographical areas represented. It has Key Interest Groups & Stakeholders all all BID Task Group Members must be direct Levy Payers or equivalent financial contributors as much as possible.

Timetable - The Development Phase is ongoing and will be complete by Dec 2019.

CAMPAIGN PHASE will start in January 2020 and be complete by March 2020 when the businesses will vote.

10. Thanks & Q&A

Alan Palmer thanked Walton Cricket Club for hosting the event and opened the floor up for questions.

Constitution

Key Changes
Update on website



Constitution

1. THE ASSOCIATION

In early 2016 the concept of forming Walton-on-Thames Trading Alliance (WoTTA) as an Association formed primarily of High Street retailers to improve the High Street experience was inspired by Doug Perkins the Economic Development Officer at Elmbridge Borough Council, who brought Alan Palmer (F.I.R.E LTD and a Walton-on-Thames Central Ward Councillor) and Danny O'Sullivan (McDonald's Restaurant franchisee) together, who and supported by Mark Middleton (The Heart), ~~Alan Palmer (F.I.R.E LTD and Walton-on-Thames Central Ward Councillor)~~, Jo Bailey (PAL Services) along with Joanna Gordon and Gail Hoskins, two local residents taking leading roles.

WoTTA was quickly established and registered as a Community Interest Company Limited by Guarantee with each paid up Member business, charity or community group being entitled to a single vote and is liable to pay while they are a Member up to a maximum of £1.00 in the unlikely event that the Association should ever go into liquidation.

~~Members need to be a bone fide business located and/or operating within the boundaries of Walton-on-Thames.~~

WoTTA is a not for profit organisation; all income shall be used to further the objectives of the Association. Dividends shall not be paid to Members.

2. ASSOCIATION NAME

The name of the Association is **Walton-on-Thames Trading Alliance**, also referred to by its abbreviation 'WoTTA'.

3. REGISTRATION

The registered office of the Walton-on-Thames Trading Alliance is c/o The Heart Management Suite, New Zealand Avenue, Walton-on-Thames on Thames, Surrey. KT12 1GH.

The Walton-on-Thames Trading Alliance is registered with Companies House as a Community Interest Company number 10098890.

4. ASSOCIATION'S OBJECTIVES

Walton-on-Thames Trading Alliance wants to reinvigorate the town to Make Walton a better place to live and work. ~~High Street to improve the shopping experience and in so doing extend this to the other retail areas in Walton on Thames where interest and support is demonstrated by the local shop and business owners.~~

Walton-on-Thames Trading Alliance also aims to;

- proactively work with the BID team and The Heart shopping centre.
- create positive engagement ~~between retailers in The Heart with those in the other shopping areas~~ with stakeholders in the wider community.
- ~~encourage large retailers and businesses to invest their marketing budgets into the town.~~
- represent other prominent shopping areas in Walton-on-Thames where the retailers that join WoTTA can generate support in their locality to help achieve our common objectives.

- ~~manage and run town centre 'dressing', e.g. provision and installation of Christmas trees to shop fronts, bunting and flags for special events, etc.~~
- manage and run specified town centre events, for the BID Team e.g. Festival of Light, ~~Goose Fayre~~, Heritage Day, Remembrance Day, etc.
- actively assist/promote ~~in other~~ organiser's community group and school events in the town events.
- develop local tourism through our town's rich historical links, i.e. Baseball, New Zealand, Admiral Rodney, the old Manor House, Hepworth Studios, etc. and our close proximity to big visitor attractions.
- meet periodically, to exchange information and foster harmonious relations between Members and other interested parties.

Mission statement: *"Making Walton a better place to live and work".*

5. MEMBERSHIP LEVELS

Membership is granted to the original applicant business, charity or community group with full voting rights. Each Member business, charity or community group is allowed one vote only.

Honorary Membership may be discretionally awarded to anyone who in the opinion of the Directors has provided the organisation-association with exceptional service for an extended period. Honorary Members are not required to pay a Membership fee for a term specified by the Directors.

6. MEMBERSHIP REQUIREMENTS

Membership of the Walton-on-Thames Trading Alliance will be open to any bonafide business, charity or community group that is located within and/or operating the Walton-on-Thames boundaries or can demonstrate to the Directors a vested interest in makingimproving the retail experience in Walton-on-Thames and meets the requirements outlined below a better place to live and work.

Directors to be an exceptional case, the Member ~~business~~ must re-apply for Membership. Membership is not transferrable. A refund of the Membership fee in such circumstances shall not apply.

If the Member ~~business~~ for any reason leaves the Walton-on-Thames Trading Alliance, is taken-over or goes into liquidation, any Steering Group Member from that Member business, charity or community group shall immediately resign their position. This shall also apply to Directors and Steering Group Members that do not have a business, charity or community group, if they should be declared bankrupt or otherwise become financially insolvent. A refund of the Membership fee in such circumstances shall not apply.

7. MEMBERSHIP APPLICATIONS

Applications for Membership can be made online at www.wotta.co.uk or the documents printed off and sent by post to the registered office.

If any Member has an objection to an applicant being accepted, they must present their reasons for the objection (in writing) to the Managing Director, where the Grievance Procedure will be enacted upon. ~~This will be investigated thoroughly by the Directors before any decision is taken. The Directors will assess all Membership applications and have the right to reject any applicant without any obligation to provide or disclose reasons for its decision. There is no right of appeal in this matter.~~

All BID Members will automatically enjoy FREE Walton on Thames Trading Alliance membership.

8. MEMBERSHIP FEES

Subscriptions are due annually on ~~a rolling basis from the date~~ the 1st April of joining until membership is terminated.

Membership and joining fees will be decided and set by the Directors.

deemed to have voluntarily terminated their Membership and will have to re-apply if they then wish to re-new Walton-on-Thames Trading Alliance Membership.

The Treasurer is responsible for sending invoices then monitoring and collecting all sums due.

9. THE WALTON-ON-THAMES TRADING ALLIANCE EMBLEM

The Walton-on-Thames Trading Alliance emblem (logo) is copyright property of the Walton-on-Thames Trading Alliance and may be used by Members. The emblem can be used in a Members shop windows, on their vehicles, stationery, emails, website pages and appropriate marketing materials. Manufacturers or distributors are not permitted to use the logo on equipment they make, import and supply as this could be misconstrued as being an indication of approval or acceptance of conformity of these products by the Walton-on-Thames Trading Alliance.

Members resigning from the Walton-on-Thames Trading Alliance, for any reason, shall remove with immediate effect any reference to Walton-on-Thames Trading Alliance Membership from shop windows, displays, emails, webpages and vehicles. They will be given three months grace to remove references to Walton-on-Thames Trading Alliance Membership on their printed stationery, etc. This period may at the discretion of the Directors be extended or reduced. Applications for extension must be submitted in writing to the Managing Director within the first two months period of grace allowed. After this time ex-Members still using the emblem will be liable to prosecution except in the case of documentation issued before or during the period of grace.

Upon the Directors terminating a Members Membership, that Member shall with immediate effect no longer use the Walton-on-Thames Trading Alliance emblem in any form relating to themselves or their business, charity or community group.

10. MANAGEMENT STRUCTURE AND ELECTION OF DIRECTORS AND OFFICERS

The Walton-on-Thames Trading Alliance is a Community Interest Company Limited by Guarantee, managed by five Directors. Each Director shall wherever possible be assigned a specific area of responsibility;

- **Chairperson** - responsible for medium and long term, strategic planning, setting and chairing Board and Steering Group meetings.
- **Managing Director** - responsible for co-ordinating WoTTA on a day to day basis and implementing agreed strategic plans.
- **Financial Director** - responsible for new Memberships and renewals, filing statutory returns, invoicing, credit control and bank reconciliation, presenting a financial account at meetings.
- **PR and Marketing Director** - responsible for communication with Members and the wider community plus maintaining a social media presence.
- **Community Director** - responsible for engaging with local Councillors, residents, churches, community groups and relevant special interest groups.
- ~~**Retail Director** - responsible for engaging with Walton-on-Thames shop owners.~~

Directors shall be elected to serve for a period of THREE years. They must be proposed, seconded and elected by ballot at the Annual General Meeting. They may offer themselves for re-election at the end of their term of office if they so wish.

