

OSWESTRY NEWS

LOCAL NEWS & VIEWS FROM OSWESTRY BID



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**OSWESTRY
BID**



DAYCATION OSWESTRY
CHECK OUT THE VID...



tinyurl.com/oswvid

Work continues to make Oswestry a great place to be!

OSWESTRY ALL SET FOR SUMMER SEASON

OSWESTRY IS IN GOOD POSITION to benefit from the upcoming season, believes BID Manager, Adele Nightingale. Over recent months, BID has continued to enhance the town, cleaning and sprucing up alleyways, adding colour and vibrancy with strewn bunting, while providing free outdoor WiFi connectivity. All geared towards making Oswestry a great place to be, visit, stay and enjoy.

'We're working hard to broadcast Oswestry's message to a wider audience,' said Adele. 'Boosting our share of the day/staycation market is so important to many of our businesses. To this end, we've just launched a fabulous video showcasing Oswestry as a family destination which is receiving rave reviews online, and raising the profile of Oswestry across the region and beyond.'

'BID have also partnered with Oswestry Borderland Tourism and Visit Shropshire to produce 40,000 Visitor Packs, almost half of which have already been shared with hotels, B&Bs and Tourist information centres across the County.'

BID's tourism partnership is also rolling out a powerful social media campaign to promote the town attractions, along with newly designed town maps in dispensers to welcome visitors and help them explore the town.



Security Patrols helping keep the Industrial Estates safe and secure

Regular nightly Security Patrols on Oswestry's industrial estates have been well-received by businesses.

Now in their fourth month, the nightly patrols by Valley Security have provided businesses with regular security reports and detailed recommendations for enhancing security measures.

Gary Tait, General

Manager at Evastore, praised the attention to detail of the patrols. 'The Security patrol service provided by the BID has proved to be not only very professional,' he said, 'but also very thorough and diligent.'

The nightly patrols are part of a package of measures designed to improve crime prevention in the area.

The service is complemented by the additional surveillance cover provided by an extension of the CCTV network into the industrial estate,

which has filled in blind spots and provides the police with vital evidence when required.

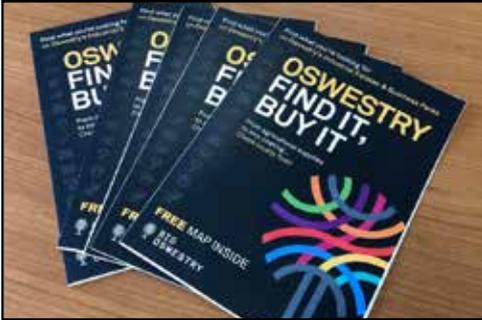
'We're pleased with the difference it's made in supporting our BID Levy Payers on the estates by building on existing security protections,' said Adele.

- WARNING -
VALLEY SECURITY
PATROLS THIS AREA
TEL: 01691 791491
www.valleysecurity.co.uk

funded by
BID
OSWESTRY



New “Oswestry Find it, Buy It” business directory project praised by local MP



A NEW BUSINESS DIRECTORY being put together by Oswestry BID has been praised by Conservative MP for North Shropshire, Owen Paterson, on his Twitter account.

The MP wrote, ‘Well done to @OneOswestry [Oswestry BID] for this project boosting the economy through local sourcing. The ‘Oswestry Find It, Buy It’ guide & map

will showcase our many excellent local suppliers.’

The Directory and Map will include those businesses located within Oswestry’s Industrial Estates and Business Parks.

The directory’s striking design and local content makes it easy for people and businesses to explore the town’s Industrial Estates and Business Parks, and discover the wealth of products and services

available on our doorstep.

‘It’s all part of a bigger plan to better promote the Industrial Estates and Business Parks in parallel with enhancing the general trading environment,’ said BID Manager, Adele Nightingale.

As well as the local audience, the directory seeks to attract customers from across the county and beyond, who are looking for products and

services from great businesses in the area that are welcoming, offer excellent value, have knowledgeable staff, and eager to help customers find what they are looking for.

Given the extensive work and expertise involved in developing the directory, BID have teamed up with local graphic design and marketing company, Hunter Bevan, to gather the information, arrange and design the business content, to

ready the directory for print.

OSWESTRY - FIND IT, BUY IT will also be available to access online through all our social media platforms and the OneOswestry.co.uk



Owen Paterson, MP

“It has eased the congestion” - improved traffic regulations making a real difference

As part of BID’s commitment to press for improvements to the industrial estate’s transport network, it was great to see new traffic regulations finally being put in place on the Mile Oak estate.

