

Minutes Oxted BID Board Meeting

17th September 2019

Attendees: Anne-Marie Dickinson, Sally Hill, Robert Leech, Khushi Muhammad, Tracey Shrimpton, Charlotte Parker

Apologies: Barbara Khattri, Mike Pocock, Adrian Pointer

1. Chairing the Meeting

Louise Round who, while not a Board Director, had been chairing the BID Board Meeting. As it had been announced that Louise was leaving the council the Board agreed that Tracey would chair this meeting.

2. Minutes of Previous meetings

The Board approved the minutes of the meetings from 25th June.

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

3. Key Decisions / Projects

The Board discussed the proposal for the Christmas event on Saturday 23rd November 2pm to 7pm. The Board agreed a budget for the activity outline below.

Activity:

- Christmas Window Reveal
- Lantern making workshop and parade to central point for Christmas Lights Switch on (the lights will be switched on in mid November but this will be the celebration)
- Entertainers: Light Show (2 x20 min show), LED Christmas presents, stilt walker, acrobats, Face painter(s), balloon modeller(s) and Santa Meet & Greet in locations in Oxted
- Launch Digital Oxted with Christmas trails through the app and Christmas List
- Business involvement – a meeting is planned for 1 October to agree activities which could include having a stall outside their business, host Santa Meet & Greet, face painters, lantern making workshops or live music.
- Marketing and promotion – banners, leaflets and posters will be provided for schools and businesses and postcards for commuters to promote the events as well as an article in Tandridge magazine.
- Throughout December there will be Christmas Trails and competitions with late night (Thursdays) and Sunday opening promoted.

4. Signage and planting

The Board agreed that the signage project (to link both 'sides' of the town, to ensure car parking and key amenities are signposted) needed involvement of all parties: Tandridge District Council, the Parish Council, Surrey County Council and possibly Reigate & Banstead. The underpass between SRE and SRW was discussed as quite dated with elements of the mosaics in a poor state of repair.

The BID is also exploring planters in the town on wider pavement areas. It was suggested this would be a good way to unify courtyard gardens and the 'High Street' visually. It was noted that the larger hanging baskets were successful and an improvement over the smaller baskets.

Action: T Shrimpton to arrange a meeting and **C Parker** to identify who should attend from the councils

Action: C Parker to update on status of Regen Oxted project and whether there is a programme of work that would align with the need for improved signage

5. Reballot

The BID's 5 year term ends at the end of 2020 and businesses need to be balloted on whether the BID should continue for a second period of 5 years. Concern has been expressed that, without a BID, Oxted will be unable to meet the challenges facing the High Street in the future.

Action: To be discussed by the Board at the October Board meeting.

6. BID Manager Report

Digital Strategy

- The website is in the final stages of development.
- Footprint have increased social media activity with regular business 'spotlights' focusing on different businesses. They are also providing support with design activity on activity such as the photography competition and Christmas. Businesses have been offered free Google 360 video of their business which are important for search engine rankings.
- Take up of the LoyalFree app continues and is growing but business take up could be quicker. Loyal Free spent a day in Oxted in July and August and will spend another in October visiting businesses.

Vintage Market

- Vanity Fairs will continue to organise these markets in their own right.

ShopWatch scheme

- The information sharing agreement has been signed with the Police. Once this has been returned by the Police DISC will be set up (the police need to approve all participants).

Christmas lights

- Discussions are underway with the installer to confirm installation dates, documentation / approval to install the lights, switch on arrangements, remedial repair on SRW and cost to provide power / replace lights on large tree on corner of Master Park near bottom of Station Road and updating lights from Stamp Shop / Cattle and Cocktail area of Station Road West.

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

7. Finance

The Bank Mandate to set up new signatories needs to be completed again as Louise Round (who had to sign the form as Chair of the meeting when the decision was made to appoint signatories is leaving the council. The Board agreed to appoint the new signatories: Adrian Pointer, Robert Leech and Mike Pocock.

Summary of expenditure to date (FY 2019 to 31st August)

Key Priority area	Expenditure to date	Activity
Image, Promotion, Marketing and Events	£24,380	BID Manager time (emails, AGM, meeting with businesses, business report to accompany levy bills, website updates, social media), Digital marketing and Loyal Free app, Website hosting; Board and planning meeting preparation including reports, documents, notes and budget, Easter Trail, Summer Events, summer market, Christmas planning
Welcoming, Safe and attractive	£8,854	Hanging baskets, Christmas lights, BID Manager time, Crime meeting, Dementia Friendly Oxted, Digital marketing and Loyal Free app, Tree project Board and planning meeting preparation including reports, documents, notes and budget
Backing Business	£2,620	Business crime, meetings with police and businesses; Digital marketing and Loyal Free app, Procurement, Board and planning meeting preparation including reports, documents, notes and budget
Lobbying, Representing and Bidding	£350	Digital marketing and Loyal Free app, Board and planning meeting preparation including reports, documents, notes and budget
Car Parking & Signage	£560	Signage project, Digital marketing and Loyal Free app, Board and planning meeting preparation including reports, documents, notes and budget
Management and Admin	£4,598	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
Total	£41,362	

8. Council Update

C Parker provided an update on parking. A temporary arrangement is in place with Oxted school for 90 cars (council employees) to park there with business permit holders moving to the council office car park to free up space for shoppers in Ellice Road. St William Contractors will be encouraged to park at Oxted School with preferential parking rates but it is not possible for this to be compulsory.

9. Date of next meeting

Tuesday 15th October, 5.30pm at Robert Leech offices.