The Walton-on-Thames Trading Alliance Directors may delegate any of their powers but only with the absolute approval of all the Directors.

Directors will be guided by the directives and instructions issued collectively by the Steering Group . The Directors form the hub of the Steering Group which will consist principally of invited Members and representatives from other 'interested' parties (typically not-for-profit organisations/individuals) where it can be demonstrated that their participation brings valuable; contact, feedback, links, influence, etc. to/from the

Walton-on-Thames community or specialist experience, e.g. police, Councillors, schools, church groups, sports and youth groups, etc. These 'interested' parties do not need to subscribe to Membership as they will be considered to represent an outside interest group, but do not have voting rights. Steering Group Members serve for a period of up to one year, they may offer themselves up for re-election by the Steering Group at the AGM if they so wish.

A Director and a Steering Group Members position can be terminated with immediate effect subject to a ballot by the Directors.

A Director does not have to be a paid-up Member but must have a vested interest in the work WoTTA does, e.g. a local resident, Councillor, community group representative, etc. They shall have full voting rights and enjoy all other benefits as if they were a Member.

A Steering Group Member leaving the employment of a Member business, charity or community group shall immediately resign their position on the Steering Group.

11. GENERAL MEETINGS

The Walton-on-Thames Trading Alliance will hold at least one General Meeting a year for the Members – which will be the Annual General Meeting but may run more meetings if the Membership shows sufficient interest.

The Annual General Meeting will be the forum to present the Annual Financial Statement.

In the absence of the Chairperson an acting chairperson can be appointed by the remaining Directors present.

Meetings are for the benefit of the Members and therefore the meeting and refreshments for ONE representative of each Member business, charity or community group attending will be provided free of charge. Additional representatives of Members or their invited guests are welcome subject to adequate notice being received by WoTTA and a charge may be made for each additional delegate.

An Extraordinary General Meeting may be called if a matter arises which, in the view of the Directors, necessitates action before the next Annual General Meeting.

Unless otherwise sanctioned by the Directors, ~~no~~ guests are only to be admitted with the approval granted by the Directors in advance of the meeting.

12. VOTING

All propositions should be sent, in writing, to the Chairperson at least ~~THREE~~TWO weeks before the AGM, to allow the proposal to be put before the Directors and if required for a postal ballot to be arranged. All propositions must be seconded.

Each full Member shall be entitled to one vote, only paid up Members have voting rights. The Quorum required for the AGM shall be three of the appointed Directors. The elected Chairperson shall have a second, or casting, vote in the event of equality.

Members are entitled to a postal vote when they are unable to attend a meeting. These must be posted in an envelope clearly marked 'POSTAL VOTE' to be received by the Chairperson at least 48 hours before the meeting. Postal vote envelopes that have been appropriately marked will be opened at the meeting, where all postal votes will be counted, and the result(s) announced.

13. AMENDMENTS TO THE CONSTITUTION

Changes to the Constitution can only be approved at the Annual General Meeting. Any proposals for a change to the Constitution shall be submitted, in writing, to the Chairperson at least ~~SIX~~TWO weeks

before the AGM, to allow time for the proposal to be put before the Directors and for circulation to the Members. All propositions must be seconded.

14. DISCIPLINARY PROCEDURE

In the event of a Member appearing to contravene the Constitution or to have acted inappropriately to the detriment of the Walton-on-Thames Trading Alliance they will be referred to the Directors for investigation. If, in the Director's opinion, the transgression is justified, action appropriate to the severity of the transgression will be taken. This may be in the form of a warning or termination of Membership.

Any Member owing monies to a fellow Member without good reason and shown to be a long-term debtor, will be suspended from Membership until such time as the debt is settled.

Members disciplined by the Directors have the right to appeal through the Grievance Procedure.

15. COMPLAINTS PROCEDURE

In the event of a complaint against a Walton-on-Thames Trading Alliance Member by a fellow Member, a customer, or other organisation, the complaint will be referred to the Directors who will form a disciplinary panel amongst themselves to conduct an~~for~~ investigation. A disciplinary hearing will wherever practicable be arranged within 30 days of WoTTA receiving a written complaint.

Complaints will only be considered if substantiated and submitted in writing. A thorough investigation will take place, whereupon the disciplinary panel may uphold the complaint and then consider the appropriate action to be taken. ~~If, in the Director's opinion, the complaint is justified action appropriate to the severity of the complaint will be taken.~~ This may be in the form of a warning or termination of Membership or Directorship. A refund of the Membership fee in such circumstances shall not apply.

If a complaint is received against a Director and is substantiated or in the case of the Director being suspended for any reason, they shall not sit on or be involved in, the disciplinary panel.

16. GRIEVANCE PROCEDURES

a) Grievance with a Member

Any Member with a complaint or grievance should first try to resolve the issue with the other Member ~~business~~ involved. Failing this, the matter should be referred to the Directors who will form a disciplinary panel amongst themselves to conduct an investigation. A disciplinary hearing will wherever practicable be arranged within 30 days of WoTTA receiving a written complaint. ~~raised, in writing, with the Chairperson who will endeavour to arrange investigation, action and resolution.~~ A thorough investigation will take place, whereupon the disciplinary panel may uphold the complaint or grievance and then consider the appropriate action to be taken. Anonymous complaints and grievances will not be accepted.

~~If the matter remains unresolved, it will be referred to the next meeting of the Directors. After due consideration, the decision of the Directors will be given in writing.~~

If dissatisfied with the decision, the complainant has the right to appeal to the Steering Group direct, to address the Directors and Steering Group directly at a scheduled meeting. The decision following the outcome of this meeting will be final.

All disputes will be given the highest priority possible.

b) Grievance with the Walton-on-Thames Trading Alliance

In the first instance the complainant should raise the matter in writing with the ~~Chairperson~~ Directors who will form a disciplinary panel amongst themselves to conduct an investigation. A disciplinary hearing will wherever practicable be arranged within 30 days of WoTTA receiving a written complaint. A thorough

investigation will take place, whereupon the disciplinary panel may uphold the complaint and then consider the appropriate action to be taken. Anonymous complaints and grievances will not be accepted.

~~In the event that the complaint involves the Chairperson or to their actions directly, then the complainant should raise the complaint in writing with the Managing Director where it will be referred to the next scheduled Steering Group meeting or a specifically convened Board Meeting.~~

~~After due consideration, the decision of the Directors will be given in writing.~~

If dissatisfied with the decision, the complainant has the right to appeal to the Steering Group direct, to address the Directors and Steering Group directly at a scheduled meeting. The decision following the outcome of this meeting will be final.

All disputes will be given the highest priority possible.

17. ABUSE POLICY

Anyone working for or on behalf of the Walton-on-Thames Trading Alliance, while carrying out their duties for and on behalf of the Walton-on-Thames Trading Alliance has the right to be treated with consideration, dignity and respect.

We define work-related abuse as: "any incident in which a Director or anyone instructed by a Director to work for and on behalf of the Walton-on-Thames Trading Alliance, is verbally abused, threatened or actually assaulted in circumstances arising out of the course of his/her work for the Walton-on-Thames Trading Alliance." This is based on the Health and Safety Executive's definition.

If during the course of the work for and on behalf of the Walton-on-Thames Trading Alliance a person is being verbally abused they should in the first instance advise the abuser that their actions are unacceptable and that if they continue communications will be immediately discontinued. If the abuser continues, communication should be discontinued, a note made of what was said and the incident reported immediately to the Chairperson.

