

# OSWESTRY NEWS

LOCAL NEWS & VIEWS FROM OSWESTRY BID



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**OSWESTRY  
BID**

## OPENING-UP

How the Oswestry business community is handling the incredible challenges that re-opening with care brings

**HOW WE DIY IN OS!**  
**CHECK OUT THE VID...**



[tinyurl.com/osdiy](https://tinyurl.com/osdiy)

One by one, Oswestry's shops and businesses are opening up

# SHOP RE-OPENINGS SPARK TOWN RENEWAL

Ever since the Government announced that non-essential shops could open their doors, followed by pubs, cafes, restaurants and hairdressers, Oswestry's business owners, managers and staff have been working hard to make the transition as safe and seamless as possible.

The new social distancing protocols used effectively in supermarkets, pharmacies, post offices and other essential retailers, have now been implemented in even more shops with care and attention, to welcome back shoppers as the town looks to renew its local economy.

As part of the recovery plans, Oswestry BID has worked with Shropshire Council and Oswestry Town Council to put in place new traffic regulations along Church Street with the aim of allowing pedestrians more space to walk on either side of the street. To this end, existing paths have been extended into the road with marked boundaries, and traffic is now one-way.

**'It's early days,' said Adele Nightingale, BID Manager, 'everyone is adapting to the changes. The town is starting to get its buzz back. It'll take a little time but we're on the right track.'**



David Clough  
Retail Markets & Events Manager  
Oswestry Town Council



James Marshall,  
Globestock Engineering

## COVID TRAINING HITS THE SPOT WITH BUSINESS READINESS

**Four training courses, free to BID Levy Payers, were ran in early June, entitled CORONAVIRUS AWARENESS AT WORK.**

The bespoke course was designed and delivered by local training provider MBO Safety Services who worked with BID to shape the training material to fit the most pressing business need at this time - how to re-open safely and effectively.

The course covered three essential Covid-19 topics:

1. How to get back to work safely
2. Keeping safe social distances
3. PPE in the work place

MBO Managing Director, Marvin Owen, was pleased with the way the course went, and praised the business people attending. 'Everyone who attended the course felt reassured and confident about the safety measures they need to put into place to protect their teams and customers,' he said, 'and we had some great feedback too'

David Clough, Retail Markets and Events Manager from Oswestry Town Council said 'It was a useful course, clean and precise. I now have

an opportunity to re-look at our business procedures and introduce additional safety measures.'

While James Marshall from Globestock Engineering said 'Great staff, great facilities, fantastic training day'

If your business would be interested in attending future courses please get in touch by emailing Lindsey Pierce at Oswestry BID at [lindseypierce@oswestry4bid.co.uk](mailto:lindseypierce@oswestry4bid.co.uk)

Or visit our Events list to check on our upcoming courses [oneoswestry.co.uk/event-category/bid-event/](https://oneoswestry.co.uk/event-category/bid-event/)

## Lawrence Direct and J & I Carpets on their experience of re-opening



'Yes, very strange times indeed', said Sally Rogers from Lawrence Direct. 'Closing our doors on March 23rd with the uncertainty of when we would ever re-open was difficult. To think we've been on Church Street since 1954 and only ever closed on Sundays and Bank Holidays.'

Re-opening meant husband, Stuart, installing perspex screens for their

counters and installing a hand sanitiser unit by the door.

'It has been hard to see customers wait outside when you just want to call them in,' said Sally. 'We had various screens in staff areas too as we wanted to protect our staff while still being able to work in our small space.'

Meanwhile, on Victoria Road, another excellent family business closed their doors

on the same day. J&I Carpets (by the Co-op) thought the closure might only be for 3 weeks.

'Obviously we've had to follow government guidelines to protect our customers and staff and these were put in place during lockdown,' said Janet Walker of J&I, 'and being a family business we were even more aware of keeping everybody safe. The PPE was ordered, hand sanitiser, floor

distancing signs etc. A couple of our suppliers were manufacturing their own sanitiser stands, so we were able to order them in.'

'We opened our

doors again on 1st June not knowing what to expect really but we are overwhelmed by the support of our customers and the community of Oswestry.'



## Introducing Oswestry's first Online Shopping Platform

Oswestry BID have teamed up with partners LoyalFree to introduce Oswestry's first Town Shopping Platform, **The Oswestry LoyalFree Marketplace**, one of nine UK towns and cities starting to develop the platform.

The initiative is part of Oswestry BID's aim to support increasing resilience in the business community, so that if, or when, events like the pandemic

happen again, we're all better able to take advantage of an online e-commerce stream having already established a brand on that platform.

BID Levy Payers are able to showcase and sell their products and gift vouchers online for delivery or Click & Collect to Oswestry and beyond. The service is FREE to BID Levy Payers.

Jason Nesbitt, LoyalFree's co-owner is excited to bring

the LoyalFree Marketplace to Oswestry. 'We're particularly eager to see experiences showcased that get people into the town (such as cocktail masterclasses and spa days). Oswestry is the perfect place to see the Marketplace used to its full potential.'

