



Love Oxted BID Business Plan

2021-2025

Contents

| 1 | Introduction from Robert Leech, Chair | 22 | UN Global Goals |
|---------|--|----|---|
| 2 | Three reasons to vote YES for a BID | 23 | The BID area |
| 3 & 4 | How the UK high street has changed | 24 | BID levy |
| 5 | We have so much to be proud of | 25 | BID budget, income & expenditure |
| 6 | How our investment stacks up | 26 | BID rules explained |
| 7 | Addressing your priorities | 27 | Who contributes? |
| 8 & 9 | Survey results | 28 | BID operations |
| 10 | Voting yes means | 29 | BID management |
| 11 & 12 | Projects that will go ahead with a BID | 30 | The BID team |
| 13 | More BID feedback | 31 | Timeline |
| 14 & 15 | The BID in numbers | 32 | Looking forward with confidence |
| 16 | What the BID will deliver | 33 | Planned investment from 2021 |
| 17 | Sustainability | 34 | What's in it for me? |
| 18 | Digital Transformation | 35 | Tell us what you think |
| 19 | Marketing & Events | 36 | ROI Calculator |
| 20 | An Attractive Town | 37 | Are you getting the most from your BID? |
| 21 | Business Support | | |

Introduction from Robert Leech, Chair

"When I joined the BID Board in 2019 I was very excited about the prospect of getting involved in the Business Improvement District, Love Oxted. We have an amazing mix of businesses
a theatre, cinema, restaurants, individual independent retailers, hairdressers and beauty salons, doctor's surgery, library, leisure centre, supermarkets, co-working space and even a gin bar.

When the original BID business plan was written in 2015, no-one could foresee the dramatic changes that lay ahead, particularly the current pandemic and the concern and uncertainty this has created for businesses. I am a firm believer that if businesses work together as a community we can meet the challenges and opportunities ahead. If we do this Oxted will flourish.

We have much to look forward to. The Courtyard Gardens development began in 2018 and will soon bring over 200 residents into the heart of Oxted who will want to shop locally. Successful high streets of the future will have a greater mix of businesses, many of them independents, with events and business collaborations delivering a great experience to the local community and beyond.

This is a huge opportunity for businesses in the town.

In 2019 we launched the digital strategy for Oxted. The Oxted app by Loyal Free has enabled us to reach more local consumers with offers, trails and competitions. Our website and social media channels provide significant exposure for Oxted and individual businesses.

Consumers now expect towns to deliver an experience with retail no longer enough to attract people to a town. Our events programme has therefore been a key element of our activity.

As a BID we are here to support you through whatever the future may hold, providing practical support as well as championing Oxted and the businesses located here. We have lobbied the council and our local MP on your behalf and are frequently contacted by local press to comment on the impact of local and national issues on the business community.





There is so much more to be done. COVID-19 has had a devastating impact on lives and livelihoods. As we emerge from the pandemic, working together as a business community will be more important than ever.

With 57% businesses contributing less than £1 a day to the BID and larger contributions from national organisations as well as Tandridge District Council, voting YES for the renewal of Oxted BID will ensure that Oxted receives an investment of over £500,000 for the next 5 years to deliver the priorities that matter to you.

Through the Business Improvement District your contributions mean we can work together to make improvements to Oxted that enable your business to thrive, rather than just survive. As we look forward to the next five years the BID is uniquely placed to support you to meet the challenges of a climate emergency, develop strong digital competencies and ensure funding is allocated to improve Oxted in the interests of businesses in the town.

Our key focus is not only recovery but long term success, bringing people to Oxted and attracting business investment to complement and enhance what we already have.

I will be voting YES and I urge you to support the BID, vote YES for the BID and YES for Oxted businesses."

Three reasons to vote 4ES, for a BID







CHAMPIONING OXTED

Voting YES! is a vote for <u>promoting Oxted</u> as a place to visit, eat out, shop and work. Voting YES! is a vote for an <u>attractive town</u> with Christmas Lights, Summer flowers, signage, events and activities that make Oxted a great place to visit.

CHAMPIONING YOU

Voting YESI is a vote to ensure your concerns are addressed by the local council, police and others, whether this relates to parking, crime and antisocial behaviour or the financial support you need right now. Voting YESI is a vote for huge cost savings in promoting your business and accessing the tools you need to make the most of the digital opportunities now and in the future. A BID gives the business community a unique, collective voice and we are stronger together.

SHAPING THE FUTURE TOGETHER

Voting YES! is a vote for businesses to work together to create a strong, collective vision for our futures and the town, meeting the needs of the local community and helping-you
LOVE OXTED | 2021 | PAGE 2



The UK high street has changed significantly since 2015...

Online shopping



36% of retail sales were online in November 2020, compared with 12.5% in 2015*.

*Source: https://www.ons.gov.uk/businessindustryandtrade/retailindustry/timeseries/j4mc/drsi

Market disruptors

Businesses are battling with market disruptors such as amazon UBER purple bricks, Just Eat...

