



OXTED

BUSINESS IMPROVEMENT DISTRICT BUSINESS PLAN 2016 – 2021

LOVE
OXTED
AND IT WILL LOVE YOU BACK



SEE OXTED REALISE ITS POTENTIAL
THROUGH A BUSINESS IMPROVEMENT
DISTRICT (BID) WITH AN INVESTMENT OF
**OVER £500,000 TO
SHAPE THE FUTURE
OF THE TOWN.**

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INTRODUCTION

Oxted is great town with huge potential; independent shops, great places to eat and a range of offices and commercial businesses gives the town a unique character. Our location in the rolling Surrey countryside and strong community feel makes the town a great place to enjoy, live and do business.

Nevertheless, there is much we can do to improve the town. Reigate, Westerham, Sevenoaks, Croydon, Crawley and Bluewater all present customers and businesses with alternative places to shop, visit and locate a business. Practical issues such as car parking, support for businesses and funding for events are all concerns for local businesses.

And, whilst the town is known for its range of events at locations such as Master Park, there is more we can do to ensure these are better coordinated to link with the wider town centre.

Oxted competes with many other destinations all actively seeking to attract more visitors and customers, increase spend and dwell time and present an enjoyable, professional work environment.

A Business Improvement District (BID) will strive to address these challenges and achieve Oxted's full potential. This business plan sets out how a BID for Oxted would operate and also the benefits it would offer.

This is your opportunity to shape Oxted's future.



YOUR BID FOR OXTED

BIDs are an arrangement whereby businesses come together and decide which improvements they feel could be made within a defined area; also how they will implement these improvements and what it will cost them. BIDs are financed and controlled by the businesses within the selected area. The BID lasts for a maximum of five years and must be able to demonstrate how it benefits the businesses that have funded it. BID projects are **always in addition** to local authority services.

Your OPPORTUNITY

This is your chance to invest of £500,000 into Oxted over the next five years.

Your PRIORITIES

The BID will be dedicated to delivering projects, programmes and services to businesses in Oxted town centre. You have told us you would like the BID to focus on the following five key priorities:

- **Image, Promotion, Marketing and Events: £168,000**

Increasing footfall by delivering comprehensive and professionally managed marketing campaigns, an improved online presence and quality events and entertainment.

- **Welcoming, Safe and Attractive: £126,000**

Ensuring Oxted is a welcoming and attractive destination for people to shop, visit and work.

- **Car Parking and Signage: £42,000**

Creating a pleasant, efficient and accessible town centre environment by tackling concerns about car parking and updating signage.

- **Backing Business: £42,000**

Supporting businesses, tackling business costs and providing businesses with opportunities to network.

- **Lobbying, representing and bidding: £42,000**

Representing the views of businesses and bidding for funding to improve the town centre for all.

Your VOTE

If you are eligible to vote, a ballot paper will be sent to you on 24 September 2015 and you will have until 22 October 2015 to cast your postal vote.

Your COMPANY

The BID will be run as an independent, not-for-profit company known as Oxted BID Ltd. It will be controlled through a board of directors that represent businesses and stakeholders in the town. All businesses in the BID area will be able to be a member of the BID company. A BID manager will drive the delivery of the business plan.

Your INVESTMENT

Oxted BID will be funded by a levy on each hereditament in the defined area which attract business rates. The levy will raise £100,000 each year to be spent exclusively to deliver the projects identified in this Business Plan. The BID will also seek to attract additional funding through grants and match-funding. Please see page the BID LEVY PAGE (page 19) for examples of how much this will cost your business.

Your DECISION

This is a democratic process. By casting your vote in the ballot, you decide whether Oxted BID will go ahead.



MESSAGE FROM THE CHAIR

It is possible I have the distinction of being one of the longest serving businesses in Oxted. Oxted is a great town but we are in a changing world and face a number of challenges whether it be competition from other towns, rising business costs or difficulty in accessing business support.

I believe we are at a pivotal point and that working in partnership is key to ensuring the town remains a vibrant, attractive and competitive place for all types of business whether retail, commercial or food & drink.

I have always valued working in partnership as a way to address challenges and get things done. I have been a member of the Oxted Chamber of Commerce for many years and also had a spell as Chairman. In my time with the Chamber of Commerce, I have absolutely seen the value of working together.

At the same time, I have also seen the challenges faced by organisations like the Chamber that are dependent on the goodwill of a few businesses working toward the benefit of all.

We want to make Oxted a town to be proud of. I believe a Business Improvement District is the best and fairest way for us to achieve this with all businesses contributing proportionately to the success of our town. There are over 200 BIDs in the UK including Croydon, Guildford and Camberley and I am delighted that we are looking at this for Oxted.

