



# Oswestry BID AGM (end of First Term) 14<sup>th</sup> November 2023

## AGENDA:

- Welcome & Apologies
- Approve Minutes of Last Meeting
- Receive Director's report & Brief of First Term
- Present accounts for period
- Retirement & re-election /election of Directors
- General Business



# Directors Report

## April 2022 to March 2023

### **A** RAISING PROFILE

Town Events

Sector Videos

OneOswestry website

Footfall & Free WiFi

Business Directory

### **B** BUSINESS SUPPORT

Business Training

Grant Support

### **C** GREAT PLACE TO BE

Heritage Action  
Zone Funding

Targeted Street  
Cleaning

Night Bus

Wayfinding Project

Rail Reconnection

### **D** ACCESS & SAFETY

CCTV & Security  
Patrols

Traffic  
Management



# Directors Report

## April 2022 to March 2023

- 1 Produced a range of videos showcasing Oswestry's business sectors reaching 552,799 viewers and counting.
- 2 Developed the first "Oswestry Find It Buy It" directories for the Industrial Estates and Town Centre.
- 3 Partnered with Oswestry Borderland Tourism (OBT), to produce and distribute 120,000 town maps both nationally and Shropshire-wide. In-town map holders also installed at key visitor points. The partnership between BID and OBT has amplified Oswestry's visitor message regionally and across the UK.
- 4 Enhanced the town's event calendar with the Halloween Dome, The Street Circus, Jubilee Beach and active support for Oswestry Balloon Carnival, Oswestry Food & Drink Festival, Oswestry Community Games and Cae Glas Live.
- 5 Promoted local businesses and events through our OneOswestry website and social media platforms with an all-time social media reach of 2.6 million.

### A RAISING PROFILE

**To actively raise the profile of Oswestry, its businesses and events, locally, regionally and nationally.**

To attract and support start-ups, young businesses and new investment to complement and build upon Oswestry's existing strengths.



# Directors Report

## April 2022 to March 2023

### **B BUSINESS SUPPORT**

- 1** Key partner in bringing £1.8m new investment through heritage action zone fund to enhance shop fronts, heritage alleyways and additional residential units.
- 2** Secured £105,000 in additional funding for Oswestry.
- 3** Over 390 local business members have attended our free programme of training and workshops.
- 4** Accessed and promoted significant Oswestry business support grants for Covid recovery.
- 5** Worked with Cambrian Heritage Railways and partners to secure Government funding of £50,000 to help develop the Strategic Business Case to reconnect Oswestry to the national rail network.
- 6** Provided access to free bespoke Business Mentoring which was well received by participating businesses.
- 7** Successful Night Bus Initiative to boost the night-time economy over the Christmas period and extended through 2022.

**To actively support the growth and development of existing local businesses.**

To attract and support start-ups, young businesses and new investment to complement and build upon Oswestry's existing strengths.



- 1 Targeted cleaning of town centre and industrial estate area including litter picks, jet washing, sign cleaning, and weed removal, to spruce up the trading environment.
- 2 Install attractive Festoon lighting in key areas of the town centre, to enhance the night-time economy, whilst making a big difference in safety and accessibility.
- 3 To put up colourful bunting throughout the town centre that added to the welcoming atmosphere, and enhance the Queen's Jubilee celebrations, making it a more pleasant place for customers to be and improving the trading environment.
- 4 Provide free town centre WiFi with currently over 1,200 registered users with over 15,000 monthly connections improving dwell times and providing an additional platform for promoting businesses and events.
- 5 Introduced Footfall counters to monitor town visits, planning data collection, and support inward investment.
- 6 BID's business advocacy and lobbying of local authorities to open up space on Festival Square to allow nearby businesses to allow customers to sit and be served.