Digital presence





A digital presence is now essential for any successful business.

Stores have closed



15,747 retail stores closed in 2020 with the loss of over 176,000 jobs.

Source: https://www.retailresearch.org/retail-crisis.htm

Town centres are changing

Town centres are no longer shopping destinations, with a greater mix of business types and more housing.

Climate emergency

A climate emergency has been declared.



The UK high street has changed significantly since 2015...

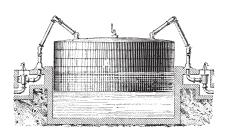
A desire for experience

Consumers expect an outstanding experience which is more important than buying 'things'. Towns have been adapting to focusing on events and attractions to create a reason for people to visit and spend money with businesses while they are there.

Uncertainty

Brexit uncertainty, declining footfall and mid market national retailers, department stores and restaurant chains are closing. Greta Thunberg, Extinction Rebellion? Unheard of in 2015.

The gasholder



While the gasholder redevelopment caused disruption for businesses, it now presents a huge opportunity with over 200 people soon living in the centre of Oxted.

A global pandemic



We are in the grip of a global pandemic which is causing devastation across the world as well as locally. People may commute less, work from home more and there may be more start-up businesses.





We have so much to be proud of, and so much more to do...

We have many advantages over other towns ()



And by saying yes to the BID, we are stronger together!

We have a strong culture of independent businesses that meet a broad range of needs, from great places to eat out, award winning hair and beauty salons, wellbeing businesses, a doctor's surgery, library, cinema, children's nursery, supermarkets, banks and a leisure centre as well as some beautiful boutique shops.

As town we have lower vacancy rates than other towns, have not suffered from the loss of a department store or large multiple, we are surrounded by countryside and have a local community who love their local town and the businesses located here. This is a great foundation to meet the challenges we are facing and, by working together, we can make a difference and create a business environment where businesses in Oxted don't just survive, they thrive.

We're all in it together: here's how our investment stacks up....

As a small BID, we pack a large punch. We have businesses of all sizes who contribute proportionately and invest in Oxted





