

# Minutes Oxted BID Board Meeting

3<sup>rd</sup> August 2021

**Board Director Attendees:** Anne-Marie Dickinson, Number 44, Sally Hill, Oxted Medical Centre, Robert Leech, Robert Leech

**Other attendees:** Tracey Shrimpton, BID Manager

**Apologies:** Barbara Khattri, Elements; Matt Hagan, The Deli; Adrian Pointer, Simply Sports; Kelly Judd, Robert Leech; Chris Francis, Oxted Kitchens.

## 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:

### Events

- The mini artisan market took place on 31<sup>st</sup> July. The event was well received by stallholders, businesses on Station Road East reported that there was a lovely buzz in the town. A M-D reported that she saw new customers who had visited the town specifically for the market. Unfortunately, there was not as much pavement space on Station Road West for stalls and some stallholders dropped out at the last minute which meant that side of the town was quieter.
- The Board agreed that the market should be repeated on 25<sup>th</sup> September but that more stalls are needed on Station Road West. Stalls should also be considered for the Christmas event on 27<sup>th</sup> November. **Action: TS** to progress
- TS has met with the station about using the area in front of the station on Station Road East. While the station is supportive of community events and allowing use of the space for one off events such as Christmas, payment was requested for regular use. Directors were concerned that, as the BID has a limited budget, payments such as this prevented the BID from doing other activity to support businesses and encourage people back to the town. Directors were also aware that people travel to Oxted by train for events so events could also increase revenue for the rail company. **Action: TS** to continue discussions with the station.

### Marketing – promoting Oxted as a destination

- It was agreed to postpone these discussions until MH, CF and BK are able to contribute and lead on this project.

## 3. BID Manager Project update

### Events

- The BID has purchased three gazebos and gazebo weights that can be used by businesses in the BID area. These are being stored at Simply Sports.
- The event on 28<sup>th</sup> August will be some free family fun with balloon modellers, face painters (children's and festival), circus skills activity as well as some live music. The entertainment will be on Station Road East by Hamways or the bus stop on the other side and the Festival face painter will be located by Jules.
- Future Events
  - 30<sup>th</sup> October will be Halloween
  - 27<sup>th</sup> November is the Christmas event

## Marketing

- Pizza Express Competition (meal for 2 funded by Pizza Express)
  - This closed on 31st July. TS to contact the winner. There were 269 entries and 180 asked to join the consumer mailing list to hear about events and offers in Oxted.
- July 2021 stats
  - Google Search impressions (number of times Love Oxted appears in a Google search): 71,600
  - Facebook followers: 2,491 with reach of 16,132 and engagement of 2,300
  - Twitter followers: 1,304 with reach of 7,167
  - Instagram followers: 2,097 with 16,911 impressions, reach of 1,912 (36% non followers) and 529 engagements
  - Website visitors: TBC
  - Loyal Free: 1,315 users; 108 businesses promoted and 11,504 app interactions.
- It was suggested that the BID produces a regular What's on publication. **Action: TS** to progress.

## An Attractive Town - Reopening High Streets Safely Fund

- Additional planters have been installed on the railings over the underpass on Hoskins Walk and four ground planters have been installed (2 on Station Road East and 2 on Station Road West).
- **Action: TS** to follow up with the Parish council about trees.

## Sustainability

It was suggested that the BID produces (or sources a scheme already in existence) a checklist so that businesses can audit their journey to net zero and identify where support is needed. **Action: TS to discuss with AP**, possibly launching at the AGM.

## Business Support

### Crime

- TS is arranging a meeting with businesses, the council and police, most likely on 17<sup>th</sup> August.
- TS attended a meeting with the Office of the Police and Crime Commissioner looking to understand the needs of key stakeholders representing businesses to determine the priorities for policing. Business crime, making reporting easier, better sharing of information, more regular patrols, work to address / prevent teenage offending, better response to incidents and CCTV were mentioned as priorities.

## 4. BID Finance, Governance and Operations

### New Directors

- The Board is keen to encourage businesses on Station Road West to join the Board but to date no businesses have come forward.

### AGM

- The AGM was meant to take place on 2nd September but Robert Leech, BID Chair may not be available. The proposed date is therefore 7<sup>th</sup> September. It was suggested that the council and police are asked to attend to talk about regeneration / public realm improvements and crime / antisocial behaviour respectively.

### Banking

- Online banking and change of correspondence address still to be resolved.

## 5. Next Board meeting

7<sup>th</sup> September, AGM.

## Expenditure Report 2021 Year to date

	Jan	Feb	March	April	May	June	July	Expenditure to date	Activity
Marketing and Events	£709	£420	£420	£630	£1,436	£1,659	£2,871	£8,144	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; Poster and leaflet printing, Board reports; Event planning and delivery including suppliers)
Digital	£2,144	£2,144	£2,144	£2,144	£2,284	£2,144	£2,074	£15,075	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	£140	£3,645	Hanging baskets, Christmas lights, BID Manager time, Reopening High Streets Safely Fund
Sustainability	£0	£0	£0	£0	£0	£0	£0	£0	
Business Support	£0	£0	£999	£210	£280	£70	£140	£1,699	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	£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	£712	£3,714	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.
<b>Total</b>								<b>£39,292</b>	