

THE OXTED BID, AKA LOVE OXTED WHAT WE DO FOR YOU AND WHAT YOU CAN DO FOR US!

THE BID TEAM

Directors – Adrian Pointer (Simply Sports), Nicki Rundle (Morr & Co), Craig Custance (Robert Leech) – these guys give up a lot of time to administrate the BID, be the responsible officers and make decisions on your behalf. If you would like to join them on the Board, as a director or otherwise, please let us know. Via info@loveoxted.co.uk

Tracey Shrimpton – general administration, regulatory and statutory stuff, AGM, Levy payments – liaising with businesses on behalf of TDC etc (and trying to avoid any summons etc from TDC!) DISC reporting, liaison with police and contact with other BIDS re. safety and security, and oversees key projects like Wayfinding. tracey@loveoxted.co.uk

Sophie Martin – all marketing and events, comms, all the attractive town stuff - flowers and plants, maps, flags and bunting, liaising with Tandridge and SCC/highways re cleaning, roads, signage, litter, defects and anything else (!) plus any other special projects. Also, monthly accounts, invoices and payments and generally phone contact for random questions about anything + Oxted tourist bureau ;). Email me marketing@loveoxted.co.uk 07514 011355.

MAC at Smart Solutions is responsible for the VAT returns and annual accounts.

MARKETING ACTIVITY – here's what I (Sophie M) currently do:

- Manage the LOVEOXTED website, including:
 - News and features
 - BID activity
 - General Oxted features
 - Business directory – you all have a listing – please review it
 - Jobs page
 - Calendar / Diary
- Manage the @loveoxted social media channels – posting to, sharing all your posts etc.
- Write a monthly column in County Chronicle (deadline inclusion is third Tuesday of the month prior)
- Write a couple of pages in Oxted Local magazine on Oxted/Limpsfield updates etc (deadline for inclusions is end of first week of the month prior)
- Contribute editorial where possible to Tandridge Independent
- Create advertising or local media, station panels
- Run the Limpsfield Surrey social media and website, so can share stuff to that too, which I do frequently.
- Help to manage Oxted Local social media, so will be able to post more Oxted stuff on there as well.
- Create/Print monthly what's on posters for boards, social media, shop window and our board at Oxted station (foyer)
- Publish regular business profiles on the website / social media
- Publicise everything via BBC Surrey - whether they pick it up is up to them obvs. They are generally very supportive
- Send monthly newsletters to all BID businesses with info, news, requests for info and feedback and also marketing/retail diary dates to assist with social media planning/ideas.

**Sophie Martin – Marketing, Events & Attractive Town – marketing@loveoxted.co.uk 07514 011355
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- Send consumer newsletters for key activity – trying to build up a database for this
- Organise and create regular town / shop trails and special days for Easter, Halloween, Xmas etc
- Organise Xmas activity and all logistics
- Write the Annual Report (which is posted by TDC with your LEVY bills).

Also, for this year,

- We have just subscribed to Visit Surrey, so we have a proper town profile and can add all our events and activities and business bits and pieces to it.
- I am creating an Oxted Brochure (online, but can also be printed potentially) and postcards

What can YOU, THE BUSINESSES, do to help:

Website & email

- Put the <https://loveoxted.co.uk/> website as a link on your business website or social media bio (insta)/about (FB) - some have already done this - thanks!
- Make sure your own website info is up to date - if anyone needs help with websites, let me know.
- Make sure your google listing is up to date. If you don't already manage it, "claim it as your business" and you then control the information on there. If you need help with this, let me know.
- Get your customers to leave Reviews. Have you got a QR code or card or something that takes them to your google or tripadvisor reviews? If you need help with this, let me know.
- Check your listing on our website and let me know if you have changes, additions etc. <https://loveoxted.co.uk/directory/>
- Use your email databases to keep in touch with your customers about your business and also to help promote your neighbours' businesses - if you need help with databases/mailchimp etc, let me know.

Social Media Basics

- Follow all your neighbours on social media; share their posts.
- Update your social media bios so it has your basic info, contact and where you are.
- Use Facebook Metasuite to post / schedule to both Facebook and Instagram and the local FB groups - all in one hit. You can also use basic scheduling apps like BUFFER (ask me)
- Try to post regularly so you don't fall off Meta's algorithm and go into the black hole of doom ;)
- Always TAG @loveoxted in posts and "mention" in stories so I can see and share
- Hashtags: For social media, these would be the basic hashtags you should use for your oxted businesses, alongside particular hashtags, e.g. #oxtedflorist #oxtedcafe #oxtedproperty #traditionalcoffeeshop or whatever.... All hashtags are, are search words. Nothing more nothing less. Copy and paste the following onto your phone or desktop notes so you can paste into your social media.
 - #Oxted #loveoxted #Surrey #shopsurrey #ilovelocalsurrey #shoplocal #eatlocal #drinklocal #visitsurrey #localbusiness #supportlocalbusiness #shopsmall #independentbusiness #supportlocal #oxtedsurrey #supportindependentbusiness #lingfield #hurstgreen #westerham #godstone #woldingham #warlingham #dormansland #bletchlingley

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Posters

- Put the Love Oxted monthly What's On posters in your windows / on counters. Let your customers know what is going on about town.
- Publicise your neighbours' events too.

Old School!

- Introduce yourself to your neighbours if you don't already know them.
- Get to know each other's businesses and talk about them to your customers - cross promotion is key to creating a successful business community. We are the sum of our parts!
- Pop their cards or brochures in your own shop if you have space.
- Think about small customer events etc you could do together...
- Come to the BID Socials - get to know other businesses.
- Kerb Appeal: Get your business outside your shop where possible, particularly on special days - it makes the town look so much more appealing, active and interesting. Kerb appeal is REALLY IMPORTANT to both your own business and the general impression of the town. As are shop windows.

Engagement with The BID

- READ THE NEWSLETTERS - they are really important! They are my only way to communicate en masse. I don't have time to go round all the businesses all the time. They often ask for feedback, suggestions etc. They also contain info about what's happening in the town.
- RESPOND ON WHATSAPP or the [BID Facebook Group](#) to call-outs for help, suggestions and feedback. I need to know what everyone is doing, then I can publicise it. Tell me what's new, what's interesting, events and activities.
- GIVE CONSTRUCTIVE FEEDBACK - I also need to know what you do and don't want/ what works and what doesn't.
- GET INVOLVED with special days and events, trails etc. Do something special.
- HELP OUT - we cannot do it all alone. I need helpers on the ground as well as info - for Christmas, Easter, Halloween and other special events, activities etc.
- COME TO THE BID SOCIALS and meet your fellow business owners in a social setting.
- ATTEND THE AGM! (November)

Thank you!