

Minutes Oxted BID Board Meeting

6th July 2021

Board Director Attendees: Anne-Marie Dickinson, Number 44; Matt Hagan, The Deli; Sally Hill, Oxted Medical Centre, Robert Leech, Robert Leech (by Zoom); Lifestyle (by Zoom); Adrian Pointer, Simply Sports

Other attendees: Tracey Shrimpton, BID Manager; Chris Francis, Oxted Kitchens; Kelly Judd, Robert Leech. Part of meeting: David Ford, Chief Executive Tandridge District Council; Alison Boote, Executive Head of Communities, Tandridge District Council

Apologies: Barbara Khattri, Elements

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. Priority Project: Regeneration and public realm projects

- David Ford, Chief Executive Tandridge District Council; Alison Boote, Executive Head of Communities, Tandridge District Council attended the meeting to
- The BID Board discussed two reports: Public Realm Strategy (January 2017) which the BID had contributed to and the Wayfinding report on signage (2018) which the BID had commissioned. The BID is supportive and keen to see these projects implemented as they would make significant improvements to the town that would benefit businesses, shoppers and visitors and create a more welcoming and attractive environment in the town.
- It was agreed that the BID does not have the authority resources, expertise or budget to implement these projects but that the council would be the key organisation to bring together different organisations to work together to deliver these projects.
- **Action: TS** to share reports. The council will then update on next steps.

DF and AB left the meeting

3. Crime in Oxted

- The BID Board agreed in principle to provide a contribution to CCTV in the town. Once the project has progressed and costs are known it was suggested that the council / police should attend the BID meeting so that the level of contribution could be agreed.

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

- Planning the mini artisan market for 31st July is the main priority. As this is the first event, there is a lot of initial work required. This includes identifying, vetting and recruiting stallholders, council liaison regarding permission, licensing and environmental health, events plan and risk assessments, managing COVID risks (dependent on government guidance), purchasing gazebos and equipment, promoting the event
- Chris and Matt have been visiting businesses to make them aware of the event and encourage them to get involved

- Future Events
 - Themes are needed for 29th August and 25th September
 - 30th October will be Halloween
 - 27th November is the Christmas event
- The Board agreed not to progress the Superhero event
- For 2022 a summer holiday event should be considered to bring people into Oxted and increase dwell time (eg trail)
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Feedback from businesses

- A questionnaire has been circulated to businesses to understand what is important to them. Very few businesses have responded.

Marketing

- It was agreed that the Board would like to see a number of marketing companies to understand how they would promote Oxted on social media. Matt and Chris are keen to be involved. The brief, location and time needs to be agreed.
- Digital Strategy report – June
 - Google Search impressions (number of times Love Oxted appears in a Google search): 71,600
 - Facebook followers: 2,447 (up 14% in the last 12 months) with reach of 26,882
 - Twitter followers: 1,295 (up 10% in the last 12 months) with reach of 6,900
 - Instagram followers: 2,045 (up 4% in the last 3 months) with reach of 7,871 and 352
 - Website visitors: 1,707
 - Loyal Free: 1,304 users; 108 businesses promoted and 11,383 app interactions.

An Attractive Town

- The BID Manager is awaiting further details from the Parish Council about their project to provide additional trees in the town.

Reopening High Streets Safely Fund

- Additional planters will be installed on the railings over the underpass on Hoskins Walk.

Business Support

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

5. BID Finance, Governance and Operations

New Directors

- Matt Hagan has been added as new Director and attended a British BIDs course, Responsibilities of a BID Director.
- The Board is keen to encourage businesses on Station Road West to join the Board.

Confirmation Statement

- This has been submitted to Companies House.

6. Next Board meeting

3rd August, face to face 5.30pm at The Deli.

Expenditure Report 2021 Year to date

	Jan	Feb	March	April	May	June	Expenditure to date	Activity
Marketing and Events	£709	£420	£420	£630	£1,436	£1,659	£5,273	BID Manager time (business communications: emails, WhatsApp and Facebook group updates, printed business comms, website and social media content, COVID comms and guidance), Website hosting; Advertising; Board reports; Event planning and delivery including suppliers)
Digital	£2,144	£2,144	£2,144	£2,144	£2,284	£2,144	£13,001	Footprint (website maintenance and content uploads, social media posting, campaign development, graphic design), Loyal Free App; BID Manager time briefing Footprint / Loyal Free
An Attractive Town	£0	£0	£0	£140	£3,295	£70	£3,505	Hanging baskets, Christmas lights, BID Manager time, Reopening High Streets Safely Fund
Sustainability	£0	£0	£0	£0	£0	£0	£0	
Business Support	£0	£0	£999	£210	£280	£70	£1,559	Business crime, meetings with police and businesses; Supporting business recovery through COVID; 121 business queries
Renewal ballot	£3,240	£2,375	£1,400	£0	£0	£0	£7,015	Business research, printing business plan, BID Manager time to manage rebalot and meetings with businesses
Management and Admin	£602	£322	£330	£322	£610	£817	£3,002	Bookkeeping (payment of invoices, expenditure reporting, VAT returns); Annual Accounts and Expenditure report preparation, AGM, Annual Insurance, Companies House correspondence, G-suite for email account, Membership of British BIDs, Board agenda, reporting and minutes.
Total							£33,355	