You have told us of a plethora of projects that you wish to see delivered, from improving the street scene to an ongoing, professional marketing campaign and support for businesses. If you vote YES and we secure a BID, then we can go ahead and deliver what you have asked for and your individual level of contribution will be more than covered by the return that you will get.

The BID will benefit all types of businesses. For retail, food and drink we want to increase footfall and drive spend into your business. For the commercial sectors we want to make sure that central procurement services reduces costs, networking opportunities add value and the town centre is well managed for you and your staff.

We are presenting the Final Business Plan for your consideration. I would urge you all to support the BID and look at the benefits we can expect to achieve for the whole community. Please support the BID by voting YES.

Stephen Tee
Owner, Chanterelle and Chair of the Oxted BID Development Group



Purna Gurung

Gurkha Kitchen, Cucina, Thai Pad
Businessman and Restaurateur



BUSINESS IMPROVEMENT DISTRICTS EXPLAINED

A Business Improvement District (BID) is a local, democratically elected organisation that focuses on delivering specific improvements needed by local businesses in a defined area. BIDs invest in and deliver projects to improve the local trading environment, drive down business costs and raise the area's profile. BIDs are led and controlled by businesses; they are independent organisations with ring-fenced resources and finances.

The projects are funded by raising finance, principally, through a levy. This levy is an investment by businesses.

BIDs operate for up to five years. Throughout the term they are accountable to their levy-paying businesses and must demonstrate how they make a difference. After five years, a re-ballot must be held to enable the BID to continue.

In order for a BID to be established, a ballot of all eligible businesses in the BID area is held. For the ballot to be successful, two conditions must be met:

1. More than 50% of businesses who vote must vote in favour of the BID;
2. Of the businesses that do vote, those in favour must represent more than 50% of the total rateable value of all votes cast.

If both these conditions are met, the BID will be established. The BID levy will be mandatory for all liable businesses in the BID area regardless of whether they chose to vote. If the BID is established, it will not be possible for a business to 'opt out'.

BIDs offer businesses an opportunity to identify priorities and invest in projects and services that benefit them, their customers, clients, visitors and employees. The BID Company monitors results and performance.

BIDs are lean organisations, designed to be flexible and agile to respond to local circumstances and areas of priority, as well as carry the credibility and resources to get things done in a cost effective and efficient way.

There are more than 200 BIDs operating all over the UK, including Camberley, Guildford and Croydon. Businesses within Business Improvement Districts boast increases in footfall and trading figures, reduced business costs and better communication between business and government. After their first term, nine out of ten BIDs continue after a re-ballot - with a higher turnout and a stronger mandate. This demonstrates the power of BIDs and how they are regarded by the businesses that fund them.

**FOR A BID BALLOT TO BE SUCCESSFUL,
TWO CONDITIONS MUST BE MET:**

1

MORE THAN 50% OF BUSINESSES
MUST VOTE IN FAVOUR OF THE BID

2

THOSE BUSINESSES THAT VOTE IN FAVOUR
MUST REPRESENT MORE THAN 50% OF THE
TOTAL RATEABLE VALUE OF ALL VOTES CAST



'We support the BID because as an Oxted-based business, we can see the benefits for ourselves and our staff even though our client base is national.'

Jackie Nolan

**Business Dictation
Business to Business Sector**

YOUR QUESTIONS ANSWERED

Am I eligible to vote?

All businesses with a rateable value, which are located in the proposed BID area, are entitled to vote. The entitlement is for one vote per hereditament which, in the majority of cases, will mean per property.

How will I know if the BID is delivering on its promises?

The BID will focus its resources on delivering the five objectives outlined in this business plan. It will communicate its activity throughout the five-year term.

Isn't this what I pay my business rates for?

No, business rates are set by central government. Only 5-6% of the business rate collected is retained by Tandridge District Council. This forms part of their overall budget to provide Council services and is not ring-fenced for business.

Does the Council pay for the Christmas lights?

