

## OSWESTRY BID – Summary Minutes

Wednesday, 31<sup>st</sup> July 2019, 4pm

Venue: Cold Move, Glovers Meadow

	<p><b>Present</b></p> <p>Ian Follington (IF), Chair  Allister Moutrie (AM), Sainsbury's  James Woodward (JW), Cold Move  Stuart Phillips (SP), Celt Rowland  Julie Gibson (JG) Station Grill  Tim Morris (TM) Booka  Adam Shillcock (AS) Post Office  Lee Lucks (LL) Oswestry Borderland Tourism  Emma Chapman (EC), Shropshire Council  John Waine (JW2) Honorary Officer</p> <p>Adele Nightingale (AN) - BID Manager  Lindsey Pierce (LP) – BID Administrator/Clerk</p>	
<p><b>1.</b></p>	<p><b>Welcomes and Apologies:</b></p> <p>IF welcomed Board Members and thanked Cold Move for hosting the meeting.</p> <p>Apologies from Rebecca Jones, Heather Noble and Patrick Evans</p>	
<p><b>2.</b></p>	<p><b>Minutes of Last meeting and Actions arising:</b></p> <p>Minutes of last meeting approved.</p> <p>Any actions arising to be dealt with during the meeting.</p>	
<p><b>3.</b></p>	<p><b>Conflicts of Interest.</b></p> <p>Currently no conflicts of interest with Board Members re: agenda topics or BID activities.</p>	
<p><b>4.</b></p>	<p><b>BID Governance</b></p> <p><b>I. Company House addresses.</b></p> <p>IF raised that there should be consistency going forward with address listings for BID Directors. Addresses for all Directors will be changed to the Registered Office address going forwards.</p> <p><b><u>Board Agreed.</u></b></p> <p><b>II. Lee Lucks and Julie Gibson</b></p> <p>LL not yet showing on Companies House website as a Director – would keep an eye on this and chase if needed</p> <p>JG has just signed up and paperwork is to be submitted to Companies House.</p>	
<p><b>5.</b></p>	<p><b>Finance</b></p> <p><b>I. Levy Collection Year to date</b></p> <p>IF: Levy collection in year 1 was £250,280.77 which represents 97.68% of the Levy.</p> <p>This year we have so far collected £222,611.27 around 88% of the Levy and are on track to reach a similar high recovery target.</p> <p><b>II. Cash in Bank.</b></p> <p>IF: £352,633 in the bank as at 30<sup>th</sup> July 2019</p>	

	<p>IF raised whether Directors would find it helpful to receive copies of the monthly bank reports.</p> <p><b>Agreed to attach to minutes sent to Board Members.</b></p> <p><b>III. Bank Access</b></p> <p>IF raised that AN and LP needed access to bank for payments etc. for Oswestry BID Limited to function efficiently.</p> <p>JW: happy as long as there is an audit trail on transactions and AN ran through process at present</p> <p>LL proposed and AM seconded</p> <p><b><u>Board Agreed</u></b></p>	
<p><b>6.</b></p>	<p><b>BID Manager's Report</b></p> <p><b>I. Meetings</b></p> <p><b>- Future Oswestry Group (F.O.G.)</b></p> <p>AN confirmed next meeting 13<sup>th</sup> August. Submitted draft street survey form to gain local business's views on traffic flow and parking in and around the town centre. Once approved AN and LP will then go around and survey the views of businesses to better inform BID and FOG on the issue.</p> <p>JW2 noted that Cross Street had remained opened during the recent roadworks on Leg Street and no issues appear to have arisen.</p> <p><b>- Parking issues on Industrial Estate</b></p> <p>AN confirmed that there will be a meeting on 3<sup>rd</sup> September at Barnes &amp; Mullins with SC to go through the issues affecting Mile Oak and try and identify mitigating actions.</p> <p><b>- Meeting with SC</b></p> <p>AN confirmed meeting set with Snr SC Officers and Councillors to discuss all things Oswestry. TM will also be attending. This is a good opportunity to raise a range of issues and explore solutions and best way forwards.</p> <p><b>II. Initiatives</b></p> <p><b>- Property Survey</b></p> <p>AN confirmed that a survey of town centre property occupancy was taking place next Wednesday to ground truth data and add detail on business activities. This would include looking at the vacant properties from GOAD mapping the data provided and making sure it matched etc.</p> <p><b>- Festival Square (Pop-up events)</b></p> <p>AN confirmed looking at hosting 2 events and have booked the Festival Square Carpark and public open space (POS) on 26<sup>th</sup> October 2019 (Halloween) and 11<sup>th</sup> April 2020 (Easter) for planned pop-up events. Proposal is to have market stalls, food, music, entertainment, competitions etc. relevant to each theme. The aim of the events is twofold; increase town centre footfall and provide additional trading opportunities for local businesses.</p> <p>AN confirmed House of party and Gillham's had already expressed interest in having a stall. AN confirmed the space can hold 15 x 3m stalls</p> <p>AN: need to agree a budget, IF: Requested that AN should look at costs and come back to the Board.</p> <p>AN suggested BID Levy Payers can have a stall for free and charge of £20 for the day for any others.</p> <p><b>Agreed as a good plan and would cost it and return to Board</b></p> <p><b>- Meeting Qube – "Oswestry Art Festival"</b></p> <p>AN attended meeting with Qube, Hermon, Willow Gallery, OBT, Oswestry Library, Shropshire Council and Designs in Mind looking at ideas to help better promote Oswestry as a centre for the arts and showcase local talent. Possibility of Arts Festival next year – promoting art through the month at various venues and in different ways (music and performance art too), culminating in an Arts Weekend.</p>	