The Chairperson may if deemed appropriate and in all cases where a Member is the abuser, respond to the situation by talking to the perpetrator explaining that their behaviour is not acceptable and try to resolve the problem. If resolution is not possible and depending upon the severity of the abuse the Membership of the Walton-on-Thames Trading Alliance can be revoked where a Member is the abuser and/or police will be informed of a serious case of threatening or verbal abuse. A refund of the Membership fee in such circumstances shall not apply

18. REMUNERATION OF DIRECTORS AND STEERING GROUP MEMBERS

The reasonable expenses of Directors and Steering Group Members incurred on behalf on the Walton-on-Thames Trading Alliance will be reimbursed when these have been agreed in advance by the Directors.

Directors and Steering Group Members may receive an Honorary Membership in appreciation of the unpaid work they do subject to this being agreed at a Steering Group meeting.

Certain responsibilities may receive an ~~annual~~ honorarium, commensurate with the duties performed. Such amounts shall be agreed unanimously by the Directors and approved by the Steering ~~-Group~~ and shall be fully disclosed in the annual ~~audited~~ accounts.

19. CONFLICTS OF INTEREST

Whenever a Director finds himself or herself in a situation reasonably likely to give rise to a Conflict of Interest, he or she must declare their interest to the Directors unless the other Directors are or should be reasonably aware of it already.

If any question arises as to whether a Director has a Conflict of Interest, the question shall be decided by a majority decision of all the other Directors.

20. INTERPRETATION OF THE CONSTITUTION RULES

The Constitution is aimed to provide outline guidance in the running of the Walton-on-Thames Trading Alliance so a decision having to be made upon a question concerning the interpretation of the Constitution or upon matters affecting the Walton-on-Thames Trading Alliance and not provided for by the Constitution shall be the responsibility of all the Directors.

21. WoTTA POLITICAL AND RELIGIOUS POLICY

WoTTA is a religious tolerant and non-political group of volunteers, welcoming people of all faiths and those with non-extreme political beliefs to work in helping us 'Make Walton a Better Place to Live and Work' for all. Any personal political or religious statement made by a representative of WoTTA does not necessarily represent the views of WoTTA itself.

We shall not tolerate our meetings, activities and events being used or hijacked for political or religious purposes and we reserve the right to ask anyone clearly not following our wishes to desist with immediate affect or be asked to leave which may lead to a ban from future WoTTA events, the duration of which to be decided by WoTTA Directors.

We appreciate that political views, positions and opinions may sometimes need to be expressed to answer a question during a meeting or when invited as a VIP guest, but the response will be expected to be, courteous, relevant and succinct.

During WoTTA organised outdoor events , political groups who have a pre-arranged stand/stall may express their political views quietly and within the confines of their own stand/stall, walkabouts/ leafleting and 'soapboxing' are expressly forbidden without permission in writing of the WoTTA Chair Person, Managing Director or PR / Marketing Director.

No political party should use WoTTA events to show and promote "party" colours, however official badges of staff or elected members of Elmbridge Borough Council are acceptable.

22. PUBLIC RELATIONS

All media releases and public announcements by Steering Group Members and Directors for promotional or marketing purposes shall be approved prior to release by the PR and Marketing Director.

Any personal public statement made by a Steering Group Member or Director may not necessary represent the views of WoTTA as an organisation.

23. NON-DISPARAGEMENT

It is expected that Steering Group Members and Directors shall not disparage WoTTA or any of its Directors in any form, e.g. through; social media, newspaper articles, TV and radio, open letter, verbally, etc.

WoTTA Political & Religious Policy

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Year 4 Achievements

Joanna Gordon

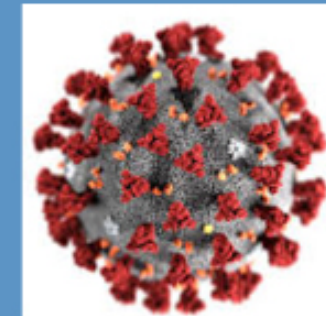
Events



Celebrating our History



Covid-19



CIL Funding



Social Media

Tracey Blandford

Social Media

Social Media Platform	2017	2018	2019	2020
Facebook Followers	<250	350	610	820
Facebook Page Likes				767
Facebook Average Weekly Reach	500-800	2k-2.5k	3.5-4.5k	1.64k
Twitter Followers	<200	400	591	782

	Reach	Profile Visits	Mentions	New followers generated
2 Tweets in August	5,895	121	10	7
2 Tweets in September	2106	26	10	3

WoTTA.co.uk

Peter Hall

WoTTA Website Statistics

2019 Full year

- 5,900 unique visitors
- 11,800 page views



Peak Days: Nov 23rd (Festival of Light 230 visits)
September 21st (Heritage Day 95 visits),
November 10th (Remembrance Day 70 visits)
Baseball's Coming Home (58 each of 5 days)

2020 Year to date

- 2,107 unique visitors
- 4,970 page views
- 25% increase in pages

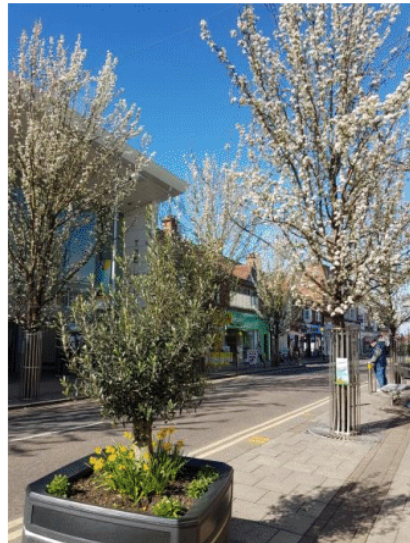


Peak days so far
Sept 9th 39 (Pedestrianisation survey results)
March 31st and April 14th 37
March 17th 36 (BID result)

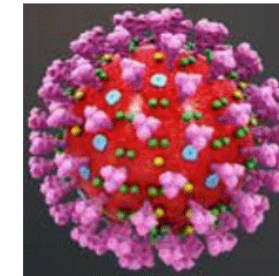
WoTTA Latest News



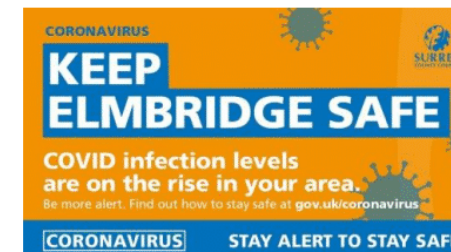
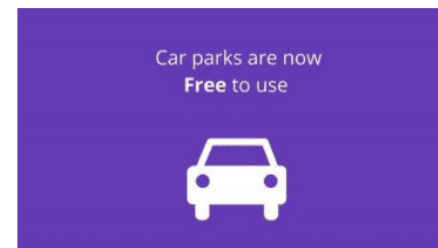
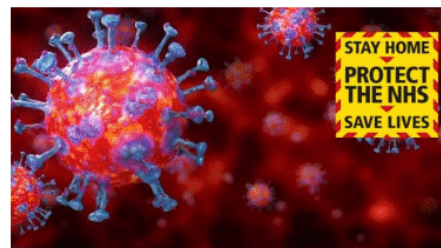
- Updated every day
- New store openings, Roadworks, WoTTa Event Galleries, WoTTa survey, Monthly Markets, Planning Applications, General Local News



