

Minutes Oxted BID Board Meeting

3rd December 2019

Attendees: Sally Hill, Barbara Khattri, Robert Leech, Tracey Shrimpton

Apologies: Mike Pocock, Adrian Pointer, Charlotte Parker, Anne-Marie Dickinson

1. Minutes of Previous meetings

The Board approved the minutes of the meetings from 15th October.

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

2. Key Decisions / Projects

- Reballot: Following the October Board meeting when the Board directors agreed that, without a BID, Oxted will be unable to meet the challenges facing the High Street in the future, Tracey has proposed using a third party company, People & Places Insight (who have extensive experience working with National Government, Local Authorities, Business Improvement Districts, Town Councils, Chambers of Trade, Community and Town Partnerships, Universities and retailers) to carry out independent research to understand the issues that businesses face and to inform the business plan. The suggested budget is £5,000.
Action: T Shrimpton to obtain quotes and get Board sign off by email.
- AGM. This is planned for February. Directors will be expected to present and attend the meeting.
- Board Directors. Additional Board Directors would be welcome, particularly from the nighttime economy sector.
- 2020 Planning. Barbara and Tracey have been working with Footprint on a plan for 202 and will be meeting in January to develop the calendar for the year.

3. BID Manager Report

- Digital Strategy
 - The new website has been launched and Footprint have been responsive to request. Priorities over the last period have been:
 - Regular visits to businesses and spotlight features on social media
 - Design for half term Halloween trail and Christmas activity
 - Continued focus on business spotlights
 - Website launch
 - LoyalFree app - take up continues and is growing but business take up could be quicker.
- Christmas Event – see Wash up report at the end of the minutes
- Half term Halloween trail – this was very popular and the Board agreed to have an Easter trail using the same format.
- Christmas Lights. The festoon lights have now been installed at the bottom of Station Road West. The company have been very responsive to emerging issues (connection from Mint to Oxted Florist, power from Piper's Florist and controlling lights from Personality) as well as trying to resolve power issues on Hoskins Walk.
- Signage: A meeting was held with Jackie Wren and the Wayfinding company on 3rd December. There are specific areas that are of concern to BID businesses, but to be effective the project should be considered as a whole. Costings have been provided and it was suggested that the BID offers a contribution, with further discussions with the Parish

Council, District council to discuss, identify and fund improvements. The Board decided not to pursue at this time.

- The Board discussed further town centre improvements that would make a significant difference to the town such as redesign of the area outside the station, the underpass, seating and planting.
- **Action: TS** to explore whether hanging baskets can be rotated by 90 degrees to make them more visible.

4. Finance

- BID Directors are pursuing the change of bank account signatories and are following up with HSBC to confirm the account is still active.
- The VAT return to 30 September has been submitted
- The BID's year end is 31 December and accounts will need to be prepared after that point for the AGM.
- The Board agree to renew the BID insurance PL and Employers Liability.

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

Key Priority area	Expenditure to date	Activity
Image, Promotion, Marketing and Events	£35,652	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, Halloween event and Christmas event
Welcoming, Safe and attractive	£10,774	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	£3,820	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	£3,050	Digital marketing and Loyal Free app, Board and planning meeting preparation including reports, documents, notes and budget
Car Parking & Signage	£3,490	Signage project, Digital marketing and Loyal Free app, Board and planning meeting preparation including reports, documents, notes and budget
Management and Admin	£7,673	BID Manager time (bookkeeping and accounts preparation, AGM, Business report to accompany levy bills, Director recruitment activity, Annual Insurance, Companies House updates), G-suite for email account, AGM costs
Total	£64,459	
2019 Budget	£134,588	
Budget remaining	£70,129	

5. Date of next meeting

Action: T Shrimpton to circulate dates for 2020 meetings. Tuesdays are the best day for Directors.

Christmas 2019 wash up report

Summary

Firstly, huge thanks to all the businesses who stayed open, put on activity on the night, came to planning meetings and provided their input and feedback. The atmosphere and feedback has been really positive, with (of course) room for improvement.

Key recommendations:

- Start planning earlier.
- Accept that this sort of event costs a lot of money to deliver and may need to cost more next year as more activity is required to make the streets feel busier. Perhaps this should be the BID's only big event of the year.
- The event attracts people who already visit Oxted and are supporting their local town. Event planning should reflect this. To attract people from further afield significant investment would be required.
- Reinstate the Christmas window reveal judging on the night and improve the lantern parade.

Positives

- Free entertainment and rides (ferris wheel, gaming bus, lantern making, balloon modellers, face painters)
- Santa available for longer and meet and greet.
- Live music and work done by Idol Hands and Natasha at bottom of Station Road West
- Lantern workshops – all 100 lanterns were made,
- TDC resource in terms of road closures and assistants on the evening is essential.

Improvements

- Start planning earlier. Event planned must start in July. Starting in September with a date change in October meant that planning was very stressful and there was not enough time to arrange logistics (we received formal notification of the road closure from the council the day before), promote the event or to communicate properly with businesses.
- It is a large areas to cover so we need more activity to fill the space (this will come at a cost)
 - ££: Fairground stalls, Horse & Carriage rides, carousel
 - More businesses doing things outside
 - Encouraging businesses to stay open (businesses and visitors commented that it was a shame that some businesses were closed)
- Still need more business involvement on SRW
 - Santa / workshop hosting
 - Cinema short film
- Earlier information from businesses on what they are doing would improve planned location of activities (eg there was quite a bit of activity at the bottom of SRE and the LED light show could have been held there if we have known earlier).
- The lantern parade needs more focus and someone to manage on the night to ensure the parade has more people.
- Allow more time for Santa to move between locations.
- Hoskins Way – cone off both sides so parking isn't possible and Road Ahead Closed sign by roundabout.

