

# Oxted BID Report 2023

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## IT'S YOUR BID

- Love Oxted, the Business Improvement District, is funded by you, the businesses in Oxted town centre, and run by a small board of volunteer business owners, plus a BID Manager, Marketing Manager and accountant.
- Your investment in the town goes towards all elements of making Oxted an attractive destination for shopping, eating and drinking, health and beauty, business and entertainment, as well as contributing to activities that offer some practical elements for supporting your business.
- This is your BID and relies on the input of you, the business owners to help shape and manage the projects the BID delivers to support the Oxted business community. So please get involved and help us to support you. The current BID is active until 2026, so we should all be aiming to make the most of it.

The BID Board consists of business owners in the town who volunteer their time and experience to help drive the BID forward. We would like to take this opportunity to thank Robert Leech who has stepped off the board and resigned as a director after many years of supporting the BID.

Current BID Directors are:

- Craig Custance, Robert Leech Estate Agents
- Anne-Marie Dickinson, Number 44
- Adrian Pointer, Simply Sports

They are supported by Tracey Shrimpton, BID Manager, Sophie Martin overseeing Marketing and Communication, Events and Attractive Town activity and Andrew MacKenzie Smart, end of year accounts/VAT etc.

This is not enough people, and a lot of responsibility to undertake on your behalf. We really need more business owners to join the board, so if you are willing, please get in touch ASAP for more info. This should be a joint effort and we need to work together to make the most of the BID, so helpful input is both welcome and necessary. Email: [tracey@loveoxted.co.uk](mailto:tracey@loveoxted.co.uk).



## MARKETING & EVENTS

- Over the last year, we have re-designed the Love Oxted website to make it much cleaner and easier to navigate. This is being constantly updated with news, events, business spotlights and other useful info. Please check your Directory listing and let us know of any changes required and email [marketing@loveoxted.co.uk](mailto:marketing@loveoxted.co.uk) with your news and events info.
- We have dramatically improved our online and social media presence, significantly increasing our followers and interaction through informative and relevant posts. Proactive and consistent social media and online presence can really help you increase interest in your business, so please try to use it and we can then help you share your posts to a wider audience. Let us know if you need help!
- We have tried our first #fiverfest – an initiative run by Totally Locally, a national organisation for the promotion of the high street. Thank you to all independent businesses who took part. Your feedback would be greatly appreciated.
- We will be running more virtual and real-life trails at Easter, over the Coronation, at Halloween and Christmas and are looking at re-instating some artisan / farmers markets over the coming year. Dates to be confirmed, but may be subject to the station / taxi rank area roadworks.
- We are offering free digital marketing advice and social media workshops should anyone wish to learn more about this important marketing area. We urge you to make use of this.
- We would welcome any suggestions for marketing activity. We intend to set up a WhatsApp Group to facilitate sharing of any marketing / events news and suggestions, but we would also encourage you to work within your business categories to do this and can help facilitate this.

### Christmas 2023

- Despite the rain, last Christmas's event was viewed very positively and well-attended by the public, but the weather was an issue once again.
- This year's Christmas activities will be staggered over a number of weeks in the run-up to Christmas to give sustained reasons to come to the town over the Christmas period and give us better chance against the elements! Provisional dates as follows:
- 23/11/23 Christmas Lights and late-night shopping
- 25/11/23 Christmas family day entertainment
- 2/12/23 Christmas Market
- 9/12/23 Santa and his elves / reindeer / other entertainment
- 16/12/23 Carol Singers and live music





## ATTRACTIVE & WELCOMING TOWN

***We are very happy that Oxted has just been voted  
#1 Best Place to Live in Surrey by Muddy Surrey's readers***

- As well as providing the Christmas lights, hanging baskets and planters throughout the town, we decorated the town with flags and pennants for the Jubilee and will be doing the same again for the Coronation.
- With a very welcome contribution of £500 from Cllr Cameron McIntosh's Members' Community Allocation, we have also funded 8 potted flowering winter cherries with underplanting as part of Oxted and Surrey CC's bid to make Surrey's town centres greener, healthier, more attractive spaces to live, work and visit. These are now in various positions around the town and we look forward to seeing them grow over the coming months and years.
- We have also added to our flowers and plants by taking over the maintenance of the welcome back planters around the town (Post Office, Natwest, Factory Shop and Anchor House).
- We have been working closely with Southern Rail and are very happy with the renovation of the tunnel entrance which has been a huge improvement.
- We will be continuing to work with them to further improve the connection between Station Road East and West where possible.
- We have had designed a beautiful Oxted map that gives an overview snapshot of what the town has to offer and will shortly be installing this on both sides of the station, at Master Park and by Ellice Road carpark pathway.
- The Attractive Town budget will also be used to fund the heritage lamp column and hanging baskets for the new roundabout at Master Park.
- We have asked Tandridge District Council to improve signage for the council carpark. Please tell your customers that there is free parking after 6pm and at ALL weekend long at Ellice Road and Tandridge District Council carpark (on Gresham Road).

## SUSTAINABILITY & GREEN BUSINESS

- Our NetZero event was very interesting and it's great to see that some proactive businesses are well on their way to Net Zero and achieving carbon neutral goals.
- We will be following up on this event with TDC and other groups to bring you more advice, tips and news on this very important area of business.
- For Recycling Week (19-25 September 2023), we hope to run a campaign of activity to help you and your customers with recycling – providing recycling opportunities, tips and information. The theme of National Recycling Week is 'Let's Get Real', chosen to try to challenge perceptions and myths around recycling, and target contamination.

# CRIME AND ANTI-SOCIAL BEHAVIOUR (ASB)

- There appears to have been an increase in ASB over the last year or two, with break-ins, shoplifting and speeding on Station Road East in particular, but also in other areas of the town.
- The Shop Alert WhatsApp works well, but police cannot take part in this, so we are consulting with the police for a cost-effective alternative, but it will require businesses to interact and use the service to make it worthwhile. Once we have the OK from Surrey Police, we will look at running a trial for a year.
- We are awaiting an update regarding the CCTV installation from Surrey Police and Oxted Parish Council and will continue to represent business interests to the police in order to make sure Oxted stays a safe and welcoming place for shoppers, visitors and everyone who works in the town.

## FINANCE

Over the last couple of years due to Covid lockdowns, there was an underspend in certain category areas, which we are now using to fund various previously identified projects. The Oxted BID is obliged to spend the LEVY money in full over the period of the BID term (to 2026). Category spending for the year has been outlined in the chart. NB. this is draft, not final accounts. The majority of the BID levy will naturally be spent on marketing/events/digital and attractive town.

- Marketing, Events and Digital includes all marketing activities, social media, website development, virtual and real trails, Christmas activity (except lights), any other general marketing activity, advertising and events.
- Attractive Town includes all the beautiful boxes, planters and hanging baskets, plus new potted trees and Christmas lights for the festive season, all of which make Oxted a lovely place to live and visit.
- Running the Bid includes the BID Manager's fees, accounting, regulatory and general administration costs.
- Sustainability includes the Net Zero event and activity with TDC and Surrey Chambers.
- Business Support is any specific activity supporting businesses that is not included in the above categories.

**Marketing, Digital & Events £34,127**

**Sustainability £4,597**

**Business support £558**

**Running the BID £13,135**

**Attractive Town £36,894**

**TOTAL SPEND £89,310**

