

# Oxted BID Autumn Newsletter

## Upcoming events

- 21st to 31st October – Digital Halloween Trail – 10 Locations
- 2nd November 5 – 7.30pm – Sustainability Event – Tandridge District Council.
- 16th November 5.30 – 7pm – Oxted BID AGM, Red Cross Centre, Hoskins Road. All welcome.
- 24th November 4.30pm to 9pm – Love Oxted Christmas Shopping & Entertainment

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- Sustainability Event update
- Digital Halloween Trail overview
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- Marketing news including:
  - New marketing manager
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  - Website revamp
- BID Call to Arms – Category Groups
- General News – hellos and goodbyes

### going green

Your Business  
Journey to  
Net Zero

Practical support to help your business go green

#### ABOUT

We need to be doing more to be planet friendly. Every day we are bombarded with all the different actions we could be taking. Love Oxted and Surrey Chambers of Commerce, supported by Tandridge District Council, want to help you, our local businesses, cut through the noise and feel like you're making progress on your own net zero journey.

#### WHEN

Wednesday 2nd November, 17:00 – 19:30

#### WHERE

Tandridge District Council, Station Road East, Oxted, RH8 0BT



Matt Letley of Impact for Good will lead an informative, hands-on event for all attendees to understand what they need to do to:

- reduce their carbon footprint
- become a more sustainable business
- get the advice and support they need
- exchange best practice

And most importantly everyone will leave with 5 actions to implement. We will also hear case studies from local businesses already on their journey.

Following on from the event, there will be an opportunity to receive additional free support, sponsored by Love Oxted.

However please note, you have to attend the event to qualify. The sessions afterwards are worth hundreds of pounds, so don't miss your chance to be one of the lucky businesses to benefit.

To book email [Hannah.Joslyn@surrey-chambers.co.uk](mailto:Hannah.Joslyn@surrey-chambers.co.uk)





# Sustainability

## 2nd November: FREE business event to help you achieve your Net Zero goals

Did you know that all businesses will need to have their Net Zero strategy in place by 2030, cutting carbon emissions by half, with an aim to be Net Zero by 2050? If not, then find out what you need to be doing ASAP!

Our event on November 2nd, at Tandridge District Council is co-hosted with Surrey Chambers and Tandridge DC and aims to provide you with valuable information, tips, help and advice on how to move forward with your sustainability plans. TDC's CEO David Ford will open with Council leader, Catherine Sayer.

Matt Letley of Impact for Good will lead the conversation to help you understand what you need to do to:

- reduce your carbon footprint
- become a more sustainable business
- get the advice and support you need
- exchange best practice

It will also give you the opportunity to hear about other local businesses already on their net zero journey and there will be ample opportunity to ask questions.

Most importantly, everyone will leave with 5 actions to implement in their own business and FIVE attending businesses will receive the opportunity for individual help from our experts.

**To book your place, please email Hannah Joslyn at Surrey Chambers at:  
[Hannah.Joslyn@surrey-chambers.co.uk](mailto:Hannah.Joslyn@surrey-chambers.co.uk)**

There is local funding via LoCASE to help you achieve your Net Zero goals, but it finishes in April 2023, and LoCASE grant applications should be made as soon as possible, so you need to act now! LoCASE representatives will also be there to answer questions about grants, which have to be allocated by end of March 2023, so make your applications as quickly as possible.



## DIGITAL HALLOWEEN TRAIL

Please let us know what you're doing for Halloween ASAP and we will be happy to promote them via the website and social media.

We are running a digital Augmented Reality Halloween story trail via [www.highstreetsafari.com](http://www.highstreetsafari.com), with stickers in 10 windows through the town. All families have to do is scan the starter QR code and follow the route, checking in to each location via the poster on the window.

