



Oxted BID Report 2024

BID OVERVIEW

- The Oxted Business Improvement District (BID), aka "Love Oxted", is funded by you, the businesses of Oxted town centre. 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 businesses.
- **The BID Board** consists of business owners in the town who volunteer their time and experience to help drive the BID forward. We currently have just three BID Directors.
- This is not enough people. FYI Caterham, for example, has nine. We desperately 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.
- We would like to take this opportunity to thank Anne-Marie Dickinson who has sold her Number44 business to long-time employee, Caterina Tasker, and stepped off the board after many years supporting Oxted business.
- Nicki Rundle from Morr & Co has taken her place, having thrown her hat into the ring at the last AGM! She joins existing directors, Craig Custance (Robert Leech) and Adrian Pointer (Simply Sports), alongside Tracey Shrimpton – BID Manager, Sophie Martin – Marketing, Events & Attractive Town and Andrew McKenzie Smart (Smart Solutions) – accounts.
- **BID SOCIALS** – In a bid to help businesses get to know each other and chat in an informal setting, we have now hosted 2 well attended BID Socials and aim to hold them regularly from now on. **The next will be on 14 May 5.30–7.30 – Hammond's Wine Bar. Please come along.**

HELLOS & GOODBYES

- In 2023 we welcomed 7G Mobile Phones, Adam James hairdresser, Inches new owner, Kate Thompson, Bespoke Floors Oxted, Dessert Spot, Scott Taylor Garden Design, Wild Thyme Health Shop, Boccognani fashion boutique and Bocata (by Pan y Vino). Tender Trap relocated to IG Equine. Takusan by Kinjo is opening in April and Fusspotts will be relocating to Elements first floor studio in July.
- We said farewell to longstanding businesses, Oxted Business Dictation, the Oxted Florist and The Plan Shop; as well as Oxted Kitchens and Subway.
- Unfortunately Lorimers and Lorimers Toy Box will also be closing at the end of March, but there will be a new businesses following in its place. We are also sad to say goodbye to long-standing business, Trimmers, which closed on 9th March.
- We are also very sad to let you know that after 18 years, Nicky Bond has decided to move on to new endeavours and will be closing MINT at the end of July. If anyone is interested in taking over the business as a going concern (or knows someone looking), please email her if you know anyone interested in either the business or the unit. They would need to negotiate with the unit's landlords, as the current lease has expired. e: nickybond1@hotmail.co.uk



MARKETING & EVENTS

Key marketing achievements over the last year:

- Ongoing website developments; Oxted businesses spotlight features and a new job page introduced (please send over any vacancies to Sophie).
- Introduced monthly What's On in Oxted posters for businesses, the station and online media.
- Advertising and editorial in key local media, including monthly column in County Chronicle and editorial in Oxted Local (to be continued).
- More than doubled followers to Instagram (now 3,570+ followers) and Facebook (2.9K followers) and continued to considerably increase interaction, sharing BID businesses' posts and stories wherever possible.
- Held popular Easter trail in April 2023, with another coming up for 2024 as well as a virtual coronation trail, The King's Wardrobe.
- Ran a lovely *Oxted in Photos* Photography Competition for World Photography Day, giving 5 winners £20 each to spend in Oxted businesses.
- Offered Recycle Week education and spotlights on trailblazing businesses.
- Ran a very well attended Halloween Trail & Spooky Saturday event with characters, face painters, entertainment and fancy dress competition
- Held a mini Pop-up Market (August) - in place of cancelled summer market (due to weather warning).
- Gave one-to-one digital marketing and social media advice to businesses. If anyone wishes to learn more about this important marketing area, please contact Sophie who is happy to give one-to-one guidance and/or refer to a local digital specialist who is helping several Oxted businesses.

We would welcome any suggestions for marketing activity. Please WhatsApp Sophie 07514 011355 or email marketing@loveoxted.co.uk.

Christmas Events 2023

- We ran a very well-attended Christmas late night shopping event in November 2023, which was publicised in all local media, on social, websites and attended again by BBC Radio Surrey.
- Key negative feedback was the absence of road closures. This was trialled following difficulty with taxis, complaints re. parking restrictions and by businesses being out of closure area. While many businesses reported more people in their shops, the general consensus was that roads should be closed in future for safety purposes. NB. There have to be parking restrictions for minimum 2 hours before closure times to ensure the road is clear of vehicles.
- We staggered activity to mitigate against a winter wash out, and to give more occasions to come to Oxted in the lead up to Christmas, and held a separate Christmas Market on Station Road West, as well as festive singers, the Oxted Band, plus Victorian Carollers and the Sing it Out choir. Feedback was very positive, so we intend to do the same this coming Christmas.
- We have listened to your feedback and this Christmas, we are proposing the Christmas family fun day (previously late night shopping) is held on **Saturday 23rd November, 1-6pm**, with family entertainment and road closures on both sides of the station.



