

Minutes Oxted BID Board Meeting

14th April 2020

Attendees: Barbara Khattri, Robert Leech, Adrian Pointer, Tracey Shrimpton

Apologies: Sally Hill, Anne-Marie Dickinson, Mike Pocock

1. Minutes of Previous meetings

The Board approved the minutes of the meetings from 11th February.

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

2. Key Decisions / Projects

- The Board agreed the summer and autumn / winter flowers for 2020. The Board discussed rotating the baskets by 90 degrees but this would involve extra cost and the Board decided not to proceed with this.

3. BID Manager Report

Since the last Board meeting, Coronavirus restrictions have been out in place. Over the last month the focus of BID activity has been:

- Support businesses in the BID area – ensuring that businesses have access to accurate information from official sources and practical support
- Promote local businesses – highlighting businesses who are trading online, offering takeaways or home delivery using the Loyal Free App, website and social media
- Develop business and community hub areas on the Love Oxted website with all the information in one place
- Events planned (Easter Trail, VE Day, Flower wall) have been cancelled or put on hold for the time being.
- **Action: TS** to arrange webinars for businesses.

The medium / longer term focus is

- Support business to develop the capability to adapt to the future market
- Developing a recovery strategy for the town and planning activity so that we can launch as soon as encouraging footfall is safe.

Digital Strategy

- Average visits to the Love Oxted website have grown by 25% over the last 6 months.
- Average Facebook reach has grown by 41% over the last 6 months.

4. Finance

- BID levy bills – Despite this being a time when the BID would prefer not to issue BID levy bills, it has been confirmed that there is a legal obligation to issue bills and BID levy bills must go out. **Action: TS** to draft a covering letter to explain that this is a legal obligation, to demonstrate the work we have been doing, but also to offer the opportunity for businesses to make contact should payment cause them financial difficulties. RL to sign as BID Chair.
- **Action: TS** to meet with TDC regarding levy collected to date and issuing bills for 1 April to 31 December.

- The three main industry bodies: British BIDs, The Association of Town and City Management (ATCM) and the BID foundation have been lobbying for the government to apply 100% BID levy relief to mirror the business rates relief for businesses. Our local MP has pledged her support in this matter.
- Cashflow – TS has forecast BID cashflow. **Action: TS** to reforecast to 31st December

Summary of expenditure to date (FY 2020 to 31 March)

Key Priority area	Expenditure to date	Activity
Image, Promotion, Marketing and Events	£4,036	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	£1,690	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	£1,900	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	£1,200	Digital marketing and Loyal Free app, Board and planning meeting preparation including reports, documents, notes and budget
Car Parking & Signage	£1,200	Signage project, Digital marketing and Loyal Free app, Board and planning meeting preparation including reports, documents, notes and budget
Reballot	£745	
Management and Admin	£2,415	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	£13,185	

5. Future Board meeting dates

- 12th May, 16th June, 14th July, 15th September, 13th October, 10th November, 8th December