You can find the map, locations and instructions at <https://highstreetsafari.com/spookingout>

## MARKETING

### NEW MARKETING & EVENTS MANAGER

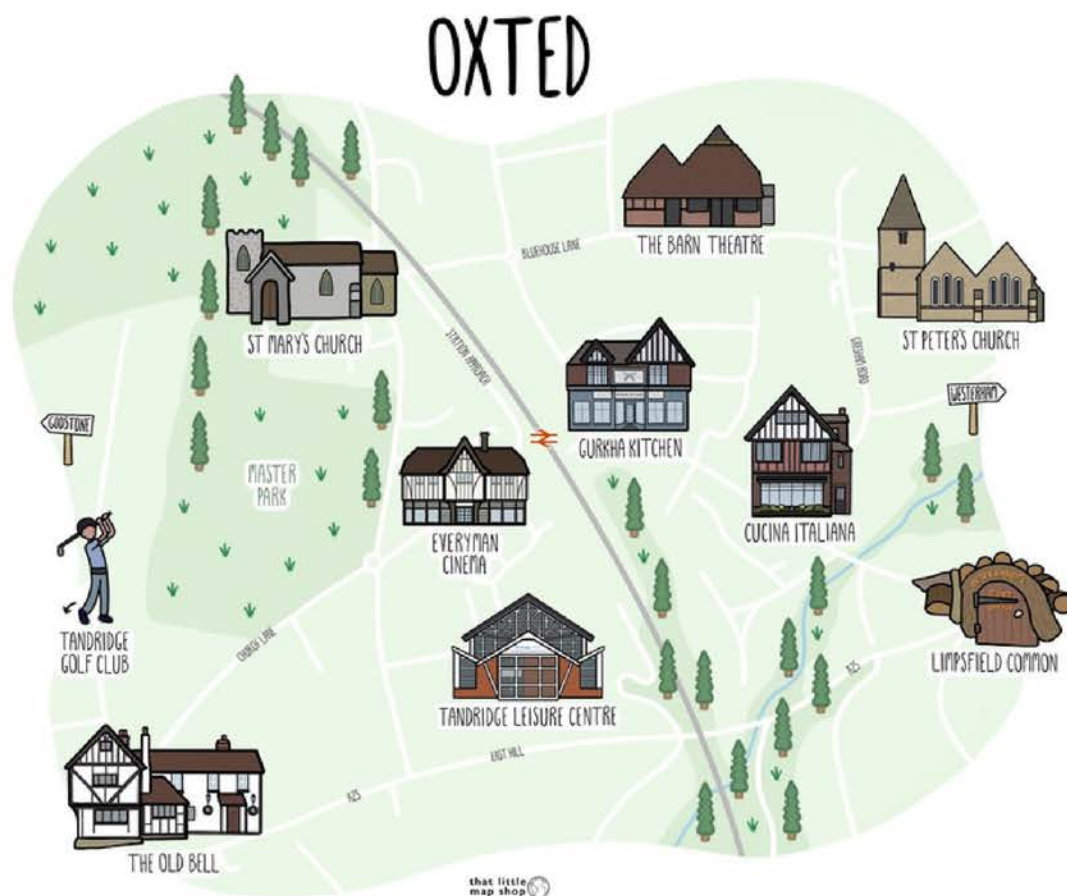
Following some months where we were without any marketing assistance, we have now engaged local PR & Marketing consultant, Sophie Martin as our part-time Marketing and Events Manager.

Sophie grew up in Oxted/Limpsfield and returned to live here in 2013. She has as had a long career in Public Relations, latterly specialising in the support of small businesses, and is involved with the local community in many ways, including publishing the [limpsfieldsurrey.com](http://limpsfieldsurrey.com) website and as Clerk at Limpsfield Parish Council. She also works part time at Oxted School, so you or your children may already know her face!

Sophie will be overseeing the events and marketing of Love Oxted, as well as day-to-day communications with the Board, local businesses and consumers. Please feel free to contact her on [marketing@loveoxted.co.uk](mailto:marketing@loveoxted.co.uk) or call 07514 011355.

Tracey is continuing as BID Manager on a part-time basis, focusing more on 'behind the scenes' activity and is still your point of contact for non-marketing queries. She can be contacted at [tracey@loveoxted.co.uk](mailto:tracey@loveoxted.co.uk) or 07746 828792.