Coronavirus

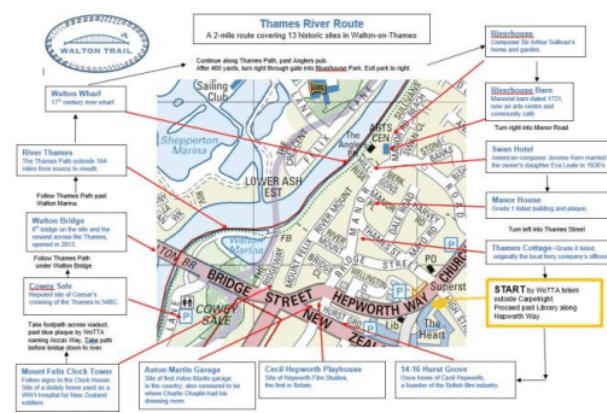
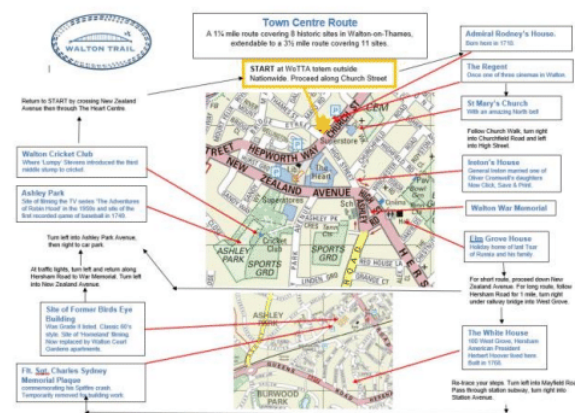


- Volunteer sign up 92 offered to help
- Help required sign up 17 requested support
- Daily updates - Supermarket hours, food delivery, essential shops
- Official messaging

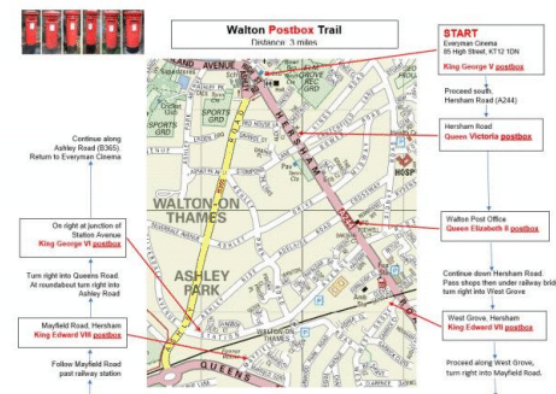


Website Additions

- Two downloadable Walking Trails based on



- Downloadable Postbox Trail



WoTTA 2019 Events - galleries still online

- Heritage Day



- Remembrance Day



- Festival of Light



Walton-on-Thames - New Businesses in last 15 months (and coming soon)



WILDE
BRUNCH



Financial Report

Ricus Roets

Walton-on-Thames CIC

Draft Financials – 31 March 2020

2020 DRAFT Financials	2020	2019	2018	2017
Membership Fees	0	825	1,508	1,136
Donation Received	200	0	0	0
Events	(1,149)	3,302	2,624	3,794
Earnings before Tax	(4,232)	2,742	2,934	4,524
Tax	0	552	587	904
Earnings After Tax	(4,232)	2,190	2,347	3,620
Assets	36,980	49,509	7,266	6,113
Liabilities	33,055	41,352	1,299	2,493
Net Assets*	3,925	8,157	5,967	3,620

* of which:

Town Beautification

£ 1,500



Big Thank You to our Sponsors from Year 4





**And another
Thank You to all
our Partners
#bettertogether**

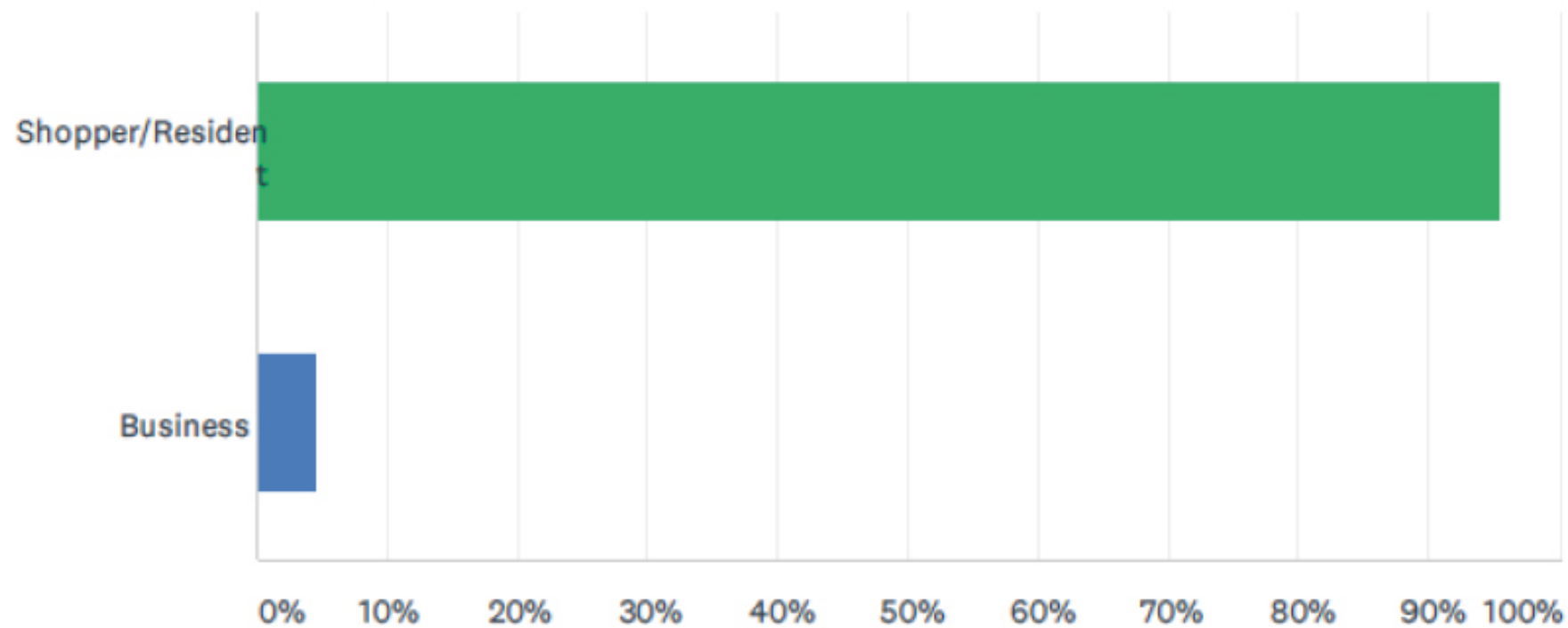


High Street Survey

Tracey Blandford

Q1 Are you a Business or a shopper/resident?

