

# Minutes Oxted BID Board Meeting

24 April 2019

Attendees: Anne-Marie Dickinson, Sally Hill, Barbara Khattri, Robert Leech, Khushi Muhammad, Mike Pocock, Adrian Pointer, Louise Round, Tracey Shrimpton

Apologies: Charlotte Parker,

## 1. Minutes from Board meeting 19 March

These were approved by the Board.

**Action: T Shrimpton** to publish on the Love Oxted website.

## 2. BID Chair

L Round became chair of the BID board in July 2018 on a temporary basis following the resignation of several directors and the BID Manager. At the AGM in January several new Directors were appointed and L Round agreed that she would stand down as BID Chair and as a Director once the new BID board was established. L Round therefore announced her intention to resign as a Director with immediate effect

L Round also informed the Board that J Chappell has tendered her resignation due to work and personal commitments.

The Board discussed appointment of a new chair but, in the absence of many Board Directors at the Board meeting and with vacancies for 3 directors, the Board agreed to defer to the decision to a future meeting. The Board also agreed that L Round should continue to chair the Board meetings themselves, until a suitable chair is found. This would not be as a formal member of the board with voting rights.

**Action: T Shrimpton** to update Companies House to remove L Round and J Chappell as directors.

## 3. Major Projects

### Wayfinding report

In A Pointer's absence, T Shrimpton reported that the working group had met and agreed to obtain a quote two Information Boards either side of the Station entrance – ideally a slight distance from the underpass as well as a Pedestrian Monolith on the Morrisons side of Hoskins Way.

This project supports two important areas for the BID:

- The BID Business plan states “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.”
- Businesses have also said that there is a need to connect both sides of town as they report that customers are not aware of what is available on Station Road East or West (or even that there are two main areas to the town).

**Action: A Pointer** to report back at the next Board meeting in order for a decision to be made.

## **Summer Festival**

A-M Dickinson presented her outline proposal for the Oxted Summer Festival. A-M Dickinson is still finalising the plans and costings but the aim is for the to deliver the following to complement existing summer events:

- A family fun day
- A vintage and/or artisan market
- Teenage market with stalls from students from local schools (eg Oxted School)
- Weekly Oxted's Got Talent held in restaurants on Sunday evenings culminating in a final at the end of summer. Restaurants could provide set meals as part of the event.
- Photographic competition with a calendar created, printed and sold.
- Giving businesses clear guidance on how they can get involved in events
- Sponsorship which would keep costs to a minimum.

It was agreed that it should be called the Oxted Summer Festival, as this is descriptive and allow flexibility for events, this year and in the future.

It was noted that while the BID should ensure that money is spent wisely, the Board should be prepared to spend some resource to deliver particular elements should be considered to ensure the event is successful and is delivered safely and in compliance with legal requirements

**Action: A-M Dickinson** to provide T Shrimpton with details of proposed road closures (streets, times and dates) so that discussions can start with the council asap.

**Action: A-M Dickinson** to set up a steering group to develop a fully costed project plan for Board approval. To include T Shrimpton and council representatives including the Locality representative at Tandridge District Council so that the requirements aspects such as road closures and lamppost banners, licences etc are clearly understood and can be delivered.

**Action: T Shrimpton** to set up the next Business Forum meeting in early June to present the summer festival plans to levy payers, explain what the benefits of the festival might be, get suggestions, agree measures of success (see below) and also to encourage involvement centre.

## **Oxted Brand identity proposal and KPIs**

B Khattri's proposal to develop a brand and culture for Oxted and ROI spreadsheet was circulated in advance of the meeting. While the Board did not have enough time to discuss the proposal in detail the following points were made:

- Ideally businesses should all be able to define what their targets are in terms of customers. This data could then be aggregated to set a target for the town and activity for the BID to deliver. B Khattri would be happy to present the model she uses to businesses to enable them to calculate this.
- Measures of success are important which could include hard data (eg footfall, sales) or perception (vibrancy of the town, positive about the trading environment)

**Action: T Shrimpton** to include a session on measuring value add the next BID Business Forum meeting for B Khattri to present.

#### 4. BID Manager report

##### **Easter Trail**

The Easter trail had only just finished just before the Board meeting. T Shrimpton has circulated a survey to participants and businesses.