### OXTED TOWN CENTRE MAP

We are developing a lovely town centre map, created by Tom Bacon of That Little Map Shop, whose parents once owned Tracks News! You may have already seen Tom's existing Oxted map (pictured above) on his instagram profile, @thatlittlemapshop. He is now working on a more detailed map that will include a few key buildings, plus symbols for key services and landmarks.

We will be able to use this in many different ways, both around the town on physical information boards and also in digital format for PR and Advertising, to allow visitors to have an easy-to-view snapshot of what Oxted town centre has to offer.

We will also be getting a Christmas version. Once these maps are done, they will be available for use by all BID businesses on marketing material etc.

### WEBSITE REVAMP

Working with local web developer, Andrew Wills, we will be renewing and simplifying the Love Oxted website to make it more user-friendly and attractive for Oxted businesses, the local community and visitors alike. We hope to have this completed by the end of October.

### OTHER GENERAL MARKETING ACTIVITY

Sophie will be working on a number of specific projects and ongoing general marketing activity, including:

- Daily sharing of social media posts from businesses and local groups to Facebook/Insta Stories
- Regular posts to social media on general news, business categories or general Oxted and any specific business news
- Regular features online and on social media on individual businesses from different categories
- Working with local media and wider media and bloggers/influencers to help promote Oxted as a town for shopping, eating, drinking and experiencing – by category and in general
- Write ups on restaurants, cafes and bars to be arranged with independent "reviewers"





# **OXTED'S CHRISTMAS SHOPPING EVENT**

**THURSDAY 24TH NOVEMBER  
4.30PM-9PM**

**LIGHTS TO BE SWITCHED ON BY  
JAMIE FOREMAN**

CHRISTMAS MARKET • PROCESSION  
LATE NIGHT SHOPPING TO 9PM  
RIDES • LIVE MUSIC • STREET FOOD  
CHRISTMAS WINDOWS • STREET ENTERTAINMENT  
MUSIC & DANCE PERFORMANCES  
@loveoxted



## *What's Happening*

- Christmas trees throughout the town
- Christmas Market - around 25 great stalls
- Street food and drink - mostly by resident businesses. Please let us know (if you haven't already) what you are planning in terms of any food/drink specials
- Santa and his Elves (Titsey Rotary)
- Helter Skelter, living snow globe, photo opp snow globe (you climb inside), Street entertainers and animatronic polar bear!
- Local actor, Jamie Foreman has kindly agreed to switch on the lights. We hope to do this on both sides of the town, starting with a procession from Station Road West, joined (we hope) by Santa and his Elves and as many local children as we can muster!
- We're reaching out to local performance groups. If you have suggestions, do let us know.





## Station Road West

- This will be the dedicated Christmas Market area to draw more visitors to that side and give better protection against the elements to the visiting stalls. We can't control the weather, but we hope we can mitigate against it to an extent!
- The Ginistry will be keeping everyone warm with Mathis, their van, selling mulled gin/wine outside IG Equine Boutique at the Lloyds Bank building.
- Matt Hayes and Martin Mickels of Idol Hands have agreed to do a set, which is fantastic and we hope to recruit some other local musicians and singers to liven up the streets and station tunnel. Any suggestions most welcome.

## Station Road East

- This side is all about the shops, the street food, the twinkly lights and the windows.
- We have horse and carriage rides courtesy of Alex Jones, a traditional Helter Skelter, living snow globes for great photo opportunities and street entertainers on both sides of the station as well as Santa and his elves.
- We hope to also have performances from local singers, dancers and musicians. If you know anyone, please send them our way!

## Road Closures

- Station Road West will be closed from Hoskins Road to the Station from 12pm to 10pm
- Station Road East will be closed from 4pm (to accommodate school buses) until 10pm.
- There will be parking suspensions also in place down those two roads on the day, with access only for businesses and emergency services.
- Stewards will assist owners and employees to leave their parking areas after the road closures are in place. Those who park behind Boots can leave via Ellice/Beatrice Road.