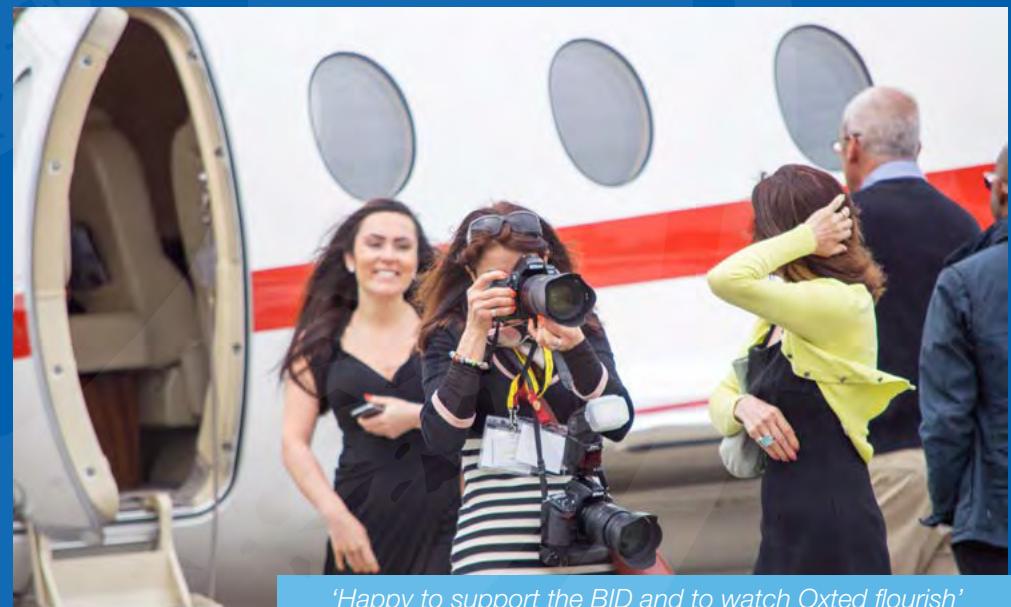
No. The Christmas lights have traditionally been organised and paid for by the Chamber of Commerce. In 2014, the Chamber received a one-off grant from Surrey County Council which contributed to the lights and in 2015 have received an additional grant from Oxted Parish Council. The lights have primarily been funded by voluntary contributions from businesses in the town. If the BID is successful, it will take over the responsibility for the Christmas lights.

Will I still be expected to contribute financially to the Chamber of Commerce?

No. The Chamber of Commerce will cease to exist as all members of the Chamber will become members of the BID. Those businesses who have been contributing financially to the Chamber of Commerce will no longer do this. In some cases, the 2% levy will be less than businesses were contributing to the Chamber for the Christmas lights and festival. This is because the cost of providing services and events will be shared fairly across all businesses.

How much will this cost me?

See The BID LEVY PAGE for a breakdown of the banded levy according to your businesses rateable value.



'Happy to support the BID and to watch Oxted flourish'

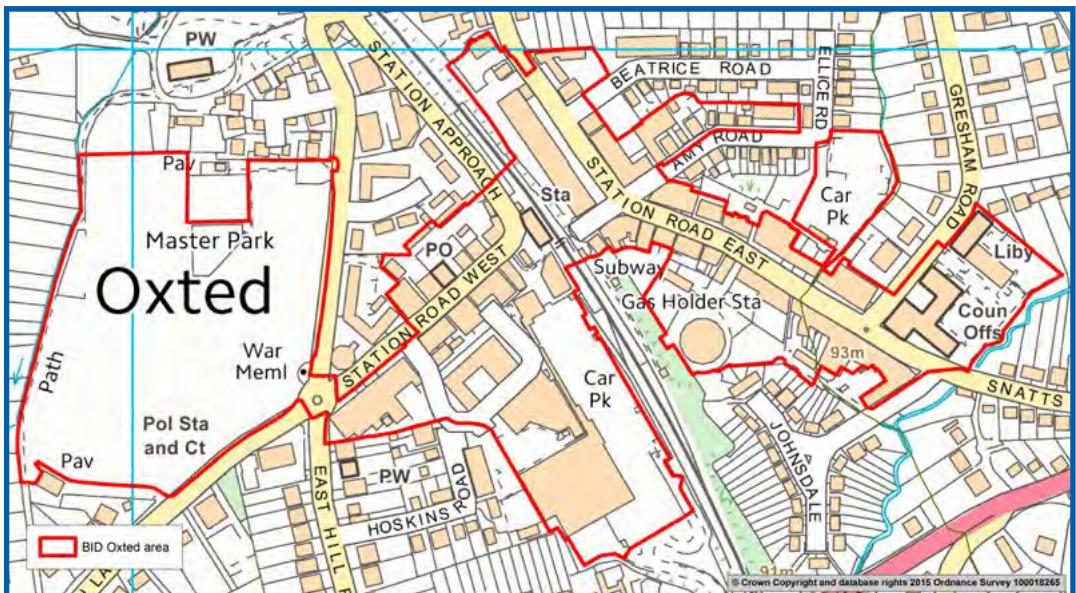
Stella Scordellis
SMS Creative Photography