- Window reveal. A photographer was allocated 2 event assistants with a list of businesses. However he dismissed them, did not take photos requested which meant that the 'reveal' element, which should be a high profile, was missed. For 2020 we should return to windows being judged on the night plus the social media competition (again earlier planning will hopefully allow time to find a judge).

Not sure

- Market stalls – would fill the spaces but could mean people don't spend with businesses
- Saturday or Thursday evening (there are mixed views)

Survey responses (consumers)

See also Facebook comments at the end of the document

	2019 (71 responses)	2018 (105 responses)
Did you attend	87%	94%
How did you hear about the event?		
Social media	58%	59%
Poster	30%	36%
Word of mouth	20%	28%
Email	17%	28%
Duration of stay		
½ - 1 hour	24%	20%
1-2 hours	44%	41%
Over 2 hours	16%	24%
Business interaction		
Bought from the shops on the night	23%	36%
Browsed in the shops	41%	58%
Bought something to eat / drink	57%	50%
Spend on the night		
£0	7%	16%
Less than £10	34%	22%
£10-£40	38%	39%
£40-£75	13%	7%
Were you with children		
Yes (primary school age)	40%	38%
No	38%	39%
How often do you visit Oxted		
Weekly	93%	88%

Responses are broadly similar on both years apart from:

- Fewer people stayed longer than 2 hours which could have been due to the weather (it started to drizzle just after 7pm) or because there was less activity than last year in the street.
- Fewer people bought or browsed from the shops, although spend was higher on the night with a higher proportion of people saying they spend less than £10 or over £40 on the night.
- More people who visit Oxted weekly attended the event. This could be because people are making more frequent visits to Oxted or that people who visit more frequently were aware of the event

This year we also asked people whether the event would make people more likely to visit Oxted. 65% said no, but when the comments are read, 72% comments stated because this is because they already support local shops and visit Oxted frequently. Parking was raised a couple of times as a barrier to coming into the town.

Business survey

	2019 (12 responses)	2018 (7 responses)
The event was a good marketing opportunity to promote my business	67%	57%
Good opportunity to make sales on the night	50%	43%
Good way to change the perception of Oxted	92%	100%
Proportion of business on SRE	75%	57%

Suggestions include

- Get printed material out early
- More activity required
- Better coordination of activity on the street and in businesses (eg don't double up on face painters)
- More forward planning / notice
- Better lighting eg Hoskins Walk (the power was not connected)
- Use an event organiser to focus solely on this
- Positive customer feedback was received
- Hold the event on a Saturday



Love Oxted

21 November at 22:49 · 🌐

The Christmas event in Oxted is the business community's thank you to everyone who supports our local businesses throughout the year. So a huge thank you everyone for coming tonight and we hope you had a great time. More photos to follow but here are some snaps from the evening.



8,998

People reached

3,702

Engagements

Boost Post

Most relevant is selected, so some comments may have been filtered out.

Write a comment...



Lucy Luscombe Great evening- thank you all so much - there was clearly a lot of organisation behind it.

Like · Reply · Message · 1w

2



Author

Love Oxted Thank you for coming along to support the event. LO

Like · Reply · Commented on by Dean Footprint [?] · 1w



Michaela Bartholomew Really enjoyable evening and fantastic atmosphere! Lots to do for the children and adults - hope the stores made some good sales from last night as well! ❤️

Like · Reply · Message · 1w

2



Author

Love Oxted Thank you we are glad you had a great time and found lots to do and see. LO

Like · Reply · Commented on by Dean Footprint [?] · 1w



Ashley Fosdike Fabulous evening. Great to see everyone out and enjoying themselves. Great that bins were being emptied next time perhaps another ride at the other end of the high street.

Like · Reply · Message · 1w · Edited

3



Author

Love Oxted Thank you. LO

Like · Reply · Commented on by Dean Footprint [?] · 1w



Liz Lowe It was a lovely event thank you! Great to see so many shops open.

Like · Reply · Message · 1w

2



Author

Love Oxted Great to hear the feedback. LO

Like · Reply · Commented on by Dean Footprint [?] · 1w



Amanda Hewett Thank you for a fabulous evening #loveoxted

Like · Reply · Message · 6d

1



Amanda Hewett Thank you for a fabulous evening #loveoxted

Like · Reply · Message · 6d

1



Sarah Cole What a lovely evening - thank you 🌟

Like · Reply · Message · 6d

1



Kate Allen Fantastic event!!

Like · Reply · Message · 1w

2



Author

Love Oxted Thank you we are glad you had a great time. LO

Like · Reply · Commented on by Dean Footprint [?] · 1w



Natalie Claire Williams Lovely evening!!

Like · Reply · Message · 6d

1



Stephen Wolstenholme Well done and thanks to everyone involved.

Like · Reply · Message · 1w

2



Author

Love Oxted Thank you for the nice comment. LO

Like · Reply · Commented on by Dean Footprint [?] · 1w

1



Ashdown Travel Thank you for a great evening Love Oxted!

Like · Reply · Message · 4d

1