**Action: T Shrimpton** to provide a review at the next Board meeting.

##### **Business Crime meeting**

This is planned for Thursday 2<sup>nd</sup> May, 5.30pm at the British Red Cross Centre. The police will provide an update on business crime, crime in Oxted more generally, steps that can be taken to prevent crime as well as launching a shopwatch scheme in Oxted.

The Board approved purchase of a subscription to DISC, used widely by the police, BIDs and Business Crime Reduction Partnerships to share data. The cost is £85+VAT per month for up to 150 users.

**Action: T Shrimpton** to progress purchase of DISC license.

##### **Summer Flowers**

Highways approval has been received for the installation of the larger baskets approved by the Board following the March board meeting.

##### **Love Oxted Business Awards**

T Shrimpton share a proposal to deliver Business Awards in 2019 which have taken place in the past and were popular with businesses. Options of an independent customer experience review or online voting were discussed. The Board agreed not to progress at this stage, but to consider in the future, perhaps linked to a high-profile awards evening.

##### **Communications**

T Shrimpton reported that Love Oxted website visitors continue to grow, due to the Easter Trail content. Social media following is growing organically and engagement is increasing with more use of Instagram as well as Facebook. Email updates to businesses and consumers also happen regularly.

##### **Pace of delivery of activity**

T Shrimpton emphasised that the BID needs to be delivering activity and projects, particularly as the first BID term comes to an end in 2020. She circulated a report from another BID area with examples of the level of activity that can be delivered in a 12 month period with similar BID Manager resource.

#### 5. Finance

##### **Bank Account Signatories**

A Pointer and R Leech will be BID bank account signatories.

**Action: T Shrimpton** to speak to M Pocock about being the 3<sup>rd</sup> signatory.

##### **Accountant**

**Action: T Shrimpton** to contact the proposed accountants to get a quote to complete the annual accounts.

##### **British BIDs' membership**

The Board approved renewal of British BIDs' membership.

Directors were advised of a free British BID's course: *Governance and responsibilities of a BID Board*

which covers the legal responsibilities and obligations that come with being on a BID Board including the processes required to ensure that the BID delivers effectively.

#### Summary of expenditure to date (FY 2019 to 17 April)

Key Priority area	Expenditure to date	Activity
Image, Promotion, Marketing and Events	£7,462	BID Manager time (emails, social media, AGM, meeting with businesses, business report to accompany levy bills, website updates), Website hosting; Board and planning meeting preparation including reports, documents, notes and budget, Easter Trail
Welcoming, Safe and attractive	£7,592	Hanging baskets, BID Manager time, Dementia Friendly Oxted, Board and planning meeting preparation including reports, documents, notes and budget
Backing Business	£532	Business crime, meetings with police and businesses; Board and planning meeting preparation including reports, documents, notes and budget
Lobbying, Representing and Bidding	£112	Board and planning meeting preparation including reports, documents, notes and budget
Car Parking & Signage	£112	Board and planning meeting preparation including reports, documents, notes and budget
Management and Admin	£2,091	BID Manager time (bookkeeping and accounts preparation, AGM, Business report to accompany levy bills, Director recruitment activity), G-suite for email account, AGM costs
<b>Total</b>	<b>£17,901</b>	

#### 6. Director recruitment

The Board agreed to recruit additional directors as there are now 3 vacancies on the Board. Applications should be requested by 31 May.

**Action: T Shrimpton** to progress, updating previous recruitment material.

#### 7. Role of the council at Board meetings

The Directors discussed whether the council representative needs to be present for the whole meeting or just attend the early part to provide an update and ask questions.

**Action: T Shrimpton** to add to the agenda for the next Board meeting when more directors are present.

#### 8. Any other Business

##### Consumer survey

A consumer survey was discussed to understand what workers, commuters, shoppers and visitors would like from the town. This could also include how helpful people find the website. The incentive to complete would be a £100 voucher to spend in any BID business in the town. Cards to be created to hand out to shoppers and commuters and the survey should also be promoted online.

**Action: T Shrimpton** to progress.

**Oxted Loyalty scheme**

A loyalty scheme to encourage local spend with exclusive offers (which could be value add, not just discount) for people who sign up to the scheme was discussed. T Shrimpton could do this at relatively low cost using the website, social media and mailchimp.

**Action: T Shrimpton** to develop a proposal for the next Board meeting

9. Date of next meeting

Tuesday 28<sup>th</sup> May, 5.30pm Tandridge District Council.