THE BID AREA

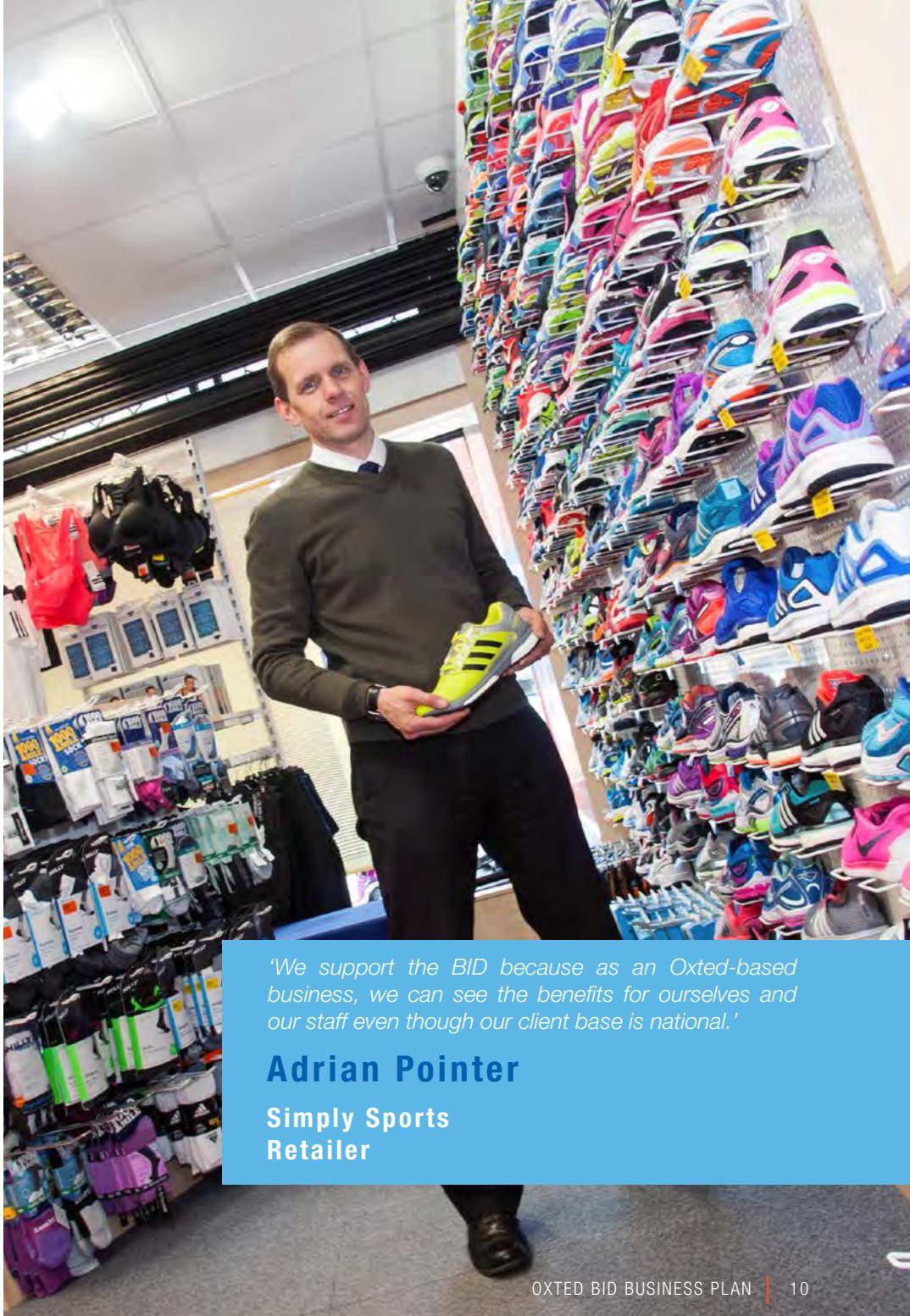
The BID area has been carefully defined after months of consultation.

The £500,000 BID fund will only be spent on projects to benefit the businesses within this area, in line with statutory regulations.

If you are unsure whether your business falls within the BID boundary, please get in touch with Sue McGeown, the Oxted BID Project Manager.



Contact the Oxted BID Project Manager,
Sue McGeown.
email: sue@oxtedbid.co.uk
phone: 07736 879049
website: www.oxtedbid.co.uk



'We support the BID because as an Oxted-based business, we can see the benefits for ourselves and our staff even though our client base is national.'

Adrian Pointer
Simply Sports
Retailer

pharmacy

'Being a national pharmacy, health and beauty retailer we can see first-hand the overwhelming, positive impact that BIDs are having on business and their communities. Boots are pleased to support the Oxted BID.'

