

OSWESTRY BID - Minutes

Tuesday, 11th May 2020

4pm to 5.30pm

Venue: Video Conference

<p>1.</p>	<p>Present: Ian Follington (IF), Chair Heather Noble (HN), Deputy Chair Allister Moutrie (AM) Sainsbury's James Woodward (JW), ColdMove Julie Gibson (JG), The Kings Head Lee Lucks (LL) Oswestry Borderland Tourism Emma Chapman (EC), Shropshire Council John Waine (JW2)</p> <p>Adele Nightingale (AN) - BID Manager Lindsey Pierce (LP) – BID Assistant Manager</p>	
	<p>Welcome and Apologies:</p> <p>IF welcomed Members to the meeting.</p> <p>Apologies – Patrick Evans, Tim Morris, Gemma Cap, Tania McGee & Matt Potts</p> <p>Non-attendance - Stuart Phillips</p>	
<p>2.</p>	<p>Minutes of Last meeting and Actions arising:</p> <p>Minutes of last meeting approved.</p> <p>Any actions arising to be dealt with during the meeting.</p>	
<p>3.</p>	<p>Conflicts of Interest.</p> <p>Currently no conflicts of interest with Board Members.</p>	
<p>4.</p>	<p>Finance</p> <p>I. Levy Collection Year to date AN confirmed that we have been unable to obtain these from SC prior to the meeting.</p> <p>II. Cash in Bank as at end of April IF: £232,033.31</p> <p>III. 2020 Levy Collection AN confirmed that £33,000 has been collected in April. We have requested a list of who has paid this years Levy from SC.</p>	
<p>5.</p>	<p>BID Managers Report</p> <p>I. Future Oswestry Group. AN confirmed meeting last week. They discussed the issues of people returning to the Town Centre and how to deal with the narrow pavements.</p>	

	<p>II. Security Patrols AN confirmed that Inspector Ryan at West Mercia Police has said for the time being support with security patrols hasn't been needed. The option is still there, should this change. IF – it was good that we have at least offered support.</p> <p>III. Professional Advice AN confirmed that both the Legal and the Financial assistant emails have been sent out. At present, we have only had one request for Financial help. Board agreed to run for another couple of weeks and then if there is no need we would shut the scheme down.</p> <p>IV. Virtual Marketplace AN confirmed that we have seen other BIDs release a virtual marketplace offer on their websites similar to Shrewsbury BID's. Shrewsbury BID have shared comments with us about the high cost of their scheme and questions concerning their ability to continue it. LoyalFree have confirmed that they are looking at something similar to give people the opportunity to buy vouchers for their favourite local shops and business to help boost recovery after lockdown. JW2 has been in discussions with them over setting up something similar through their loyalty App. This would be included in the fee we already pay, so no extra cost to BID would be involved. JW2 and LP would continue talks to implement this for Oswestry. Board approved.</p> <p>V. Meercats They are continuing to work with the companies they have already been to see where possible and will then look to work through 'virtual' meetings with those businesses that wish to continue with this. The monthly fee has been reduced to reflect this for a period of 3 months – April, May and June. We will review the situation going forwards.</p> <p>VI. Balloon Carnival AN confirmed that as it stands with COVID19, it is unlikely that this will be going ahead due to social distancing requirements. AN confirmed with the organisers that we were in the process of setting up a meeting to finalise our position on support for a reduced event this year.</p> <p>VII. Railway AN confirmed we were waiting on Government to confirm if we were through to next stage.</p>	<p>AN</p> <p>JW2/ LP</p> <p>AN</p> <p>AN</p>
6.	<p>Marketing Stats LP confirmed that since start of the COVID19, we have seen a steady increase to traffic on the website and social media.</p> <ul style="list-style-type: none"> • Website has regularly been on page 1 or 2 of Google • Website received 2,357 hits in April • Social Followers has increased to 2,633 (up 2,206 from last year) • Social Reach has increased to 274,115 (up 273,074 from last year) • "Thank you video" – currently 145,000 views and 173,629 reach 	
7.	<p>BID Response to COVID-19</p> <p>I. Government Bid Funding IF confirmed that the Government has now made their announcement regarding funding support for BIDs. They have agreed a total fund of £6.3 million. AN confirmed that SC have to make the submission to Government, by confirming how much was collected in Levy payment last year and the fund will be divided out on a percentage basis following this. We will review once we know more, as it is not clear what percentage etc. of the Levy would be granted but anticipate around 10%.</p>	

