



Annual General Meeting

15th November 2023

Agenda

- Welcome and Introductions
- Expenditure & Accounts
- Key Activity FY2023
- Activity to date FY24
- The formal bit - electing Directors
- Moving forward - next steps and BOD priorities
- Close and networking



Welcome and Introduction

Tracey Shrimpton

Love Oxted BID Manager

BID Management

- Adrian Pointer - Chairman
- Anne-Marie Dickinson - Director
- Craig Custance - Director
- Tracey Shrimpton - BID Manager
- Sophie Martin - Communications, Marketing & Events
- Andrew MacKenzie - Accounts

BID Structure & Funding

Recap for new businesses:

- What is a BID
- How does it work
- Who pays and who collects
- LEVY summons



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

Love Oxted's PHOTO COMPETITION
 FOR GLOBAL PHOTOGRAPHY DAY - 19TH AUGUST
 we want to see your photos showing why Oxted is a great place to live, work, shop and visit



BUSINESSES, PLACES, BUILDINGS, FACES... WHAT MAKES OXTED UNIQUE?
£20 to spend in local businesses for 5 winners
 Your photos on our social & website
 Email photos to: marketing@loveoxted.co.uk
 DM to @loveoxted or post to your FB/Insta feed/stories and tag/mention @loveoxted
 Judging by @hudds_photos



loveoxted Oxted



loveoxted

#loveoxted

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

Love Oxted

FY23 Key activities (to April 2023)

- Revamp of Love Oxted website
- Increase in social media activity
- Increase in media editorial/advertising
- Net Zero event (November 2023)
- Very well attended and popular Christmas event despite the biblical rains
- Additional Christmas lights (Master Park and SRW)
- Halloween & Easter Trails (digital and physical)
- FiverFest fortnight (March 2023) via Totally Locally
- Potted Trees & additional planters installed (including £500 funding from CMCI)
- All payments & accounting now online



FIVER FEST
11TH - 25TH MARCH 2023



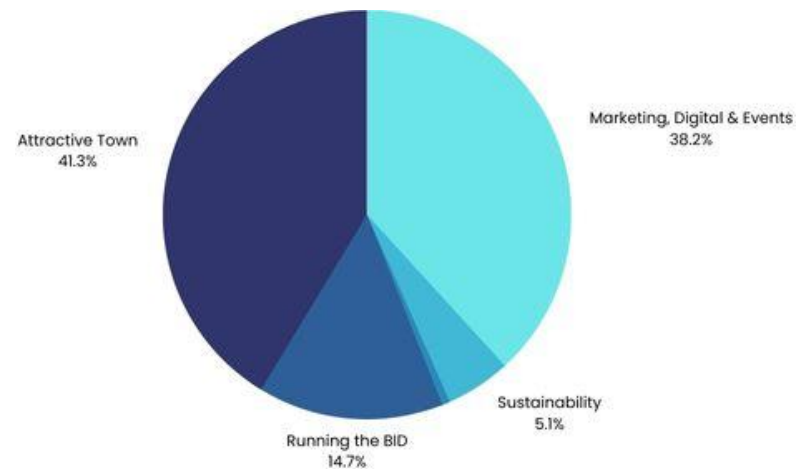
An authentic Jamón & olive oil bocadillo for £5 at @panyvinox!



Expenditure FY23

- Marketing, Digital & Events £34,127
- Attractive Town £36,894
- Running the BID £13,135
- Sustainability £4,597
- Business support £558

TOTAL SPEND £89,310



- Marketing, Events and Digital: 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: 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: the BID Manager's fees, accounting, regulatory and general administration costs.
- Sustainability: Net Zero event and activity with TDC and Surrey Chambers.
- Business Support: any specific activity supporting businesses that is not included in the above categories.