Gassan Yacob

**Manager, Boots
Retailer**



HOW DID WE GET TO THIS POINT?

The Chamber of Commerce initiated consultation with its members regarding interest in Oxted becoming a Business Improvement District.

Following enthusiastic feedback, an application was made through British BIDs to the Department of Communities and Local Government for a loan of £30,000. These funds were used to assess feasibility, employ Sue McGeown our Project Manager and develop this plan. Once the BID is in place the loan will be repaid over the first 3 years.

For the past year, the BID Development Group has performed consultation in many ways and listened to your views on a BID for Oxted. The consultation process has included:

- Launch event
- Initial survey to assess feasibility
- Over 100 face to face meetings
- Distribution of the newsletter to all businesses
- Survey sent to all businesses to establish priorities
- Workshops to develop priorities further
- Launched our website www.oxtedbid.co.uk

Throughout this consultation process we have consistently communicated with businesses via face-to-face meetings, telephone calls and written correspondence. The development of this business plan for Oxted BID has been shaped by individual and group meetings with town businesses, public agencies and stakeholders at local and national headquarters.



Sue Tetzner
Cook
Food & Drink business



1

Image, Promotion,
Marketing and Events

£168,000

2

Welcoming, Safe and
Attractive

£126,000

3

Car Parking and
Signage

£42,000

4

Backing Business

£42,000

5

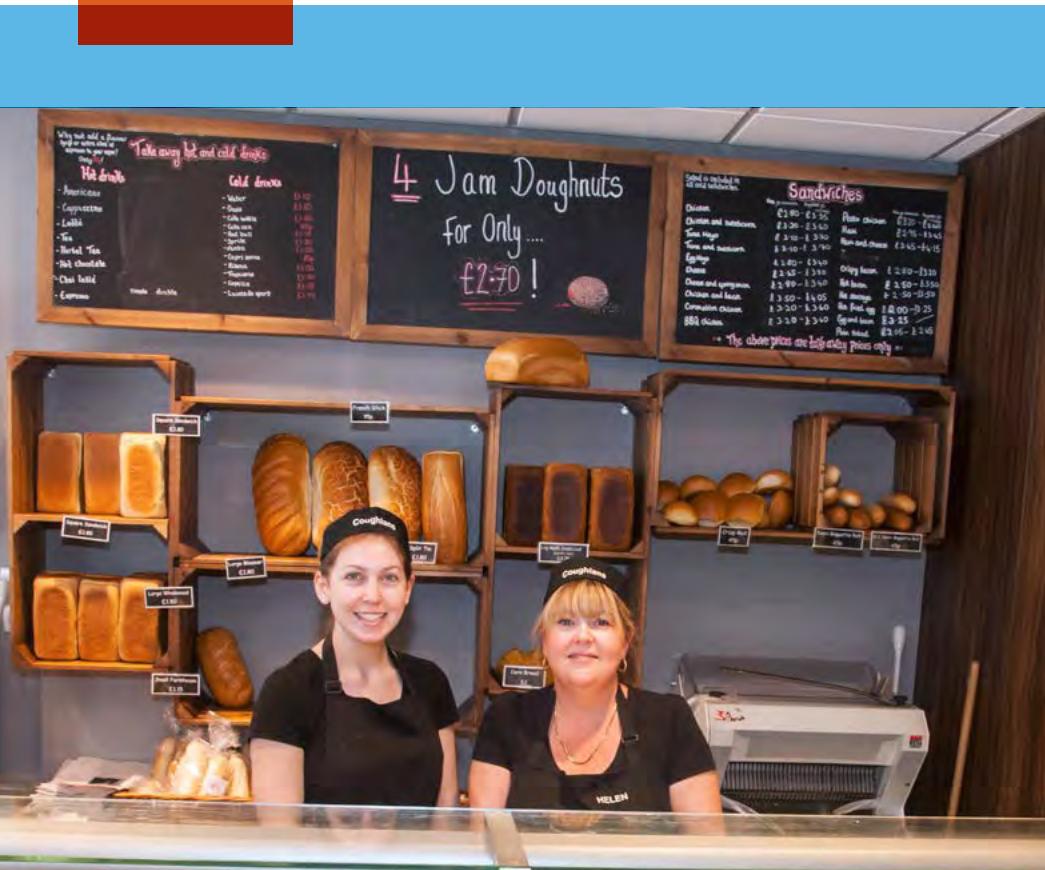
Lobbying, representing
and bidding

£42,000

1

Image, Promotion, Marketing and Events

Over 5 years: £168,000



We have seen the positive impact that BIDs have had on our business in other locations by improving the look of the town centre and driving up footfall. Coughlans are pleased to support the planned Oxted BID.'