	<p>II. Budget Review</p> <ul style="list-style-type: none"> • IF confirmed that our Levy Income for 2020-21 was £262,046. This will be negatively impacted by the Lockdown. British BIDs have advised it is likely that BIDs might only receive in 60% of normal Levy collection. That would reduce ours to £158,428 for 2020-21. • AM requested confirmation of how we have reached the 60% figure. AN explained COVID-19 is expected to have a knock on and British BIDs are estimating that likely income may be reduced to 60-70% of the amount due this year and we had taken the lower end of that range. • IF confirmed that Levy payment isn't optional where it is mandated. However, the current situation is exceptional and we would need to take stock over the coming weeks and months as things return to "normal". We can then look at whose and has not paid and decide what action to take. • HN asked how have we determined the totals we expect to receive in each month. IF confirmed that we have based the split through the year on how it was received last year. • AN confirmed next follow up to the Levy Invoice was due on 21st May, and should we move this? Board agreed that we would instruct SC not to issue follow ups in May and continue to review. • IF confirmed that with the reduced Levy income this year we will struggle to achieve everything we had budgeted for. We will need to look to trim the budget for certain projects, and some may need to be pushed back into next year. • HN asked if we have still included things like the Balloon Carnival? IF confirmed that at this stage anything uncertain has been removed. <p>III. Preparations to aid Oswestry's Recovery</p> <p>i. "Welcome Back Oswestry" Campaign. IF confirmed that work on the graphics for this campaign was progressing with F.R.A. The erection of temporary signs coming into Town and around the carpark and has discussed with OTC and SC who support the idea. Details will need specific "approval".</p> <p>ii. 'Safe Place' posters, signs etc.</p> <ul style="list-style-type: none"> • IF proposed that the Board approve a budget of up to £25,000 for a COVID Support package. Board approved. • HN asked for whether this includes the cost of "Welcome Back" signage? IF confirmed that it did. • IF confirmed we need to ensure that people felt safe and confident to come back to Oswestry but sought views of the Board. 	AN
8.	<p>Projects</p> <p>I. Footfall</p> <p>AN explained we have made contact with the new location and are waiting on a response to the permission request. In the meantime, Elephant WIFI have confirmed that they can split the installation into two phrases. They will make a start with the install for Phrase 1 and then can move straight into Phrase 2 once the other permission has been achieved. This means that at least we can start to achieve some information.</p> <p>IF confirmed that in the interim they have sent a portal box that can be plugged in to a shop front for one location to gather some data footfall data. AN had spoken to TM to have it placed in Booka on Church Street. IF noted that they have requested two more units and that we would be looking for these to go into Bailey Street and Cross Street.</p>	

	<p>II. Wayfinding The 100% Place Branding Report has now been received from F.R.A. It has been circulated for comment and discussed with members of FOG. Feedback has been positive and we have been encouraged to keep progressing the project. The next step will be delivery and discussion of the 50% Oswestry Industrial Estates Report which will detail proposed sign configurations and locations. This will be presented at the next meeting.</p> <p>III. Traffic management Consultations for the proposed changes to the Industrial Area and Town Centre are up until the end of June. The consultation period has been extended because of the Lockdown.</p> <p>IV. Videos AN confirmed that we currently have the thank you video out and we already have the DIY video prepped. We are speaking to Aaron Childs to see what little alternations can be made to ensure its okay to put out as COVID19 restrictions start to be lifted. We will also be looking at a Welcome Back video once shops/restaurants are reopening.</p> <p>IF confirmed that it's good to keep putting out these little videos as we are getting good social reach and raising the profile of Oswestry (a core aim).</p> <p>V. CCTV AN confirmed that there were still a few permissions to chase. Jim Stafford has now shared this list for us to see if we can speed it up</p> <p>VI. Defibrillators AN confirmed that we have purchased the Defibs and just needed to get the permissions signed and then we can sort out the install.</p>	
10.	<p>AOB and date of next meeting</p> <p>LL just wanted to highlight that the latest BID Newsletter looked a bit blurry on Facebook. JW2 would take a look and put up a higher resolution version</p> <p>EC update from SC re Grants:</p> <ul style="list-style-type: none"> • Received 7,458 applications have been received (5,914 Small business grants and 1,544 Retail, Hospitality and Leisure Grants) • So far, 73% of these have been paid out <p>IF suggested that we sent these statistics out to members again to prompt anyone that hasn't applied yet.</p> <p>AN confirmed that she has requested a list of those who haven't applied but would be eligible from SC.</p> <p>EC confirmed that this would be hopeful and they were looking for the same. She would chase up.</p> <p>NEXT BOARD MEETING: Tuesday 9th June at 4.00 – via Zoom conference call AN to send out invites.</p>	<p>JW2</p> <p>JW2/ LP</p> <p>AN</p>