The change has been very well-received by businesses on the estate, hailing the enhancements to safety, access and a better environment

for staff, customers and the public too.

One such business, Barnes & Mullins, have been impressed by the positive impact of new regulations. ‘Having double yellow lines outside our building and made getting in and out of our car park so much safer for our staff and large delivery vehicles,’ said Sarah Lewis,

Financial Director. ‘We had been asking the council to place restrictions on parking here since the recycling centre was first moved to Mile Oak Industrial Estate, so we are very grateful to Adele and all at BID for highlighting the need.’

Following the positive outcomes at Mile Oak, BID shifted their focus to advocate for businesses sitting

along the Maes-y-Clawdd estate. This area has had challenges with large truck parking during the day and night, leading to difficulties in accessing premises and providing potential hazards for road users and pedestrians.

BID have been working hard to find a solution for those truck drivers that do need to find

a place to park up and stay for a time, and are engaged consultation with businesses on the most appropriate

traffic regulations for this area.

SHARE YOUR VIEW

✉ adele.nightingale@oswestry4bid.co.uk



Mile Oak Industrial Estate



Cambrian Railways

RAILWAY BID FOR BUSINESS STUDY AWAITS GOVERNMENT DECISION

Cambrian Railways are awaiting the imminent decision from the UK Government on the latest submission for a

funded feasibility study.

It is hoped that following the review process, a positive decision will allow the comprehensive business case for renewal of the rail link to be made.



Ian Follington, BID Chair

As we start to emerge from Covid restrictions all businesses in this country have been affected in different ways, with some trading stronger than ever and others struggling to continue.

As a town, Oswestry has fared better than many, but it will need support to grow back stronger. Footfall into the town centre has steadily grown and stabilised over recent months, but converting that footfall to trade remains a challenge.

People’s needs and expectations from a town centre have changed through the pandemic with many looking for a friendly, calm and welcoming

environment. This goes for residents, staff, as well as visitors.

A good example of what can be achieved came about through BID working with councils and local businesses to facilitate the placing of tables and chairs on Festival Square.

This has transformed the whole feel of that part of town!

Imagine how great the town would look and feel, if we could spread

that very same people-focused thinking across the town centre.

Well, that is precisely what BID are looking to do in cooperation with Oswestry Town Council and Shropshire Council to bring more positive developments into our public space.

We all have a part to play in this, so please do add your voice.

CHAIRMAN’S MESSAGE

Free WiFi in town to provide step forward in social reach



WHAT IS THE FUTURE OSWESTRY MASTERPLAN?

Let's start with what it isn't. It isn't a transplanted one-size-fits-all solution taken from other towns, and it isn't a rigid plan made up of forgone conclusions.

What it is, is an attempt to capture and present a vision of how the town could look, feel and function in the future.

BID has been working with Oswestry Town Council and Shropshire Council to develop a vision for the future that is inclusive not exclusive.

The draft document is currently being offered up for public and business comment via workshops and meetings.

Once finalised the document is just the starting point to allow specific projects to be developed that support and enhance the future development of our town.

To find out more about this vision being developed for Oswestry and to add your voice, please contact Adele:

 adele.nightingale@oswestry4bid.co.uk



The new FREE WiFi service in Oswestry Town Centre has proved a great success already with over 15,700 WiFi connections in June alone.

Access to the internet for information, connectivity and social contact, is now part and parcel of everyday life, and with this new service, Oswestry's residents, visitors, customers and

businesses all have easy access online.

Moving into the visitor/outdoor events season, BID hope the Free WiFi will see people sharing their enjoyment of the town with friends, colleagues and family, to build a growing online audience for the town's excellent and diverse business community and events.

Watch out for the FREE WIFI stickers on the windows of local shops and hospitality venues showing where the WiFi signal can be accessed.

So next time you're out and about needing to check your social accounts, emails or website, log on to OneOswestry Free WiFi.

VISIT: <https://www.oneoswestry.co.uk/oswestry-wifi/>

BID partner up with Heritage Action Zone to drive funding for town centre upgrades

Since its inception, Oswestry's High Street Heritage Action Zone (HSHAZ) has focussed on bringing forth projects that could make a real difference to the buildings and streetscape within the Conservation Area of Oswestry Town Centre.

One funding stream looked at schemes designed to repurpose unused building spaces and restore them back to life, either for residential or for commercial use.