The next 10 invest £13,000

The next 20 invest £14,000

The remaining 150 invest £41,000





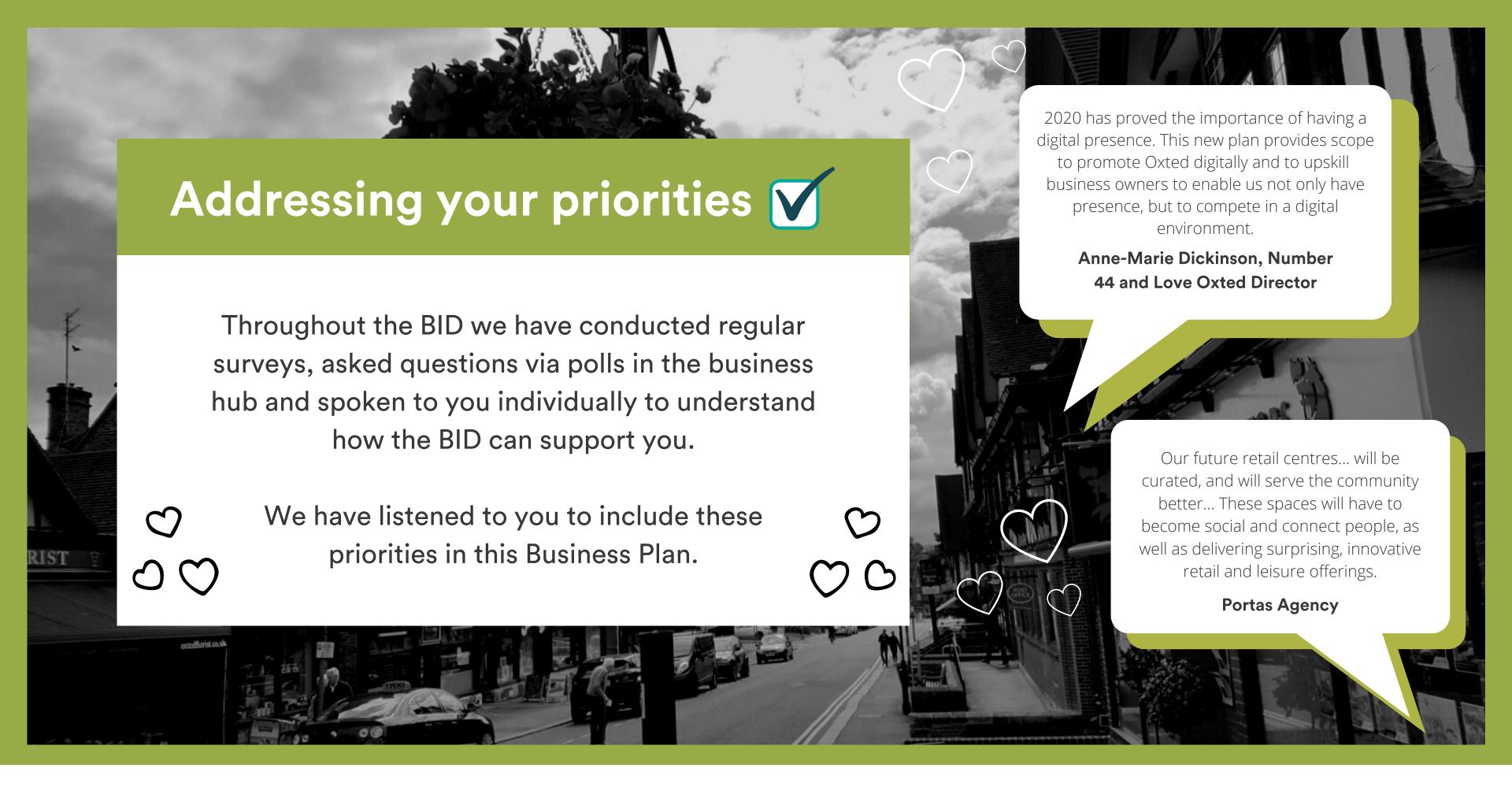


The largest five businesses in Oxted.



... that's 75p per day!





In our most recent survey, you told us...



74%

of businesses are
planning to adapt due to
COVID, with many
looking at developing
online offerings or staff
working remotely.

The BID will provide support for you to do this so that you can adapt to the changing environment.

59%

said landscaping is an opportunity to make Oxted more attractive.

Creating an Attractive
Town is a key focus for
the BID over the next
five years.

63%

said more events are an opportunity for Oxted.

Voting YES for the Oxted BID is a vote for regular events and activities organised in the town to attract people to Oxted.



19%

businesses have experienced crime.

We will focus on working with the police to ensure
Oxted is a safe place to visit, shop, eat out and work.



And you also told us...



74%

of businesses said the Christmas lights benefit Oxted, 64% mentioned the year-round flowers and 56% the Christmas lights switch on and latenight shopping.

The BID will need to continue so that visitors to Oxted can still enjoy the flowers, Christmas lights and entertainment.

77%

said having access to a
BID Manager was helpful
to Oxted, and 81% said it
had been beneficial to
their business.

Only with a BID can you continue to benefit from this support.

76%

said providing posters, floor stickers and hand sanitiser to support businesses to re-open safely was a benefit.

The BID will continue to offer support to businesses as the economic recovery begins.

78%

of businesses said that working together to create a town with a unique offering is the biggest opportunity for Oxted.



By voting YES! for the BID you are voting for the business community to work together to deliver activities and projects to make Oxted a vibrant place for businesses to succeed.

Oxted is a community that makes you feel happy to be a part of it and it's been a privilege to have a business here for over 30 years. We have the unique opportunity now, through business collaboration, to create a 'New Style' town centre which would be a legacy to really be proud of! I Love Oxted.

Barbara Khattri, Elements Lifestyle Hair Salon and Love Oxted Director

I have lived in Oxted for 25 years and started my own business in 1999 which brings me in contact with many local people who see the benefits the BID delivers to make Oxted a place they want to visit. I will be voting YES for the BID to deliver the projects that bring local people into Oxted which in turn benefits local businesses.

Sally Hill, Diagnostic Ultrasound Services and Love Oxted Director

LOVE OXTED | 2021 | PAGE 10

These projects will be delivered only if we get a 155, for the BID



Christmas Lights and year-round flowers

If you vote YES these will continue and be enhanced, with more Christmas lights and additional planters and trees in the town. We will look at how the underpass can be improved. The current lights and flowers cost over £17,000 a year to install and maintain – only with a BID can you guarantee these will continue.

Events in the town

Events are proven to bring people into a town. Christmas late night shopping and entertainment as well as summer trails, weekend activities and promotions such as Oxted Acts of Kindness are all delivered by the BID. If the BID does not continue and events no longer happen, people will be attracted to other towns and spend money there rather than with businesses in Oxted.

LOVE OXTED | 2021 | PAGE 11

These projects will be delivered only if we get a $\frac{7E5!}{}$ for the BID

Promotion of the town and businesses in Oxted

The Love Oxted website and social media channels have been used to promote Oxted and individual businesses. With over 300,000 people seeing Love Oxted posts on Facebook last year, over 9,800 app interactions and over 5,300 followers on social media, this free promotion will stop without the BID.

Support for businesses

The BID has lobbied for your voice to be heard with two hour free parking introduced in Ellice Road Car Park, meetings held with St William to reduce disruption on Station Road East, businesses helped to access grants as well as guidance and materials provided to help businesses open safely. There are significant challenges ahead including economic recovery, developing digital capability and meeting climate emergency targets. Without the BID each business will need to invest significant time and money to address these challenges individually.

