

OSWESTRY NEWS

LOCAL NEWS & VIEWS FROM OSWESTRY BID



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**OSWESTRY
BID**

COVID STORIES

How the Oswestry business community is handling the incredible challenges that coronavirus brought into play

THANK YOU OSWESTRY!
CHECK OUT THE VID!!



vimeo.com/413805433

Town shows strength in adapting to life through coronavirus

OSWESTRY COMMUNITY RISES TO CHALLENGE

The coronavirus epidemic has, in a matter of weeks, changed everything. From lockdowns to furloughing, communities around the world are continuing to take stock, responding to daily updates and new rules whether on social distancing or opening up social spaces. It's tough going.

But throughout, the Oswestry community has risen to this most trying of challenges with integrity and creativity. Where a business has temporarily closed, either on government instruction, or to protect the safety of staff and public alike, they have done so with professionalism. And where businesses were able to adapt services towards delivery, they have done so with care and attention to detail.

And Oswestry too should be proud of all the NHS staff, volunteer groups, carers, schools, supermarket staff, delivery drivers, and each and every one that has helped to support those hardest hit during this epidemic.

Oswestry has great resources and talents, and in this issue we'll be recognising how the town has risen to the challenge, as we look forward to charting the journey through this, and on to an even stronger, resilient town and business community.



REWARDS AND CHALLENGES FOR GILLHAM'S DELI TEAM

Finding a way forward for one local business has been both challenging and rewarding. Gillham's, the delicatessen and eatery on Church Street, had made the difficult decision to close their premises, feeling that it was safer for everyone concerned.

They decided to swiftly shift tack, and began offering a home delivery service serving customers in and around Oswestry. "It has been rather challenging to

adapt to a different type of customer service," said Gillham's owner, Rob Wolstenholme, "but the team have been amazing how they have responded to this new way of life. And on top of that, the delivery service has been really well-received."

The biggest reward for the team at Gillham's has been to provide a service to many people in Oswestry, perhaps living alone, or unable to venture out. "We are a life line to some of our customers, and my heart goes out to them," says Rob. "The thanks the team receives, when out delivering is really special, and knowing that we are helping the

elderly and vulnerable makes it all worthwhile."

Following on from their experience, Gillham's are looking to continue to offer this service, even after the dust settles on coronavirus.

FREE ADVICE
available to BID
Levy Payers on
Legal, HR and
Financial mat-
ters around
COVID-19
issues.

**SEE INSIDE
FOR DETAILS**

Drinks awards celebration for pub, brewery & distillery



Three Oswestry businesses in the drinks and hospitality industry have achieved stunning success at the national awards.

In a remarkable and well-deserved

achievement for owners of The Bailey Head, Grace Goodlad and Duncan Barrowman - who took over the pub just four years ago - were handed the coveted 'Britain's Best Independent Craft

Beer Pub or Bar - Rural' award at The Society of Independent Brewers (SIBA) Business Awards 2020.

It was a momentous evening for the pub as at the same time as picking up the national prize their local CAMRA branch named them as the 'Shrewsbury and West Shropshire Market Towns Pub of the year'.

'We are absolutely delighted to be recognised for the second time in three

years by independent brewers as one of the best Craft Beer bars in the UK,' said Grace.

Visit their website baileyhead.co.uk

Local independent brewers, Stonehouse Brewery, also received GOLD at the SIBA Awards for their Ballast Porter, described as a smooth, velvety porter balanced with Guatemalan coffee and vanilla. The brewery has, like everyone else, had to adjust daily

to a changing landscape, and after putting a range of safety measures in place, are presently offering customers the facility to buy safely from their brewery shop.

Visit their website www.stonehousebrewery.co.uk

And last but not least, Henstone Distillery only went and won the prestigious 'Distillery Of The Year' at The Gin Guide Awards.

Their London Dry

and Rosé Gin were also category Winners, while their Navy Gin received a Highly Commended too!

Yet despite this proud and exciting achievement, Henstone also managed to gear up in the fight against COVID-19 by adapting their production to make much-needed hand sanitiser, servicing the NHS among others. Visit their website www.henstonedistillery.com.

BID online promotion boosts local deliveries

Ever since the lockdown kicked in, local businesses have been providing much needed supplies and services to the community.

For some this was an amplification of existing services, while for others it involved a radical transformation of product line, procedures and protocols with health and safety as the key priority.

Oswestry BID soon realised that the best way to support this amazing effort, was to bring all these businesses together under one website 'roof', and promote it far and wide.