The simple-to-use platform encourages more purchases from local businesses and more visits into town through Click & Collect, increasing both

footfall and brand awareness.

Lewis and Holmes, the family-run interiors business with a showroom on Castle Street have already started using the platform. 'The opportunity for a low cost, local, click and collect service really appealed to us,' said Owner, Phil Lewis. 'We can have an online presence without all the hassle of running an online shop ourselves. We're

looking forward to working with LoyalFree and Oswestry BID to promote our products and can now say 'Yes' when a customer asks can I buy this online.'

All in all, by working

together, this will be a win-win for Oswestry. To get online, contact Oswestry BID.

**VISIT OUR SITE:**  
[www.loyalfreemarketplace.co.uk/oswestry](http://www.loyalfreemarketplace.co.uk/oswestry)



Ian Follington, BID Chair

### Oswestry – Future Thoughts and Ideas

The Covid crisis has touched us all in many ways – how will it affect the future of our town centre?

High street retail is

going to continue to struggle against online competition and the change in our shopping habits. Town centres need to adapt, now more than ever, to provide what people are looking for.

### How has the Covid emergency affected the way people think and act?

Many consumers have switched to online shopping during the pandemic for the first time but independents offering innovative and

distinctive products and services will become increasingly important as people seek the social interaction they've been starved of.

Behaviour during the pandemic suggests that consumers will emerge with a stronger sense of community. This should translate into an increased desire to support local traders, with consumers picking up goods from local high street stores rather than traveling further afield.

All of this offers some exciting opportunities for Oswestry to reassert its regional role as a true market town serving people's needs as a safe and welcoming place.

### There are a number of ideas for how the town can evolve to take best advantage, these include:

- Shift the focus of the town centre away from cars to people, offering a calmer, more welcoming social experience.

- Expand and improve our green spaces to improve social interaction and a sense of wellbeing.

- Develop a cultural hub in the town centre to offer opportunities for physical social exchange to anchor the sense of community and attract more people.

- Combine the cultural hub with increased pedestrianisation and provision for bicycles and better links to public

transport.

**Oswestry is well placed to capitalise on these ideas – we would like to know what you think?**

**The most successful high streets and town centres will need to change to reflect the communities they serve by transforming themselves into community hubs, playing to their strengths of offering human interaction and unique sense of place and community.**

## CHAIRMAN'S MESSAGE

## BID SUPPORT

### BID HELPS LOCAL BUSINESSES TO ACCESS GRANTS

Oswestry BID has been able to support several local businesses access government Covid grants including The Old Vaults on Church Street run by Lorraine and Paul who have kindly shared their experience.

'We were one of the first to submit our claim,' said Lorraine, 'but by the 7th May, I still hadn't heard anything and was getting worried that I hadn't filled the form in correctly, as I'd heard lots of people had got theirs after a few days. When I phoned Shropshire council, I got an answer phone message.'

'I decided to ask Adele from BID if she could help. She answered my email straight away to say don't worry, she would get on to her contacts on Tuesday after Bank Holiday. On Wednesday I had an email to say they had been trying to get in touch with me but didn't have the right address. By the Friday, we had our grant in our bank. A big sigh of relief, thanks to Adele.'

# Footfall benchmarking kicks off as Phase 1 installation begins



As the renewal of Oswestry's local economy begins, it's more important than ever to track that renewal with real data, and this has already kicked off with installation taking place of phase 1 of Oswestry BID's Footfall Project.

This project provides real-time data on footfall numbers and

movements, providing correlations with local initiatives, driving investment, and supporting smart marketing and evidence-based policy.

'There have been several challenges on this project,' said Adele Nightingale, BID Manager, 'not least the receiving of timely permissions from building landlords to install

the sensors in key sites. So I'm really pleased to have the first phase in process to start charting Oswestry's recovery from the economic effects of the pandemic.'

Initial data already indicates that footfall on Church Street has increased 30% on the previous week, giving some confidence that measures are having a positive impact.

## New BID Video gives lift to Industrial Estate DIY sector

Following on from the success of videos promoting Christmas in town, and more recently, saying 'A Big Thank You' to Oswestry businesses for working so hard and creatively to keep the town ticking along, Oswestry BID have now set their sights on giving the DIY sector a lift.

The video entitled 'This is how we DIY in Oswestry' was launched on June 8th and so far has been viewed around 60,000 times across the area.

BID Manager Adele Nightingale was thrilled with the

video's positive reception.

'We were looking to bring Oswestry's DIY offer from the industrial estate and town to a much wider audience. The video was filmed prior to lockdown, so with our creative partners, Painted Life, we made a few tweaks to keep it relevant for the coming months.'

'In such challenging times, these videos provide a very effective way to get the message out about Oswestry's exceptional businesses.'

TAKE A LOOK...



## RAILWAY JOURNEY IN HOPEFUL NEWS

Cambrian Railway Trust (CRT) received hopeful news recently on their vision to re-establish the rail connection to the main network in Gobowen.

Having received around 60 applications from around the UK, competition for inclusion in *The Restoring Your Railway Ideas Fund* has been high.

