

Minutes Oxted BID Board Meeting

15th October 2019

Attendees: Anne-Marie Dickinson, Sally Hill, Barbara Khattri, Robert Leech, Tracey Shrimpton, Charlotte Parker

Apologies: Mike Pocock, Adrian Pointer

1. Chair of the BID

The Board Directors appointed Robert Leech as BID Chair, with Directors taking it in turns to chair the meeting.

2. Minutes of Previous meetings

The Board approved the minutes of the meetings from 17th September subject to TS amending the approved budget to £12,000.

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

3. Actions from previous meetings

- Signage: A meeting was planned with businesses and local councillors to discuss this on 8th October but only 2 businesses attended.
- Christmas lights: quotes are still awaited for additional festoon lights on Station Road West.

4. Key Decisions / Projects

- Board Directors: Following the resignation of Khushi from Thai Pad, additional Board Directors are required to ensure all sectors are represented. Tony from A Useful Friend has expressed an interest and offered to speak to businesses nearby who may be interested in joining the Board. A representative from restaurants or the night time economy would also be beneficial.
- Reballot: The BID's 5 year term ends at the end of 2020. A Pointer has raised sustainability as a key issue for businesses in the coming years and this should be explored for businesses and the town. Again Board directors felt that, without a BID, Oxted will be unable to meet that challenges facing the High Street in the future. It was agreed that a smaller working group representing a cross section of businesses should be brought together to consider this in the new year. This could be a key theme for the AGM, which is likely to take place in February.

5. BID Manager Report

Digital Strategy

- The launch of the new website is imminent and will include a private forum for BID businesses.
- Footprint, the digital agency are focusing on the following activity:
 - Regular visits to businesses and spotlight features on social media
 - Half term Halloween activity
 - Design for Christmas activity
 - Photography competition and calendar design
 - Monthly reports are expected to start shortly
- Take up of the LoyalFree app continues and is growing but business take up could be quicker.

Christmas Event

- Following a meeting with businesses attended by 14 people on 1st October the BID was asked to revert to a Thursday event (21st November) with a full road closure.
- The BID Board approved a budget increase to £15,000 to include the ferris wheel and gaming bus to ensure two high profile activities on Station Road East and West, as requested by businesses.

Half term Halloween trail

- A trail will take place during half term (26th Oct – 3rd Nov) consisting of 4 elements:
 - Through the app with people scanning QR Codes at participating businesses and voting for their favourite Halloween / autumn window display (a window display is not required to take part in the trail). Everyone who scans all the QR codes at participating businesses will be entered into a prize draw.
 - An anagram trail completed on a trail card with a prize draw for completed entries.
 - A spend and win promotion through the app where people can scan a QR code when they purchase from you - with the person who scans the most and purchases from the most businesses in Oxted winning a prize.
 - Businesses can also offer sweets as a Halloween treat if you would like to do this (again this is not a requirement).
- **Action: A-M D** to help hand out questionnaires to businesses to get feedback on their participation in the Halloween Trail and the Christmas event.

Communications

- Monthly update emails are sent to businesses
- The monthly meetings with businesses and community representatives are working well with directors encourage to attend. Monthly drop in meetings have been scheduled at Elements (5.30pm) on the following dates: Tuesday 5th November (focus is Christmas event), 7th January, 4th February, 3rd March.

Christmas lights

- The BID contacted the Parish Council about additional funds for the Christmas lights in the town but this was declined.

Trees

- A shortlist of 2-3 designs is required to be able to cost and progress.

6. Finance

The replacement forms for new bank account signatories have been signed. We are awaiting one more signature from Adrian then the forms can be sent off to the Bank.

Summary of expenditure to date (FY 2019 to 30 September)

Key Priority area	Expenditure to date	Activity
Image, Promotion, Marketing and Events	£25,990	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	£9,484	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	£3,020	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	£750	Digital marketing and Loyal Free app, Board and planning meeting preparation including reports, documents, notes and budget
Car Parking & Signage	£1,120	Signage project, Digital marketing and Loyal Free app, Board and planning meeting preparation including reports, documents, notes and budget
Management and Admin	£5,048	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	£45,412	

7. Council Update

C Parker provided an update on council activity. The local plan examination is currently underway. The temporary arrangement with Oxted school for 64 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 will start in early November.

8. Date of next meeting

Tuesday 3rd December, 5.30pm at Robert Leech offices.