

**OSWESTRY BID - Minutes**  
 Tuesday, 11<sup>th</sup> Feb 2020  
 Venue: Guildhall, Bailey Head

1.	<p><b>Present:</b>          Ian Follington (IF), Chair          Heather Noble (HN), Deputy Chair          Julie Gibson (JG), The Kings Head          Patrick Evans (PE), Evastore          James Woodward (JW), ColdMove          Tim Morris (TM) Booka          Stuart Phillips (SP) Celt Rowlands          Tania McGee (TM2) Lanyon Bowdler          Emma Chapman (EC), Shropshire Council          John Waine (JW2), clerk</p> <p>Adele Nightingale (AN) - BID Manager</p>	
2.	<p><b>Welcome and Apologies:</b></p> <p>IF welcomed Members to the meeting.</p> <p>Apologies – Allister Moutrie, Lee Lucks and Gemma Cap</p>	
3.	<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>	
4.	<p><b>Conflicts of Interest.</b></p> <p>Currently no conflicts of interest with Board Members re: current outlined projects.</p>	
5.	<p><b>BID Governance</b></p> <p><b>I. Approach by Ian Williams for Board membership</b></p> <p>Members discussed the approach in detail and decided that with a Board of 11 at present it was decided that we were not looking to add any new Directors at this time.</p> <p>The Board wished to thank Mr Williams for his interest and, with his permission, we will remain in contact should a suitable vacancy arise on the Board.</p>	
6.	<p><b>Finance</b></p> <p><b>I. Levy Collection Year to date</b>          IF: Levy collection to date is £249K, a 97% collection rate.</p> <p><b>II. Cash in Bank.</b>          IF: £332K</p> <p><b>III. Discussions on Year 3 BID Budget.</b></p>	

IF led discussion on the BID Budget for Year 3 starting in April 2020.

(a) Levy increase

IF asked for Board views on whether the Levy should increase in line with inflation as outlined in the Business Plan. After discussion the **Board Agreed** that we should retain current Levy rate for Year 3.

(b) Marketing

IF proposed that the marketing budget be increased for Year 3 as this was a core BID activity to raise the Town's profile, and the **Board Agreed**.

(c) Training

IF proposed raising the training budget for Year 3 as this was gaining strong support from a range of Levy Payers who have provided feedback saying that felt they were receiving value in skills as well as engagement with other businesses on the courses. **Board Agreed**.

(d) Easter Event

AN informed the Board that following discussions with Oswestry Town Council about their Easter activities, it was felt that we didn't want to duplicate work, and so would look to complement the activities with a shop trail/treasure hunt using the LoyalFree App. **Board Agreed** and budget allocation deferred to later in year for alternative event.

(e) Arts Festival

AN updated that the festival continues to be explored with the relevant partners. **Board Agreed** that the budget allocation is to be retained for now.

(f) Comedy Festival

AN updated, this is being organised by Voluntary Levy Payer, Bar Incognito, with several other venues involved around the town. It is hoped that the festival grows. **Board Agreed** to provide a small sponsorship to support marketing.

(g) Oswestry Rail Connection

IF led discussion of the potential positive impact to Oswestry business community of a renewed rail connection to the mainline. It was proposed that funding be set aside in the Year 3 Budget for a report presenting the potential economic benefits to the Town and quantify the impact on inward investment, commercial activity, and footfall. This would allow BID to actively support the process and be ready to mount a strong case when potential funding opportunities arise.

The Board discussed aspects of the project and agreed that whilst the potential is positive, more information was required before deciding on budget allocation. AN to find out more from Sheila Dee around economic growth. **Board Agreed budget allocation on hold.**

AN

(h) Wayfinding

IF updated Board on the Wayfinding Project, introducing the proposed budget for different phases of the project. Covered the FRA report on Wayfinding for the town centre and industrial estates, which highlighted areas of real benefit, some creative wayfinding solutions and recommendations.

The core of the project was the *Wayfinding Masterplan* to look at the project holistically, raising the standard of the whole system and consider the brand, style and design, so that people feel naturally guided around the town centre and industrial estates, finding their destination easily – benefiting business activity, visitor economy, traffic flows and more.

