

Minutes Oxted BID Board Meeting

22nd September 2020

Attendees: Barbara Khattri, Robert Leech, Tracey Shrimpton

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

1. Minutes of Previous meetings

The Board approved the minutes of the meetings from 30th June.

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

2. Key Decisions / Projects

- Christmas activities. The proposal for entertainment and activities on the Saturdays in the lead up to Christmas (5th, 12th and 19th) was discussed. **Action: TS** to develop costed proposals further
- The Christmas lights will proceed as usual but there will be no late night shopping event and Christmas lights switch on as activities which encourage mass gatherings are not permitted.
- **Action: TS** to get information from businesses about their plans (Sunday opening, late night shopping) and undertake a poll in the hub about entertainment.
- BID Ballot date – the Coronavirus legislation allowed for BIDs with renewal ballots due to 31st December 2020 to delay the ballot to 31st March 2021. The BID Board therefore agreed to delay the ballot until early spring.
- Reballot – it was agreed to commission and external company, People & Places, to undertake independent research with businesses in the BID area to understand the impact of COVID, their vision for the future of their business and Oxted over the next 5 years and how the BID can support. **Action: TS** to progress.

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 government sources and practical support (posters, sanitiser)
- Promote local businesses, particularly those taking part in the Eat out to Help Out Scheme
- Updates on business and community hub on the Love Oxted website with all the information in one place.
- Christmas planning including getting ideas and feedback from businesses, proposals for digital promotion and activity in the town.
- Business updates in the business hub Facebook group.
- BID reballot planning.

Digital Strategy

- During August, the Love Oxted website appeared in search results 65,500 times for over 1,950 different terms over the past month.
- Website visitors increased to 2,361 in August an increase of 43% month on month (driven by Eat out to Help Out)
- Twitter reach of 16,500 in August (how many people who might have seen posts)
- Facebook reach of 25,100

4. Finance

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

Key Priority area	Expenditure to date	Activity
Image, Promotion, Marketing and Events	£10,406	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	£6,995	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	£7,430	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, Supporting business recovery - coronavirus
Lobbying, Representing and Bidding	£3,200	Digital marketing and Loyal Free app, Board and planning meeting preparation including reports, documents, notes and budget
Car Parking & Signage	£3,262	Signage project, Digital marketing and Loyal Free app, Board and planning meeting preparation including reports, documents, notes and budget
Reballot	£1,305	
Management and Admin	£6,066	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	£38,664	

5. Any Other Business

- The BID has been approached by the parish council to support updating the roundabout at the bottom of station Road West. **Action: TS** to speak to Parish Council to understand potential costs for Board to decide whether to proceed.
- TS is still exploring options for trees and planters.

6. Future Board meeting dates

- 20th October, 10th November, 8th December