YES **HOW YOU WE'RE OPEN** PLEASE LEAVE A COMMENT TO LET THEM KNOW YOU ARE THINKING OF THEM **UNDER TIER 3** Our Shops & Salons Are Open With Your Favourite Restaurants Open For Takeaways Too. Love Oxted Love Oxted Love Oxted





The BID gives us the organisation, the recognised authority and the combined experience to realise the improvements and opportunities that are needed and available. Only the BID can do this, on our own we will all be the poorer, disconnected from the reality of changes that are without doubt required by government, our customers and society in general.

Adrian Pointer, Simply Sports and Love Oxted Director

The BID in numbers in 2020...

636,800

Google searches where Love Oxted appeared



303,263

people saw Love Oxted **Facebook posts**

153,863

people saw Love Oxted **Twitter posts**

5,325

Love Oxted followers on Facebook, **Instagram and Twitter**













9,862

Views of the Love Oxted app

1,200

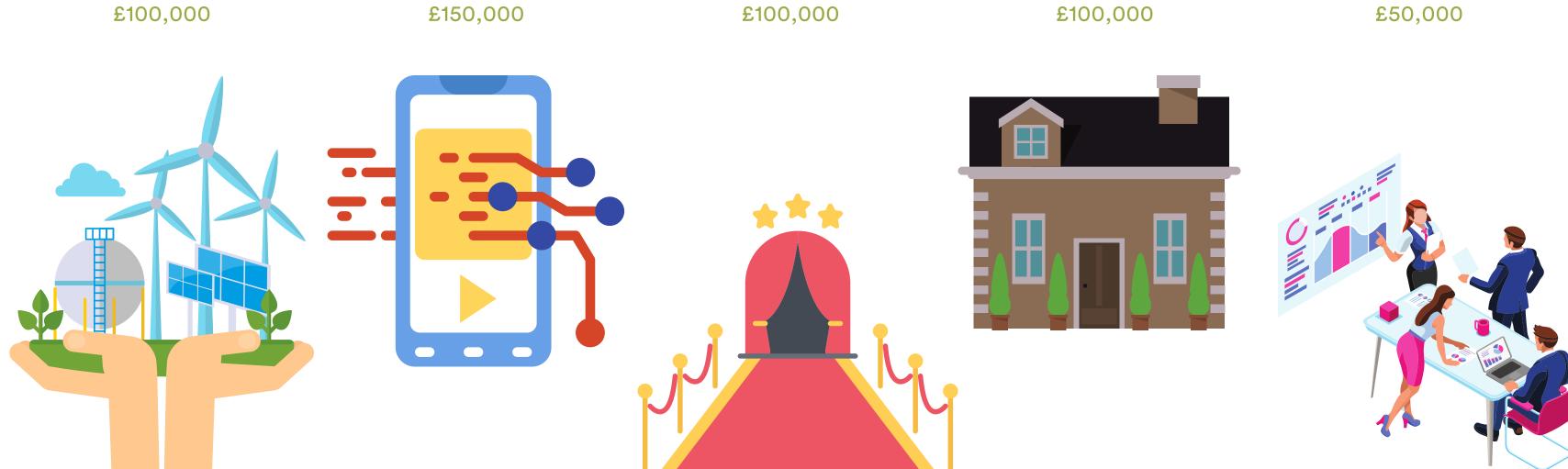
Oxted app users



What the BID will deliver



SUSTAINABILITY DIGITAL MARKETING AN ATTRACTIVE BUSINESS SUPPORT
TRANSFORMATION & EVENTS TOWN





Sustainability (%)



Sustainability is not a trend or a fad, but a necessity.

The Government has set a goal of net zero carbon emissions by 2050 and, in July 2019, Surrey County Council declared a Climate Emergency. This includes a commitment to ensure residents live in clean, safe and green communities, where people and organisations embrace their environmental responsibilities.

Sustainability is not just government-led but is increasingly important for consumers. A survey by not-for-profit B Lab UK in July 2020 found that 72% of the UK population believe that businesses should have a legal responsibility to the planet and people alongside maximising profits.*

Sustainability is more than being 'green' and all businesses regardless of sector, size or ownership will be required at some point to become sustainable. For those who do not have the skills, knowledge or scale to make the changes required, the BID will support you to achieve these targets. The BID will explore sources of funding and grants available as well as resources and best practice examples to support businesses to meet targets. Sustainability will be the foundation of a commercially viable, positive plan for Oxted and supports the UN Global Goals.

As a business community we need to act. By voting 455 for the Oxted BID, we will be able to work together to achieve these goals. You will be able to draw on the support provided by Love Oxted and have access to experts to help you meet targets. This will also create a distinct positioning for Oxted, attracting more visitors and the right type of businesses into the town.









