

# OSWESTRY NEWS

LOCAL NEWS & VIEWS FROM OSWESTRY BID



Brought to you by  
**OSWESTRY  
BID**

## LET'S CONNECT!

A new event bringing business support to business landing at AICO in February.

*See inside for details.*

## EXPO ANNOUNCED

A new OSWESTRY BUSINESS EXPO has been announced for May 2020!

*See Events section on back page.*

Christmas Promotion a great success

# VIRAL VIDEO BOOSTS TOWN

AN ONLINE CHRISTMAS VIDEO commissioned by Oswestry BID to promote Oswestry to a wider audience has exceeded all expectations. The YouTube video entitled 'This is how we do Christmas in Oswestry' received well over 70,000 views promoting the town across the region and beyond.

Put together by local creative Aaron Child, the compelling video took us on a journey with Oswestry Christmas shoppers going through the town, having a meal, buying gifts, enjoying a coffee, celebrating with family, and of course, choosing their favourite Christmas tree.

The campaign, which took place over three weeks leading up to Christmas Day, generated a wealth of positive comments from viewers on Facebook and Instagram such as 'This is a brilliant video showcasing our lovely town. Well done' and 'This is fab! This is Oswestry, great work!'



To see the video, follow:  
[tinyurl.com/osxmasvideo](https://tinyurl.com/osxmasvideo)



## GET HOME SAFE INITIATIVES ARE WELL RECEIVED

Initiatives to boost the night-time economy and help people travel to and from town safely over the Christmas period have been well-received by the public.

A special Arriva Night Bus NB1 was introduced over four weekends leading up to and beyond Christmas Day with over a hundred passengers taking advantage of the service.

'Feedback on the idea and service has been overwhelmingly positive,' said Jamie Crowsley, General Manager of

Arriva Shropshire.

In a combined initiative, Oswestry BID provided Taxi marshals at key areas of the town with marshals being thanked-by passengers for assisting in securing taxi's in a timely and organised manner.

Hannah Hewish, chair of Oswestry Pubwatch was also impressed by the move.

'A huge thank you to the BID for providing the Taxi Marshals this Christmas,' she said, 'who braved the cold to help keep Oswestry's night time customers and taxi drivers safe.'

The positive feedback

from licensees, BID and customers has proven that this is a service Oswestry Pubwatch would support having in place again in the future.

Also a thank you to Oswestry BID/Arriva in the organising of 2019's Night Bus.

With everybody working together Oswestry's night time economy will continue to thrive in both trade and positivity.

We look forward to working towards this positive growth in the coming year.'

# Foodie kitchen a real treat on Beatrice Street

Sophie Dillon, owner of new foodie sensation Hayes Kitchen on Beatrice Street has brought her distinctive culinary flair to the high street.

With a decade in TV design and 8 years in the fresh produce industry in Australia, Sophie decided to harness her two passions, food and design, to create a relaxed, funky space, offering great food and drink, served by

a friendly, enthusiastic team.

As a volunteer BID business member, Sophie likes what BID has to offer.

'BID is a fantastic operation,' she said. 'They offer a range of ongoing services and support, as well as introducing business owners to each other.'

'Free membership to Pubwatch is a real plus for Hayes Kitchen,' she added. 'The CCTV

expansion within the town will also provide welcome security for businesses and the Night Bus over the Xmas period was a brilliant idea, I hope it returns.'

As far as 2020 goes, Sophie says it's all about growing Hayes Kitchen with a strong focus on consistency.

But she has other projects too about to go live! 'It's The White Label Bar, basically a mobile arm of Hayes

Kitchen in the form of a 7ft vintage lorry, perfect for any special occasion.'

One of the unique hallmarks of Hayes Kitchen is that virtually everything is recycled/upcycled, the bar being made from market stalls purchased from Oswestry Town Council.

Find Hayes Kitchen on Facebook or call 07932 335 409.



## Bucking the trend

The BBC recently reported on national trends in the decline of shoppers on UK High Streets. They showed consistent year-on-year declines over the last 3 years.

### So how is Oswestry doing?

Well, we looked at Oswestry car park ticket sales over last 7 years to examine local footfall trends.

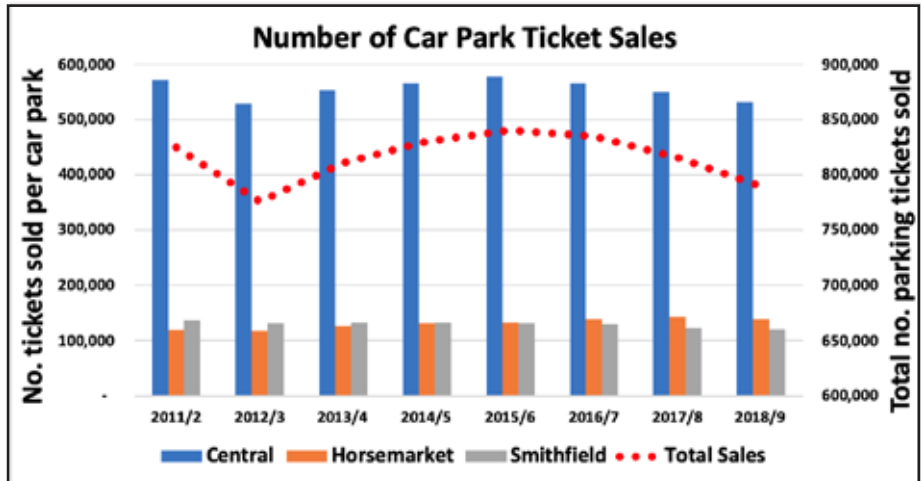
The total number of tickets sold was 4% lower last year than in 2011/12.