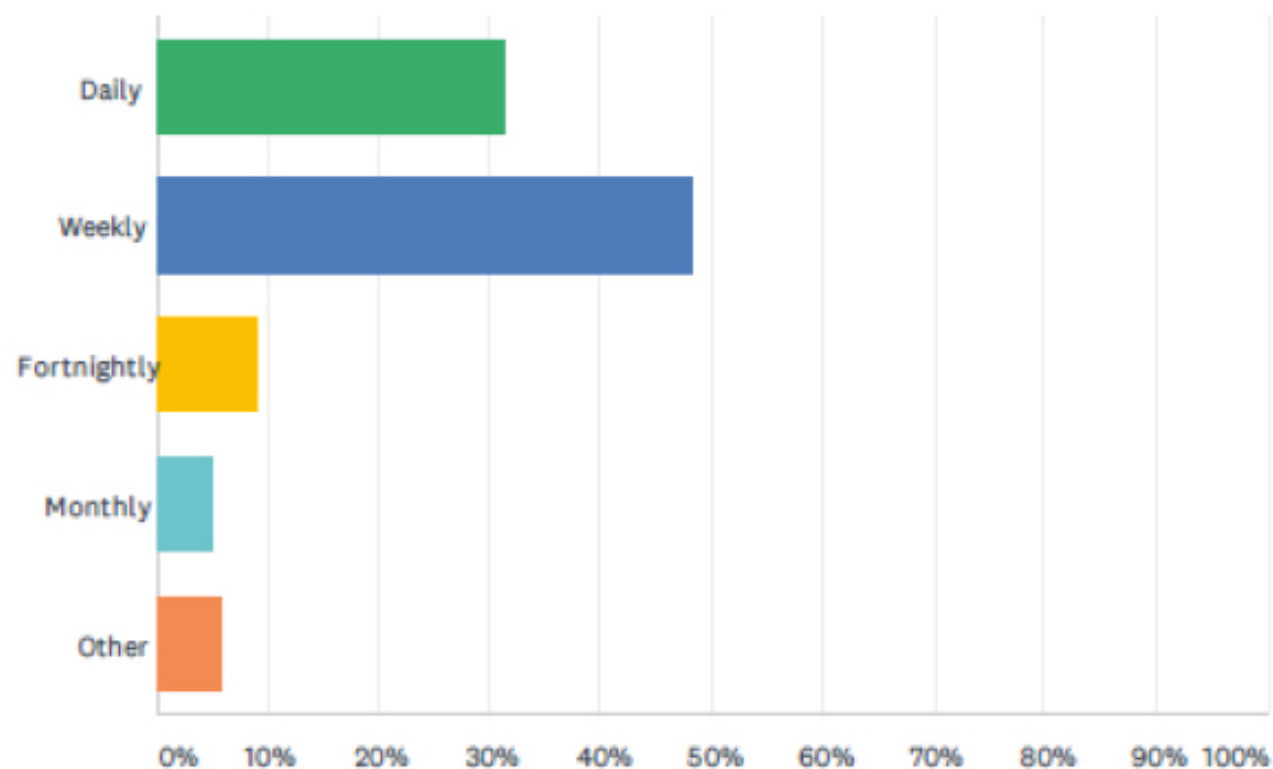
Answered: 622 Skipped: 0



ANSWER CHOICES	RESPONSES	
Shopper/Resident	95.50%	594
Business	4.50%	28
TOTAL		622

Q3 How often did you visit the High Street pre Covid 19?

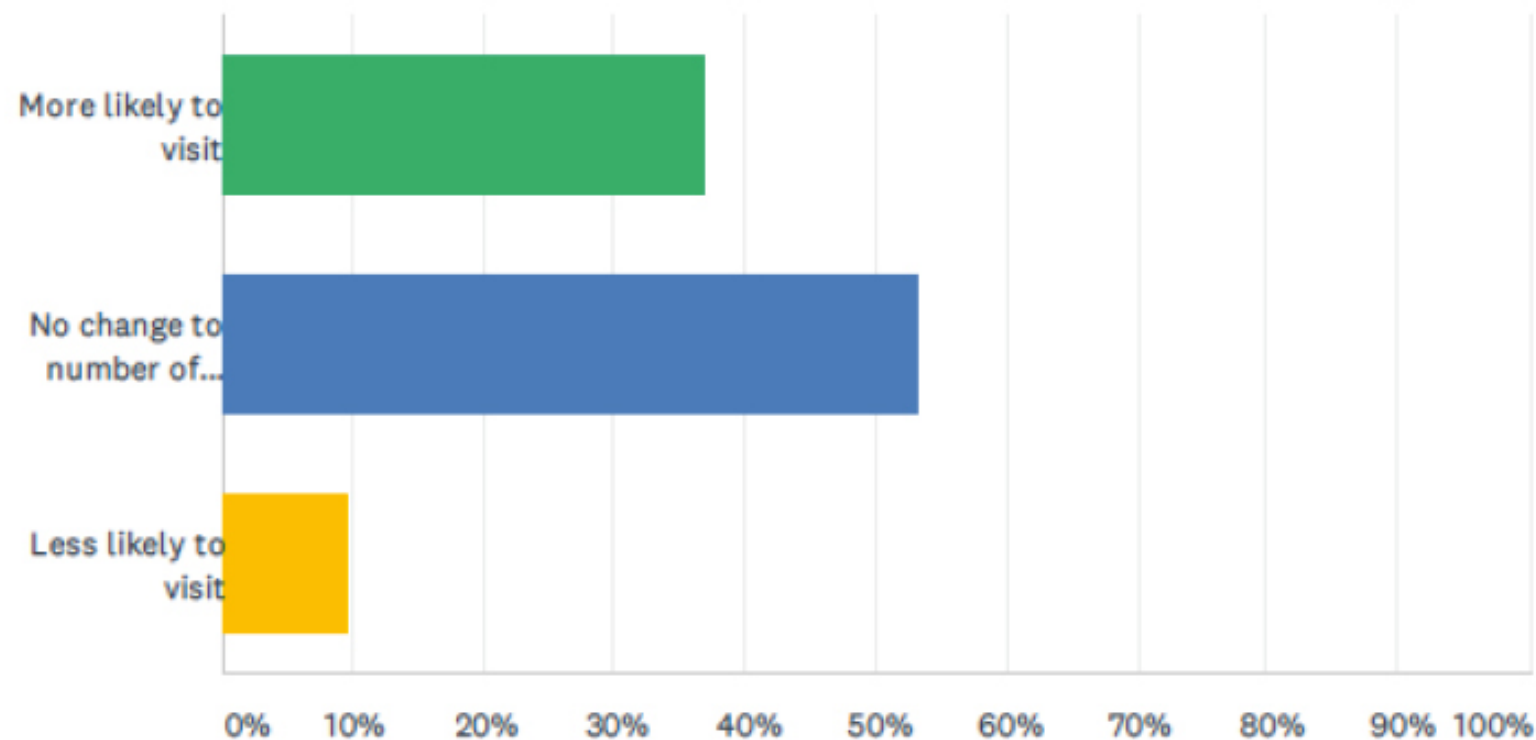
Answered: 572 Skipped: 50



ANSWER CHOICES	RESPONSES	
Daily	31.47%	180
Weekly	48.43%	277
Fortnightly	9.09%	52
Monthly	5.07%	29
Other	5.94%	34
TOTAL		572

Q4 How would the proposed pedestrianisation affect the likelihood of you coming to Walton Town Centre in the future?