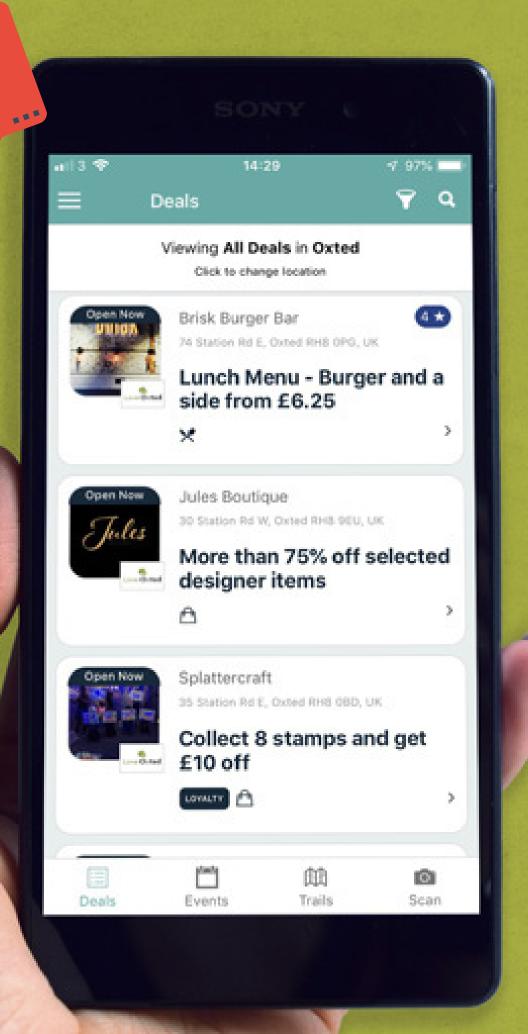
Digital Transformation

COVID-19 has accelerated the growth in the use of digital technology. In November 2020, 36% of all retail sales were online* and technology is impacting many other sectors. A huge shift to working from home means that online meetings have become the norm and this had a knock-on impact on high street businesses. Exercise classes moved online, health & beauty businesses conducted consultations online, even doctor's appointments and teaching happen online.

Customers now expect companies to meet their digital expectations, from accurate and frequently-updated websites and social media through to being able to communicate at any time in a way that suits them, which could be through Facebook messenger, WhatsApp or a Chatbot installed on a website.

The prevalence of smartphones in our increasingly connected and dynamic world means there are many innovations that present huge opportunities for towns. To date we have launched the Oxted app in partnership with Loyal Free and invested in the Love Oxted website and social media accounts, even creating a trial online store which aggregates items for sale from different retailers. We have also been working with Maybe* to understand what works in other towns to enable businesses to benefit from best practice case studies. However, there is much more to be done to create a truly digital high street attractive to our local community and to support individual businesses to benefit from technological innovations.

By voting 45 for the Oxted BID, you will be voting for our digital activity to move to the next phase and deliver a digital transformation. We will deliver a digital solution for Oxted and will work with organisations such as Save The High Street so that you can benefit from their resources. You will have access to social media experts to help your business and we will take the social media promotion of Oxted to the next level, benefiting all businesses.





Marketing & Events



From a meal out with family, a cocktail night with friends, meeting up for a coffee or the personal knowledge and friendship from buying from an independent business, thriving towns are no longer places that people just go to shop. Places are expected to deliver an experience and events play an important role in attracting people to a town, creating a stronger community. Events provide a fun experience, increase dwell time and encourage people to spend money with businesses while they are there. Events are also a great marketing opportunity for businesses who may not benefit directly during the event.

COVID has shown that our local community has a great affection for Oxted and the businesses located in the town. But people are bombarded with messages. Marketing is more important than ever and we will deliver high impact marketing campaigns throughout the year bringing together different business types to ensure that your customers and potential customers know about Oxted, about your business and have a reason to visit Oxted and buy from you. By acting collectively, advertising is coordinated and far more cost effective than each business advertising separately.

This BID will organise more events such as the Christmas late night shopping, weekend events and school holiday activities to encourage families into the town. These events create a vibrant and fun atmosphere and strengthen our community, encouraging people to visit and return to Oxted and support our local businesses.

By voting 45 for the Oxted BID you will ensure that Oxted and local businesses are promoted regularly and that we do not fall behind other towns.



The BID currently funds the Christmas lights and year round flowers. in the town, which currently cost over £17,500 a year to deliver. Voting YESI for the Oxted BID renewal means that not only will these be able to continue, but we will enhance the Christmas lights and deliver other projects looking to improve the appearance in the town.

We will be exploring more ways to connect Station Road East and West, improving signage, trees and planters. We also have the opportunity to work with

others to improve the underpass between Station Road West and Station Road East making it a more attractive environment for everyone who visits the town.

Voting **15** for the Oxted BID means that we will look to source additional funding to make improvements

in Oxted to increase the attractiveness of the town and make it a more pleasant place to visit.