However, tickets sold

to date this year are up by 2% year-on-year reversing the recent trend.

This is in spite of the Town Council introducing free parking after 6pm and additional free parking over the Christmas period (which would reduce ticket sales but not footfall).

'This is a really encouraging sign for the town,' said Ian Follington, BID Chair. 'It indicates that, as a town, we're moving in the right direction.'



Ian Follington, Chair, Oswestry BID

### CHAIRMAN'S MESSAGE

Welcome to the first edition of our new format newsletter.

BID's core aims are to attract and retain additional investment in Oswestry to provide a direct return to BID Levy Payers by improving their trading environment.

The BID team has been working hard over the past 22 months to deliver against these aims and act as an effective

catalyst bringing together the town's business community and Local Authorities to address the issues we face. These efforts are bearing fruit with the rapid growth in the circulation of our social media activities, plans for ambitious investment in the town centre, and security and traffic management improvements for the Maesbury industrial area.

The coming year will see us commission a footfall monitoring and free WiFi system to better understand who uses Oswestry, for what and how often. This will allow us to promote the town and all it has to offer more effectively and guide planning for better pedestrian and vehicular management.

We will also be embarking on an overhaul and redesign

of the town's wayfinding to allow people to better navigate, fully appreciate, and find, all that Oswestry and its businesses have to offer.

We will keep you fully informed of these exciting developments via regular future editions of this newsletter, our website and through open meetings.

**IN BRIEF**
**BID POINTS THE WAY  
ON ROAD SIGNAGE  
IMPROVEMENTS**


Following a comprehensive audit of road signage in the BID Area commissioned by Oswestry BID, they are working closely with Shropshire Council to act on the recommendations.

The on-going work has led to many road signs being either cleaned up, maintained, replace, or where necessary, removed.

**£2.2 MILLION SCHEME  
TO AID BUSINESS  
EXPANSION**

The new Marches Building Investment Grant (MBIG) programme is designed to support growing companies meet up to £150,000 of the cost of building new premises, or extending and reconfiguring their existing ones, to help them grow.

For more information contact Adele direct: [adele.nightingale@oswestry4bid.co.uk](mailto:adele.nightingale@oswestry4bid.co.uk)

# Meercats set to save Oswestry business thousands in costs



As part of Oswestry BID's efforts to reduce business costs for Levy Payers, they have partnered with proven cost-saving specialists Meercat Associates.

Meercats were

selected based on their record of success with over 200 BIDs across the country since 2007 delivering significant business savings to Levy Payers in key areas.

Over the course of the next few weeks BID Levy Payers will be contacted by Meercats staff with

a view to setting up an appointment to understand your business and the services that you use and of course the costs associated with them. With your permission, they will then research the best options for your business in an attempt to find you cost savings wherever possible.

This is a FREE service to BID Levy Payers and we would encourage everyone to take advantage of this opportunity to reduce your business costs.



**TO FIND OUT HOW TO SAVE MONEY FOR FREE**  
Contact Adele direct on 01691 700365 or email [adele.nightingale@oswestry4bid.co.uk](mailto:adele.nightingale@oswestry4bid.co.uk)

# CCTV strengthened in bid to reduce crime

Oswestry Town Council's award-winning CCTV network is set to be strengthened after work by Oswestry BID.

The expansion, both in-filling gaps in the town centre and extending into the industrial estates, has been made possible through BID working closely with the Police and Crime Commissioner, John Champion, to secure £22,000 in funding for the project.

'The new cameras in town are designed to protect business by filling in significant

blind spots,' said BID Manager, Adele Nightingale.

'Extending into the industrial estates with cameras featuring number-plate recognition will provide a new level of security,' she added.

The cameras, to be in place by March this year, will be strategically placed at entrances to the estates providing police with vital evidence should business premises be targeted.


**LIGHT SPOTTED  
AT END OF TUNNEL**

Following meetings held earlier in 2019 between Oswestry BID, Cambrian Railway Trust and Sheila Dee, the Community Rail Officer, we initiated a meeting with Senior Officers and Members of Shropshire Council to 're-open' discussions about connecting Oswestry Station back to the main network at Gobowen.

A December workshop then explored the options and feasibility.

'The economic growth this would bring to Oswestry would be substantial,' said Adele Nightingale, BID Manager. 'And we are so pleased to have the support of Owen Paterson too.'

