



Oxted BID Newsletter

Upcoming events

February

- Tuesday 14th - Valentine's Day
- 13-17th - Half Term
- Tuesday 21st - Pancake Day

March

- Weds 1st - St. David's Day
- Thursday 9th - Tandridge Job Fair
- Friday 17th - St Patrick's Day
- Sunday 19th - Mothering Sunday (UK)
- Sunday 26th - Clocks go forward 1 hr
- 11-25th - **Totally Locally #FiverFest**

April

- Friday 7th - Good Friday (Bank Holiday)
- Sunday 9th - Easter Sunday
- Monday 19th - Easter Monday (Bank Holiday)
- Sunday 23rd - St George's Day

May

- Thursday 4 May - Local Elections
- Saturday 6 May - Coronation Day
- Sunday 7 May - Coronation Big Lunch
- Monday 8 May - Bank Holiday Monday
- Weekend 5-8 May - Master Park Food & Drink Festival

Hellos and Goodbyes

We are very excited to welcome newcomers, Play Town (opening in time for half term), Serenity Aesthetics and Hammonds who managed to open just in the nick of time before the Christmas rush!

In sad news, since our last newsletter we have said goodbye to three long-standing businesses from our high street - JJs, NatWest and Paydens Bookshop, formerly Brockes. This is a testament to the adage, "use it or lose it" and we will continue to do all we can to convey the message to residents and visitors: Either shop local, or local shops will close.

At time of print, HSBC is still awaiting an official closure date for the Oxted branch.

SUSTAINABILITY

How are you getting on in the move towards Net Zero?

Following our Net Zero get-together in November, we're very interested to hear about your businesses and how you are getting on in the journey to carbon neutral/Net Zero. Did you apply for the LoCASE grant? If not, you might be able to just squeeze in a last-minute application. <https://locase.co.uk/register/>

Reducing Energy Consumption

There are lots of simple things you can do to help your business:

- Replace your lighting to LED and use energy efficient lightbulbs
- Look at installing eco-efficient boiler/heating
- Replace single glazing with energy efficient/thermal double glazing (check planning conditions)
- Install a smart meter to monitor your energy usage
- Put your shop lighting on timer and turn off all you can at the socket when you close
- Find and fix draughts and Review your premises' insulation

A Focus on Recycling

- The government is now backing a goal of recycling 65% of waste, matching EU targets. With the current recycling rate across the country of around 43% there is still quite a way to go. Two councils are already within one percentage point of the 65% target, Three Rivers District Council and South Oxfordshire District Council. 2019/20 figures.
- Tandridge District Council is in 15th place of the best performing councils, recycling 19,381 tonnes out of 32,781 tonnes of household waste, that's 59.1%. Neighbouring district Sevenoaks is placed 235th on the list only recycling 38.0%.
- Businesses in Oxted can help the district reach the 65% by making it easier for residents and therefore customers to recycle items specific to their industry. In fact, as we are already so near wouldn't it be great if we could achieve a far higher rate than the 65% target.
- We will be gearing a lot of activity towards National Recycling Week in September, with activities, tips and awareness campaigns for both businesses and consumers.

TOTALLY LOCALLY FIVER FEST

11TH - 25TH MAR 2023

CLICK HERE TO FIND OUT MORE >

MARKETING & EVENTS

TOTALLY LOCALLY FIVERFEST – 11-25 MARCH 2023

- Oxted businesses are invited to take part in #FiverFest, a special 2 week period (held three times a year) which aims to promote independent, local business across the country to bring business back into our high streets.
- We have applied for a FIVERFEST pack of goodies which will include posters and graphics for you to tailor to your business.
- What YOU have to do is to create your own #fiverfest £5 deals and promote them via your own marketing/POS /shop windows etc.
- We will supply you with the graphics so YOU can get creative!!
- Check out the website for inspiration. <https://totallylocally.org/fiver-fest/>

Please note: Totally Locally's #FiverFest is only open to independent, local businesses: Chainstores, Franchises and MLMs may not take part, but you will still benefit from the additional footfall we hope the programme will generate.

