

# Minutes Oxted BID Board Meeting

16<sup>th</sup> June 2020

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

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

## 1. Minutes of Previous meetings

The Board approved the minutes of the meetings from 12<sup>th</sup> May.

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

## 2. Key Decisions / Projects

- BID Ballot date – the Coronavirus legislation allowed for BIDs with renewal ballots due to 31<sup>st</sup> December 2020 to delay the ballot to 31<sup>st</sup> March 2021. The BID Board therefore agreed to delay the ballot until early spring.

## 3. BID Manager Report

Over the last month the focus of BID activity has been:

- Continuing to 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 13<sup>th</sup> 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

- During May, the Love Oxted website appeared in search results 47,000 times for over 1800 different terms over the past month.
- Website visitors increased to 1289 in May an increase of 125% compared to 2019
- Twitter reach of 17,100 in May (how many people who might have seen posts)
- Facebook reach of 16,000

## 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 31<sup>st</sup> December

### Summary of expenditure to date (FY 2020 to 31 May)

Key Priority area	Expenditure to date	Activity
Image, Promotion, Marketing and Events	£6,516	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	£2,490	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	£3,680	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	£2,000	Digital marketing and Loyal Free app, Board and planning meeting preparation including reports, documents, notes and budget
Car Parking & Signage	£2,000	Signage project, Digital marketing and Loyal Free app, Board and planning meeting preparation including reports, documents, notes and budget
Reballot	£1,165	
Management and Admin	£4,757	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
<b>Total</b>	<b>£22,608</b>	

### 5. Future Board meeting dates

- 14<sup>th</sup> July, 15<sup>th</sup> September, 13<sup>th</sup> October, 10<sup>th</sup> November, 8<sup>th</sup> December