Any enquiries, please email Sophie at [marketing@loveoxted.co.uk](mailto:marketing@loveoxted.co.uk).

## Windows & Lights throughout the festive period

We will be doing an online Christmas advent calendar featuring your Christmas decorations and windows, so please have your Christmas windows completed by 21st November if possible and while we know energy is expensive right now, it would be great if you could leave on your display lights on timers until around 11pm if at all possible, but particularly during the Christmas late night shopping event.

## What are your plans?

Let us know what special plans you have as a business for the evening and we will do our best to promote them. Most of the restaurants, bars and cafes are already on board with street food/drink offers which is fantastic.

We want the two streets to be buzzing with activity, but YOU, the businesses are a huge part of this and your participation is key to the success of the event.





### AN ATTRACTIVE TOWN

Our hanging baskets and troughs continue to be very popular (the latest ones are due for replacement over the next week, but are late due to contractor illness) and the Christmas lights are also getting an upgrade this year!

We have a number of other plans afoot as part of the Attractive Town project, one of which is bringing some more foliage into the town, with the arrival of potted trees to fill some of the empty spaces.

We have been/will be contacting relevant business owners/landlords of identified buildings that have space for permission to install a potted tree in an empty space.

### BETTER SIGNAGE ON A25

We are currently working with Surrey County Council to establish what is possible to have as signage from the A25. We understand that this is something that the businesses have been after for some time, however we are very restricted by Highways regulations, but we are working on it.

### SAFETY & SECURITY

We understand that there have been a number of break-ins and theft of cars in recent times and we thank you all for your vigilance via the businesses Facebook Group and WhatsApp. Please keep communicating with each other.

Following its poll earlier this year and discussions with the Police and other authorities, Oxted Parish Council has now put out a tender for the CCTV installation work, in conjunction with the local police. We await further updates.

### HELLOS AND GOODBYES

We have to say our fond farewells to The Italian Shop, Personality, The Pet Shop and Oxted Health Foods after many, many years of service to Oxted.

However, we now welcome new businesses, **Playtown**, **IG Equine**, **Serenity Aesthetics**, **Kinjo**, **Hammonds Wine Bar** and **Stag Men's Grooming** and we wish them every success. FYI Home Edit is now located within Number 44 and there are other new businesses to be announced soon.

We are sure they are all going to be huge assets to Oxted town centre.





## YOUR BID NEEDS YOU!

We are very aware that some of you are not fully behind the BID and we completely respect that and understand your reasons. However, in order for us to make the BID work for the current period, we need YOU to engage with US. Love Oxted IS you, the businesses, after all.

As a small team of business owners, volunteering as the BID Board, we cannot be everywhere and do everything with the limited time we have, so we rely on your input and assistance. We are looking for other Board members if any of you are interested in putting your hand up... The part-time BID manager and marketing manager are there to implement the BID's ideas and make sure the BID is run as it should be, but you are the businesses and we need you to engage with us in a positive way.

### BUSINESS CATEGORY WORKING GROUPS

You know your business sector better than we do, and we would really value your input and suggestions as to how we can best promote you. Clearly, allocating all business to a specific category is not easy, but we think it would be useful to divide the BID into broad business categories as follows:

- Food, Drink & Night-time Entertainment
- Health, Beauty & Grooming
- Retail
- High Street Essentials
- House & Home
- Financial & Professional Services

Some businesses may fall into more than one category, but it would be great if a few business owners from each category could get together to form a working group. The idea being that you can help us to promote your specific category. Please let us know if you are interested in putting your hand up to head up or be part of a working group.

Don't forget to:

- Read the news and info emails we send you via Mailchimp. If you're not getting them, email Sophie with your best contact details
- Let Sophie know of any events or promotional activity you are planning
- **Tag @loveoxted and hashtag #loveoxted** into your social media posts, so that we can find them quickly and share them. Email or call Sophie with any marketing/events ideas or suggestions