IF stated the intention to focus on the industrial area first as more professional and accurate signage was sorely needed. In parallel BID would work with the Future Oswestry Group to look at the Town Centre. Other funding sources, such as the LEP, will also be explored. There was also a desire to use local suppliers where possible.

AN said that we were looking at a potential timescale for completion of the Industrial Area Wayfinding project by the end of this year. IF stated that he believes this will make a profound difference to the town as a whole. AN said that we'd look to provide an integrated look to town-wide wayfinding – and that wayfinding had been a major concern for the industrial estates so to solve this challenge would be a great achievement.

PE asked about permissions for sign placement, and AN replied that FRA would be doing the work on permissions, this being included in the project specification.

IF proposed a budget for the project over the year, and asked for the commitment on the Wayfinding Masterplan, and the **Board Agreed**.

JW made the point that it was important for this project to have impact, that it was all about communication.

(i) CCTV

AN updated the Board on the CCTV project with news about the option of using specially designed hardware and software to provide anonymised vehicle footfall information for the industrial area via the ANPR cameras – through identifying whether a vehicle is a car, small van or a lorry. This will provide vital analysis for benchmarking, marketing, and security. **Board Agreed** to take up the option.

(j) Other Items

It was agreed that all other budget items would be rolled over at a similar level to the Year 2 Budget.

There followed general discussions on using before/after footfall stats to help communicate evidentially that the business plan is being followed; on having clarity and transparency in budgeting. AN proposed to send out budget updates with actual against budget with the agenda for future Board meetings. **Board Agreed**.

AN

7.

## BID Manager's Report

### (a) Future Oswestry Group (FOG.)

AN confirmed next FOG meeting will be 20<sup>th</sup> Feb 2020. AN confirmed next meeting of Estate Agents & Landlords will be 18<sup>th</sup> Feb 2020.

AN made point that HAZ Fund is close to finalisation, and so we are in the process of identifying suitable projects. The next stage will include applications for grants such as for shop front improvements. Councils have also committed to put funding towards HAZ projects in addition to central Government funding where relevant.

JW wondered about feedback on "The Little Mall" project. SP said feedback had been excellent with several viewings and interested parties.

### (b) Let's Connect Event

AN was pleased with event and asked to minute BID's appreciation to AICO for their kind support. Whilst more visitors would have been good, there was felt to have been useful and productive discussions with several local businesses.

### (c) Road Marking

AN continuing to encourage SC on road marking for Church Street, many of which are barely visible. It was felt this would improve the correct use of loading bays and disabled spaces, and the general flow of traffic.

TM made the point that the state of the road was awful, and there was a lack of enforcement of loading bays. AN is awaiting reports back from SC on road marking.

### (d) Traffic Management Meeting about Maes-y-Clawdd

AN updated the Board on a meeting held at AICO about several traffic issues on Maes-y-Clawdd. While attendance was low, a good meeting was held with those businesses attending, and AN has made other businesses aware of the meeting and the importance of attending.

The hope is to include Skyjack, JFC, Morrisons and Arla and other Levy Payers from the industrial area at the next meeting in March 2020.

Whilst not pre-empting the outcome of the meeting, the introduction of double-yellow lines to prevent illegal parking may be the most practical solution, whilst looking for alternatives in the short, medium and longer term.

### (e) BID Introductory Pack

AN stated that she was working with JW2 on a BID Introductory Pack for Non-Levy Payers to encourage them to get involved and receive the benefits of joining the BID. A list of candidates is being compiled. It is planned to have the pack together and delivered before the end of March.

### (f) Dame Stephanie Shirley

A proposal was received from Jools Payne for BID to fund the production of a commemorative plaque for Dame Stephanie Shirley, an IT pioneer who was educated in Oswestry having arrived here on the Kindertransport. The proposal was presented by JW2.

