



# Annual General Meeting

16<sup>th</sup> November 2022



# Welcome and Introduction

Tracey Shrimpton

Love Oxted BID Manager

# Agenda

- Welcome and Introductions
- Our year so far
- The formal bit
  - 2021/2 Accounts and Expenditure Statement
  - Electing Directors
- Looking forward
  - Crime and antisocial behaviour
  - Business categories
  - Marketing
  - Public realm and signage
- Close and networking

# The Year so far



**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

LoveOxted

**Going Green**  
 Your Business Journey to Net Zero  
 Wednesday 2nd November  
 Tandridge District Council

LoveOxted  
 Surrey Chambers of Commerce  
 Tandridge District Council  
 Impact & Good  
 Compare your FOOTPRINT



**TOTALLY SPOOKING OUT!**  
 A FRIGHTFULLY FREE FAMILY TRAIL  
 COME VISIT US ON THE TRAIL!

Trustpilot



OXTED BID NEWS LETTER  
 AUTUMN 2022

LoveOxted

**Upcoming events**

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

**SUSTAINABILITY EVENT**  
 2nd November: FREE business event to help you achieve your Net Zero goals

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 be providing advice, tips and info on what you can be doing now to reduce your carbon footprint.

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.

**Are you ready to Go Green?**  
 We want to help YOU take your business to NET ZERO

Join Love Oxted, Surrey Chambers of Commerce & Tandridge District Council for a FREE event to help you and your business cut through the noise.

Wednesday 2nd November, 5pm to 7.30pm  
 Tandridge District Council  
 Hoskins Road, Oxted, Surrey, GU8 3BB

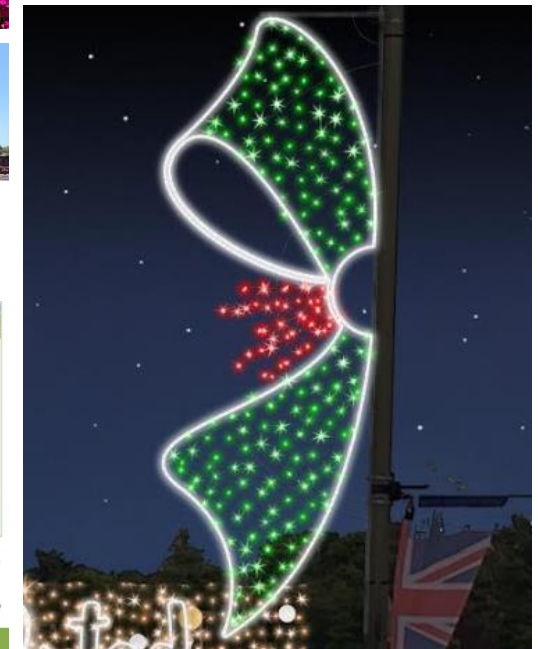
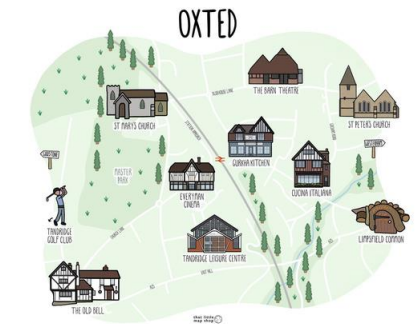
More details of request for grant will help you reduce your business's carbon footprint. We will also be running a digital Halloween story trail via www.hightrestoration.com, with stickers in 10 windows through the town. All families have to do is scan the starter QR code and follow the route, checking in to each location via the poster on the window.

**TOTALLY SPOOKING OUT!**  
 A FRIGHTFULLY FREE FAMILY TRAIL  
 COME VISIT US ON THE TRAIL!

HALLOWEEN  
 Please let us know your Halloween plans ASAP and we will be happy to promote them via the website and social media.

