

Minutes Oxted BID Board Meeting

6th April 2021

Attendees: Barbara Khattri, Sally Hill, Tracey Shrimpton

Apologies: Robert Leech, Anne-Marie Dickinson, Adrian Pointer

This was the first meeting following the successful renewal ballot to agree immediate priorities for BID activity.

Marketing

- Current campaigns are focusing on businesses re-opening on 12th April. There is a specific hair & beauty campaign (being coordinated by BK) and a retail campaign (being coordinated by A-M D)
- **Action: TS** to conduct a survey regarding print – what would businesses like to see produced in print?
- **Action: TS** to set up monthly meetings with Footprint to agree priorities and ensure that businesses know what marketing activity is taking place and how they can get involved. Campaigns should be developed around different consumer groups (young mums, retired, workers in the town, commuters, high net worth locals).
- Need to understand more about what local want – eg Sunday opening, pre-cinema / theatre meal, late night opening click and collect, home delivery.
- Community engagement needs to increase as many of the larger businesses are focused on this area.

Digital Transformation

- The Business Plan including a proposal to subscribe to the Maybe platform which will enable individual businesses and the BID to see best practice examples, see what is working and have access to social media training. The subscription is £195 per month. **Action: TS** to proceed.
- **Action: TS** to explore Save the High Street resources / projects.

An Attractive Town

- **Action: TS** to explore co funding opportunities for improvements.
- **Action: TS** to explore rotating brackets for hanging baskets 90 degrees so that they are more visible.

Business Communication / engagement

- **Action: TS** to set up monthly zoom drop in sessions for businesses

Running the BID

More directors are needed on the board. Some businesses are keen to get more involved with the BID, either through joining the Board or in the advisory panel. Those interested to be invited to the next meeting.