

**OSWESTRY BID - Minutes**  
 Tuesday, 14<sup>th</sup> January 2020  
 Venue: North Shropshire College

	<p><b>Present</b></p> <p>Ian Follington (IF), Chair        Heather Noble (HN), Deputy Chair        Rebecca Jones (RJ), DRE Accountants        Allister Moutrie (AM), Sainsbury's        Patrick Evans (PE), Evastore        James Woodward (JW), ColdMove        Tim Morris (TM) Booka        Stuart Phillips (SP) Celt Rowlands        Lee Lucks (LL) Oswestry Borderland Tourism        John Waine (JW2)        Tania McGee (TM2)        Emma Chapman (EC), Shropshire Council</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 Members and Tania McGee as a new Board Member following AGM.</p> <p>Apologies – Julie Gibson and Gemma Cap</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: current outlined projects.</p>	
<p><b>4.</b></p>	<p><b>BID Governance</b></p> <p><b>I. Retiring Directors</b></p> <p>IF formally noted the thanks of the Board for the strong support and contribution of both Rebecca Jones and Adam Shillcock as retiring Directors following the AGM.</p> <p><b>II. Vote for Chair and Deputy Chair</b></p> <p>AN confirmed that a vote for a new Chair and Deputy Chair needed to take place following the AGM.</p> <p>AM proposed no change, motion seconded by SP.</p> <p>Unanimously agreement for IF to continue as Chair and HN to continue as Deputy Chair</p> <p><b>II. Modified Articles</b></p> <p>IF confirmed these have now been filed with Companies House and accepted.</p> <p><b>III. Matters arising from AGM</b></p> <p>Only issues to arise was in respect of an Annual Report with the Management Accounts to be made available to online.</p>	

	<p>General discussion took place over the best way to get this information out.  <b>*Agreed that an annual report will be completed with the Management Accounts and these will be available on the website and emailed to BID Members.</b></p> <p><b>AGM year end 2020</b></p> <p>IF confirmed that the AGM will take place closer to the year end for 2020.  <b>*Agreed that AGM will take place before the end of July 2020, targeting May 2020.</b></p> <p><b>IV. Staff Salary Review</b></p> <p>It was discussed and agreed that, in recognition of the growth in the role of BID Administrator and Lindsey's strong performance in taking on more responsibility, Lindsey's annual salary should be reviewed. AN suggested that we increase it to £25,000 per annum, which was the upper end of the range set for the original appointment.  <b>*Agreed subject to a review of her roles and responsibilities be conducted and a revised employment agreement put in place. Effective from 1st February 2020.</b></p> <p>It was discussed and agreed that, in recognition of her strong performance over her first 12 months that, Adele's annual salary should be reviewed. ILF suggested that we increase it to £38,000 per annum in line with discussions with Adele upon her appointment that, subject to her satisfactory performance, her salary would increase to £38,000 after 12 months.  <b>*Agreed subject to a formal performance review. Effective from 1st February 2020.</b></p>	
<p><b>5.</b></p>	<p><b>Finance</b></p> <p><b>I. Levy Collection Year to date</b>  IF: Levy collection to date is £260,260.00</p> <p><b>II. Cash in Bank.</b>  IF: £347,387.00 up to 31<sup>st</sup> December 2019</p> <p>IF also confirmed that he has been working with AN on a Cash Flow that they'll have this ready for the next Board Meeting and will be circulated prior to this as well.</p>	
<p><b>6.</b></p>	<p><b>BID Manager's Report</b></p> <p><b>Future Oswestry Group (F.O.G.)</b></p> <ul style="list-style-type: none"> <li>- AN confirmed that Commercial Estate agent and Landlord meetings have been arranged with help of SP and the next meeting was on 18<sup>th</sup> February.</li> <li>- This has been to engage with the landlords and agents and to talk about the HAZ fund.</li> <li>- AN highlighted that a scheme to remodel the vacant Dorothy Perkins shop on Cross Street was progressing well and the owner has had designs drawn up and circulated for comment which has been positive. He is looking to the HAZ fund to assist with frontage remodelling costs.</li> <li>- We should know the final figure for HAZ funding in next few weeks – originally £778k but this has been increased and total funds could be between £1.7m to £2m (including contributions from Historic England, Oswestry Town Council (OTC) and Shropshire Council (SC)).</li> <li>- AN also spoke with Rob Edward, landlord of Park Gate flowers regarding the 1<sup>st</sup> floor and that the HAZ funding may be able to help with proposed renovations and remodelling.</li> <li>- AN explained that any proposals would be brought to FOG and they would make the decision.</li> </ul> <p><b>Town Plan</b></p> <ul style="list-style-type: none"> <li>- FOG has drafted a brief for a tender to develop a 'Master Plan' for Oswestry's evolution of the coming years.</li> <li>- This will not be starting from scratch and would incorporate what has already been done by Civic Society, 2020 plan, Townscape Group etc.</li> <li>- It will be a re-fresh with new ideas.</li> <li>- IF added that we need to develop a realistic vision for how Oswestry will evolve to help raise the town's profile and attract more trade, commerce, funding and investment to the town.</li> <li>- SC and OTC looking to fund the project.</li> <li>- AN will keep the Board updated.</li> </ul> <p><b>Internet Issues in Oswestry</b></p> <ul style="list-style-type: none"> <li>- In response to Levy Payer issues with internet connectivity, AN has organised a 'Let's Connect' event on 11<sup>th</sup> February at AICO.</li> <li>- It will be a drop-in session for businesses to come and meet Ben and Chris from SC to discuss their issues.</li> </ul>	