# Directors Report

## April 2022 to March 2023

### **G GREAT PLACE TO BE**

**To build upon Oswestry's multi-faceted heritage and cultural assets to further develop a welcoming, vibrant & enriching environment where visitors, workers & residents want to be.**



# Directors Report

## April 2022 to March 2023

- 1 Championed and coordinated new traffic management for the Maes-Y-Clawdd, Mile Oak and Radfords Field industrial estates to improve safety and access for staff and customers.
- 2 Erected signage on industrial estates to ease navigation, improve accessibility, and enhance recognition.
- 3 Established nightly security patrols protecting around 130 industrial estate and town businesses.
- 4 Extended the defibrillator provision and the CCTV and Traffic Monitoring network in both the town centre and the industrial estates.
- 5 Added several vehicle activated signs (VAS) on Maes-Y-Clawdd and Mile Oak industrial estates to reduce speed, improve safety and collect traffic speed data.

### **D ACCESS & SAFETY**

**To facilitate safe, functional and efficient access and navigation for visitors, workers, residents and businesses.**



# Accounts

## Year End 2023

### OSWESTRY BID LIMITED

#### DETAILED PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31 MARCH 2023

	2023		2022	
	£	£	£	£
<b>Turnover</b>				
Levies		283,203		292,400
Memberships		-		619
		<u>283,203</u>		<u>293,019</u>
<b>Other income</b>				
Grants received	-		40,000	
	<u>-</u>		<u>40,000</u>	
		-		40,000
<b>Cost of raw materials and consumables</b>				
Direct costs	197,554		239,313	
	<u>197,554</u>		<u>239,313</u>	
		(197,554)		(239,313)
<b>Staff costs</b>				
Wages and salaries	58,000		47,578	
Social security costs	784		758	
Staff pension costs	1,386		1,184	
	<u>60,150</u>		<u>49,520</u>	
		(60,150)		(49,520)
<b>Depreciation and other amounts written off assets</b>				
Depreciation	61		66	
	<u>61</u>		<u>66</u>	
		(61)		(66)
<b>Other charges</b>				
Technical services	29,090		22,650	
Staff training	-		300	
Rent	3,511		4,149	
Legal and professional fees	10,680		7,382	
Consultancy fees	3,060		9,005	
Accountancy	2,597		2,680	
Bank charges	98		83	
Insurances	484		251	
Printing and stationery	1,724		1,987	
Advertising and marketing	36,501		23,876	
Computer, Website & branding development costs	3,240		7,199	
Telecommunications	1,102		1,271	
Sundry expenses	43		35	
Interest on overdue taxation	14		-	
	<u>92,144</u>		<u>80,868</u>	
		(92,144)		(80,868)
<b>Loss for the year</b>		<u>(66,706)</u>		<u>(36,748)</u>



# Accounts Year End 2023

Draft Financial Statements at 13 July 2023 at 13:17:17  
**OSWESTRY BID LIMITED**

## **BALANCE SHEET** **AS AT 31 MARCH 2023**

	<b>2023</b>		<b>2022</b>	
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Fixed assets		182		198
Current assets	241,324		362,673	
Prepayments and accrued income	21,255		8,804	
Creditors: amounts falling due within one year	(18,935)		(61,143)	
Net current assets		<u>243,644</u>		<u>310,334</u>
Total assets less current liabilities		<u>243,826</u>		<u>310,532</u>
Net assets		<u>243,826</u>		<u>310,532</u>
Capital and reserves		<u>243,826</u>		<u>310,532</u>





# Q&A Session



# Oswestry BID Limited Board



Tania McGee, Director & Chair  
Lanyon Bowdler



Mark Derham, Director  
Bridge Coffee



Patrick Evans, Director  
MD of Evans Enterprises



Graham Kirkham, Director  
Knock & Snitch, Oswestry  
**Standing down,  
Standing for re-election**



Kevin Griffiths, Director  
Griffiths Hire Shops  
**Standing down,  
Standing for re-election**



Dawn Edwards, Director  
Covent Garden Fruit Market Ltd



Tim Morris, Director  
Co-owner of Booka Bookshop



Carl Thomas, Director  
Furrows of Oswestry  
**Standing down,  
Standing fo re-election**



Lee Lucks, Director  
Chair, Oswestry Border Tourism  
**Standing down  
Standing for re-election**



Alison Parr, Director  
StoneHouse Brewery Limited



Jordan Trafene, Director  
Oswald's Taxis



# General Business



**Thank you for your  
continued support**