

Minutes Oxted BID Board Meeting

20th October 2020

Attendees: Barbara Khattri, Robert Leech, Tracey Shrimpton, Anne-Marie Dickinson, Sally Hill,
Apologies: Adrian Pointer

1. Key Decisions / Projects

- The minutes from the September meeting were approved. **Action: TS** to upload to the website
- Mike Pocock has tendered his resignation as a Director as he is moving away from the area. The BID Board thanked Mike for his contribution. **Action: TS** to update Companies House.
- Christmas activities. It was agreed that entertainment should be booked for the three Saturdays in December the lead up to Christmas (5th, 12th and 19th) as well as snow machines. The budget is £6,000
- The Board approved providing support to the Parish Council for roundabout improvements at the bottom of Station Road West. The amount requested was £3,300.

2. BID Manager Report

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

- Support businesses in the BID area – updating with government advice, hand sanitiser and posters.
- Promote local businesses – including those participating in the Eat out to Help Out Campaign.
- Recording videos to promote local businesses and safety measures in place.
- Videos to support the Cabinet Office's Enjoy Summer Safely campaign: videos of the Ginistry, Jules Boutique and the BID Manager were shared by the Cabinet Office.
- Encouraging businesses to get involved with Tandridge District Council's *We're Backing Business* campaign, funded by central Government
- Halloween Trail – contact free trail for late October / early November
- The Christmas lights will be switched on at the earliest opportunity. The lighting company has been out in touch with the landlord on Hoskins Walk to ensure the lights there can be connected safely
- TS has circulated a questionnaire to businesses to get more information on their plans for Christmas (eg Sunday opening, late night shopping).
- Christmas – believe in the magic!
 - As events which encourage mass gatherings cannot be organised the focus will therefore be on activities and entertainment in the Saturdays in December before Christmas (5th, 12th, 19th) plus Digital marketing
 - Digital trails – late night opening, Sunday opening,
 - Christmas window reveal – online / video
 - BID rebalot business plan and campaign planning. People & Places will undertake research with businesses

The Digital agency, Footprint are focusing on:

- Graphics for Halloween Trail
- Christmas
 - Online gift guide
 - Artwork for Oxted Acts of Kindness – 150 boxes of chocolates have been bought for businesses to gift their customers at random a box of chocolates that they collect from another shop (eg voucher given in Station Road East to collect from Station Road West)
- **Action: Footprint** to focus on more frequent hub updated eg hints and tips for businesses / Tip of the Day plus additional training

Digital Strategy

- During September, the Love Oxted website appeared in search results 56,400 (up from earlier in the year, but down from August when Eat Out to Help Out was a focus). Love Oxted appeared in searches for over 1,950 different terms.
- Website visitors were 1,547 in September (up from 850 the year before but down from August when Eat Out to Help Out was a focus for web visits).
- Twitter reach of 8,700 in September (how many people might have seen posts) and Facebook reach of 9,426.
- Activity is continuing to ensure the website is found for key terms and businesses relating to Oxted.

3. Finance

Summary of expenditure to date (FY 2020 to 30 September)

Key Priority area	Expenditure to date	Activity
Image, Promotion, Marketing and Events	£12,721	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	£7,395	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	£7,970	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	£3,600	Digital marketing and Loyal Free app, Board and planning meeting preparation including reports, documents, notes and budget
Car Parking & Signage	£3,662	Signage project, Digital marketing and Loyal Free app, Board and planning meeting preparation including reports, documents, notes and budget
Reballot	£1,445	
Management and Admin	£6,923	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	£43,716	

4. Future Board meeting dates

- 17th November, 8th December