BID Accounts

Andrew Mackenzie-Smart

Smart Accounting and Tax Solutions

Accounts FY23

- Back on track regarding reporting/filing
- Reported Income
- Reported Expenditure
- VAT reclaims up to date
- Surplus / underspend due to
 - COVID year underspend)
 - Reserves for Wayfinding
 - Need for more people to get involved to drive activity forward



Events & Marketing

Sophie Martin – Love Oxted marketing &
events

Key Events to date FY24

- Voted Best Place to Live in Surrey! - Muddy Stiletto's
- Popular Easter trail over the holidays (April)
- Coronation activity (town decoration – June 2023) and Coronation Trail (digital)
- Mini Pop-up Market (August) - in place of cancelled summer market (July 😞)
- Oxted Photography Competition (August)
- Recycle Week education (Sept/October)
- Very well attended Halloween Trail & Spooky Saturday event (October)
- Christmas events planned

#1

SURREY

Best Places to Live: Oxted



What's on in Ox in October

Here's a selection of events and activity in OXTED this OCTOBER
Shop LOCAL, Eat LOCAL, Drink LOCAL, #LOVEOXTED

- **Every FRIDAY morning** - Oxted Country Market at The Woodh Centre 9.30-11.30AM
- **Rugby World Cup** - all the games LIVE at Spoons (The Oxted Ir
- **1st October - International Coffee Day** - celebrate with a cup Joe at one of Oxted's fabulous cafés
- **1st October - World Vegetarian Day** - who serves up your favourite veggie dish in Oxted?
- **10th October - World Mental Health Day** - Reach out to friends and family. Go for a "tea and talk".
- **16th - 22nd October - RECYCLING WEEK - The Big Recycle Hunt.** Keep your eyes peeled to our website and social media.
- **20th October - Clockwork Hot Quiz 2** @ Oxted Community Hall @ 7:00 pm - 10:00 pm
- **23rd - 29th October - Half Term Halloween Trail** around Oxted town centre over half term & Vote for your favourite Oxted Halloween Shop Window.
- **25th October - World Pasta Day** - Enjoy a bowl of this favourite comfort food in the home of Italian food, Cucina.
- **26th October - National Pumpkin Day** - what pumpkinny dishes and treats can you find in our shops, cafés and restaurants?
- **27th October - Hallo-Queen** at The Ginistry with Dixie Normous
- **28th October - Spooky Saturday** - ghouls and halloween characters 2-4pm with a fancy dress parade.
- **28th October - Halloween Crafternoon** at Oxted Library
- **29th October - National Cat Day** - check out all the cat-related gifts and homewares in our shops.
- **DATE TBC - Launch of BOCATA** by Pan y Vino by Station (E) & new location launch for Tender Trap.

www.loveoxted.co.uk Follow us @loveoxted
FREE PARKING after 6pm weekdays and ALL WEEKEND at Ellice Road
and Tandridge District Council car parks

