

Minutes Oxted BID Board Meeting

8th June 2021

Board Director Attendees: Sally Hill, Oxted Medical Centre, Robert Leech, Robert Leech (by Zoom); Barbara Khattri, Elements Lifestyle (by Zoom); 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. Minutes from the last meeting

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

2. Council Update: Reopening High Streets Safely Fund

- The Oxted BID had submitted requests for three projects to be considered for this government funding: additional benches in the town; additional cycle parking in the town; additional planters on the railings by the underpass.
- Nine locations were suggested for benches and cycle parking. No locations are suitable for additional cycle parking and only one location is suitable for benches (next to the Postbox by Paydens on Station Road East). The council are progressing this option. The majority of sites suggested for benches are on private (rather than council-owned land) and government funding could not be used for benches in these locations.
- Some landlords may support additional benches on their curtilage (eg Simply Sports) but funding will need to be sourced from elsewhere.
- The planters on the railings are being progressed by TDC.
- The Operating agreement with the council was signed and returned to TDC.

3. Priority Projects

- AP talked through the previous work done on the public realm strategy and wayfinding (signage). It was agreed that these may need to be updating slightly to include elements such as electric charging points for cars.
- The Board agreed that these projects are a priority as having an attractive town is vital. We need to understand what can be delivered in the term of the BID and what sources of funding are available. **Action: AP** to continue to progress with support from TS.
- It was also agreed that constant business engagement is important to understand what will have the biggest impact on businesses' trading environment. This could include a central market square, Sunday opening, late night shopping, online offering for the town, more markets. **Action: TS** to develop survey questions

4. Project update

- The BID Manager requested support from the Board to provide strategic direction in terms of prioritising projects and decisions on project activity to ensure that projects can be delivered quickly.

Events

- The BID Board discussed the Events plan approved at the last Board meeting and agreed the following programme:

- Monthly events on the last Saturday of the month ideally starting 31st July. The aim is to use the area in front of the station. Action: TS to draw up the project plan. The BID will buy gazebos and tables for businesses in the town to have market stalls, although external stallholders may also be invited, depending on interest from businesses. **Action: CF and MH** to speak to businesses to encourage them to get involved.
- Future dates are 28th August (Bank Holiday), 25th September, 30th October (Halloween), 27th November (Christmas event).
- The Halloween Trail will take place in half term.
- It was agreed that the Christmas event should be on Saturday 27th November. Although this would be the same date as Reigate it was felt that this wouldn't stop people coming to Oxted. This would be a daytime / early evening event with live music (stage) and other entertainment.
- **Action: TS** to set up a WhatsApp group for events.

Marketing

- The BID Board reviewed a brief for Marketing Oxted as a destination. **Action: BK, MH, CF and TS** to meet to discuss and agree next steps.
- TS stressed the importance of identifying and including the criteria for success in the brief so that marketing activity can be measured objectively.
- More work is required to promote the Loyal Free app with businesses and shoppers. **Action: TS** to progress.
- Digital Strategy report – May
 - The Love Oxted website appeared in 72,100 search results. Love Oxted appeared in searches for over 2,300 different terms. SEO activity is continuing to ensure the website is found for key terms and businesses relating to Oxted.
 - Website visitors were 1,883
 - Twitter reach of 7,000 (how many people might have seen posts) and Facebook reach of 42,512.
 - Instagram followers are 2,008.
 - Loyal Free: 1,297 people have downloaded the app with 11,255 interactions (trials, offer redemptions, business views).

An Attractive Town

- Baskets and flowers – it had been suggested that the hanging baskets should be rotated 90 degrees so that they are visible as you walk / drive through the town. The options were:
 - Rotate those which can be changed, but this is likely to look inconsistent and unattractive
 - Replace all brackets with new brackets which hold one basket which can hang over the pavement. This will require quotes for new brackets, council and lamppost owner approval.
- The BID Board agreed this was not a priority at this time.

Business Support

- Crime. TS will be organising meetings with businesses and the police, hopefully quarterly.

5. BID Finance and Operations

BID levy bills

- The council collect the BID levy on behalf of the BID and have a legal duty to do so. TDC will send the BID levy bills for 1 April 2021 to 21 March 2022 in early August. **Action: TS** to draft covering leaflet setting out the BID's objectives.

AGM

- The date agreed was 2nd September.

Board Directors

- MH submitted his information to join the Board. **Action: TS** to register Matt at Companies House.
- It was agreed that greater representation from Station Road West is needed, ideally as Directors, but possibly acting as a sounding board.

Expenditure Statement

- TS to circulate the Expenditure Statement to Directors for 2020.
- KJ offered support with management accounts.

Banking

- RL and AP to set up online banking.
- The Board agreed to change the correspondence address to the BID Manager's home address.

6. Next Board meeting

6th July, face to face 5.30pm at The Deli.