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WWW.LOVEOXTED.CO.UK





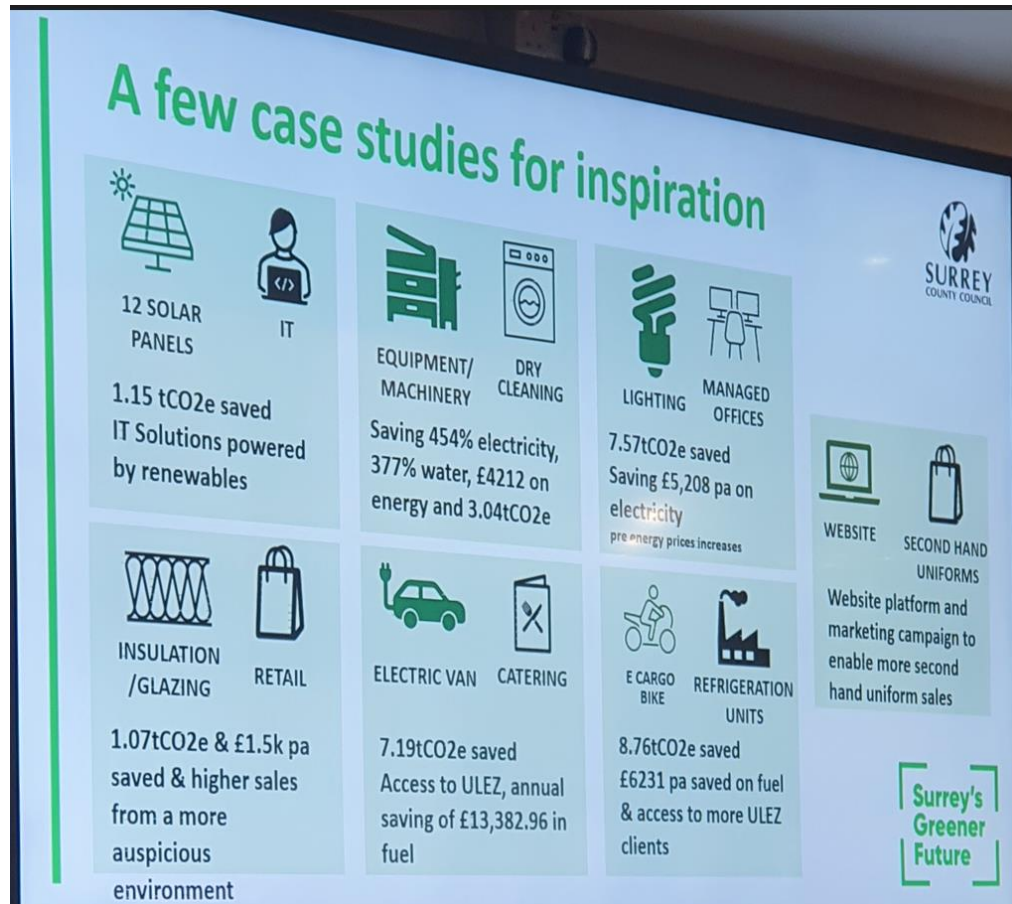
# Sustainability

Adrian Pointer

Simply Sports and BID Director



# Sustainability





# The formal bit

Tracey Shrimpton

Love Oxted BID Manager



# Board Accounts

Andrew Mackenzie-Smart

Smart Accounting and Tax Solutions



# Governance aspects

- Changes to Board Rules
- Proposal to allow businesses outside the BID area to opt in to the BID

*Businesses outside the BID area can join the BID subject to a contribution of 2% of Rateable value (not business rates paid), per annum or £200, whichever is higher.*

# Thank you

- Sally Hill, Oxted Health Centre
- Barbara Khattri, Elements Hair and Beauty Lifestyle
- Matt Hagan, The Deli
- Robert Leech, Robert Leech

# Appointing Directors to the BID Board

- Adrian Pointer, Simply Sports
- Anne-Marie Dickinson, Number 44 and Home Edit
- Craig Custance, Robert Leech