 Love Oxted

Marketing activities

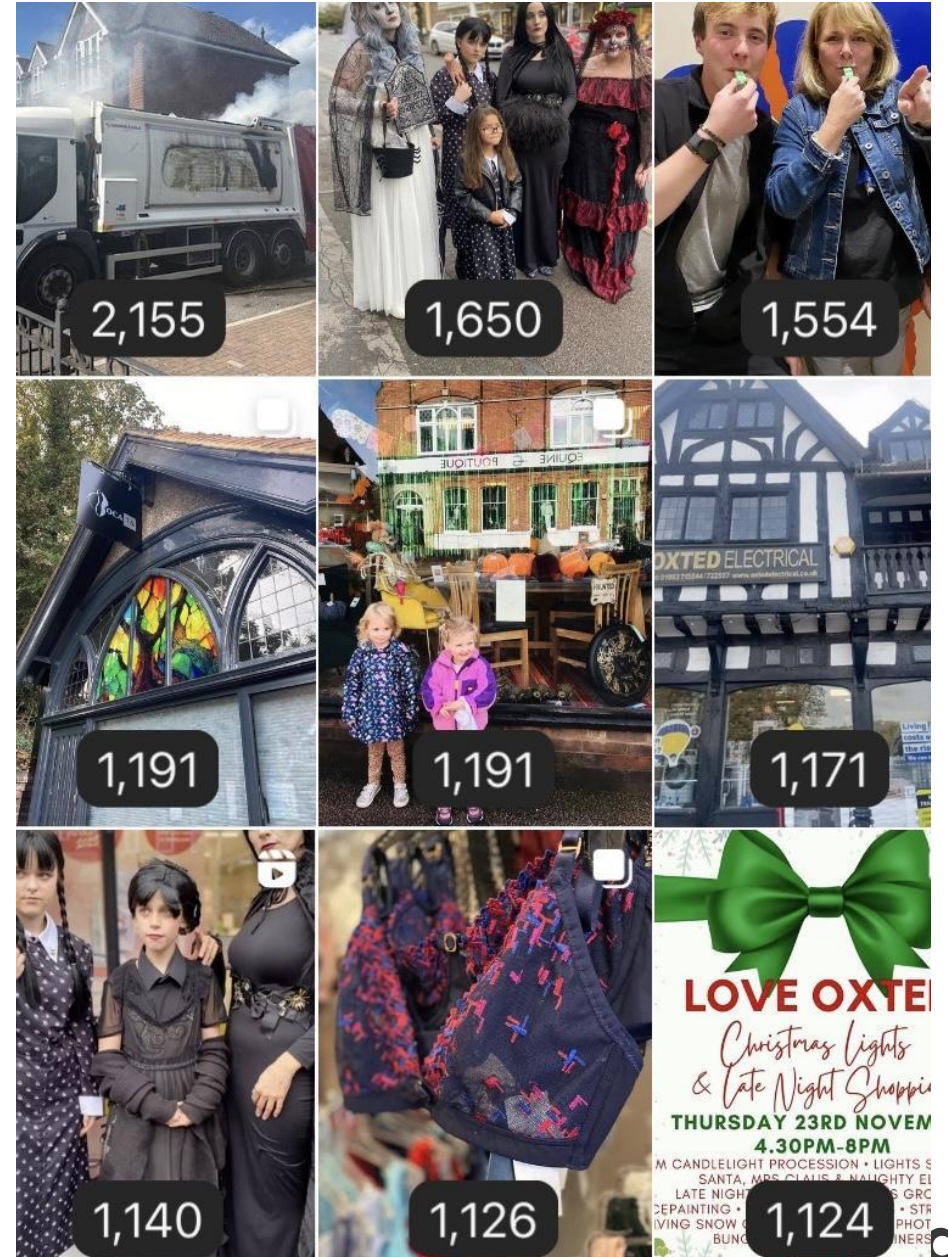
- Monthly What's On posters – on noticeboards, on shopwindows, local media, social media and website.
- Oxted Station publicising activities
- Advertising in local media where appropriate
- Regular editorial column in County Chronicle
- Contributions to Tandridge Independent
- Relationship building with BBC Radio Surrey
- Marketing of events / reasons to shop (e.g. Halloween, Easter, Christmas)
- Internal Communications (newsletters, news updates, useful info) via Mailchimp database

**THE BIG
RECYCLING
HUNT**


 Love Oxted

Digital Marketing

- Regular features on the website – events, Oxted (general) and profiles BID member businesses – shared to social media and local media
- Quality, increased activity on social media post, stories and reels
- Doubled followers to Instagram (now 3,340+ followers) and Facebook (2.9K followers) and marked increase in interaction
- Job page added to Website (please use!)
- Further website improvements ongoing



Oxted Town Centre Map

- Stylised map now in place at Oxted station (P1 waiting room and P2 exit barriers), Master Park and Ellice Road Carpark pathway)
- Purpose:
 - Wayfinding and general info for visitors
 - Overview of businesses (not specific)
 - Print and digital advertising and marketing, social media, website
 - Brochures & flyers to promote Oxted
 - Postcards
 - Use by any BID business for their own marketing purposes





Attractive Town

Sophie Martin – Love Oxted marketing



Key activities

- Funding of Heritage Lamppost at refurbished Master Park roundabout
- Continue to fund hanging baskets and planters
- Continue to fund and maintain potted trees at key points on Station Road East & West
- Christmas lights on Master Park plane tree by memorial/roundabout (3-year plan)
- Continue to fund Christmas lights (+ upgrade where necessary)
- Christmas – Lighting up all the planters Memory Tree returns
- Oxted town centre maps (as mentioned)

