

Minutes Oxted BID Board Meeting

28 May 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. Bulk Buying / Procurement

Rishi Sood, MD of Meercat Associates presented to the Board. Meercat work with 130 BIDs throughout the country helping to reduce costs for businesses. They have worked with Love Oxted previously and identified savings of approx. £30k for business, either by a business choosing to procure via Meercat or using the quote to negotiate a better deal with their existing supplier. This is a project identified in the BID Business Plan. Meercat presented a proposal to the Board for two projects

- Procurement project aimed at reducing costs for business, ideally neutralising their levy fee. This covers a wide range of business costs including energy, telecoms, insurance, merchant services, pest control, PAT testing. Meercat's support would include someone spending a day a month in Oxted meeting with businesses, plus support to arrange appointments, negotiate deals for business and set up any transfers to new suppliers.
- Trade waste and recycling tender for the town, based on an initial survey to identify needs followed by a tender to potential suppliers. The benefit of this would be reduced costs for levy payers and environmental benefits with fewer waste collections.

Action: T Shrimpton to get a more detailed costing from Meercat for the Board to decide at the next meeting.

2. Summer Festival

Anne-Marie Dickinson presented a revised proposal for reduced programme of activities. Discussions have been ongoing with Tandridge District Council and there is a significant amount of work required to apply for road closures and apply to hold events, get licensing permission. The aim is to start with these smaller events, which may be quite modest but they can build over time as more businesses get involved. The date for the Family Fun Day has been moved to 22 June to avoid clashing with the Holland Sports Festival. The event planner collated by Tandridge District Council show no other events on 22 June.

The Board agreed a budget of £25,000 for 5 summer events: The Family Fun Day, Teen Market, Artisan & Vintage Market; Street Theatre, Photography Competition and Open Mic day.

3. BID Manager Report

- T Shrimpton provided an update on the Easter trail which took place from 6 April until 20 April.
 - Facebook posts reached over 12,479 people and 241 entries were received
 - Survey from participants was that the event was most popular with families with children primary school age or younger who also took the opportunity to have lunch, a bite to eat or a drink and spent £10-£20 in Oxted.
 - From businesses feedback was as follows:

- 90% felt it was a good opportunity to market their business, but only 40% reported it generated sales.
 - In terms of marketing, promotion and events, the most important things that that people said would help their business were: Love Oxted printed magazine (100%); Events on Saturdays (89%); Improving the website (88%); Defining and developing the brand and culture (86%); Christmas lights switch on (78%); Campaigns such as food week, fashion week, health& beauty week (75%); Increasing social media activity (71%)
 - In terms of business support, the most important things that people said would help their business were: Better signage (90%); More seating (89%); Enhanced Christmas lights (80%); Shopwatch (78%); Free or subsidised training, eg first aid, marketing, e-commerce (71%)
- Business communication: Communications to business are focusing on monthly emails, printed newsletters, face to face visits.
- Loyalty scheme: Several businesses have expressed an interest in taking part in a loyalty scheme with exclusive offers for shoppers, workers and visitors to the town.
- Business support: The crime meeting took place on Thursday 2nd May. A lot of interest has been expressed in the shopwatch scheme and using DISC secure platform to share information on known and suspected offenders. The next steps are
 - Information Sharing agreement with Surrey police
 - Setting up DISC
 - Setting up call around list
 - Creating a logo / window stickers
- Summer Flowers: the larger baskets have been ordered for the summer. All necessary permissions have been granted.
- BID Base has been ordered.

4. Finance

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

Key Priority area	Expenditure to date	Activity
Image, Promotion, Marketing and Events	£8,638	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	£7,998	Hanging baskets, BID Manager time, Dementia Friendly Oxted, Board and planning meeting preparation including reports, documents, notes and budget
Backing Business	£588	Business crime, meetings with police and businesses; Board and planning meeting preparation including reports, documents, notes and budget
Lobbying, Representing and Bidding	£168	Board and planning meeting preparation including reports, documents, notes and budget
Car Parking & Signage	£308	Signage project, Board and planning meeting preparation including reports, documents, notes and budget
Management and Admin	£2,656	BID Manager time (bookkeeping and accounts preparation, AGM, Business report to accompany levy bills, Director recruitment activity), G-suite for email account, AGM costs
Total	£20,356	

5. Any Other Business

Following previous meetings where the need to develop the Oxted brand identity and culture was discussed, Barbara Khattri has been discussing this further and has started to develop a proposal for a Digital Strategy which would develop an integrated online solution that would be interactive, support businesses, drive footfall through digital engagement and engage the community in a significantly different way.

Action: The Board agreed to meet again on 4 June to discuss this in detail.

Action: A Pointer to prepare the budget showing underspend carried forward from last year, committed spend and available budget.

6. Date of next meeting

Tuesday 4th June, 5.30pm Tandridge District Council.