

**OSWESTRY BID
SUMMARY MINUTES
Tuesday, 23rd April 2019**

	<p>Present Ian Follington (IF) - Chair Heather Noble – Salt Solutions (HN) – Vice Chair Emma Chapman – Shropshire Council (EC) Patrick Evans – Evans Enterprises (PE) Tim Morris- Booka (TM) Allister Moutrie – Sainsbury's (AM) James Woodward – Coldmove (JW)</p> <p>Adele Nightingale – BID Manager (AN) (Clerk) John Waine - (JW2)</p>	
1.	<p>Welcomes and Apologies:</p> <p>IF welcomed members and introduced Lee Lucks from Oswestry Borderland Tourism (OBT), a new Board Member. Apologies from Stuart Phillips, Adam Shilcock and Rebecca Jones.</p>	
2.	<p>Minutes of Last meeting and Actions arising:</p> <p>Minutes of last meeting approved. Any actions arising to be dealt with during the meeting.</p>	
3.	<p>Conflicts of Interest.</p> <p>Currently no conflicts of interest with Board Members re: current outlined projects.</p>	
4.	<p>BID Governance</p> <p>I. Confirmation of Lee Lucks from OBT to join the BID Board. - discussion on whether this was joining as a company, individual, or partner. IF: Confirmed this is a partnership position.</p> <p>II. Position move. Noted that Adam Shilcock has moved position from Boots to The Post Office. Adam would like to continue on the BID Board, as Post Office also a BID Levy Payer. *Board Decision: Agreed.</p>	
5.	<p>Finance</p> <p>I. Levy Collection Year to date IF: £8,062 collected from March 2019</p> <p>II. Cash in Bank. IF: £186K in bank as at 23rd April 2019. HMRC have refunded the VAT payment taken in error.</p> <p>III. Budget Update. IF: No other significant expenditure since last meeting.</p> <p>Noted - BID now bank with HSBC from having moved from Lloyds on 5th April 2019.</p>	
6.	<p>BID Manager's Report</p> <p>- Spring Newsletter Emailed out to Levy Payers, published on BID website, BID FB page, LinkedIn profile, copies printed and some hand-delivered.</p> <p>A further 28 BID Levy Payer email addresses have been collected, so now have 201 email addresses out of 312 Levy Payers. We continue to add emails to get full coverage.</p> <p>- BID Office Now has WiFi, landline and voicemail. - BID Collection 1st Year Total of £256,615.30 levy collection by Shropshire Council (SC) for 1st Year.</p>	

	<p>- Drug Wipes/PubWatch BID have been asked to support PubWatch and have provided wipes to Jim Stafford of PubWatch for distribution to local pub operators.</p> <p>- BID New Admin Role 21 applications have been received, to be reviewed, with interviews to be held with shortlisted applicants on 13th May, looking to start on 3rd June.</p> <p>- Mark Derham from Oswestry Chamber emailed with a question about the proposal of supporting a shuttle bus to run between British Ironworks and the town centre. A meeting was held with interested parties.</p> <p>*Board Decision: Agreed not to progress this at this time</p> <p>- Business offers on OneOswestry website AN had spoken to CoreGym, who were interested in corporate offers for BID Levy Payers, and the wider public. General discussions about how this type of local business-to-business activity could be encouraged and supported so that <u>all local businesses</u> are given the opportunity to provide offers for BID Levy Payers and for BID Levy Payers to provide offers to the wider business community and the public.</p> <p>- Loyalty Schemes AN evaluating a couple of potential loyalty schemes at the moment.</p> <p>- Street Angels AN approached to become a trustee of Oswestry Street Angels, and wanted to bring to the Board for discussion. Discussion covered what are requirements, time demands, any funding requests. Background to Street Angels provided and noted that they have already received funding from various bodies, so trustee role is to bring more general support of BID and maybe look for ways the service can bring benefit to BID Levy Payers and the wider town.</p> <p>*Board Decision: Agreed.</p> <p>- Oswestry in Bloom AN invited to attend a meeting at Guildhall to discuss the BID Category for Oswestry in Bloom. It was suggested by OTC that BID sponsor a free-standing planter on Bailey Street. Detailed discussions around whether this fitted with the BID priorities at this time, and about Council Baselines.</p> <p>*Board Decision: Decline request on this occasion.</p> <p>- Drug Issues AN approached about proposal to run courses for businesses to cope with some of the drug-related problems that can occur with customers and staff. Discussions around course content, goals, costs, and value for BID Levy Payers; that courses should cover whole BID Area. Was mentioned that this also included drug issues with employees too.</p> <p>AM: Suggested that on a wider note, Dementia Awareness training would be useful too. And it was noted by IF that Oswestry Town Council had recently looked at Oswestry to be a Dementia-friendly town.</p> <p>*Board Decision: Agree to support the proposal in general.</p>	
7.	<p>Project Updates</p> <p>I. Website/Branding. 30th April deadline set for initial content material from BID Levy Payers. - Looking towards a May Launch.</p> <p>II. Boot/Greggs Alley (Cake Walk). Developer soon to have completed their work and will leave site. Phase 1 of “welcome to Oswestry” in the alley is underway. AN discussed issues around contributions from OTC; BID looking for a 3-way split. Discussion on whether alley is public right of way – appears to already be one in place. AN mentioned concerns from OTC/SC on maintenance of existing/new lighting. PE asked about ownership of the throughway – split between the developer and another landowner. AN noted both Councils had declined to contribute on first invitation. IF was keen on the importance of the project for providing a positive welcome experience to visitors to/from the Central Car Park, that all will benefit from that and pressed that we must re-engage with both Councils on the project. AN noted OTC to meet next to discuss on 23rd May.</p> <p>III. Signage/Traffic Control update. AN waiting on Highways to progress the works required to repair, remove and replace signage in response to the BID Signage Audit. IF talked about the importance of a Wayfinding and Traffic Management Plan which will transform Industrial Estates and Town Centre. Plan to formally start engagement with Councils on this topic this month having already had informal discussions. *Board agreed to keep pressing for the repair work to be done soonest.</p>	