Looking  
Forward

# Crime and antisocial behaviour

- WhatsApp Group
- DISC
- CCTV



# Business Categories

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



# Events and Marketing

Anne-Marie Dickinson: Number 44 and BID  
Director

Sophie Martin: Love Oxted marketing



## Oxted BID Autumn Newsletter

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### Contents

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



## Are you ready to GO GREEN?

**WE want to help YOU take your business to NET ZERO**

**FREE EVENT for OXTED BUSINESSES**  
Wednesday 2nd November, 5pm to 7.30pm



## Welcome To Oxted

Oxted is a vibrant and friendly town situated at the foot of the North Downs in the east of Surrey.

Listed in the Domesday Book of 1086, Oxted has a long history, but its first major expansion came with the arrival of the railway in 1884. The town grew and prospered into the thriving community that we have today, now bursting with cafes, restaurants and bars, fashion and homewares boutiques, gift shops, hair and



## 7 Ways To Support A Small Business

1. Write a positive review
2. Recommend to friends and family
3. Follow them on social media
4. Engage with their posts
5. Give them a shout out
6. Sign up to their newsletter
7. Buy from them

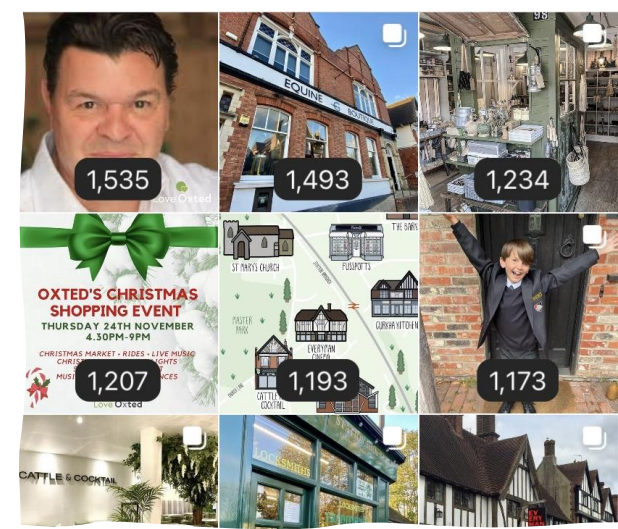




# General Marketing Activity

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- Dedicated marketing manager
- Regular features on the website about Oxted as a destination and BID member businesses – shared to social media and local media
- Quality, increased activity on social media, including:
  - Features by local bloggers/influencers
  - Reels
  - Business features
  - Sharing your posts and news to stories
  - PLEASE TAG @loveoxted





# General Marketing Ctd./

- More contact with local media:
  - BBC Surrey, Tandridge Independent, County Chronicle, Oxted Local, RH8, Surrey Frills
- Advertising in local media
- Regular editorial column in County Chronicle
- Marketing of any category events or promotions
- Internal Communications



IN case you don't know what we do, Love Oxted is the public name for the Oxted Business Improvement District (BID), an organisation comprised of town centre businesses located within the designated BID area of Station Road East and Station Road West.

There is lots going on at Love Oxted at the moment with our Sustainability programme to help local businesses achieve their Net Zero goals; our AGM coming up on 16 November; and, of course, our Christmas Late Night Shopping event and Christmas Market on 24 November (see the front page of this issue for more details).

We are planning lots of Christmas activities including Christmas trees throughout the town, Live Music, Carol Singers, a Helter Skelter, a Living Snow Globe, gliding fairies, a polar bear (!), Santa and his elves, lots of great street food on offer, and a fabulous Christmas Market on Station Road West to showcase amazing local businesses for all your Christmas gifts. Local actor, Jamie Foreman, best known for Laver Cake and EastEnders, has kindly agreed to officially switch on the lights on both sides of the town and the event will start with a procession down Station Road West, all are welcome to join in!

How you can help your high street

just mention) @loveoxted in posts using the hashtag #loveoxted... it all helps.

The BID is also creating a lovely town centre map with @ThatLittleMapShop and revamping the loveoxted.co.uk website. Keep an eye on our social media.

