

# Minutes Oxted BID Board Meeting

25<sup>th</sup> June 2019

Attendees: Anne-Marie Dickinson, Barbara Khattri, Khushi Muhammad, Louise Round, Tracey Shrimpton, Charlotte Parker

Apologies: Sally Hill, Robert Leech, Mike Pocock, Adrian Pointer

## 1. Minutes of Previous meetings

The Board approved the minutes of the meetings from 28<sup>th</sup> May and 4<sup>th</sup> June

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

## 2. Family Fun Day and future events

The Board discussed the family Fun Day held on Saturday 22<sup>nd</sup> and negative feedback.

The event was planned at short notice (the road closure was formally approved on 19<sup>th</sup> June) which meant that not enough time was allowed to build awareness of the event. The original vision had also been that most businesses would take part and use the opportunity to promote their business or provide additional entertainment which did not happen.

The road closure was necessary as the event included rides for young children. However, the position of some of the road closures, which were not where originally requested, meant that access to the town was severely restricted.

There were many negative comments on social media and these were responded to, both publicly and through private messages.

In terms of event promotion and communication

- The website was updated with the event and an event created on Facebook which was seen by 7,600 people, with advertising reaching 2,298 people. Additional social media advertising reached 6,952 people. The event was also listed on the Tandridge District Council website and included in their e-newsletter.
- A business newsletter was hand delivered to all businesses on 11<sup>th</sup> June, an email sent on 17<sup>th</sup> June and posters handed out a week before the event.
- An email was sent to the consumer database (over 1,000 people) on 17<sup>th</sup> June, 150 residents letters were hand delivered on 19<sup>th</sup> June, printed leaflets and posters were delivered to businesses and schools on 14<sup>th</sup> June, Social media advertising of the Facebook event reached 2,298 people and of the post about the event reached 6,952 people.

B Khattri has been contacting businesses and encouraging businesses to join the Facebook Hub group to start a discussion about businesses working together to make improvements in the town and developing a sense of community amongst businesses.

It was agreed that road closures would not be requested unless an event would fill the streets.

It was agreed that the photography competition would go ahead, the open mic event would be cancelled and the Street Theatre be moved to 14<sup>th</sup> September.

**Action: A-M Dickinson** to confirm status of market on 3 August with organiser

It was agreed that a wider group would come together to organise the Christmas event(s).

## 3. Digital Strategy

B Khattri provided a project update with the aim of launching the LoyalFree app and new website in the next few weeks.

**Action: TDC legal team** to review LoyalFree contract

#### 4. Business Forum Meeting

It was agreed to host a Business meeting on 30<sup>th</sup> July at Toast. The meeting would cover

- Digital Strategy
- Events and getting involved
- Opportunity to meet the Board
- Start the discussion about what the next 5 years

**Action: A-M Dickinson** to confirm availability at Toast

#### 5. BID Manager Report

Tracey has been visiting businesses with good engagement with the proposal to develop a ShopWatch scheme as well as the idea of a loyalty scheme.

The police have provided an information sharing agreement and Tracey will subscribe to the online system, DISC, and set up businesses in the system.

There was a report of wasps in the baskets by Lloyds Bank. We called out a pest control company who confirmed they were bees and should soon move on.

The Christmas Lights are part of a 5 year contract and we have the option to update this this year (ie a different motif).

**Action: T Shrimpton** to find out more about the options.

#### 6. Finance

Summary of expenditure to date (FY 2019 to 31<sup>st</sup> May)

Key Priority area	Expenditure to date	Activity
Image, Promotion, Marketing and Events	£10,430	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, Summer Events
Welcoming, Safe and attractive	£8,124	Hanging baskets, Christmas lights, BID Manager time, Crime meeting, Dementia Friendly Oxted, Board and planning meeting preparation including reports, documents, notes and budget
Backing Business	£770	Business crime, meetings with police and businesses; Procurement, Board and planning meeting preparation including reports, documents, notes and budget
Lobbying, Representing and Bidding	£210	Board and planning meeting preparation including reports, documents, notes and budget
Car Parking & Signage	£350	Signage project, Board and planning meeting preparation including reports, documents, notes and budget
Management and Admin	£3,388	BID Manager time (bookkeeping and accounts preparation, AGM, Business report to accompany levy bills, Director recruitment activity, Companies House updates), G-suite for email account, AGM costs
<b>Total</b>	<b>£23,272</b>	

#### 7. Date of next meeting

Tuesday 30<sup>th</sup> July, 5.30pm Toast (wider business meeting).