

Minutes Oxted BID Board Meeting

7th September 2021

Board Director Attendees: Anne-Marie Dickinson, Number 44, Matt Hagan, The Deli,

Other attendees: Tracey Shrimpton, BID Manager, Kelly Judd, Robert Leech

Apologies: Sally Hill, Oxted Medical Centre; Barbara Khattri, Elements; Robert Leech, Robert Leech; Adrian Pointer, Simply Sports; 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

- Events remain the priority project for the BID Manager who has brought in an Event Manager, Justine to deliver the events and manage stallholder / entertainer bookings.
- The event on 28th August included free family fun with balloon modellers, face painters (children's and festival), circus skills activity as well as some live music. Providing just entertainment is not as successful as markets.
- The mini artisan market for September has taken a lot of time again to organise as this is still a new event for stallholders (so significant recruitment activity is required) and it includes a road closure on Station Road West in line with feedback from businesses.
 - Posters and banners for the September market were distributed on 6th September.
- Future Events – questionnaires were issued to businesses 7th September
 - 30th October will be Halloween with a trail for the half term week
 - 27th November is the Christmas event

3. BID Manager Project update

Marketing – promoting Oxted as a destination

CF has been in contact with a freelancer. **Action: TS** to make contact with the freelancer and MH's contact.

Current areas of focus for Footprint

- Mini artisan market and future events
- Halloween
- Sunflower competition - winner
- Job vacancy page on Love Oxted website

Marketing

- August 2021 stats
 - Google Search impressions (number of times Love Oxted appears in a Google search): 79,400
 - Facebook followers: 2,503 with reach of 10,303 and engagement of 2,300
 - Twitter followers: 1,312 with reach of 6,700
 - Instagram followers: 2,100 with reach of 2,019 and 460 engagements
 - Website visitors: 2,167

- Loyal Free: 1,315 users; 108 businesses promoted and 11,504 app interactions.

An Attractive Town

Christmas lights

- The Christmas lights supplier have offered a 25% reduction on the lights for 2021 as we are using the same design as previous years. They have recommended allowing £750 to replace some of the lights in the trees which may need some sections replacing (they are 5 years old).
- The wires on Station Road East (for across the street lights) which were removed for the St William works will be reinstalled (subject to confirmation from St William that they have no high lorries / cranes),
- Station Road West enhancements The Board approved the purchased of additional (30-40) hanging stars to enhance the festoon lights. this (subject to TS getting support from Station Road West businesses). The alternative 3D cone trees were not approved. **Action: TS** to speak to Station Road West businesses.
- **Action: TS** to follow up with the Parish council about trees.

Sustainability

- TS and AP have been discussing this project and how to make it easy for businesses. The government's Together for Our Planet campaign is designed to raise awareness of the actions small businesses can take to reduce their emissions. The [UK Business Climate Hub](#) to support the journey to net zero with specific guidance for the manufacturing, retail and tech sectors to support them to commit to achieving net zero ahead of the United Nations Climate Change conference (COP26) in Glasgow, on 1-12 November. There is also a [Together for Our Planet digital toolkit](#) to support this. **Action: TS and AP** to progress further.
- At first glance I thought it looked quite complex but I need to spend some time reviewing so that we can give businesses a simple checklist – all Directors views welcome.

Business Support

Crime

- TS arranged a meeting with businesses, the council and police. Disappointingly only one business attended, although they expressed their appreciation for recent police support.

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

- This will now be held on 2nd November. A location needs to be found as the Red Cross are not hiring out their hall.

2020 Accounts (1st Jan to 31st December)

- The Expenditure statement is complete and the statutory accounts are being prepared and will be circulated to Directors for approval.

Banking

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

5. Next Board meeting

5th October – this will be online as TS is away.

Expenditure Report 2021 Year to date

	Jan	Feb	March	April	May	June	July	August	Expenditure to date	Activity
Marketing and Events	£709	£420	£420	£630	£1,436	£1,659	£2,871	£3,121	£11,264	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	£2,014	£17,089	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	£70	£3,715	Hanging baskets, Christmas lights, BID Manager time, Reopening High Streets Safely Fund
Sustainability	£0	£0	£0	£0	£0	£0	£0	£0	£0	
Business Support	£0	£0	£999	£210	£280	£70	£140	£140	£1,839	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	£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	£740	£600	£4,341	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									£45,263	