**INSIDE THE ENGINE ROOM**

Hello Everyone! Apart from all the great projects that you will read about in this Newsletter, Oswestry BID get involved in many other aspects of 'all things Oswestry'!

Here are just a few of our recent activities: assessing the need for extra defibrillators around Oswestry and how they might be funded, coordinating Pubwatch to improve night time safety, working with

Oswestry Town Council staff to look at additional events for the year ahead, working with Shropshire Council to continue to push for our road markings to be re-painted, our bus station to be tidied up, and to resolve the ongoing parking and loading bay issues.

We are also working with local businesses and Shropshire Council to help modify and enforce parking

restrictions in Mile Oak Estate to ease congestion...the list goes on.

We have assisted a potential new business coming into Oswestry town centre, helping them navigate the complexities of planning with Shropshire Council.

And BID continue to meet regularly with agents and landlords encouraging tenants into their empty units.

Plus, we have been working with the agent and owner of the old Dorothy Perkins Shop on Cross Street too. I hope you have seen the fantastic concept designs for 'The Little Mall' remodelling on social media - how great would that be?

Hopefully the first of many such schemes.

Contact Adele direct: [adele.nightingale@oswestry4bid.co.uk](mailto:adele.nightingale@oswestry4bid.co.uk)



Adele Nightingale, Oswestry BID Manager



## WHAT IS OSWESTRY BID?

There are now over 300 BIDs operating in the UK with the number increasing year on year.

Oswestry BID started in April 2018 created by businesses and

organisations coming together to collaborate on initiatives to improve their trading environment and encourage investment.

Our BID is driven by

participating businesses working together to carry out the business plan, as voted on and agreed.

The plan is funded through a levy based on business

rateable values, as well as finding and leveraging in additional funding where possible for investment into the delivery of projects for the benefit of businesses.

## BID OBJECTIVES

Raising Profile of Town	Provide Business Support
A Great Place To Be	Better Access & Safety



## LOYALFREE BENEFITS NOW

Oswestry BID is pleased to be partnering with LoyalFree, a leading loyalty scheme provider.

The LoyalFree App gives all Oswestry BID Levy Payers a

new and exciting marketing platform to reach and attract new customers easily and effectively, whilst rewarding loyal customers throughout the year.

Since introducing

the LoyalFree App into Oswestry in September, more than 58 local businesses have joined with over 1000 customers having redeemed offers already.

Joining up is quick and easy to do, and the service is FREE for BID Levy Payers.

So, to increase footfall and enjoy the benefits, sign up as soon as possible.

## DOWNLOAD APP NOW

Whether as a business or customer, use the LoyalFree app to check out offers and save money.

[www.loyalfree.co.uk/customers](http://www.loyalfree.co.uk/customers)



## BUSINESS TRAINING & EVENTS

Since September, Oswestry BID has run 5 training courses with 57 local business people attending.

The focus on training meets our commitment to the

Key Objective of Business Support as requested by the local business community.

Courses have included Essential Social Media for Business, Mental

Health Awareness in the Workplace, and Drug & Alcohol Awareness.

Jamie Parry from The Butchers wrote, 'If you're a local business in the Oswestry area I

would strongly recommend coming along to one of their courses as not only is the information key to our businesses, but the social and networking side of it is also valuable.'

## KEEP UPDATED!

Visit the OneOswestry website at:  
[www.oneoswestry.co.uk/event-category/bid-event/](http://www.oneoswestry.co.uk/event-category/bid-event/)

Courses are FREE to BID Levy Payers

### 23 Jan 2020, 9am-1pm **ESSENTIAL DEFIB COURSE**

MBO Safety Services  
1 Oswald Road

➡ Learn the vital basics of using a defibrillator

### 11 Feb 2020, 10am-2pm **LET'S CONNECT!**

AICO, Maesbury Rd  
Oswestry SY10 8NR

➡ Get latest info on broadband & business support from Marches Business Hub

### 25 Feb 2020, 10am-12 **CRIME PREVENTION FOR BUSINESS**

Wynnstay Hotel  
Church St

➡ The essentials on keeping your business safe and secure

### 19 Mar 2020, 9am-5pm **FIRST AID AT WORK**

MBO Safety Services  
1 Oswald Road

➡ Be prepared, learn how to apply basic first aid at work

### 28 Apr 2020, 6-8pm **BID OPEN MEETING**

Wynnstay Hotel  
Church St

➡ Meet the BID Team, keep updated, ask questions, get involved

### 19 May 2020, 10-3pm **OSWESTRY BUSINESS EXPO**

AICO, Maesbury Rd  
Oswestry SY10 8NR

➡ Showcasing Oswestry's B2B Business Community PLUS Skills Training

## GET IN TOUCH

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

### VISIT

Suite 3, Salop House  
13 Salop Road, Oswestry  
SY11 2NR

### CONTACT

Call: 01691 700365  
Web: [oneoswestry.co.uk/bid](http://oneoswestry.co.uk/bid)  
Email: [info@oswestry4bid.co.uk](mailto:info@oswestry4bid.co.uk)

### SOCIAL MEDIA