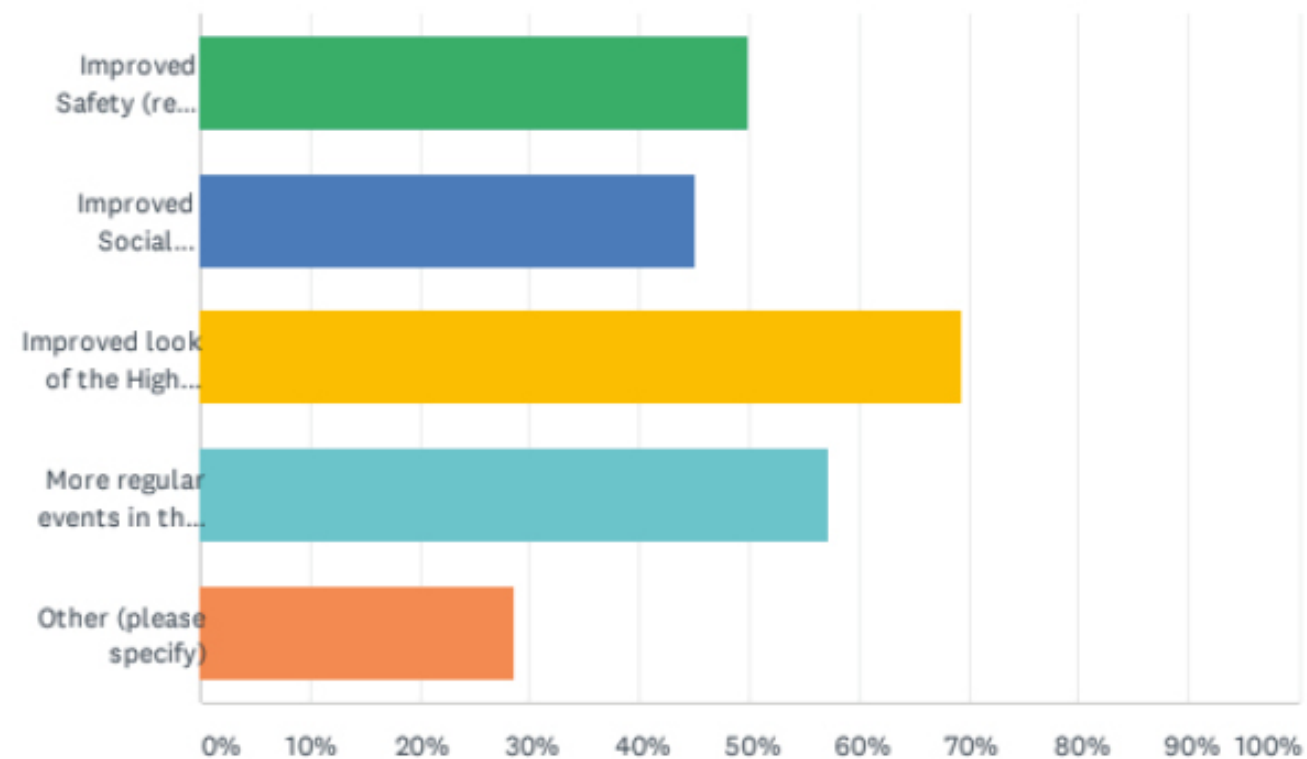
Answered: 572 Skipped: 50



ANSWER CHOICES	RESPONSES	
More likely to visit	37.06%	212
No change to number of visits	53.32%	305
Less likely to visit	9.62%	55
TOTAL		572

Q7 What potential benefits would you expect pedestrianisation to bring for you as a visitor to the town? (please tick all that apply)

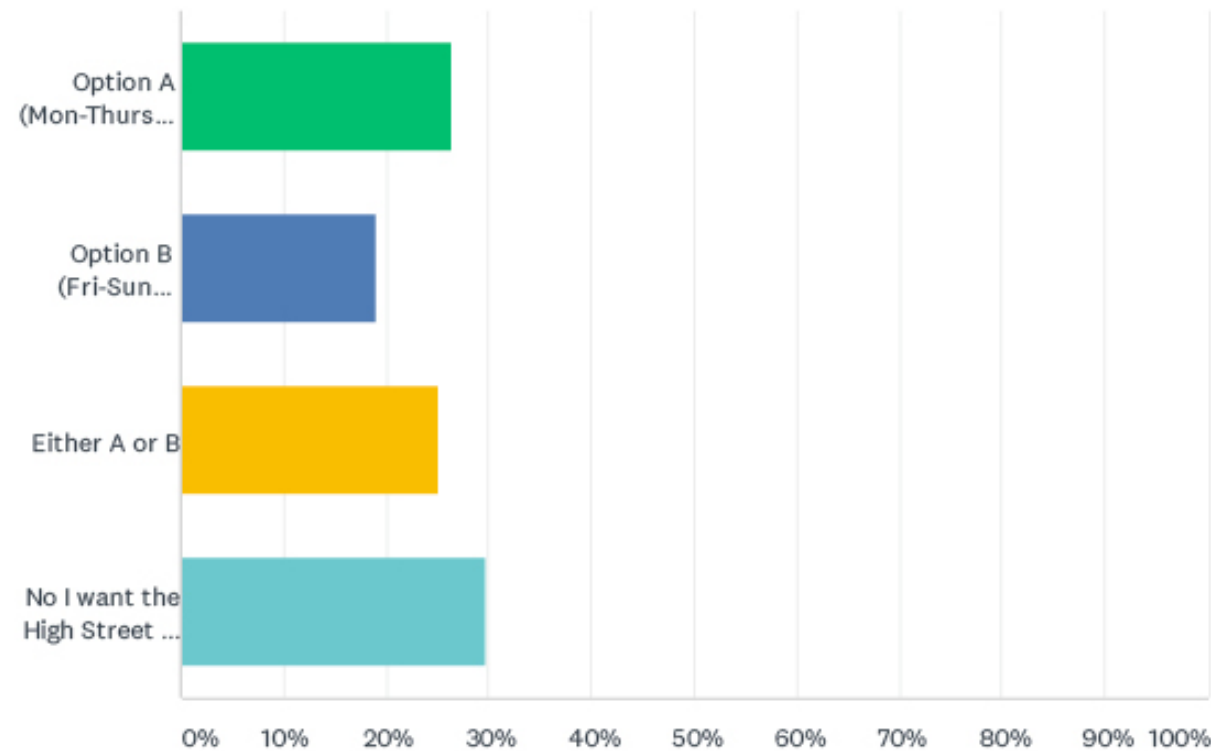
Answered: 559 Skipped: 63



ANSWER CHOICES	RESPONSES	
Improved Safety (re traffic)	49.73%	278
Improved Social Distancing measures	44.90%	251
Improved look of the High Street with expansion of outdoor seating	69.23%	387
More regular events in the High Street	57.07%	319
Other (please specify)	28.44%	159
Total Respondents: 559		

Q8 On balance would you support a pilot for a timed, temporary partial pedestrianisation of the High Street from the Hepworth Way/Church Street junction to Churchfield Road (by KFC)?

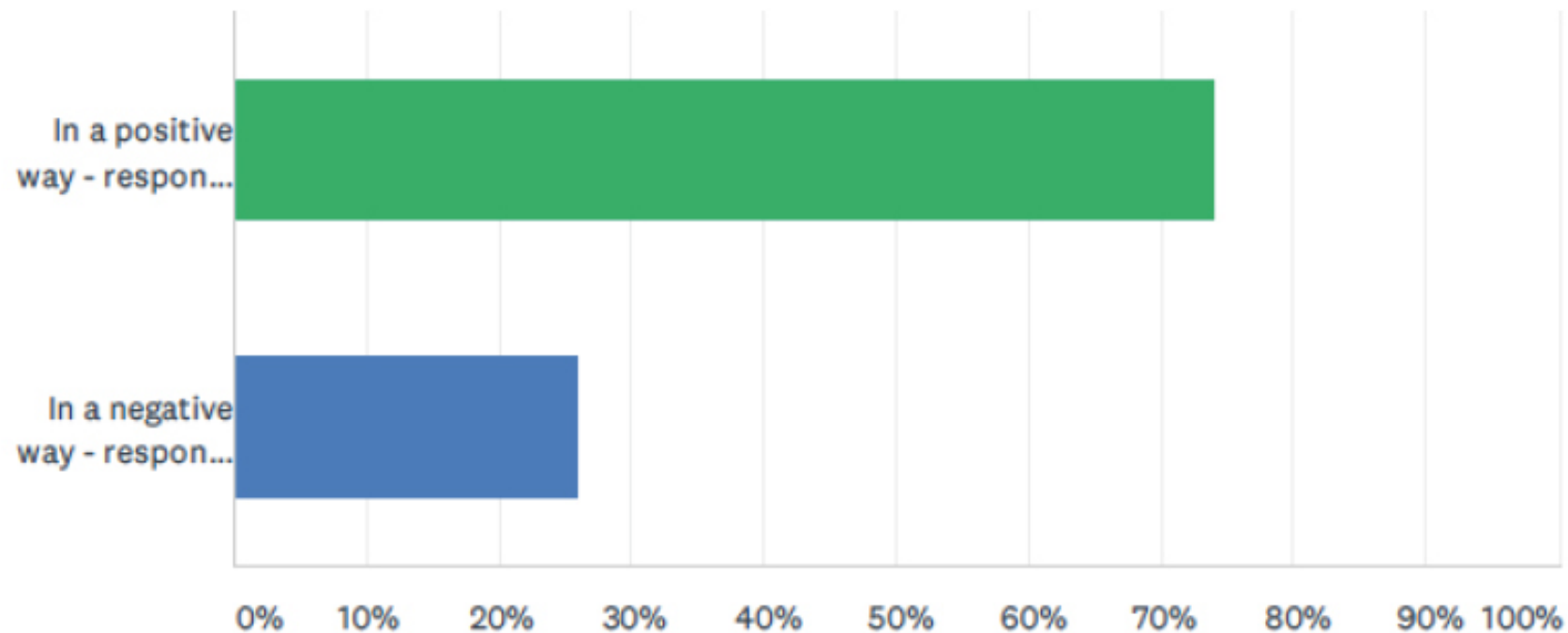
Answered: 554 Skipped: 68



ANSWER CHOICES	RESPONSES	
Option A (Mon-Thurs 10:00-16:00 & Fri-Sun 10:00-23:00)	26.35%	146
Option B (Fri-Sun 10:00-23:00)	18.95%	105
Either A or B	25.09%	139
No I want the High Street to remain open at all times	29.60%	164
TOTAL		554

Q10 How do you think the proposed pedestrianisation might affect your business?

