

23.07.2026 Shops & Businesses Advisory Group report to CPC meeting

4th Claygate Business Group Meeting on 15.07.26 was chaired by Vanessa Frances, The Little Haberdashery.

Subsequent to the last meeting, the CBG have decided to open their own bank account to accept funding from EBC for their AW Social Media Campaign. Therefore this will not need CPC involvement that would have required 3 quotes to comply with your Financial Regulations for that work. The contract has already been awarded.

There are now 16/54 businesses signed up to the Claygate Businesses Group. 3 Key business volunteers have agreed to contact the remaining businesses to build sign up to the group & explain the initiatives now underway. It was recognised that the group need to have their own e mail address to be easier for newbies to contact. Who will administer it?

CBG have formatted an Events calendar for the autumn including the Christmas Lights switch on event. CBG want to introduce a Christmas Shopping Evening. The date is to be agreed. The events calendar will be circulated to all including CPC

The Social Media Consultant, Holly Jabber gave her introduction & overall plan for the Social Media campaign. Several businesses are also collaborating with their Social media skills. The team is growing.

They are working on the process to get the information the Social Media consultant needs and by when to launch the Social Media Campaign to run from September to December. 4 months.

The meeting agreed on Second half promotion dates. Calendar will be circulated to all in due course including CPC.

Although it was not on the agenda, I have chased the 2 people who are working on the required funding for the agreed Village Maps installation. No feedback yet.

Businesses agreed they need the EBC flyers for Free Saturday Parking by the end of September. The flyer will also need to include the date for the Christmas Shopping Evening. I will be working on this with Doug Perkins & his Comms team in early September.

Next meeting: 12th August 2026.