- The Growth Hub will also be in attendance to offer business support.
- Lines, Sign clean-up, and Bus Station clean up**
- Still pushing these through and SC have committed to getting them completed by end of their financial year.
- New Voluntary Member Application**
- AN explained that Rachel Smith Bloggs lived outside of the BID area in Gobowen so need the Boards approval to join.
  - She works part time doing marketing/social media for small businesses in Oswestry.
- \*Unanimously agreed to let her join**
- Oswestry Life Magazine**
- AN confirmed they are running a BID article in the February edition.
  - Articles to discuss what a BID is etc and what we are doing for Oswestry.
  - Also using this to promote LoyalFree and sending out 7,000 leaflets with the publication.
- Oswestry Borderland Tourism launch**
- AN and LP to attend brochure launch on Wednesday 15<sup>th</sup> January and AN will be giving a brief update.
- Oswestry Town Council**
- AN attending on Wednesday 29th January to give members a BID update
- Shropshire Chamber**
- AN attending a breakfast meeting on 6th February to provide a BID update.
- Shropshire Tourism BID**
- AN attending a meeting on 24th January arranged by SC to discuss setting up a Tourism BID in Shropshire.
  - LL confirmed that she will also be attending on behalf of OBT.
  - The proposed TBID would levy any business with a rate code attached to tourism.
  - Aimed at anyone with a business rate value of £7,000 plus.
  - Would not be required to pay in if already paying into a BID.
  - Would spread the money across the county.
  - IF asked whether the Board wanted to support this
- \*Unanimously agreed No.**

- 7. Project Updates**
- I. Core Projects**
- One Oswestry Website**
- LP confirmed that figures and visitors were increasing on the website and that there had been increased traffic from the Christmas video and we would continue to monitor the statistics along with those for social media.
- Marketing**
- Christmas video was very well received, lots of positive comments and feedback on social media. Fantastic to see everyone sharing it.
  - The video reached over 100,000 and has been viewed over 73,000 times.
  - LP confirmed that the campaign also came in under budget by £1,500.
  - AN confirmed that we would be looking to host a Business Expo in May.
  - Aimed at B2B and would look to have around 15 stands for local businesses and also look for local businesses to provide catering etc.
  - Provide some talks on health and safety, social media etc and we were looking to have a Guest Speaker.
  - AN confirmed that we were changing the way we were presenting the newsletter.
  - It would be more than just a double-sided leaflet.
  - We were also looking to print 500 copies, so that we can post and email to Levy Payers, as also as leave a few around businesses in town.
- LoyalFree**
- LP confirmed this was continuing to grow,
  - 51 businesses now on the app and 466 users – and increase of 60 users in December.
  - LL confirmed that an advert was put in the OBT brochure for LoyalFree as well.
- Wayfinding**
- FRA have now re-worked the report in a clearer format.
  - A Wayfinding Master Plan will now need to be drawn up for Oswestry and IF suggested that BID looks to

fund and manage this.

- BID should also look to start work with improving wayfinding on the Industrial Estate, and have SC and OTC follow for Town Centre.
- TM questioned whether this was something we can take to HAZ
- IF confirmed that it would be. We just need a central Wayfinding Master Plan to maximise the benefits.
- AN confirmed that Wayfinding is within the scope of HAZ but the industrial area is not within the HAZ area, and therefore this is something that we could look to fund separately.
- IF confirmed that the report will be forwarded around and a proposal for the funding. We can also consider whether or not to continue with FRA.

#### **Footfall/Free WiFi**

- Brendon and Rob from Elephant WIFI are coming to have a walk around, as a few Geo-sensor locations need changing as a few businesses have not wanted the sensor fitted.
- Looking at end of the month to start work.

#### **CCTV**

- Funding has now been received and the order placed.
- AN confirmed it will take around 4 to 6 weeks to finalise but as they still need the formal permissions as only verbally agreed.
- We will now need to look at CCTV signage.
- Once in place, we will review the situation on Artillery Business park.

