

Minutes Oxted BID Board Meeting

4th May 2021

Board Director Attendees: Sally Hill, Oxted Medical Centre, Robert Leech, Robert Leech; Barbara Khattri, Elements Lifestyle; Adrian Pointer, Simply Sports

Other attendees: Tracey Shrimpton, BID Manager; Chris Francis, Oxted Kitchens; Matt Hagan, The Deli, Kelly Judd, Robert Leech, Yvonne Morland, Tandridge District Council

Apologies: Anne-Marie Dickinson, Number 44

1. Welcome and Introductions

RL welcomed CF, MH and KJ to the meeting who attended as observers with a view to joining the Board as well as YM to give an update on council activity.

2. Minutes from the last meeting

The minutes from the last meeting were approved. **Action: TS** to add them to the Love Oxted website.

3. Project update

Since the BID ballot result was declared BID Manager activity has focused on:

- Support for, and promotion of, businesses as they re-open
 - Hair & Beauty Campaign and app trail
 - Retail reopening
 - Facebook advertising of Oxted
 - Video of Oxted business (the Deli) to Surrey Chambers for a campaign they are doing celebrating how businesses adapted over the last 12 months
 - Entertainment on 12th April and 17th April to celebrate businesses re-opening and to welcome people back to Oxted. Chocolates (which were not used before Christmas) were handed out as Random Acts of Kindness
- An attractive space
 - Flower contractor has been asked to deliver flowers this year
 - Liaison with council re bin replacement
 - Liaison with council re RHSS Welcome Back funding and BID projects identified in the Business Plan
 - Initial contact with station to discuss use of Station Approach and underpass.
 - **Action: TS** to circulate the Wayfinding report and Regen plans. This will be the focus of discussion for the next Board meeting.
- Business support
 - Car parking in Ellice Road car park for St William Contractors. The council have made a number of spaces available for St William Staff and contractors have been encouraged to use the Station car park.
 - Crime and antisocial behaviour – discussions with PCSO about shoplifting in supermarkets and action plan to address.
- Council liaison
 - Operating agreement for the BID

Operational Plan

- TS shared a layout for an Operational plan which would provide an oversight of BID projects and progress against delivery. This can be used at Board meetings and also shared with businesses to give greater visibility of BID projects. **Action: TS** to prepare for the next Board meeting

Marketing and Events

- TS shared the Marketing & Events proposal with the Board. The Board discussed the need to improve social media imagery, to be more proactive with content (rather than ask businesses to provide photos) and to be more campaign focused with particular consumer groups in mind. The Board will continue to review marketing activity closely.
- With events it was suggested that specialist markets may be more appropriate, at least initially.
- Some Facebook advertising has been done beyond Oxted and it was suggested that promotion should extend beyond Oxted to East Grinstead and Sanderstead, for example, including posters at stations
- It was suggested the online shop could sell Oxted vouchers that could be spent in participating businesses rather than goods. **Action: TS** to take forward with Footprint.
- A welcome pack was suggested for people moving into Oxted. TS has the information from St William for Courtyard Gardens but a separate pack for each estate agent would be valuable. **Action: TS** to take forward.
- **Action: TS** to share the marketing and events plan with businesses.
- **Action: TS** to create a marketing brief and set up monthly planning and review meetings with Footprint

Business communication

- More activity is required to communicate BID activity with businesses. More face to face visits and printed information were suggested. It would also be good to have a network of businesses happy to speak to neighbouring businesses and encourage them to get involved with BID activity.

Digital Strategy report – April

- The Love Oxted website appeared in 55,700 search results. Love Oxted appeared in searches for over 1,960 different terms. SEO activity is continuing to ensure the website is found for key terms and businesses relating to Oxted.
- Website visitors were 1,666
- Twitter reach of 8,600 (how many people might have seen posts) and Facebook reach of 16,757.
- Instagram followers are 1,962.
- Loyal Free: 1,282 people have downloaded the app with 11.014 interactions (trails, offer redemptions, business views).

4. BID Finance and Operations

BID levy bills

- It was agreed that the 2021 BID levy bills need to go out with a report setting out what the BID is focusing on and will deliver. **Action: TS to take forward with TDC**
- 2020 unpaid levy bills. It was agreed that TS should contact each business individually to understand their personal circumstances before any further action is taken. **Action: TS to take forward with TDC**

AGM

- It was agreed that this should take place face to face, no later than mid September. **Action: TS** to take forward.

Board Directors

- CF and MH are keen to join the Board. **Action: TS** to advise how they can be included as Directors in advance of the AGM.
- It was agreed that greater representation from Station Road West is needed, ideally as Directors, but possibly acting as a sounding board.

Banking

- **Action: RL** and AP to set up online banking.

Accounts

- **Action: TS** to get accounts and expenditure statement prepared for 2020 and get advice on changing the start of the financial year to 1 April.

5. Council update

YM gave an update on council activity:

- Over £25m has been paid out in government grants. This remains a focus for the Business rates team.

Reopening High Streets Safely Welcome Back Funding

- YM has been in discussions with TS about the Reopening High Streets Safely (RHSS) Welcome Back Funding which is being provided to councils from central government to support town centres with activity to increase footfall, improve the attractiveness of a town. For a large investment, the information required for the BID may require full project details such as alternative quotes, evidence of consultation, a business case and necessary permissions, such as planning.
- The Board discussed various options and agreed to pursue a number of options designed to encourage visits, repeat visits and dwell time:
 - Benches
 - Bike racks and ideally air quality monitoring
 - Planters esp on railings, possibly by the underpass
 - Railing updates / refurbishment (would this be more Surrey CC?)
 - Summer event to welcome people back to Oxted when it is fully re-open
 - Project to improve shop frontages – possibly provision of labour and / or materials
 - Installation of lighting sockets to enhance Christmas lights and summer
 - Possible summer installation to create a visitor attraction (eg overhead umbrellas etc in an area)
 - Flower wall installation to increase Instagram appeal and create visitor attraction
- The Board agreed that two major projects: the underpass refurbishment and use of the station approach area as a flexible event space are a priority for the term of the BID. Due to the planning, consultation and likely funding required as well as delivery timescales, it was agreed these would not be put forward for this funding.
- **Actions: TS** to discuss further with YM and provide the information required to enable TDC to submit a request for funding.

Bins

- TDC have a bin replacement programme in place with lamppost bins being replaced by freestanding bins.

St William

- Parking suspension on Station Road East for the St William development has been extended to the end of July. Once residents start to move in (June) site access will be via Johnsdale.

- YM and TS met with St William and TDC have provided parking spaces in the council car park for St William permanent staff with contractors encouraged to park in the station car park, rather than Ellice Road.

6. Next Board meeting

- 8th June, face to face 5.30pm at The Deli (BK to dial in).