Peter Coughlan
Chairman and Managing Director
Coughlans Bakeries

2

Welcoming, Safe and Attractive

Over 5 years: £126,000



Town Centre Improvements

The BID will explore options to ensure the town centre looks the best it can. You have told us that you would like to see more seating and floral displays.

You have also told us that you would like to make the town centre look more attractive through the provision of hanging baskets and planters. This provision of hanging baskets will be a priority for 2016.

We will also improve places for people to sit and dwell in the town.

Feeling Safe

The BID will look to promote a safe and enjoyable experience in Oxted from day time to the evening. We will review security options and through further consultation with the businesses and partners including Tandridge District Council and the Police invest in schemes that work and offer value for money. The review will include but will not be restricted to retail radio schemes and CCTV. One of the objectives will be to reduce shoplifting in the town centre by providing secure intelligence sharing for all BID businesses who wish to be part of the scheme.

'Through the BID we are going to have a voice in the development of this town – that's really exciting. We support the BID.'

Francis Atterbury

**Hurtwood Press
Business to Business Sector (National and International)**

3

Car Parking and signage

Over 5 years: £42,000



Car Parking

The provision of car-parking for customers, visitors and employees was one of the top priorities that you raised. The BID will work with car park providers to ensure that shoppers parking remains free for the first 4 hours on weekdays and free at the weekend. We will also work with businesses and Tandridge District Council to identify ways to improve the parking options for businesses.

Better Signage and maps

Signage and information impacts everyone's use of a town. Providing quality and up-to-date signage and maps is central to getting people to their location and helping them explore what's on offer. Consistent and useful signage and maps will be introduced to make access both to and around the town centre easier, specifically to link both sides of the town via the underpass.

4

Backing Business

Over 5 years: £42,000



Saving You Money

We asked you how we could help you save money for your business through central procurement. You told us that you would like the BID to help save your business money through negotiating with trade waste and recycling providers to drive down costs of these contracts, ensuring you don't see any reduction in the high standard of service, and critically, saving you time and money. In other BID areas, savings have been used by businesses to offset the BID levy.

Business Rates

We know that business rates are a considerable burden on many businesses in town. BIDs in Rugby and Ealing have recently lobbied for between 10-30% reduction in business rates for their BID members through targeted information gathering, employment of property advisors and working with the VOA. Oxted BID will do the same for Oxted businesses.

Networking Events and Business Support

The BID wants to work with you to help you do business between yourselves and to expand your business. We will provide Networking events where you can meet to promote your business and exchange ideas.

'We are happy to support this initiative to improve Oxted town centre for the benefit of our staff, clients and community.'

Stephen Piper

**CEO, Homecroft
Independent Financial Advisers**

5

Lobbying, representing and bidding

Over 5 years: £42,000



Alex Rosan-Liptott

Alex Jones, Funeral Directors

The BID will act as an influential lobbying group, working on behalf of the town centre businesses to ensure that your views are heard and represented at the highest level before all relevant agencies. This will be your BID, and it will work in your best interest where you need it.

The BID will position itself as a source of information and key contacts to link you with the right people or organisations that can assist you.

Town Centre Development and Vision

The BID will represent the views of businesses as Tandridge District Council develops a vision and plan for Oxted. The BID will be asking what it is that you would like to see on the Gasholder site and will represent your views. We will endeavour to secure any relevant developer contributions that may assist in improving the town centre.

Bidding for additional funding

The Oxted BID will identify opportunities to BID for grants and additional funding that will support the business community through providing increased funding for the BID. This may include match funding opportunities.



THE BID LEVY

Oxted BID will be financed through an additional, annual levy set at 2% of the rateable value of your business.

The projected levy income for year one is £100,000. A five-year term will therefore result in an investment of over £500,000 into the Oxted BID area.

The table below shows how much businesses will pay assuming a 2% levy. Over half of businesses will be asked to pay less than £260 per year – less than 72p a day. With this, the BID will be able to make a huge difference to the town centre and your business.

Rateable Value of Property	Maximum Annual Levy	Maximum Daily Cost
£5,000	£100	27p
£10,000	£200	55p
£20,000	£400	£1.10
£50,000	£1,000	£2.74
£100,000	£2,000	£5.48

Additional Finance

The BID will also seek voluntary contributions, grants and match funding to deliver further value for money where opportunities exist.