#### **Balloon Carnival**

- AN confirmed that SC would not be providing any funding.
- LP and AN attended first meeting and next was on 28st January
- AN confirmed that it had been agreed that BID businesses would be offered 10% discount rate on stalls if taken before a certain date.
- Designs in mind/Jolt have been offered a stall for free.
- It was agreed the Board wanted to see a plan of how the event was to be laid out across the Town Centre to ensure bet use of space.

**\*Agreed AN to come back to the Board with a draft plan for discussion at the next meeting.**

#### **Cost saving scheme**

- Simon Jackson is attended Oswestry on 28/29th January to speak to the businesses.
- AN confirmed email was going out from Meetcats to book in appointments.
- We will continue to push and promote.

#### **Pubwatch/Shopwatch**

- LP confirmed setting up DISC and running training session at next Pubwatch meeting
- AN confirmed Shopwatch would be next and asked would anyone be prepared to Chair.
- AM agreed to Chair.

#### **Street Angels**

- AN confirmed the difficulty with setting this up is that there is no-one to head it up.
- Following various meetings, it has been suggested that the only way to make this work is to pay someone.
- Approx. costs of £15,000 a year – salary, overheads etc.
- AN proposal to the Board – Do we think the BID should employ someone or do we provide a grant to the Qube, who would be prepare to assist in the scheme and allow them to run it?
- Discussed various options and how the schemes are funded elsewhere.

**\*Agreed, Qube to run it but to look to other sources for funds.**

#### **Get Home Safe Campaign**

- Confirmed lots of positive feedback on social media & from local businesses.
- Arriva have confirmed that 157 took the bus and this is their most positive trial that they have run.
- No incidents on the bus and very positive feedback from drivers.
- Arriva has also provided feedback and things we could look at for next time, if we were to go with it again.
- Taxi marshals have also received good feedback – no incidents.
- Discussed whether this is something to look at for busy weekends – bank holiday and the summer.

#### **- Oswestry Industrial Park**

- AN confirmed we are still pressing SC to proceed with the process to implement the agreed traffic control plan for Mile Oak Industrial Estate.
- Next meeting on 23rd January re improved traffic control Maes y Clawdd and would be in the same format

	<p><b>II. Long Term Projects</b></p> <p><b>Defibrillators</b></p> <ul style="list-style-type: none"> <li>- AN explained that following the email regarding the defibrillator training several businesses have helped us identify that there are a few gaps around the town.</li> <li>- Total of 5 additional units are needed – 2 x industrial estate, 1 x willow street, 1 x artillery business park, 1 x Whittington road.</li> <li>- Speaking to Cambrian Rotary to see if they would help fund it</li> <li>- LL OTC Fire Services may be able to help</li> <li>- AN explained that each cost approx. £2000 each – total of £10,000</li> <li>- AN proposed that BID unwrites for £10,000</li> </ul> <p><b>*Agreed to underwrite total of £10,000 but will seek additional funding.</b></p> <p><b>Events</b></p> <ul style="list-style-type: none"> <li>- LP and AN confirmed meeting with David Clough from OTC next week to discuss Easter event.</li> <li>- Arts festival still progressing but no further updates.</li> </ul> <p><b>Railway Connection</b></p> <ul style="list-style-type: none"> <li>- AN attended workshop run by WSP, SC’s retained engineering consultant, in December.</li> <li>- This was to look at the requirements, what are the possibilities, other options available.</li> <li>- Report due end of January.</li> <li>- AN confirmed that since then, the Government has announced ‘Reverse Beeching funding’ which may help fund it.</li> </ul> <p><b>- Training</b></p> <ul style="list-style-type: none"> <li>- LP confirmed that the defibrillator course was full and we would be looking to host another.</li> <li>- Next course will be a Crime Prevention Talk by the Police and then First Aid at work.</li> </ul>	
<p><b>8.</b></p>	<p><b>AOB</b></p> <p><b>Next Open Meeting</b></p> <ul style="list-style-type: none"> <li>- AN confirmed next meeting was in April (Date TBC), but would not be on the same day as the Board Meeting</li> </ul> <p><b>Next board meeting</b></p> <ul style="list-style-type: none"> <li>- AN confirmed that we have already confirmed board meeting dates up to March and need to confirm the next one so that we are always 3 ahead.</li> </ul> <p><b>*Agreed 21<sup>st</sup> April 2020 Venue TBC</b></p>	
<p><b>9.</b></p>	<p><b>Next meeting</b></p> <p><b>Tuesday, 11<sup>th</sup> February 2020 at 4pm</b></p> <p><b>Venue: The Fort</b></p>	