LOVE OXTED | 2021 | PAGE 20







Business Support



Working together as a business community means we can develop joint solutions to tackle issues such as crime and anti-social behaviour, lobby on issues such as parking, arrange meetings with the council, police and our local MP to raise issues of concern to you and enable you to access the support, and more recently grants, you need. We are stronger together as a BID with a unique, collective voice. We can also work together on broader ambitions such as the UN Global Goals.

We will continue regular meetings and updates, giving you access to experts and advice designed to save you time and money.

Voting 155 to the Oxted BID means you will continue to have access to the support and representation you need, saving you time and money.



UN Global Goals

Working together, we can achieve more.

By working together as a business community in the Business Improvement District we can think big, achieve a unique positioning for Oxted which will attract visitors, shoppers and businesses and really make a difference to our local community.

The UN Global Goals are a way for governments, businesses and communities to create a more peaceful and prosperous future for people and for the planet by ending poverty, fighting inequality and addressing the urgency of climate change.



DECENT WORK & ECONOMIC GROWTH

By working together towards these goals we will achieve our sustainability aspirations, develop a unique positioning for Oxted and play a greater role in uniting the business and wider community in Oxted.

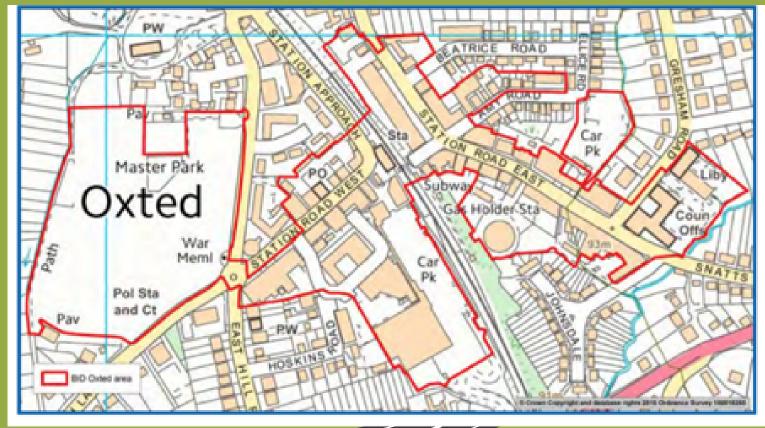
We can work together on areas such as Diversification and Innovation for Economic Productivity, Promoting Youth Employment and Improving Resource Efficiency in Consumption and Production.



LOVE OXTED | 2021 | PAGE 22

The BID area

The BID area includes the main retail and leisure facilities in the town, shown in the map below:





The BID area includes:

Station Road East from the Factory Shop to Waitrose, and from the Council Offices to The Investment Boutique

Gresham Road to the library

Amy Road

Station Road West from Home Bird to Station Shoe Repairs and The Stamp Shop to Station Cars

Hoskins Walk, Morrisons and the Leisure Centre



Master Park



BID levy

The cost of each business will be proportionate and equitable

The Oxted BID levy will be 2% of the rateable value of your business in March 2021. By sharing the financial burden and spreading the cost across 185 businesses, the contribution of each individual business is relatively modest. For 57% businesses this is less than £1 a day. There will be no inflationary increases in the BID levy which means that, in real terms, the cost of the BID will reduce over the five-year term.

The projected levy income is £112,000 each year which will mean an investment of £560,000 into the Oxted BID area over five years.

The table shows how much businesses will pay based on a 2% levy.

| Rateable Value of Property | Annual Contribution | Daily Contribution |
|-------------------------------|------------------------|-----------------------|
| £5,000 | £100 | 27p |
| £10,000 | £200 | 55p |
| £20,000 | £400 | £1.10 |
| £100,000 | £2,000 | £5.48 |

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

BID Budget, Income and Expenditure

| | 2021 | 2022 | 2023 | 2024 | 2025 | Total |
|---------------------------|----------|----------|----------|----------|----------|----------|
| BID levy | £112,000 | £112,000 | £112,000 | £112,000 | £112,000 | £560,000 |
| Sustainability | £10,000 | £20,000 | £25,000 | £25,000 | £20,000 | £100,000 |
| Digital Transformation | £30,000 | £30,000 | £30,000 | £30,000 | £30,000 | £150,000 |
| Marketing & Events | £20,000 | £20,000 | £20,000 | £20,000 | £20,000 | £100,000 |
| An Attractive Town | £20,000 | £20,000 | £20,000 | £20,000 | £20,000 | £100,000 |
| Business Support | £10,000 | £10,000 | £10,000 | £10,000 | £10,000 | £50,000 |
| Managing the BID | £12,000 | £12,000 | £12,000 | £12,000 | £12,000 | £60,000 |

The BID rules explained \[\begin{align*} \equiv \lequiv \equiv \

There are over 200 BIDs throughout the country and the BID legislation regulates BID ballots and the framework under which BIDs must operate...