SELFIE-BOARD



BUNTING



BANNER



LABELS



IMAGES FOR SOCIAL MEDIA



CORONATION WEEKEND – 6–8 MAY 2023

The weekend of May 6/7th is the Coronation weekend. And Sunday is officially designated The Coronation Big Lunch, at which neighbours and communities are invited to share food and fun together – through lunch, a cup of tea, or street party.

Big Lunches will be taking place in villages, towns and roads across the country.

We would love to see all businesses with street frontage, outside with tables, chairs, bunting and Red White and Blue, so we can create our own Big Lunch street party. It would be great to see all food & drink businesses with a street food offer and Coronation specials.

CORONATION FLAGPOLES/FLAGS

If you have a flagpole and flag from the Jubilee, we will be asking all businesses to pop them up again for Coronation Week.

If you did not get a flagpole/flag last time, please let Tracey know by Friday 10 Feb and we will order in more for you. tracey@loveoxted.co.uk

MASTER PARK FOOD & DRINK FESTIVAL 5–8 MAY 2023

As previously circulated, over the same weekend as the Coronation, Master Park is hosting a Food & Drink Festival, organised by Market Square Group.

Love Oxted will have a stand at this festival in order to promote Oxted's fantastic businesses and we would urge all businesses who would like to promote their food, drink or artisan offer to consider taking a stand at this event. Email info@marketsquaregroup.com for info.

You will be able to give us your brochures and menus for the stand.

We are looking for volunteers to man the stall over the weekend (Friday to Sunday).

Please contact marketing@loveoxted.co.uk.

SUMMER FARMERS/ARTISAN MARKETS

We have had a lot of requests for the return of the Saturday markets and are looking at the potential to run markets over the summer months.

We would appreciate any feedback on this. Any suggestions or feedback, please contact marketing@loveoxted.co.uk

CHRISTMAS LATE NIGHT SHOPPING FEEDBACK

Following our Late-Night Shopping Event in November, we would like to get your feedback once again please. We appreciate this is a tricky event and hard to make it work for all businesses but the more interaction we get from you, the better.

Please take the short survey here: <https://www.surveymonkey.co.uk/r/9LWZJ6F>

For suggestions, constructive feedback and offers to be on the event committee for the next event, please email Sophie at marketing@loveoxted.co.uk.

RENEWED WEBSITE

The website revamp has been done and we would like to thank local web designer Andrew Wills for his speedy work.

We hope you like the new look and feel of the site which we think is a lot simpler and easier to navigate. It has had great feedback from many businesses as well as residents and visitors.

Please take a minute to go onto the listings when you can and let us know if there are any incorrect details and please send us a profile photo you prefer if you don't like the existing one!

HELP TO MARKET YOUR BUSINESS

- The loss of some of our most precious and long-standing businesses is both a result of the changing face of retail but also a lesson in the need for marketing your business and moving with the times...
- You may not have marketed your business much in the past, and relied on word of mouth and regular customers, but with competition coming from all sides, there is no escaping the need to get your business out there by any means...
- And while you may not have a particular interest in social media and digital marketing yourself (you may have some staff members who do!), we cannot emphasise enough how important online marketing is for the ongoing survival and success of your business.

There are lots of different methods and these are just the absolute basics you should be considering:

- Email newsletters / Database Marketing
- Social media posts - Instagram, Facebook, Twitter and TikTok if you're brave!
- LinkedIn - for business-to-business marketing.
- Google Business listings and
- Local media advertising or editorial

WORKSHOP: SOCIAL MEDIA BASICS

- We will be hosting one or two social media workshops to cover the basics and help you get up and running with Instagram / Facebook / Twitter.
- It's a lot easier than you may think, so you just have to take the plunge!
- We will host this workshop at one of our local eateries/drinkerries in order to make it social in more ways than one!