	<p>IV. Town Centre Maps. LL: OBT have drafted up some new Map Board designs which were passed around the Board. Each map will be unique given its physical location, and will contain journey times to the nearest Points of Interest (POIs). IF: Noted this would make a real difference for a modest investment. AN: Noted that BID will pay for replacement maps, and OTC to pay for new maps. JW: Wondered about possibility of advertising opportunities for local businesses on the maps. LL: Shared the difficulties that previous map companies had in getting advertising support. PE: Noted it would be good to have offline and online maps having the same look with new branding. <u>*Board supportive of approach.</u></p> <p>V. Footfall/WiFi PE summarised current state of play; legal advice has been reviewed; comments from Elephant around T&C's etc; disappointment with OTC's unwillingness to commit, but would appreciate OTC's broader support for the project; notes that there's a solid case for continuing. <u>*Board Decision: To stay with the plan and re-engage Councils to gain their support.</u></p> <p>VI. CCTV AN attending meeting on 30th April with stakeholders. IF noted it's about knitting together the existing system with expansion plans and linking to available match-funding. JW noted the importance of lighting with CCTV images, and also different technologies such as vehicle registration plate recognition, particularly useful on the industrial estates. IF noted the whole response package is key from image monitoring to knowledge of camera locations, who to contact and how, for most effective response. JW noted importance of business courses for safety and security within business premises. Action: AN to report back following meeting; and to provide map showing existing and new cameras. <u>*Board Decision to continue to actively support the project and seek a positive outcome.</u></p> <p>VII. Balloon Carnival AN noted carnival meeting on 25th April to provide status updates. AN to put together info packs for businesses, itineraries, entertainments etc. IF noted plans to de-risk effects of poor weather etc. on the event and provide value to Levy Payers. Discussion around insurance for cancellation. Action: AN to discuss insurance and weather-proofing plans with organisers.</p> <p>VIII. PubWatch AN to attend meeting in Shrewsbury to see how their BID have approached putting PubWatch into practice with BID Levy Payers and non-levy-payers. Discussions around how this might work for Oswestry. IF noted about approach to migrate PubWatch to ShopWatch towards BusinessWatch and link to the proposed CCTV expansion, so that all BID Levy Payers can benefit from the scheme.</p> <p>IX. Low Carbon Funding. AN met with Dr Jane Yardley. Was agreed that all businesses that had completed the Low Carbon survey would receive a free energy audit. AN meeting with BEEP in Oswestry to explore funding opportunities for smaller projects. EM has been promoting BEEP in Shropshire for The Growth Hub, and found it a good, productive and efficient scheme. AN noted that once the details have been clarified, BID will promote it around the Levy Payers.</p> <p>X. Future High Street Funding: AN noted we'll likely hear in the summer as to the outcome of our submission. EM thinks around 8 weeks lead time.</p>	<p>AN</p> <p>AN</p>
<p>9.</p>	<p>Open Meeting</p> <p>IF gave overview of proposed meeting purpose and structure including Director introductions for approval. Intention was to communicate what projects BID are involved with, and most importantly, hear thoughts, ideas, and comments from those attending.</p>	
<p>10.</p>	<p>AOB</p> <p>Brief discussion to clarify that it is Lee Lucks, as representative of OBT, that is the partnership Board member, rather than the organisation.</p> <p>Next Meeting: Tuesday, 21st May at 5pm – Venue: BID Offices</p>	