ATTRACTIVE & WELCOMING TOWN

- We provided the Christmas lights (including an upgrade to Station Road West lights), hanging baskets and rail planters throughout the town, including taking over maintenance of 5 more planters.
- We have successfully gained a grant from Cllr Cameron McIntosh's Members' Community Allocation, to replant the newly refurbished Master Park Roundabout.
- The BID also funded the new Heritage Lamp on the roundabout.
- The Oxted potted trees have now bedded in and we hope this spring they'll be looking lovely around the town. Some did not survive the dry summer last year and were replanted free of charge. Thanks to CJS Plants who are the contractors for all the Oxted planting and baskets.
- We decorated the town with flags, bunting and lamppost discs for King's Coronation and also introduced Rainbow flags for diversity in June. These were really well received by the businesses, but sadly some local individuals weren't so happy with them and decided to vandalise them/the businesses which was very disappointing.
- We are still working with the Station and are very happy they have installed our lovely town maps on both sides of the station and also a dedicated poster shell for our monthly What's On posters.
- We will be continuing to work with the Station to further improve the connection between Station Road East and West where possible.
- The Oxted map has also been installed at Master Park and by Ellice Road carpark pathway. We will update the online version at regular intervals for use by the BID and by individual businesses as they wish. We will update the actual printed signage when deemed appropriate.
- WAYFINDING PROJECT: We have successfully gained some CIL funding from Tandridge District Council to review signage and wayfinding throughout the town, specifically to address the disconnect between Station Road East and Station Road West. There will be more information to come soon once we progress the funding with TDC.

SUSTAINABILITY & GREEN BUSINESS

- Despite some ongoing brilliant activity by some of the Oxted businesses, this had been an area where engagement has been disappointing due to economic and other reasons. But this is hardly surprising given the lack of leadership of the current government in this area...
- Given the current concern with crime and ASB, we have therefore decided to temporarily divert the majority of the sustainability category budget for the upcoming year to projects relating to Crime and Anti-Social Behaviour measures. We would welcome your input and suggestion into this area and any other projects.
- If you do have suggestions for sustainability campaigns, please let us know. We are still very concerned with this area and want to help support businesses in the lead up to Net Zero.

CRIME AND ANTI-SOCIAL BEHAVIOUR (ASB)

- We held a meeting with Police Commissioner/Borough Commander/MP and are now working hard to follow this up to ensure Oxted receives more support from the Police.
- We introduced the Shoplifting alert green whistles. It may seem simple, but it could be very effective when shoplifting is in progress, like in the recent BOOTS raid. So please, please use your whistles! If you don't have any, email Sophie on marketing@loveoxted.co.uk.
- The OXTED CCTV, to which the BID contributed £10K, is now installed, live and being configured for police access. This covers all of Station Road East, West and Master Park.
- Implementation of DISC
 - Since September, 174 incidents have been uploaded to DISC, our secure online platform to report incidents of crime and antisocial behaviour in Oxted.
 - Direct reporting to DISC is currently being piloted in Guildford and we are working with 10 Business Improvement Districts across Surrey to encourage the police to extend this facility to all areas. This will make it far easier for you to report crime to the police and for the police to detect repeat offenders and take action. For example, in Guilford in February, 16 individuals were charged with offences as a result of DISC reporting. While there is a focus on organised crime gangs, it is estimated that 95% retail crime is committed by local offenders and the majority of incidents are committed by a small number of those who have drug and other addiction issues. So reporting incidents on DISC will provide the police with evidence of regular offenders active in Oxted and help them to take action.
 - If you would like access to DISC to upload information on incidents in Oxted and to receive updates with information on known and suspected offenders, please email tracey@loveoxted.co.uk

FINANCE

- The Oxted BID is obliged to spend the LEVY money in full over the period of the BID term (to 2026).
- At this time, we receive approximately £112K per year in Levy payments, collected by TDC.
- Category spending for the year FY24 has been outlined in the chart below.
- The majority of the BID levy will naturally be spent on marketing/events/digital and attractive town.

Total spending FY24 – £96,699.

NB. this is draft, not final accounts.

Spending categories are:

- **Marketing, Events and Digital £47,499** – 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 £19,360** – includes boxes, planters and hanging baskets, potted trees and Christmas lights plus the Master Park roundabout heritage lamp
- **Running the BID £12,708** – includes the BID Manager's fees, accounting, insurance, bookkeeping and accounts, regulatory and general administration costs
- **Sustainability £239**
- **Business Support £3,982** – any specific activity supporting businesses that is not included in the above categories, including Crime & ASB support
- **Other non-budget projects £12,900** – including Wayfinding and CCTV

