

Minutes Oxted BID Board Meeting

12th May 2020

Attendees: Anne-Marie Dickinson (part of meeting), Sally Hill, Barbara Khattri, Robert Leech, Adrian Pointer, Tracey Shrimpton
Apologies: Sally Hill, Mike Pocock

1. Minutes of Previous meetings

The Board approved the minutes of the meetings from 14th April.

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

2. Key Decisions / Projects

- TS attended the British BIDs' course on BID ballots in April on the ballot process
- The government's Coronavirus legislation allows bids due to hold ballots before the end of 2020 to delay until 31st March 2021.
- The Board will review this at the next board meeting and decide when to ballot businesses on a second term for the BID.

3. BID Manager Report

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
- Recovery planning – preparing and sharing the Oxted recovery plan for a co-ordinated approach and council support for medium term strategies, particularly road and pavement usage and parking as well as longer term regeneration focus.
- Promote local businesses – highlighting businesses who are trading online, offering takeaways or home delivery using the Loyal Free App, website and social media
- Developed business and community hub areas on the Love Oxted website with all the information in one place
- Explored bulk buying to support businesses.
- Webinars to offer business support, get feedback and share ideas – Wednesday webinars starting Wednesday 13th May.
- Consumer email to understand likely behaviour once restrictions are eased / lifted.
- Apart from summer flower, events and major activities planned have been cancelled or put on hold for the time being.
- BID rebalot planning.

Digital Strategy

- Loyal Free have developed an online platform at no additional charge. This will be launched to businesses to supplement current online offerings or provide an affordable platform for those wanting to sell online.
- 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

- On 1st May the Government announced that Grant Funding would be available to BIDs. The aim of this fund is to cover the operating costs of BIDs for a period of 3 months. TS has provided all information to TDC to apply for this grant.

- TS provided a reforecast cashflow to 31st December

Key Priority area	Expenditure to date	Activity
Image, Promotion, Marketing and Events	£5,276	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	£2,090	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	£2,720	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	£1,600	Digital marketing and Loyal Free app, Board and planning meeting preparation including reports, documents, notes and budget
Car Parking & Signage	£1,600	Signage project, Digital marketing and Loyal Free app, Board and planning meeting preparation including reports, documents, notes and budget
Reballot	£1,025	
Management and Admin	£4,049	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	£18,360	

5. Future Board meeting dates

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