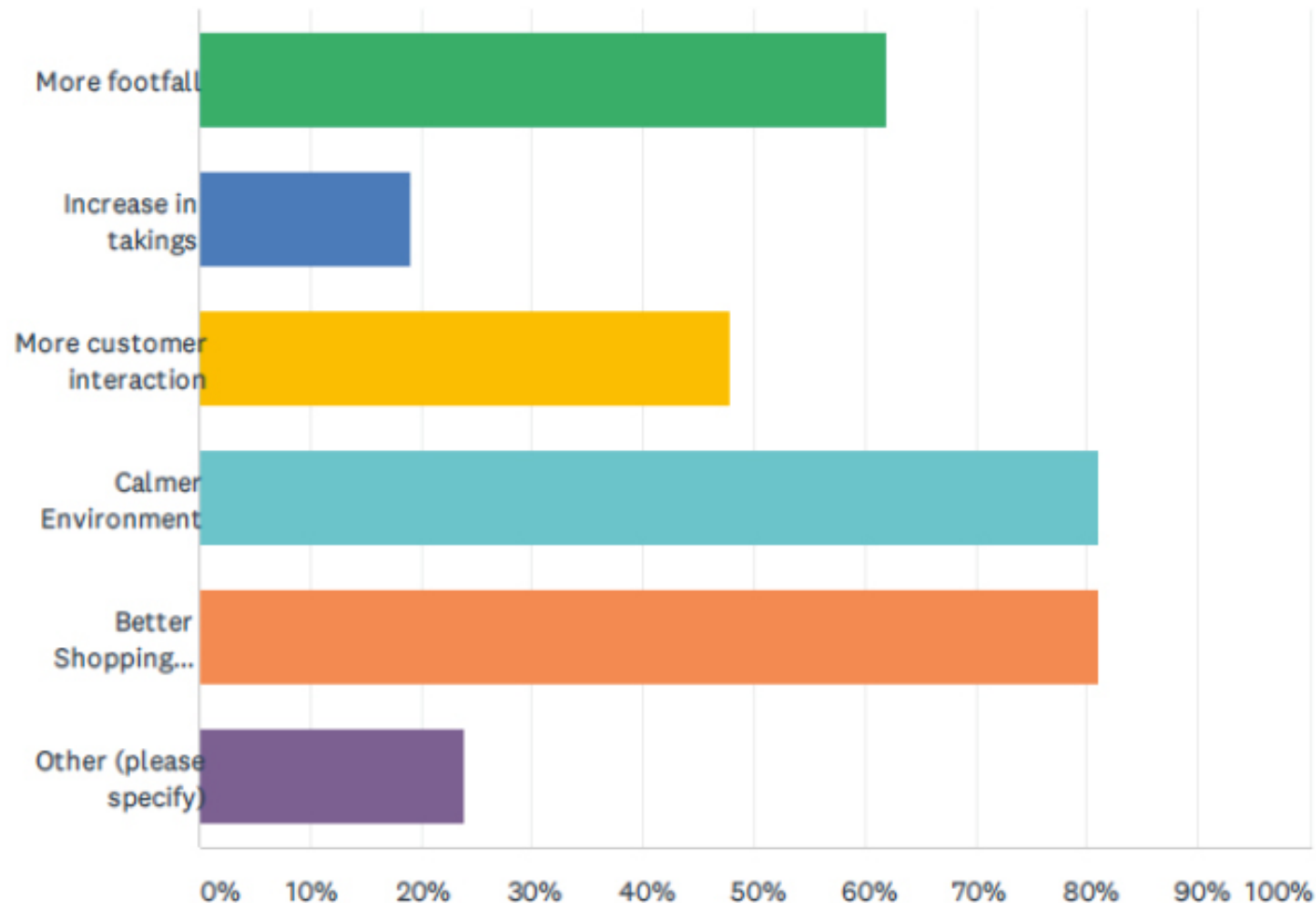
Answered: 27 Skipped: 595



ANSWER CHOICES	RESPONSES	
In a positive way - response options on next page	74.07%	20
In a negative way - response options on next page	25.93%	7
TOTAL		27

Q11 In what positive ways do you think it could affect your business? (please tick all that apply)

