



Minutes of the BID Steering Group Meeting of 23.09.2025

	Representing	Name	Business / Organisation	
1	Independent Business Town Centre	Des Hensler	Gas Station	Absent
2	St John's Hill / Hollybush	Paul Baker	Wealden Properties	Apologies
3	Independent Business, Tubbs Hill	Vacant		N/A
4	Large Business	Nicki Rundle	Thackray Williams	Apologies
5	Large Business	Elizabeth Dolding	Warners Solicitors	Apologies
6	Chamber	Dawn Blee	Chamber of Commerce	Present
7	Retail	Maxine Morgans	Specsavers	Present
8	Crime Reduction	Roberta Ware	Francis Jones Jewellers/ Business Crime Reduction Partnership	Present
9	Health & Wellbeing	Jason Crow	Better Body Group	Present
10	Youth Representative	Joel Estrada- Castillon	Trinity School	Absent
11	Youth Representative	Dan Naylor	Citizens Advice	Absent
12	Senior Representative	Cllr Dr Canet	Senior Citizens Forum	Present
13	Business Parks	Danny Silvester	Inline International	Present
14	Hospitality	Harry Sleight	Giggling Squid	Absent
15	Hospitality	Chris Mouralidarane	Pret a Manger	Absent
16	Leisure	Andrew Eyre	Stag	Present
17	Business Services	Mark Perkins	Insight6	Apologies
18	Sevenoaks District Council	Cllr Roddy Hogarth	Sevenoaks District Council	Present
19	Sevenoaks Town Council	Cllr Tony Clayton	Sevenoaks Town Council	Present
20	Sevenoaks Town Council	Linda Larter	Sevenoaks Town Council	Present
21	Town Team	Mike Reid	Town Team	Present

Prior to the Meeting

Photos were taken of those members who were present. Though the design of the Business Plan is still work in progress these might well be incorporated as illustrating the depth and breadth of participants businesses or interests in the Steering Group.

The Meeting

Cllr Tony Clayton, Chair of Sevenoaks Town Team opened the meeting and introduced Jason Crow, joint Sevenoaks BID Ambassador, who then chaired the meeting.

Minutes of 13th May meeting had been recirculated with the agenda for the current meeting and there were no changes or matters arising.

Business Plan budget

A budget illustration had been circulated. It showed likely outcomes based on levy rates of 1%, 1.5% and 2%.

The maximum spend on administering a BID is 20% of its income and the illustrations showed that at 1% a single employee working 20 hours a week is all that could be afforded. All agreed that this level of staffing would be inadequate.

A very long conversation then ensued about the staffing level which would be appropriate. The illustration was based on a full time BID manager being paid £45,000pa, and a full-time assistant at £30,000pa.

The meeting was advised that Oxted BID operates with a part time manager and a full-time assistant (who was always fully occupied). Oxted BID includes all businesses and there is no RV threshold. It has about 100 members and an annual income of about £105,000. The levy rate is 2%. Oxted is about to go to ballot for its third term. The Steering Group meeting suggested that, if possible, a meeting should be held with the Oxted BID manager to discuss workloads, staffing and perhaps – explain where the staffing costs and levy collection costs feature in their renewal budget below.

	Annual	Over 5 years
Marketing (inc. Events and Digital) – includes all digital and print marketing, advertising, social media, events, trails, family days, music and Christmas event.	50,000	250,000
Attractive Town – includes Christmas lights, public realm improvements, decoration, plants and flowers	25,000	125,000
Business Support inc. Safety & Crime Prevention	12,500	62,000
Running the BID includes insurance, legal, subscriptions, website hosting etc.	13,500	67,500
Sustainability Opportunities	4,000	20,000
TOTAL	105,000	525,000

The Tunbridge Wells BID was renewed in 2024 based on the budget below. This BID has two employees, though their working hours are not known. There is a £15,000RV threshold and the levy rate is 1.75%.

Year	2024/25	2025/26	2026/27	2027/28	2028/29	Total	Percentage
BID Levy Income	£551,071	£578,625	£607,556	£637,934	£669,831	£3,045,071	98.1%
Grant & Voluntary Income	£10,800	£11,340	£11,907	£12,502	£13,127	£59,677	1.7%
Total Income	£561,871	£589,965	£619,463	£650,436	£682,958	£3,104,693	
Supporting	£104,500	£109,725	£115,211	£120,972	£127,020	£577,428	19%
Promoting	£185,000	£194,250	£203,963	£214,161	£224,869	£1,022,242	33%
Enhancing	£157,500	£165,375	£173,644	£182,326	£191,442	£870,287	28%
Levy Collection Costs	£25,889	£27,183	£28,542	£29,970	£31,468	£143,052	5%
Overheads	£61,429	£64,500	£67,725	£71,111	£74,667	£339,432	11%
Contingency	£27,554	£28,931	£30,378	£31,897	£33,492	£152,251	5%
Total Expenditure	£561,871	£589,965	£619,463	£650,436	£682,958	£3,104,693	

It was also agreed that we should meet the manager of Tunbridge Wells BID to talk about their staffing arrangements.

The general consensus at the meeting was that the staffing might be set at a part time BID Manager and a full-time assistant at the levy rate of 1.75% (same as Tunbridge Wells), though that is still subject to further discussion.

Throughout the consultation for the Sevenoaks BID the levy threshold has been promoted at £15,000 RV. The meeting confirmed that this should be adopted.

BID Business Plan

While the current iteration is factual it is not considered to be a “selling tool”. Since the majority of potential members want to know “what’s in it for me” it has been decided to change the approach to give some direct and compelling answers to that question.

Following the meeting an initial draft was produced for development:

THINK SEVENOAKS FIRST!

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- * Promote your business.
- * Grow your business.
- * Reach current and new customers.
- * Support local businesses and the community.
- * Make Sevenoaks a better place to Work, Live and Visit.
- * Keep the £ local.

New Digital Platform for Businesses

As a Sevenoaks BID Levy payer, you will have the opportunity to be involved in the digital platform that will be created for Sevenoaks businesses and the town.

Key features include:

- * Real Time Alerts
- * News & Updates
- * Events Calendars
- * Surveys & Polls
- * Accessibility Features
- * 24/7 Availability

For examples of how nearby businesses are delivering a similar initiative, see XXXX and XXXXX.

Can you afford your business not to be involved?

SEVENOAKS TOWN TEAM

For months, the group has been trying to decide on a name or tag line for the BID and purely in conversation the expression “Think Sevenoaks first!” came into being. All agreed that this expression is perfect for what the BID is trying to achieve.

Projects

The meeting had been very productive, but long, and hence no discussion was held on the likely heads of expenditure or proposed budgets for each project.

Date of next meeting

To be decided

Meeting closed at 7.40pm