Some of these schemes have

already been approved to proceed.

Another funding stream has targeted the renewal of shop frontages. This has seen a number of excellent proposals put forward providing a significant investment into the town.

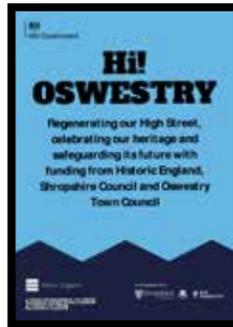
Project Officer for HSHAZ, Samantha Jones said, 'It is wonderful that we are finally at the stage where we are beginning to award grants.'

The programme is all about regenerating

the high street through heritage and we are looking forward to working with applicants to bring their schemes to fruition.

We are thankful to Historic England, Oswestry Town Council and Shropshire Council for providing funding and Oswestry BID for their ongoing support to make this scheme a success.

Oswestry High Street Heritage Action Zone has also set about commissioning



important feasibility work to explore the range of options for an in-town flagship project as well as examining ways of attractively restoring the town's distinctive alleyways back into mainstream use.

Balloon Carnival set for August lift-off

Planning continues apace for The Oswestry Balloon Carnival, now set for August 21 & 22.

The organising team of Nightingale House, Oswestry Town Council, Oswestry BID and Spirit are working hard within the challenges of government announcements on Covid restrictions to put together a carnival with safety as the priority.

To that end, whilst the carnival remains free entry, there will be capacity limits in place designed to keep all attending safe which the team are sure will be understood and respected.

VISIT: oswestryballooncarnival.info/

Market Hall shutters brighten up the Bailey Head with retro design



Shutters on the Market Hall received a splash of colour recently from a series of stunning retro-look designs.

Partially funded by the Market Town Fund awarded to Oswestry

BID, and with additional support from Oswestry Town Council and Oswestry Borderland Tourism, the new look has strengthened the Market Hall's identity and recognition.

Looking through our newsletter, I hope you'll see lots of things that the BID is working on and projects to get involved with, or that you may directly benefit from.

But there's another important dimension to BID: namely, the work that goes on behind the scenes.

We are proud to be constantly championing Oswestry and advocating for our businesses in meetings

and talks with organisations such as Shropshire Council, Highways and the Police.

This work includes assisting businesses with pavement licenses, shaping better traffic regulations, advising Pubwatch members with licensing issues and sorting grant applications. We also support new businesses looking for premises and track down landlords

of empty buildings.

In addition, BID focuses on bringing new investment such as our recently targeted promotion of the 'Shropshire Recovery Grant - Special Projects' which has led to Oswestry having more grant applications than any town in the county.

So whilst a lot of BID's work is clear to see, the behind the scenes, energetic championing of Oswestry and its

business community is vital for inward investment and helping to make the town the best it can be for all those who live and work here.



Adele Nightingale, BID Manager

 adele.nightingale@oswestry4bid.co.uk

INSIDE THE ENGINE ROOM

Business training helping to boost skillsets for local company staff



Training attendees

BID's Training programme continues to provide top quality, free training to BID business members.

In addition to our regular First Aid at Work training, BID recently introduced two courses that quickly booked up

and have proved a big hit.

The **Manual handling training** was brought in as such skills are vital to staff across a range of business sectors needing to lift heavy items safely at work. One review of the

course run by local training company MBO remarked that it was 'the best manual Handling course they have ever had.'

This was followed in June by a **Customer Service Excellence** course run by local company, Salt Solutions with attendees from the hospitality and service sectors.

Look out for a Social Media Booster course in September for businesses looking to amplify their marketing in the lead up to Christmas.

OneOswestry website upgrades to promote buying local online

The OneOswestry.co.uk website provides an up-to-date information resource on upcoming events, a business directory, news and a local guide for residents,

businesses and visitors.

The website is currently being upgraded with a focus on the mobile experience increasingly the way in

which we access websites and social platforms.

For events, the updates will make it even easier and quicker to flick through to find what you're looking for and book tickets.

The changes will also highlight and showcase those businesses providing customers with online facilities to browse and buy locally online.



WATCH THIS SPACE
OneOswestry.co.uk

Town Centre Footfall Data, June update



Stats Spotlight for June

Webpage views

4000

Social Reach

77K

Social Followers

4830

WiFi Connections

16K

Business people trained in 2021

44

GET IN TOUCH

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

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SOCIAL MEDIA

