

# SPRING UPDATE FROM OSWESTRY BID.

As Spring is upon us, we'd like to update BID Members with the latest news on a range of exciting projects designed to improve and enhance Oswestry's business environment across the industrial estates and town centre, making Oswestry a better place to live, work and invest in.



## DIGITAL INFRASTRUCTURE

To thrive in the 21st century, towns need effective digital, as much as physical, infrastructure to bring customers and business together. The BID team are bringing forward three key components to give Oswestry a digital platform fit for purpose.

## FOOTFALL BENCHMARKING

We are working with specialists to track and benchmark footfall in the town. For the first time, Oswestry businesses will have real data on footfall numbers and movements, providing correlations with local initiatives, to drive investment, smart marketing and evidence-based policy.

## EXCITING NEW WEBSITE

Our new Oswestry website is coming soon, featuring BID Business Members from across our industrial estates and town centre providing greater coverage than ever before. Make sure your business is registered!



**ACTION** Get your business online, register at:

<https://tinyurl.com/oswestrybid>

## FREE TOWN WIFI

Free WiFi has been shown to accelerate the engagement of customers and visitors with business, events and attractions while building an ever-growing marketing database to promote the town more effectively. A real game changer.

SPRING 2019

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**BID**  
**OSWESTRY**



## SIGNS REFRESH

BID are working with Shropshire Council on Phase I of our 'signage programme'. The council have committed to clearing growth that obscures signs, cleaning and replacing broken and bent signs, and removing signs that should no longer be in place.



## MAPS & WAYFINDING

In Phase II, we are working with Oswestry Borderland Tourism and Oswestry Town Council on replacing and enhancing the maps around town, and in Phase III, seeing new wayfinding signs around town with better and clearer signage for our industrial estates.



## CCTV & SECURITY

As safety and security was indicated as a serious issue by many businesses in the BID Area, we are exploring the installation of additional CCTV cameras in town and industrial estates, as well as seeking relevant match funding,

## BALLOON CARNIVAL

The Balloon Carnival Facebook page has currently had 538k views of the event! One more great way to put Oswestry on the map. We'll continue to consider events that raise the profile of Oswestry that bring additional, sustainable footfall to town.



## BID OPEN BRIEFING

You are invited to come along to a BID Open Briefing to discuss plans for this year and consider projects for the year ahead. Please come with your questions and ideas! **On Tuesday, April 23rd at 6.30pm at The Wynnstay Hotel.** Email Adele to confirm your attendance.



## BRAND LAUNCH

We'll be launching our new and exciting brand for Oswestry which, inspired by the town's rich heritage, provides a positive and dynamic brand bringing together all aspects of the town to powerfully communicate and promote the town locally, regionally and nationally.

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