The new 'Supplies & Services' page quickly became the most popular on the One Oswestry website being widely shared on Facebook, Twitter and Instagram with friends and family.

'These local independent businesses have been a lifeline for many,' said Adele Nightingale, BID Manager, 'we are so proud of what they've achieved, whether it be providing essential food supplies from Covent Garden, The Meat Man, Gillham's, and Hartshorns, or takeaways from Sebastians, Fat Rabbit, Hayes Kitchen, Simla, Oswestry Tandoori, Tam's Noodles, and The

Cemist, they have all played their part in making the lockdown a little more doable, and we want to thank these and every other Oswestry business that has gone the extra mile in this challenging time.'

And not to forget, food for the soul, with Booka delivering books, and Open Space Studios delivering online exercise classes, Qube and Jolt with fun creativity activities too, it

has been a collective effort of the whole community.

Thus far, the OneOswestry Facebook page has reached over 100K with its posts informing Oswestry about local

business services and the latest government guidance.

See the latest list of Supplies & Services by visiting the link: <https://tinyurl.com/osdelivers>



Local coffee specialist and equipment supplier, Bridge Coffee, are delighted to have freely loaned Oswestry Post Office a coffee machine to

support their staff who are doing such a wonderful job providing much-needed services.

Branch manager Renee Salisbury said 'My staff are providing a great level of service during these challenging times, and I wanted to give them a little something back and express my gratitude to them.'

See Bridge online at: bridge-coffee.co.uk



Ian Follington, BID Chair

We have been cooped up for weeks and bombarded with 24-hour news of doom, gloom and suffering. We have also seen amazing examples local people and businesses stepping up during

these difficult times. However, the real challenge is yet to come for businesses - and that is the return to the new "normal".

Some businesses will quickly return to the way they were, some will be permanently changed, some will struggle and take longer to recover and sadly, some will not survive.

But all local businesses will need our

support. Oswestry BID is working hard to prepare for when the restrictions are lifted to make sure that our town is ready and able to take best advantage of the opportunities.

We want to encourage people to come back to town as quickly as restrictions allow and help them feel safe and welcome.

I am sure that the Oswestry business community will continue to show its strength in depth throughout this challenge and the BID team will keep doing everything we can to support them to adjust to the new normal!



CHAIRMAN'S MESSAGE

IN BRIEF

OSWESTRY SET FOR MASTERPLAN TO GUIDE CHANGES

A new way forward for Oswestry has been set in motion by the Future Oswestry Group, the partnership forum including Oswestry Town Council, Shropshire Council and Oswestry Business Improvement District (BID) with invitations to tender for a town masterplan.

The plan is intended to set down a clear pathway for the town's near future, building on strengths, meeting our challenges, and developing new opportunities towards forging a dynamic and sustainable town.

CCTV UPGRADES TAKING SHAPE

Work to strengthen Oswestry's CCTV network has begun, with new installations and infrastructure upgrades taking place both in town and on the industrial estate.

Whilst the impact of coronavirus has held up installation of some new units, BID are set to progress these enhancements quickly once it can be done safely and effectively.

Plans underway to welcome back shoppers to Oswestry



As everyone watches and waits to see what news another day brings, plans are being shaped up to welcome shoppers and visitors back into Oswestry as and when government guidelines allow.

Members of the BID Board have been video-conferencing to put together a sensitive marketing

package to be rolled out in a timely way.

'Every town will be looking at this,' said BID Chair, Ian Follington, 'and we want to be ready when the time comes to help create an environment for shoppers and staff alike that puts safety and respect for each other first.'

To that end, the group

are looking at a package of measures to strengthen the town's branding, supported by welcome back signage. They are exploring the latest business training and guidance on implementing government advice to see how to enhance the safety and care of those visiting the town as the lockdown is gradually lifted.

Legal, HR and Financial Advice for BID Levy Payers

Whilst Government have looked to support businesses with measures such as the Coronavirus Job Retention Scheme, aspects of these schemes can be tricky to decipher.

Another particular area of uncertainty for many businesses, for example, is when employees now qualify for statutory sick pay ("SSP") and the extent to which this can be recovered by employers.

So to support local businesses dealing with these issues, Oswestry BID have

appointed Lanyon Bowdler Solicitors to provide employment law support, and Morris Cook Chartered Accountants to provide financial advice to BID Levy Payers over next few weeks.