BID Creation and the BID Ballot

 Each business ratepayer liable for the BID levy will have one vote for each of their eligible hereditaments (premises) provided they are listed on the National Non-Domestic Rates (Business 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.
- The BID levy will be collected on the basis of daily charging. This means that a new businesses will be charged from the point of occupation based upon the rateable value at the time they enter the rating list. Any business which ceases occupation will receive a pro rate refund on BID levy paid.
- 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.
- Business ratepayers who own multiple businesses in Oxted can benefit from a reduced BID levy. The levy will be 100% of BID levy for the largest premises, 50% of BID levy for the second premises and 25% BID levy for subsequent premises.
- There are no other exemptions or reductions in BID levy.
- The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemption relief, discount periods or any other relief or subsidies.
- VAT will not be charged on the BID levy.



BID operations * <



- In accordance with the BID legislation, the BID levy is collected by Tandridge District Council. The BID funding will be kept in a separate BID account and transferred to 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.
- 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 are drawn from, and are representative of, the diverse businesses and organisational interests within the BID area. All businesses in the BID area are eligible to nominate themselves to be considered for directorship of the BID company.
- 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 annual general meetings.
- The BID Company will produce a set of annual accounts and expenditure statement made available to all BID members.
- BID staff will be appointed and work with the appropriate agencies to deliver the programme of projects.
- If successful at the ballot, Oxted BID's term will commence on 1 April 2021. The BID will last five years. At the end of the five years, a ballot must be held for the BID to continue.





BID management



The Oxted BID is a not-for-profit company limited by guarantee with a board of directors drawn from, and representative of, the diverse business and organisational interests within the BID area. All businesses eligible to vote in the BID ballot will be invited to nominate themselves or other eligible persons to be considered for directorship of the BID company and oversee the delivery of the BID in the coming years.

Resources to deliver

The BID will be led by a Board of Directors who represent businesses in Oxted and support the BID in a voluntary basis. The BID Board set the direction of the BID and will be supported by a BID Manager working on a part time basis. Recognising the need to provide activities and events to encourage people into Oxted, the BID will also have the support of a part-time Events Manager working closely with you to deliver events and activities.

The importance of digital and social media in particular means you will also have access to specialist social media expertise to help you make the most of social media in your business.

LOVE OXTED | 2021 | PAGE 29

The BID team

This BID Business Plan has been developed by the current BID Board and BID Manager, Tracey Shrimpton.

Should you wish to discuss this
Business Plan further please
contact Tracey
(tracey@loveoxted.co.uk) or one
of the Board Directors.



ROBERT LEECH (BID CHAIR)

Robert Leech Estate Agents



ANNE-MARIE DICKINSON

Number 44



SALLY HILL

Oxted Health Centre





BARBARA KHATTRI

Elements



ADRIAN POINTER

Simply Sports

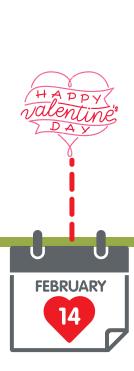


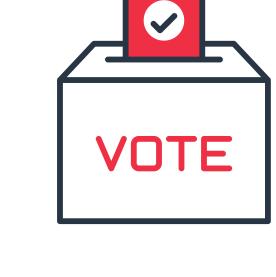
Timeline



W/C 8TH FEBRUARY

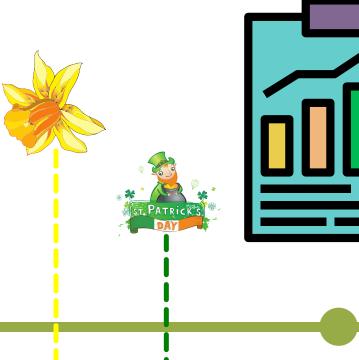
Business
Plan issued to
businesses





25TH FEBRUARY

Ballot
papers sent
out



25TH MARCH

Close of ballot











Looking forward with confidence...