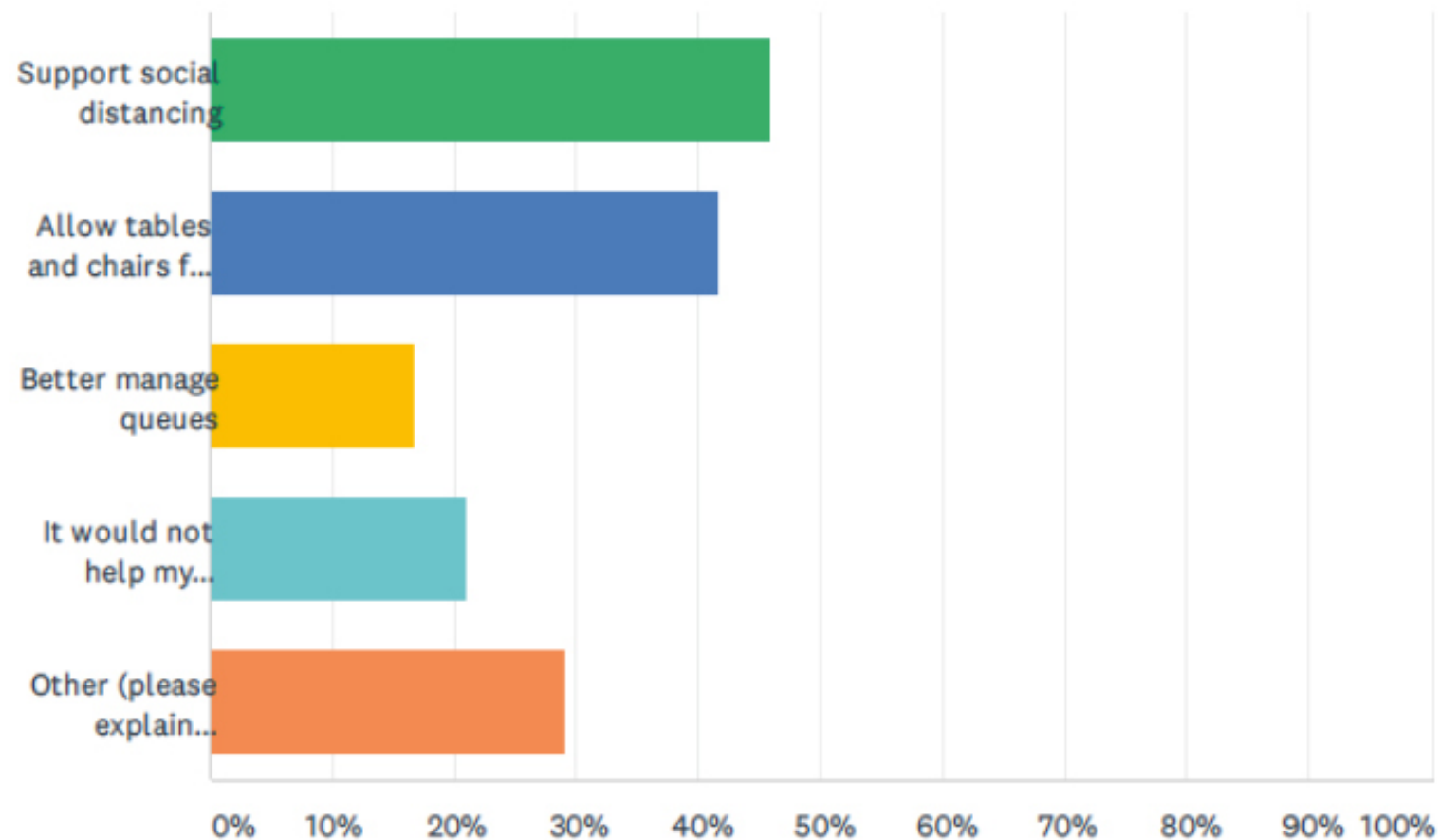
Answered: 21 Skipped: 601



ANSWER CHOICES	RESPONSES	
More footfall	61.90%	13
Increase in takings	19.05%	4
More customer interaction	47.62%	10
Calmer Environment	80.95%	17
Better Shopping experience	80.95%	17
Other (please specify)	23.81%	5
Total Respondents: 21		

Q14 Would the proposed pedestrianisation help your business to work in new ways? (Please tick all that apply)

Answered: 24 Skipped: 598



ANSWER CHOICES	RESPONSES	
Support social distancing	45.83%	11
Allow tables and chairs for additional seating	41.67%	10
Better manage queues	16.67%	4
It would not help my business	20.83%	5
Other (please explain further)	29.17%	7
Total Respondents: 24		

Ongoing Projects & Community Award

Joanna Gordon



Ashley Park Play

Get equipment ordered & installed



Walton Railway Station

Waiting Room & Planters



Walton High Street

Redesigning the layout to be more effective



Walton Trail

Pamphlets into Railway Station, shops, hotels



Access for All

At Walton Railway Station

Award Presentation

Many thanks to Danny O'Sullivan of McDonald's Walton for sponsoring the WoTTA 2020 Exemplary Award for Outstanding Community Service which goes to ...

Kindly sponsored
by:



Thank you for making Walton-on-Thames a better place to live and work

EXEMPLARY AWARD

This certifies that
LISA BEEKS AND TYRONE WELLER

Have been recognised for
OUTSTANDING COMMUNITY SERVICE

By the Walton-on-Thames Trading Alliance CTC



21 September 2020

DATE

Sponsored by:



MANAGING DIRECTOR



Business Improvement District

Tracey Blandford & Doug Perkins





WALTON-ON-THAMES

BUSINESS IMPROVEMENT DISTRICT

- BID result announced on the 13 March 2020 with 65 businesses voting
- 50 businesses voted YES with a rateable value of £4,068,650
- This amounted to a YES vote of **77%** by number and **90%** by rateable value



MARKETING,
PROMOTION AND
EVENTS: 38%

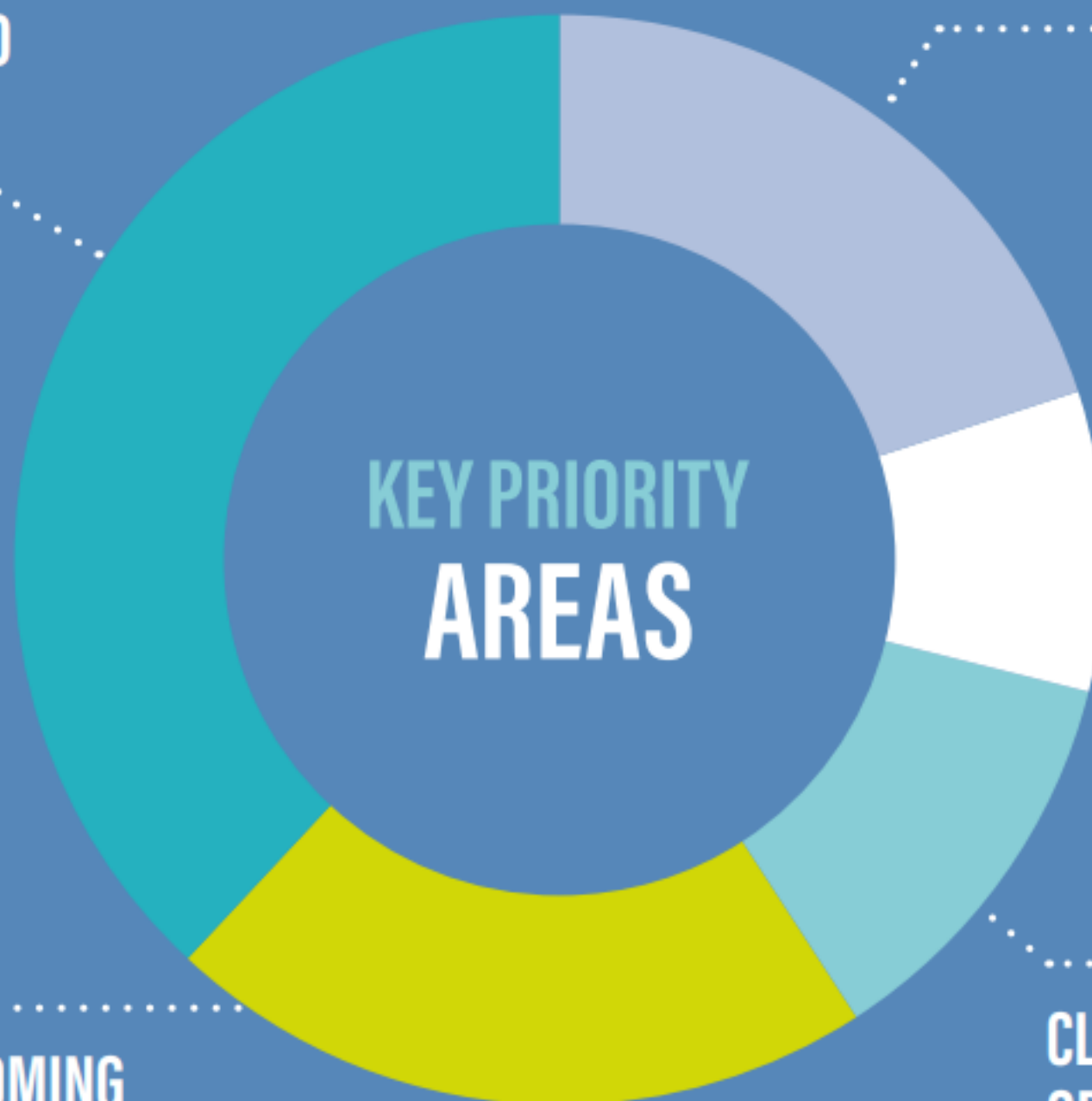
OVERHEADS: 22%

KEY PRIORITY
AREAS

BACKING
BUSINESS: 8%

SAFE, WELCOMING
AND ACCESSIBLE: 22%

CLEAN AND
GREEN: 10%



By obtaining Business Improvement District status, Walton-on-Thames town centre can work together to invest in our business community, enhance the trading environment and make a real difference. WoTTA supports the BID and we urge businesses to vote YES!

TRACEY BLANDFORD

Director, Walton-on-Thames Trading Alliance



£176,000 Raised in
Levy per year

£11.7M
Combined Rateable Value

238
Businesses

9
Streets



Investing over
£1,000,000
during the five year life of the BID

Next steps to launch

- 1 March 2021 launch
- Advance funding
- BID manager recruitment
- Update to BID businesses
- Year 1 BID levy from April 2021 – March 2022

Thanks for joining us!

Q&A

Alan Palmer