For legal and HR matters, the Lanyon Bowdler website offers an excellent first resource, this can be found at : www.lblaw.co.uk/-services-for-business/employment-law-for-employers/coronavirus

To take advantage of this support, contact Adele, direct



RAILWAY DREAM STILL ON TRACK

Cambrian Railway Trust will hear shortly whether their proposal to re-establish the rail connection to the main network in Gobowen can proceed to the next stage.

The Government panel overseeing the Reversal Beeching Fund are presently reviewing applications, and reporting soon with their conclusions.

This follows an Express of Interest (EOI) submitted by Shropshire MP, Owen Paterson, and supported by Cambrian Railway Trust, Community Rail and Oswestry BID.

COVID-19 Resources



BID has made a range of COVID-19 resources available on the OneOswestry.co.uk website.

They cover latest government guidance, business support and how to apply for financial grants and

loans. There are also ideas on health and well-being in lockdown, plus a list of Supplies & Services from local businesses still available.

Visit the website and check the COVID-19 menu for details.

I always knew I loved living in Oswestry, and seeing the way businesses and people have come together during this difficult time has helped me understand why.

The way businesses have diversified to rise to the challenge is amazing. Businesses supporting, helping and promoting each other and the community embracing those businesses and everyone looking out for the vulnerable is truly

heart-warming. Despite many businesses having to close to safeguard their staff, our business community is still very much alive and kicking, and raring to get back into action!

At the BID we have been working to support our community by putting out the very best information from government and local authorities, promoting all those

businesses that are operating and sharing good news stories too, whilst addressing more serious issues with legal/financial advice provision.

We are now starting to cast our eye to the future, to have thoughts, plans and initiatives in place so that we are ready to continue that support however, and whenever the lockdown starts to ease.

Keep going Oswestry and stay safe!



Adele Nightingale,
BID Manager

Contact Adele direct:
adele.nightingale@oswestry4bid.co.uk

INSIDE THE ENGINE ROOM

What do think about traffic flows and parking in Oswestry? Have your say...

Two public consultations are presently underway with Shropshire Council on new proposals for traffic regulations within Oswestry.

The first consultation is focussed on Bailey Head, Street, Albion Hill, Arthur Street, and New Street, and sets out to clarify permissions on access to these roads, as well as covering loading,

unloading, waiting times, and changes to Sunday operation too.

The changes, were they to go ahead, would see vehicles prohibited on Bailey Street every day between 10am and 4pm, during which time it would be solely a Pedestrian Zone.

The council are calling on the views of business and

public alike to be made known through the consultation.

Visit online at:
tinyurl.com/ostrafic1

The second consultation addresses traffic management on Cabin Lane, Gittin Street, Greyfriars, and Mile Oak Industrial Estate and focuses particularly on waiting, unloading and stopping

times. These proposed changes are intended to improve highway safety by providing safer parking and improved visibility, improved flow of traffic and access for pedestrians, cyclists and motorists

BID are working closely with Shropshire Council to ensure that Oswestry business views and perspectives are well-represented in

the consultation.

These changes will make a big difference to the way the town is used, so please do **HAVE YOUR SAY!**

Visit online at:
tinyurl.com/ostrafic2

Consultations are extended to 30 June 2020.



Coronavirus business support update

'It's great to see that so many businesses have received the support applied for,' commented BID Manager, Adele. 'It has been a complex process, though it's been rewarding to help some businesses through the criteria and

application process'.

She added that Shropshire Council have to be thanked for working hard to keep the application process as smooth and timely as possible, which cannot have been an easy task.

Shropshire Council has now paid £56.32m to 4825 businesses affected by the coronavirus pandemic, since grant applications opened on 1 April 2020.

As of Thursday 30 April, Shropshire Council has paid:

- 3,939 Small Business Grant applications, totalling £39.39m (69% of applications received)
- 886 Retail, Hospitality & Leisure Grant applications, totalling £16.93m (60% of applications received)

IS YOUR BUSINESS ELIGIBLE? Contact Adele, BID Manager to find out more - see contact details below.

More: shropshire.gov.uk/coronavirus/information-for-businesses-and-the-self-employed/covid-19-business-grant-schemes/

Latest online dashboard stats for April

Website Users

2327

Social Reach

274K

Social Followers

2633

Google Ranking

#2

LoyalFree Users

670

Business people trained so far

72

GET IN TOUCH

VISIT
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Feel free to get in touch if you have any comments, questions or ideas about making Oswestry even better for business.

CONTACT
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SOCIAL MEDIA