## Hellos and Goodbyes...

We have recently had to say goodbye to The Italian Shop, Personality, The Pet Shop, and Oxted Health Foods after many years of service to Oxted. Home Edit has merged with Number44 so you'll now find fabulous interiors and fashion items all in the same space.

We say hello and welcome to some great new businesses, including Playtown, IG Equine Boutique, Serenity Dental Aesthetics, Kinjo, Hammonds Wine Bar, and Stag Men's Grooming: we wish them every success and are sure they will be huge assets to Oxted.

Finally, a hello from me, Sophie, Love Oxted's new marketing, events and social media manager. If you have any suggestions for events or promotions, feel free to contact me at marketing@loveoxted.co.uk

See you all in town, soon!

## Musings of a musician



Matt Sofianos (left) and Paul Reed Smith

IF I had been born in the 1930s, I might have had the chance to meet the great Leo Fender, founder of the giant Fender Musical Instruments Corporation. Leo, along with a few trusted associates, developed the first mass produced all-solid-wood electric guitars in 1950s California. Leo was a visionary and he wanted to give working musicians the right tools for the job. He changed the world we live in. Without Leo Fender, I would not be a musician.

Luckily for me I was born within a decade of Mr Paul Reed Smith, founder and CEO of Paul Reed Smith Guitars. Paul began honing his exceptional skills as a repair man in the 70s, fixing classic guitars from the 50s and 60s. A highly curious and energetic young man, he began building guitars in an effort to create something truly special. By the early 80s he was known to elite guitar players, many asking Paul to build them one of his superb instruments. As a teenager in the mid 80s, I too became aware of PRS Guitars as they began making appearances on TV shows, album covers and guitar magazines.

Just recently, I was invited to attend an audience with Paul at *Guitar Guitar* in London. Paul has been busy once again launching new guitars in the never ending pursuit of the perfect instrument. The ideal tool for the working musician.

So who is this enigmatic Southern gent from Maryland? I knew from the many YouTube clips I had watched that Paul is a big talker. He is an excellent lecturer and expert on the subject matter; he is also hilarious and friendly. A man who has devoted his working life to improving his craft and providing the world's best instruments.

The electric guitar is a feat of ingenuity, theoretical physics, artistry and passion. Paul is a master of all four disciplines. I got to meet the Leo Fender of our time.

Matt Sofianos is a private guitar and bass tutor operating in Surrey and Kent. You can reach him on 07887 971653 or at [guitarteacheroxted@gmail.com](mailto:guitarteacheroxted@gmail.com)