General Improvements

- Rotary Clock repaired by Oxted Rotary!
- Improvement of Oxted Station:
 - Refurbishment of station tunnel entrance (porch)
 - Planters at front of station (extension of hanging baskets / tubs) TBA
- Working with Highways to remove redundant sign posts and other old street furniture
- Working with TDC to address Gresham Road car park signage





Wayfinding Project

Tracey Shrimpton, BID Manager

Overview

- Worked with external consultant to submit bid funding application for CIL (Community Infrastructure Levy) for Wayfinding project (previously part of Oxted Regen)
- Key Objectives:
 - Address Station Road East and Station Road West disconnect
 - Create consistent, attractive, accurate signage makes town more welcoming
 - Improve navigation, encourage walking
 - Highlight off-street parking provision and encourage safer navigation
 - Highlight cultural offering, amenities and green spaces nearby
 - Provide consistent look and feel with heritage designs
 - Encourage first time visitors to return
- Presented to committee 26/10/23. Awaiting decision.





Crime & ASB

Tracey Shrimpton, BID Manager

Adrian Pointer, Simply Sports & BID Director

Overview

Objectives:

- Support businesses in fight against shoplifting and in-store ASB
- Reduce levels of above

Activities to date:

- WhatsApp Group
- Introduction of Green Whistles
- Installation and implementation of DISC - desktop and app
- Agreement to help fund CCTV (led by Oxted PC)
- Letter to Claire Coutinho MP, PCC, Borough Commander
- Meeting with the above held on 10/11/23

The screenshot shows the Oxted BID Shopwatch website dashboard. At the top left is the Love Oxted logo. The main header is 'Oxted BID Shopwatch' with a search bar and a 'Logout' link. Below the header is a navigation menu with links for Home, Browse Subjects, Galleries, Alerts, News, Events, Documents, Help, More, and Admin Centre. Two prominent red buttons are visible: 'Click here to submit a report...' and 'Contact Support'. The dashboard is divided into three main sections: 'Latest Subjects' (orange background), 'Latest Amendments' (blue background), and 'Upcoming Events' (blue background). The 'Latest Subjects' section lists three items: 'ID-Sought (ref 586237)' added on 8 November 2023, 'ID-Sought (ref 582969)' added on 28 October 2023, and 'ID-Sought (ref 581801)' added on 25 October 2023, all categorized under 'Shoplifting'. The 'Latest Amendments' section lists three items: 'ID-Sought (ref 581652)' amended on 25 October 2023 (Anti-Social behaviour), 'ID-Sought (ref 581632)' amended on 25 October 2023 (Fraud), and 'ID-Sought (ref 576879)' amended on 25 October 2023 (Anti-Social behaviour, Shoplifting). The 'Upcoming Events' section features a calendar for November 2023, with the 15th highlighted. The calendar table is as follows:

Mon	Tue	Wed	Thur	Fri	Sat	Sun
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

Next Steps

- Follow up with PCC, MP
- Training for DISC (stores managers)
- Online meeting with Lyndsey Whatley, Dan Kite + store managers
- Installation of CCTV (December 2023 - February 2024)

What else can we do:

- Stores training regarding dealing with Shoplifters and ASB
- Potential for stores radio network?
- REPORT, REPORT, REPORT! Via NICE link / 101 and DISC



The formal bit

Tracey Shrimpton

Love Oxted BID Manager

Appointing Directors to the BID Board

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



Moving Forward

Adrian Pointer

Simply Sports and Board Director

BID Priorities

Written in 2020 during COVID, anticipating post-pandemic changes and needs

Business Plan

Marketing & Events
Digital Transformation
An Attractive Town
Business Support
Sustainability

Changed focus to address immediate issues and actual needs

Going Forward

Marketing & Events
An Attractive Town:
including Wayfinding
Business Support: focus
on Crime & ASB
(Sustainability)

We cannot do this alone

Get Involved

Join a project group

Join the Board





Summary and
Close