'I support the BID wholeheartedly because it gives the businesses and residents of Oxted a certainty in respect of the availability of funds over a few years to achieve some real benefits for the town.'

Robert Frith

Frith & Co Chartered Accountants

BID BUDGET, INCOME, & EXPENDITURE 2016-2021

	2016	2017	2018	2019	2020	5 Year Totals
Income						
BID Levy	£100,000	£100,000	£100,000	£100,000	£100,000	£500,000
Total Income	£100,000	£100,000	£100,000	£100,000	£100,000	£500,000
Expenditure						
Projects and Services						
Image, Promotion, Marketing & Events	£32,000	£32,000	£32,000	£36,000	£36,000	£168,000
Welcoming, Safe & Attractive	£24,000	£24,000	£24,000	£27,000	£27,000	£126,000
Car Parking & Signage	£8,000	£8,000	£8,000	£9,000	£9,000	£42,000
Backing Business	£8,000	£8,000	£8,000	£9,000	£9,000	£42,000
Lobbying, Representing and Bidding	£8,000	£8,000	£8,000	£9,000	£9,000	£42,000
Management & Administration	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
BID Development Loan Repayment	£10,000	£10,000	£10,000	£0	£0	£30,000
Total Expenditure*	£100,000	£100,000	£100,000	£100,000	£100,000	£500,000

*These figures are based on current estimates and may be subject to change as further information becomes available.

BID RULES EXPLAINED

The BID legislation regulates BID ballots and the framework under which BIDs must operate. Key points are:

BID Creation and the BID Ballot

- Each business ratepayer that would liable for the BID levy will have one vote for each of their eligible hereditaments provided they are listed on the National Non-Domestic Rates list as provided by Tandridge District Council.

The BID levy and who contributes

- The BID levy rate will be fixed for the full term of the BID (five years) and will not be subject to inflation or alterations.
- The BID levy will be applied to all businesses within the defined area with a rateable value.
- New businesses will be charged from the point of occupation based upon the rateable value at the time they enter the rating list.
- If a business ratepayer occupies the premises for less than one year, the levy paid will be on a daily basis.
- Vacant properties, or those undergoing refurbishment or being demolished will be liable to pay the BID levy by the property owner or registered business ratepayer.
- The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemption relief or discount periods in the Non Domestic Rates Regulations 1989 made under the Local Government Finance Act 1988.
- VAT will not be charged on the BID levy.

'As a forward-thinking, community-focused leisure provider, Tandridge Trust is happy to take advantage of this exciting opportunity to network with Oxted businesses of all types to work on projects to the benefit of the local community, and therefore I support the Oxted BID.'

Mark Symons

Managing Director
Tandridge Trust Leisure & Culture

BID Operations and Management

- Tandridge District Council is the only body authorised to collect the BID levy on behalf of the BID Company.
- Collection and enforcement regulations will be in line with those applied to non-domestic business rates, with the BID Board of Directors responsible for the decision for any debt write-off.
- The BID funding will be kept in a separate BID account and transferred to the BID Company.
- BID projects, costs and timescales may be altered by the BID Board of Directors, provided they remain in line with the overall BID objectives.
- The BID Board of Directors will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company and to vote at general annual general meetings.
- The BID Company will produce a set of annual accounts made available to all company members.
- BID staff will be appointed and work with the appropriate agencies to deliver the programme of projects.
- The BID will last five years. At the end of the five years, a ballot must be held if businesses wish the BID to continue.



BID GOVERNANCE AND MANAGEMENT

A new independent company limited by guarantee will be established to govern the BID and will be known as Oxted BID Company Limited.

This organisation will have a board of directors, directly accountable to BID levy payers for effective delivery of the projects and services as set out in the BID Business Plan.

The Board will serve voluntarily and will be composed to reflect the make-up of the town's businesses and organisations.

To ensure continuity, levy paying members of the BID Development Group will serve as the Oxted BID Board in year one, and thereafter an annual election will be held where any levy paying business will be eligible to stand for BID board director. There will also be up to three places for co-opted board members to ensure 'joined-up working'.

As a levy payer, you will have a stake in the BID Company. You will control what the BID funds are spent on and you can hold the BID Company to account throughout the term. Any addition funds secured by the BID company will be reinvested in the BID area.

The BID will also employ a manager to ensure the projects outlined in this business plan are delivered effectively and efficiently. He/she will be responsible for:

- Communication between levy payers and the Board;
- Delivery and management of the BID Business Plan; and
- Seeking additional financial contributions towards the BID Company.

If successful at the ballot, Oxted BID's term will commence in January 2016. It will run for five years and then be required to seek renewal through a new ballot.