AN confirm that there would possibly be some funding through SC Arts Council, but this is match funding and would be looking to BID and OTC to match. AN confirmed next meeting on 14<sup>th</sup> August and would update board at next meeting.

**Board supportive of the initiative and look forward to further updates.**

**- New Voluntary members**

AN confirmed Liar Liar, The Hermon, Kinokulture have agreed to join as Voluntary Levy Payers.

**- Loyalty Scheme**

AN confirmed that meetings had taken place with several loyalty schemes and LP, IF and JW2. Loyalfree were considered to have the strongest and most relevant offering. AN ran through how it worked and that they work exclusively with BIDs. Currently working with 13 BIDs around the country. Also confirmed no additional cost to BID Levy Payers as all they need is a QR code and the app would read this.

TM asked how this would work alongside existing loyalty schemes – confirmed this can run alongside and complement existing successful loyalty schemes. AN confirmed she had spoken to other BIDs who are working with Loyalfree – all feedback was excellent.

LP ran through costing and explained up front costs of £8000 + VAT, and then ongoing monthly costs. Ran through the three support package options they provide and confirmed silver most relevant to our needs for the first year. This can be reviewed going forwards. LP confirmed Levy Payer feedback had been sought – 29 Levy Payers were positive and only 2 expressed a negative view. AM questioned whether we should ask a wider range asked for feedback. AS stated, 31 responses to 35 requests was unusually high and the fact that 28 were positive was quite significant and a clear positive response – motioned to put to vote.

**Board Agreed by majority**

**- Cost Saving Scheme - Meerkats**

AN ran through the Meerkats cost saving scheme and what was involved. AN and IF met with them and went over how it works. They only work with BIDs – currently working with 151 BIDs and their basic aim is to save a business at least their Levy payment. This works better for some businesses than others, but they have produced consistent strong results.

AN confirmed that we have spoken to other BIDs – all positive and one of their most well received schemes by Levy Payers. AN confirmed proposed cost of £16k a year and this may be reduced based on how much we need them. There are no additional costs to Levy Payers to access the scheme.

AM questioned whether we have looked at comparison.

AN confirmed no as these were only working with BIDs.

AM suggested that we should get some comparisons for cost and performance.

JW suggested speaking to a local company that offers similar services.

JG agreed that we should seek comparisons given the cost.

AN confirmed it would be hard to obtain a true comparison but can obtain quotes for comparison.

IF confirmed that will get comparisons before next meeting.

**Board supportive of the idea but want additional comparative quotes.**

**- “Oswestry Cup”**

LP ran through and explained the reusable cup idea for the town brought to us by Liar Liar. LP showed the Shrewsbury Cup example and how that works and how they have proposed to work the scheme here.

LL asked can look at putting the BID logo to be on it etc.

Explained costs for cups are 75p a cup, in boxes of 108 and printing is £36.00 per box – so for example if we obtained 1 box of each of the 4 colours it would be £468.

**Agreed by Board to go ahead with 1 box as a trial**

**- Indoor Market**

AN had met with David Clough and explained that OTC are looking at new signage for the Indoor Market and they had talked about murals for the shutter doors to improve the appearance from Bailey Head when closed.