Please let Sophie know if you are interested in coming along, so we can gauge numbers and set a venue and date: marketing@loveoxted.co.uk



FREE DIGITAL SNAPSHOT & CONSULTATION

Jay Perez from local company, Digital Bench Media is offering every BID business a FREE one to one consultation for half an hour which will then generate a full Digital audit with his company's "Digital Snapshot" report.

This will show you your business's online visibility (or lack of!) and where you could improve to build a better and stronger online presence through which customers can find and trust your business. Jay will also then be able to tailor a monthly programme to help you with your digital marketing strategy if you so choose. There is absolutely no obligation.

This is great for complete starters and also those who want to up their game to the next level.

Please contact Jay at info@digitalbenchmedia.co and pop Love Oxted Enquiry in the subject line or call 07939 249365 or 01883 770766.

BROCHURE

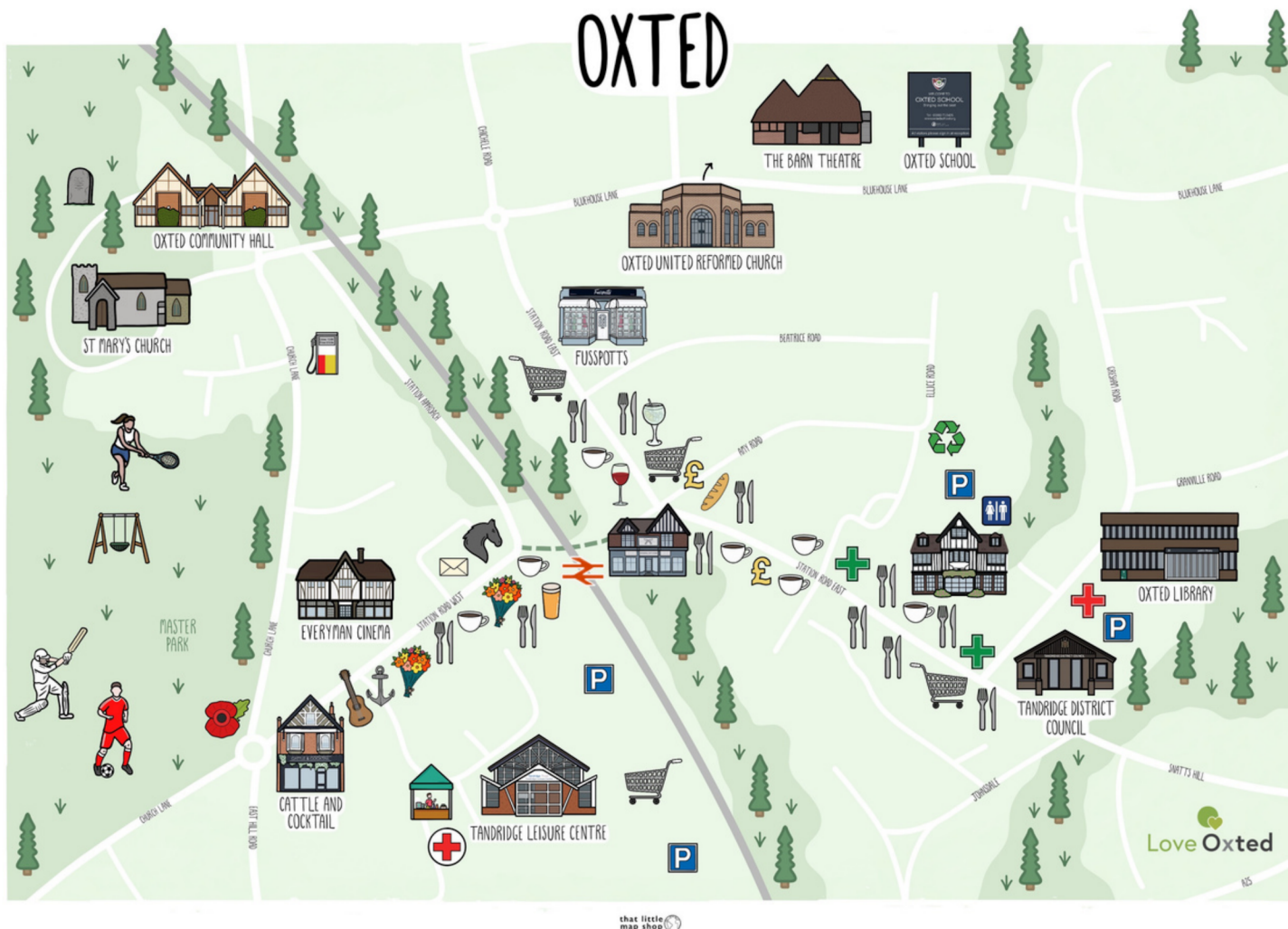
We will be creating an online and print brochure for use on our digital media (and yours if you want to share it) and also for events where we want to promote Oxted town centre as a whole.