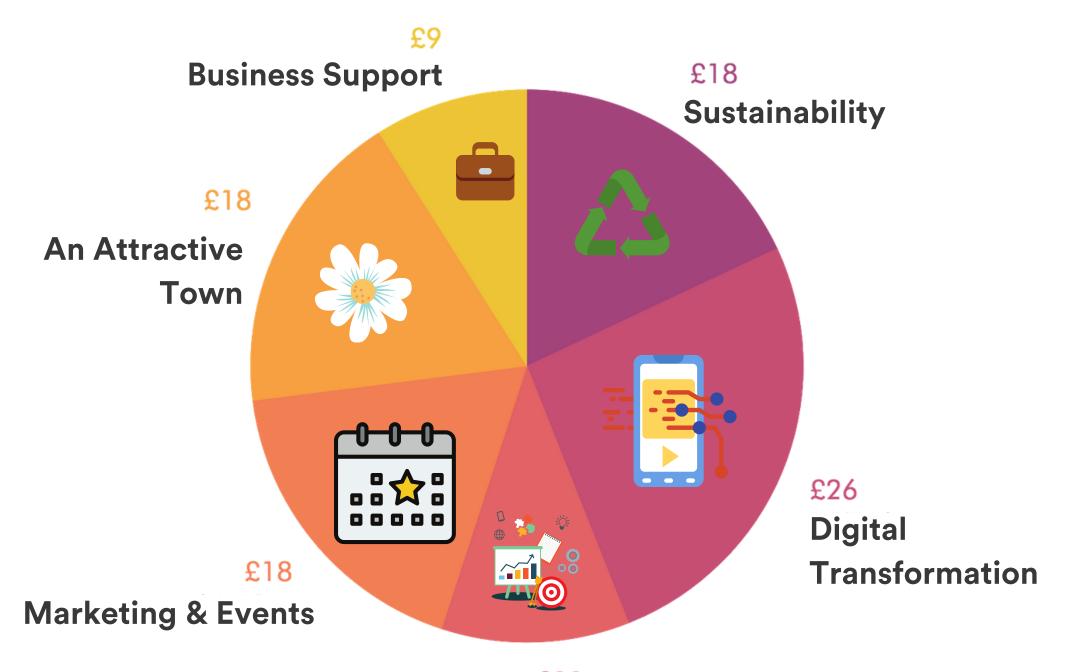
Oxted is a great place to live, shop and relax. A new mandate and YES vote for the BID will enable all of us to build on the progress made so far and work together to achieve a shared vision. By investing a relatively small amount individually, collectively we will create an even brighter future.

Renewing the BID is vital. Voting YES is a vote for a fresh and ambitious programme of work than can only be delivered by working collectively to provide the support you need as we emerge from the global pandemic and respond to the challenges and opportunities ahead.

The difference between surviving and thriving.

Planned investment from 2021

For every £100 your business invests in Oxted, this is what each project area costs



What it might cost a business to do this alone...

| BID ACTIVITY / TOOLS | ANNUAL COST |
|---|----------------|
| Two hanging baskets | £50 |
| Web directory listing | £600 |
| Loyalty app subscription | £600 |
| Access to digital marketing advice | £399 |
| Organising a customer event | £500 - £1,100 |
| Outdoor Christmas decorations | £450 |
| Proportion of staff salary to manage this | ? |
| TOTAL | £2,599 or more |

£11
Managing the BID

WHAT'S IN IT FOR ME?



The answer is simple: as much as you choose to get out of it!

We've listed the areas of focus for the BID but there is the potential to offer so much more to transform Oxted and help your business.



As a collective, we are stronger together. By pooling our strengths, we continue to grow and learn from those around us.

Being part of a BID is a bit like a gym membership - you get out what you put in. As a BID we will provide you with the support, resources and expertise you need to take your business where it needs to be, how you choose to use them is up to you. Whatever you need, we are here to help.

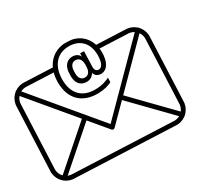
So much more than sustainability, digital transformation, marketing, an attractive town and business support. The BID offers connection, communication, inspiration, passion and satisfaction - if you want it.

GET INVOLVED AND GET AHEAD!

By getting involved, letting us know what you need and sharing your ideas we can work together to create an environment where businesses don't just survive they thrive.

We will be holding drop in sessions which we'd love you to join, or pick up the phone and let's talk.









No suggestion is too small, or too big. If there's something we're not doing and you'd like to know if we can, then please tell us.

If you have an idea, please let us know.

We want to hear from you.

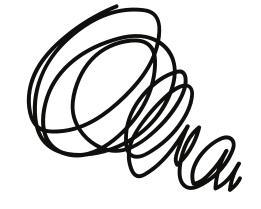
Email Tracey at tracey@loveoxted.co.uk, or one of the directors.

ROI Calculator

The BID is here to support you grow your business. By letting us know what you need, our activity will be more focused and effective. Use this space to jot down notes on your targets and how the BID can support you.

| Activity | My ideas | BID support needed |
|----------------------------------|----------|--------------------|
| New customers | | |
| Increasing frequency of purchase | | |
| Increased spend at each purchase | | |

To help you, we've created a list of 'opportunities' for you to think about - to help you plan ahead...



bet a pen, some paper, and write down each 'opportunity', along with your answers....

- When are my quiet times? (days / times / months)
- What opportunities do I have to increase the average sale per customer?
- What are my opportunities to up-sell?
- What are my opportunities to cross-sell?
- What opportunities do I have for customers to refer new customers?
- Are there any opportunities to partner with other businesses in Oxted to cross-promote business?
- What opportunities do I have to bundle products and services?
- What opportunities do I have to develop offers for low selling stock?
- Are there any opportunities for me to get involved in Oxted events?
- What are my opportunities for selling online?
- What opportunities do I have to make sales from sustainable products (perhaps new markets or from competitors?)
- What other opportunities are there that I can think of?