AN

	<p>Whilst the Board were appreciative of Dame Stephanie's, and her life and work, it was also noted that the Council had declined to fund. The <b>Board Declined</b> to support the proposal.</p> <p>The discussion that followed did note that the theme of celebrating Oswestry's leading figures should be incorporated in the Wayfinding and public space improvements under discussion.</p>	
7.	<p><b>Project Updates</b></p> <p><b>I. Core Projects</b></p> <p><b>One Oswestry Website</b> AN introduced a new Web Stats report which will show visitors and reach of website and social media work. This will be updated monthly to show actual and cumulative figures.</p> <p><b>Marketing</b> Newsletter was produced and well received. HN would like it noted that the production of the newsletter was good work, has a strong identity, and thanks to those involved. Next marketing meeting will be 27<sup>th</sup> Feb 2020.</p> <p><b>LoyalFree</b> The LoyalFree team will be here on 19<sup>th</sup> Feb to see local businesses, advising them how to get the most from the app. Meraki Colour have recently joined the App. Businesses have been emailed to encourage appointments to be made with LoyalFree.</p> <p><b>Wayfinding</b> Covered earlier in the meeting.</p> <p><b>Footfall Monitoring/Free WiFi</b> AN updated the Board on the state of play with respect of permissions, a couple of which are in the balance, and vital to meet our town centre coverage requirements as specified. Work continues to get these signed off ASAP.</p> <p><b>CCTV</b> Orders have been placed and installations are happening. By end of March, all new cameras will be installed and operating.</p> <p><b>Balloon Carnival</b> AN confirmed the intention to make Festival Square more of a 'children's zone' during the Balloon Carnival with the Food Court being on the Park side of Church Street to prevent some businesses being blocked off.</p> <p>IF said that we are looking at ways to make the event more town-centred, rather than focussed on the Park. This is following concerns on the number of visitors to the Park, so we are looking at ways to spread the visitor audience, and maybe introduce some automatic in/out gate counters to provide on-going feedback on numbers.</p> <p>A 10% discount on stall fees for BID Levy Payers has been arranged with Nightingale House, and this offer has gone out to all BID Levy Payers on our Mailchimp email database.</p> <p>IF noted the importance of a map for the event so that visitors could easily see the scope of activities. AN stated the preparation of a map was in progress and would report on it at the next meeting. AN confirmed that Owen's are looking to run 2 coaches on the Saturday, and one on the Sunday from the Smithfield Cattle Market.</p>	<p>AN</p> <p>AN</p> <p>AN</p>

	<p><b>Cost Savings/Meercat Associates</b> Simon from Meercat Associates has started, based at the BID Office, to meet with Levy Payers to see where cost-savings may be made. AN said that as well as the significant savings Meercats will bring, it is also an excellent way to engage with those Levy Payers that have otherwise not yet done so. BID had provided a 'warm list' for Simon to work from. AN confirmed that as the work progresses, Simon will report on businesses and savings made.</p> <p><b>Pubwatch/Shopwatch</b> AN confirmed the DISC scheme launch had gone well with training at the Guildhall. AN thanked JG for her support, and said meetings were better attended than before, and more productive. AN confirmed that Ross from SC Licensing will be coming along to the next meeting to speak with the group, which will go some way to improving relationships and understanding about their role. JG made the point that it was important to improve the profile of the group as we go forward.</p> <p><b>Oswestry Industrial Park/Traffic</b> Covered earlier in meeting.</p> <p><b>II. Long Term Projects</b></p> <p><b>Defibrillators</b> AN said more work has been done on the best type of defibrillator to use, so orders will be placed. There is no funding available from Rotary, but they have offered free defib training. PE asked about the Fire Service grant, but AN explained this was not available for this type of project. AN confirmed that locations had been identified for each defibrillator. AN to report on progress and details of the defibrillator network at the next meeting.</p> <p><b>Railway Connection</b> AN confirmed next meeting will be 20<sup>th</sup> March 2020 to be attended by Owen Paterson and Sheila Dee. Sheila provided an excellent case for the railway connection on Radio Shropshire recently, and thanked the BID for their assistance.</p> <p><b>Training</b> Next course will be a Crime Prevention Talk by the Police. Bookings had been low thus far, so AN confirmed they would be pushing this rather than cancel, especially as crime prevention was a major concern for BID Levy Payers.</p>	AN
8.	<p><b>AOB</b></p> <p>AN to meet with developers of the land next to the new Morisson's to see what opportunities may be available for Levy Payers and will report back to the Board.</p>	AN
9.	<p><b>Next meeting</b></p> <p>Tuesday, 17th March 2020 at 4pm</p> <p>Venue: The Fort</p>	