This will be in conjunction with our Oxted Town Map (see below), website and other general marketing activity.

OXTED TOWN MAP & SIGNAGE

Our map is now complete and we will be printing this up for Information Boards to be installed at strategic points on Station Road East and Station Road West.

This fairly detailed map is available for use by all businesses and locals to promote our town and allow visitors to have an easy-to-view snapshot of what Oxted town centre has to offer. We will be using it in advertising and promotional material.



ATTRACTIVE TOWN

PLANTS & FLOWERS

- We are continuing with our beautiful hanging baskets and planters throughout the year.
- We are also taking over maintenance of the 3 large plant pots outside of The Factory Shop, The Plan Shop and NatWest, so those tubs will look much more cheerful over the coming months!
- We hope to be installing potted trees in similar locations to the Christmas trees, where possible, over the Spring period. We have applied for a small grant to help fund these.
- We are also looking at the cost and permission to install planters on each side of the Station.

OXTED STATION TUNNEL ENTRANCE

We are happy to report that Govia Rail has agreed to fund and undertake a renovation of the Station Road East tunnel entrance / porch, to make the entrance to the tunnel much more attractive and encourage visitors through to the other side. Imminent!

MASTER PARK ROUNDABOUT

This project led by Oxted Parish Council in conjunction with Highways and Master Park is still going ahead and gathering momentum. The Oxted BID will be funding a heritage lamp for the centre of the roundabout that will be connected to Christmas lights, have hanging baskets and potentially house one of the planned CCTV cameras.

PAVEMENT RESURFACING

You may have heard that Highways will soon be undertaking slurry work (pavement resurfacing) on Station Road East. Date TBC.

If you have a street level business with pavement frontage and are interested in resurfacing your privately owned pavement areas at the same time, please let us know or contact Surrey Councillor Cameron McIntosh, as coordinating this work to happen at the same time as the pavement slurry work can be arranged.

TAXI RANK (STATION ROAD EAST) CONSULTATION

Highways and TDC are working on a proposal to reconfigure the taxi rank and parking area on the East side of the Station in order to make this area easier to navigate and less congested. This will involve removing the central taxi parking spots to bays on the Lorimers side of the road. There will still be disabled parking and a number of parking spots outside Gurkha Kitchen / Hammonds. This project is now in its 28 day consultation stage. We will update you when there is more news.

CCTV UPDATE / SAFETY & SECURITY

Oxted Parish Council has now put out a tender for the CCTV installation work, in conjunction with the local police, Surrey CC and TDC. The date set from submission of tenders is 20th February 2023. We will keep you updated.

We would urge you to report ALL crime or ASB to the local police on 111 or <https://www.surrey.police.uk/ro/report/> and also to let us know about it.

If you are not on the shop watch WhatsApp group, please ask Tracey to add you - info@loveoxted.co.uk



BANKING for BUSINESS

Due to the loss of high street banks in Oxted, OLRG applied for a banking hub (a countrywide programme run by LINK) for the town, but the application has been rejected. LINK said that a 'thorough review' of Oxted has been carried out.

However, LINK has recommended that Oxted receives 'increased support for depositing cash' in order to support businesses, and has started to develop proposals to meet this recommendation.

OLRG has asked what increased support for depositing cash in Oxted might look like and are awaiting a response.

We'll keep you updated.