SUPPORTS
OXTED
BID

Hulya Irfan
Owner Tender Trap
Ladies fashion





Nicky Bond
Mint
Ladies fashion

WHAT HAVE OTHER BID AREAS ACHIEVED?

The many BIDs now in operation around the UK have demonstrated the diverse benefits you can expect to see if you vote 'YES' to a BID in Oxted, and we will work to achieve the same results.

These benefits include:

- Increase in footfall throughout the year
- Initiatives to reduce business costs
- Professional, planned and sustained up-to-date marketing and promotion
- A strong, business-led voice to get things done and solve problems
- A better managed town centre with more communications and more information shared amongst businesses

With over £300 million being generated via more than 200 UK BIDs, there are many examples of BIDs delivering for local businesses whether it be increased footfall, more diverse businesses moving to the area, improved occupancy rates, reduced trade waste costs and more events.



MEET THE TEAM

To discuss any aspect of this proposal, please contact:

Sue McGeown – Project Manager
sue@oxtedbid.co.uk
07736 879049

Oxted BID Development Group

Stephen Tee, Managing Director, Chanterelle and Chair of Oxted BID

Sue McGeown, Project Manager, Oxted BID

Mark Symons – Managing Director, Tandridge Trust Leisure and Culture and Vice Chair of Oxted BID

Robert Frith – Business Owner, Frith & Co. Chartered Accountant and Finance Director of Oxted BID

Stella Scordellis – Business Owner and Photographer, SMS Creative Photography

Francis Atterbury – Director, Hurtwood Press

Purna Gurung – Business Owner and Restaurateur, Gurkha Kitchen, Cucina, Thai Pad

Adrian Pointer – Managing Director, Simply Sports

Belinda Purcell – Corporate Policy Manager, Tandridge District Council



Tom Barrs
Paul James Jewellers

FINAL THOUGHTS

Throughout the last few months, each business has had the opportunity to tell us what really matters to them and communicate their vision for Oxted. We believe that this business plan reflects these aspirations and offers value for money.

BIDs have a proven track record of improving towns and putting control into the hands of businesses. This is a unique opportunity to invest in Oxted and your business.

Oxted is a great place to live, shop and relax. By investing a relatively small amount individually, collectively we create an even brighter future for Oxted and for its businesses.



IMPORTANT DATES

Ballot Notice to be received
by this date

10
September
2015

Business Plan to be distributed to all
eligible businesses by this date

14
September
2015

Ballot papers to be sent out by
post by this date

24
September
2015

23
October
2015

Formal declaration
of ballot result

Close of ballot

22
October
2015

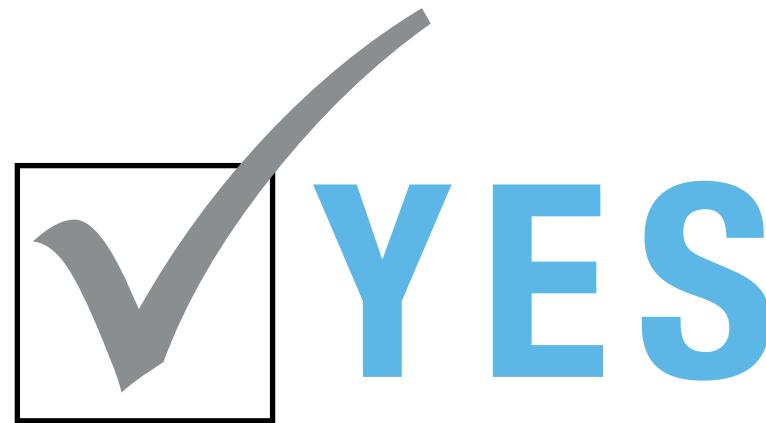
THE BALLOT

The BID ballot will take place from 24 September 2015 and you will have until 5pm on 22 October 2015 to return your ballot paper.

The ballot will be carried out independently, via the Electoral Reform Services. Businesses occupying more than one eligible hereditament will be sent one ballot paper per hereditament. If you receive multiple ballot papers please complete all of them; don't waste your votes.

The ballot will be carried out via post. Voting by proxy is available.

Full details will be sent out with the ballot notice.





'We are happy to support any initiative that helps our business grow by bringing more people into Oxted'

Cathy Garrec

**Garrec & Webster,
Hairdresser**



'We welcome the opportunity to directly influence and effect improvements to the town centre for the benefit of its actual and potential users from the perspective of those who work here and experience it'

Peter Harrop

**Harrops & Hepburn,
Solicitors**



Andy Claridge

Manager
Waitrose



Photos courtesy of
Stella Scordellis
SMS Creative Photography