**Board thought this was positive initiative by OTC.**

	<p><b>- Road Markings</b></p> <p>AN have confirmed that SC have agreed to provide a program of works for the road line repainting so we can review.</p>	
7.	<p><b>Project Updates</b></p> <p><b>I. Core Projects</b></p> <p><b>- One Oswestry Website</b></p> <p>LP confirmed that website was launching on 7<sup>th</sup> August.  AS questioned the original launch date. AN confirmed this has been pushed back but that good progress had now been made.  AS asked if this has been raised with them. LP confirmed this is how we have eventually got to a launch date as LP had pushed for onsite meeting and to get sections finalised.  IF confirmed we do not have to remain with them once the site is up and running if we are not satisfied with their performance.  JW2 highlighted that we have 6 weeks of support once live under the current arrangement, so we should take full advantage of that.</p> <p><b>- Boots Alley</b></p> <p>AN confirmed that gutters were still leaking – been referred back to contractor.  Gates and planters are ready to be fitted – waiting on a date.  Continuing to explore options to install murals in the alley.  SC have committed to repairing the 5 lights at the English Walls end of the alley.</p> <p><b>- Wayfinding</b></p> <p>AN confirmed we have engaged FRA. Workshop is planned with FOG, TM, LL on 26<sup>th</sup> September</p> <p><b>- Footfall</b></p> <p>AN confirmed permission requests have been sent out and we are awaiting responses.  If all back by end of August, still looking good for WIFI to be up and running by October 2019.</p> <p><b>- CCTV</b></p> <p>AN confirmed meeting on 13<sup>th</sup> August to run through the crime statistics with the Police Community Ambassador. Match funding is allocated based on these statistics, and formal funding applications can be made to the PCC once reviewed. That is expected to happen in the next few weeks.</p> <p><b>- Balloon Carnival</b></p> <p>AN confirmed business packs will go out next week to help local businesses promote and support the event. We are just waiting on the final itinerary to be released.  LL highlight that this was quite late – lots of people have been in contact with them for information and they are still waiting on it. AN confirmed she would see if she could help with this.</p> <p><b>- Highstreet Health</b></p> <p>IF ran through the GOAD maps – particularly highlighting changes in number of charity shops and vacant properties in the town centre over the last 12 years. Confirmed not all the information is up to date due to the lag in data becoming available (normally 12 months). Most recent map dated 2019 would have been compiled using 2018 data etc. IF confirmed that we will work on this data set and other data sources to form a record of how the town centre is changing, specifically trends in occupancy, nature of businesses, long term vacancies etc. This can then be used to inform planning for any proposed changes or improvements to the town centre.  AN raised with SP that it would be good to set up a meeting with the local Estate Agents to gain their insight and professional opinions.  SP confirm that he could do this as they could particularly identify the problems in some of the serial offending properties in terms of vacancy.</p>	

	<p><b>- Town Centre Street Lighting</b></p> <p>IF was pleased to announce that, following sustained pressure from BID on both Councils regarding the non-functioning street lighting in the town centre, OTC have agreed to take on responsibility for 20 “orphan lights” not currently on either Council’s list of assets. This is an important positive step for the town centre and IF wanted to record our thanks to OTC for stepping up. AN confirmed that OTC have taken them on and are in the process of fixing them and getting back up and running.</p> <p><b>- Signage and Traffic control</b></p> <p>IF noted that the statement from SC that the work requested in fixing up road signage in the BID Area had been completed was inaccurate. A number of the signs appear no different and we shall be reviewing progress in more detail and highlighting our findings with SC.</p> <p><b>- Roundabout Sculptures</b></p> <p>IF confirmed that the outline for our proposal for a sculpture to be installed on the Mile End Roundabout had been to Highways England at their request following our recent meeting. This is a long-term plan to raise the town’s profile and establish a worthy gateway to the town.</p> <p><b>- Festival/Event Strategy</b></p> <p>AN confirmed still waiting to speak to John Rostron regarding the survey as he had been on another project</p> <p><b>- Railway Connection</b></p> <p>AN confirmed we are still waiting on a date for the next meeting to look at feasibility of a box tunnel under the A483 as part of re-connecting Oswestry to the rail network.</p> <p><b>- Training</b></p> <p>LP ran through the 3-courses booked and arranged and successful uptake so far. Confirmed would be looking at a social media for small businesses and a defibrillator course too. EC also confirmed that there was a free HR course running at AICO and would send details to LP. EC also confirmed that she would speak with LP regarding setting up a training problem</p> <p><b>- Potential Funding</b></p> <p>EC ran through options available and confirmed would forward these to AN and LP.</p> <p><b>Any other business?</b></p> <p>LL advised drones flights have been completed on behalf of OBT and pictures and videos of the town are now available. She will send copies over to LP and AN for the One Oswestry website.</p> <p>AM raised issues over using tarmac for repairs instead of replacing the York stone slabs and TM agreed over it. IF agreed that we should look into this and convey local businesses dissatisfaction on the issue to Council.</p>	
<p><b>9.</b></p>	<p><b>Next meeting</b></p> <p><b>Wednesday, 4<sup>th</sup> September at 4pm.</b></p> <p><b>Venue: TBC</b></p>	