The Government committee tasked with assessing proposals found that Oswestry's scheme might deliver benefits and advised that they would like to continue working with CRT to develop the proposal further.

## New Local Suppliers webpage for Covid-related products



A new webpage dedicated to local suppliers of COVID-19 products has been brought together by BID.

Oswestry is fortunate in having an excellent group of businesses supplying PPE, Hygiene materials, protective

screens, social distancing stickers and posters, and we'd encourage all businesses to buy locally where possible.

Visit [oneoswestry.co.uk](https://oneoswestry.co.uk) and check under the Menu option COVID-19 Supplies & Services

It's been a very busy time in the BID office with non-essential retail opening and the hospitality sector opening on the 4th of July.

We've been supporting businesses with understanding the guidelines and helping them prepare to open safely and effectively.

Our Covid training courses with MBO have proved really popular and our new webpage showcases our local

suppliers of all sorts of PPE, sanitiser equipment and solutions, posters, PVC screens, masks and visors.

We've also been working with Shropshire Council and Oswestry Town Council on ways to make our town feel safe and welcoming.

We will be brightening up the town with footpath stickers to help remind everyone to be safe.

## INSIDE THE ENGINE ROOM

**PLUS** our new **Welcome Back Oswestry** video is now in production, so watch this space!

We held our first 'Zoom Open Meeting' July 1st and took back some really useful feedback and thoughts. Thank you.

So, good luck to all our businesses and let's all shop local to show how much we appreciate them!



Adele Nightingale, BID Manager

To contact Adele Email: [adele.nightingale@oswestry4bid.co.uk](mailto:adele.nightingale@oswestry4bid.co.uk)

## Campaign sets a positive tone as shoppers return to the high street

All around the UK towns and cities are making efforts to welcome back shoppers and shops to the high streets with safety a priority.

With that in mind, Oswestry BID have been designing and putting in place a collection of colourful pavement messaging to brighten up the space whilst reminding us all to be respectful in letting others pass where space is

limited.

In addition, BID have designed post covers to be placed at key points in the town centre such as the Central Car Park, Bailey Street and Festival Square.

The covers promote a simple warm message of 'Welcome' as we all start to renew our regular shopping and business visits amid the present easing of the lockdown.



## Fifty Shades of Tan excited as opening date announced

It's been a long wait, but Cross Street Tanning Salon, Fifty Shades of Tan, finally got the news they were waiting for from the Government - they can open.

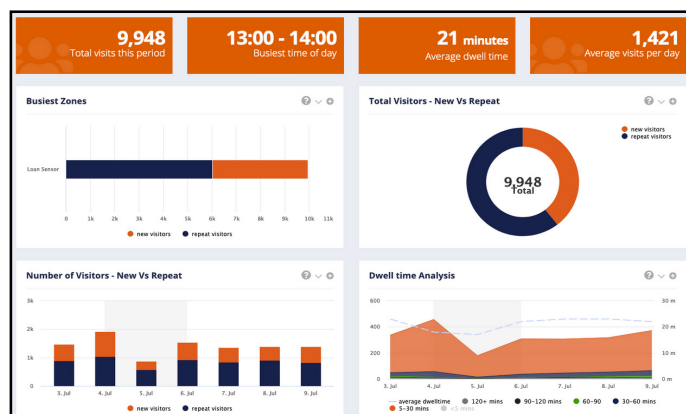
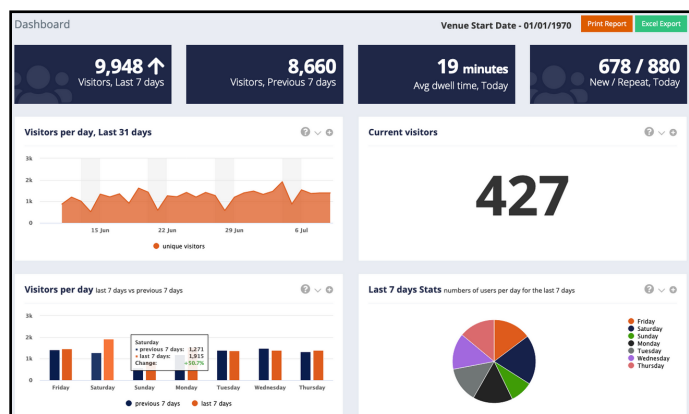
'It's great news for the business', said Oswestry BID manager, Adele Nightingale, 'and we were really pleased to have helped secure a Covid business grant to help out during this challenging period.'

Anne-Marie told the BID, 'I would have never applied if it wasn't for you, and your knowledge on the situation, and as you helped me, so I was able to help others.'

With the recent "dismal" weather in the UK and the difficulties in travelling abroad, the sector now anticipates a keen demand from current and new clients.



## Latest Town Centre Footfall Data



## Latest online dashboard stats for June

Website Users

1322

Social Reach

222K

Social Followers

3303

Google Ranking

#5

LoyalFree Users

704

Business people trained so far

88

## GET IN TOUCH

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SOCIAL MEDIA



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