**Bespoke Tuition**  
for Guitar & Bass

Learn to play





Home

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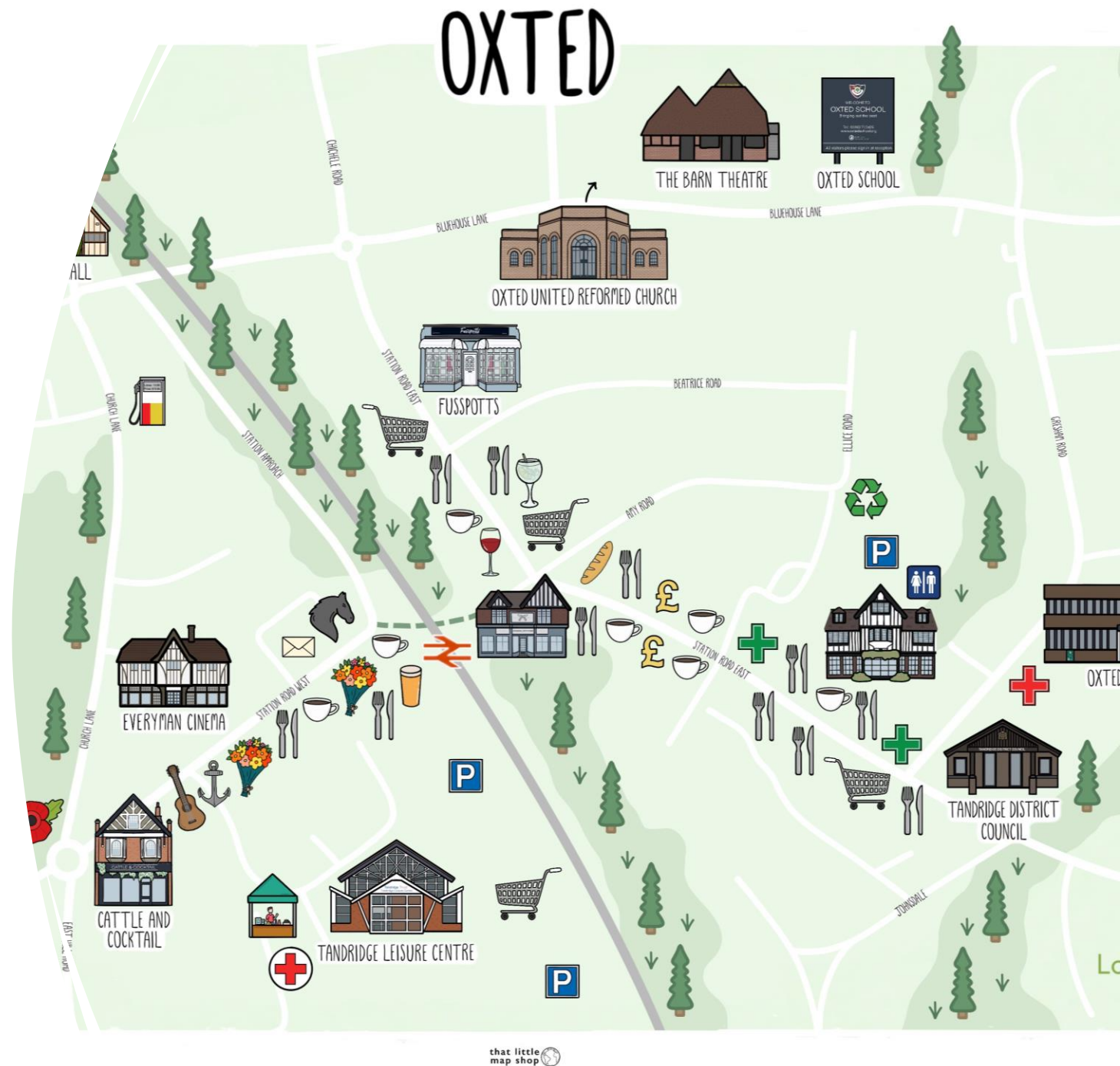
# Marketing projects

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- Review of digital snapshot for Love Oxted and search engine improvement campaign
- Digital & physical town trails (Halloween was a great success with 504 users)
- Website revamp – cleaner, simpler, easier to use
- Digital Marketing one-to-ones and social media workshop (in conjunction with Digital Bench Media)
- Potential for On-street / adshel digital advertising

# Oxted Town Centre Map

- Stylised map to use for:
  - Print and digital advertising and marketing, social media, website
  - Fixed signage/wayfinding (outside station both sides, Master Park and near Ellice Road Carpark pathway)
  - Brochures & flyers to promote Oxted
  - Postcards
  - Use by any BID business for their own marketing purposes







# Attractive Town

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- Regular weeding of pavements / pruning of trees
- Continue to fund hanging baskets and tubs
- Potted trees at key points on Station Road East & West
- Lighting up Master Park plane tree by memorial/roundabout
- Funding of roundabout streetlamp
- Continue to fund Christmas lights (+ upgrade)
- Christmas trees throughout the town

# Improvements

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- Rotary Clock repair
- Improvement of Oxted Station:
  - Refurbishment of station tunnel entrance (porch)
  - Planters at front of station (extension of hanging baskets / tubs)
- Assessment of shop front electrics and assistance with removal of old festoon lighting





Thank you for  
your time