

## OSWESTRY BID - Minutes

Tuesday, 7<sup>th</sup> July 2020

4pm to 5.30pm

Venue: Video Conference

<p><b>1.</b></p>	<p><b>Present:</b>            Ian Follington (IF), Chair            Heather Noble (HN), Deputy Chair            Allister Moutrie (AM) Sainsbury's            Patrick Evans (PE), Evastore            Julie Gibson (JG), The Kings Head            Tania McGee (TM2), Lanyon Bowdler            Tim Morris (TM), Booka            James Woodward (JW), Coldmove            Lee Lucks (LL), Oswestry Borderland Tourism            Stuart Phillips (SP), Celt Rowlands            John Waine (JW2)            Matt Potts, Shropshire Council</p> <p>Adele Nightingale (AN) - BID Manager            Lindsey Pierce (LP) – BID Assistant Manager</p>	
	<p><b>Welcome and Apologies:</b></p> <p>IF welcomed Members to the meeting.            Non-attendance - Gemma Cap (GC), Morgan's of Oswestry</p>	
<p><b>2.</b></p>	<p><b>Minutes of Last meeting and Actions arising:</b></p> <p>Minutes of last meeting approved.            Any actions arising to be dealt with during the meeting.</p>	
<p><b>3.</b></p>	<p><b>Conflicts of Interest.</b></p> <p>Tania McGee – potential conflict in respects of the Defibrillators</p>	
<p><b>4.</b></p>	<p><b>Finance</b></p> <p><b>I. Levy Collection</b>            IF confirmed approx. £72,000 has been collected year-to-date compared to approx. £188,000 for same period last year. Therefore £116,000 down on Levy collection compared to the previous year.</p> <p>AN confirmed that we have now received the reports showing who has paid and who hasn't. AN proposed that we should send out the first reminder to Levy Payers. AN also proposed we send out invoices to Voluntary Levy Payers as well.</p> <p><b>Board approved the proposal to request that SC send the first reminder to all Levy Payers and first invoices are to be sent to Voluntary Levy Payers.</b></p> <p><b>II. Cash in Bank as at end of June</b>            LP: £284,696.84</p> <p><b>III. Funding</b>            No update on additional Government funding to assist BIDs. AN is continuing to chase.</p>	

5.	<p><b>BID Managers Report</b></p> <p><b>I. FOG</b> AN confirmed Master Planning contract now awarded to consultant. First meeting has taken place to consider program of work and what engagement will need to take place. They are planning for completion by the end of October.</p> <p><b>II. Historic England HAZ Funding</b> AN confirmed that meetings are now occurring more frequently. They are currently looking to finalise the position with regard to funding support shop fronts and upper floor schemes. A number of businesses have already made contact in respect of both types of schemes. They are also working on refining the plans for the flagship project of the scheme.</p> <p><b>III. LoyalFree</b> Looking to push this out again now, to both businesses and the public, particularly as more businesses are beginning to re-open. JW2 still working with LoyalFree on the virtual marketplace to boost Levy Payer online trading and will push this out once we're ready.</p> <p><b>IV. Meercat Associates</b> AN confirmed that Meercat are looking to re-starting business contact from July, and therefore should be hearing from them shortly with an update.</p> <p><b>V. Balloon Carnival</b> AN confirmed that OTC have also stepped down from sponsoring the event this year and therefore it was not going ahead. All parties still plan to support the event next year assuming restrictions have been relaxed by then.</p> <p><b>VI. Railway</b> AN confirmed no update since the last meeting and is still progressing with Government at the moment.</p>	
6.	<p><b>Marketing Stats</b> LP confirmed that things are still moving in the right direction in terms of raising the online profile of the town. Figures are down on the website hits and social reach from recent peaks but these are still an increase on pre-COVID figures.</p> <ul style="list-style-type: none"> <li>• Website received – 1,322 hits in June</li> <li>• Social Followers – 3,303</li> <li>• Social Reach – 91,243</li> </ul>	
7.	<p><b>BID Response to COVID-19</b></p> <p><b>I. Government BID Funding</b> AN confirmed no update, however, as previously confirmed we're not expecting a huge sum as the figure will be 5% of 3 months collections to cover admin costs.</p> <p><b>II. Preparations to aid Oswestry's recovery</b></p> <p><b>a. Welcome Back Oswestry Campaign.</b></p> <ul style="list-style-type: none"> <li>- AN confirmed that the polite social distancing floor stickers have started going down today, however the weather has been an issue. They need to be placed with a heat gun and therefore need a dry day.</li> <li>- "Welcome" bollard covers are also due to be placed at key points, but once again the weather hasn't been great.</li> <li>- "Welcome Back" video is underway and lots of internal shots have been taken, however once again the weather has got in the way this week with outdoor shots. The video should be ready to go out as planned next week (weather permitting).</li> </ul>	

	<p>- “Welcome” lamp post flags have been quite difficult to find at a reasonable price. AN confirmed that pricing has been received from one company and we have been trying to get spec details for SC to approve. AN would continue to chase.</p> <p><b>b. Business Support</b> AN confirmed that we have been busy assisting the hospitality sector in particular in the run up to reopening. AN confirmed that a meeting took place with licencing, the Police and SC to discuss any issues/question that may have with reopening. We will be hosting this meeting again on Thursday to go through how the first weekend of post Covid trading went.</p> <p>We have also been assisting any businesses that have any questions or need help during this time.</p> <p><b>c. Training</b> LP confirmed that following on from the COVID awareness training, we are currently waiting to see what the businesses need in respect of training once things have settled down over the next few weeks.</p> <p><b>d. Church Street</b> JG confirmed that there was a number of issues with the bollards on Church Street. Once people had a few drinks, they were throwing them and hitting people with them. TM confirmed that they were constantly missing, and SC had to attend daily to sort them. Also, the loading bay access on the street was not sufficient. AN confirmed that she would speak to SC and highways to see how the situation could be improved.</p> <p><b>III. Open Spaces</b> AN confirmed that the BID has been granted free access to the open space on Festival Square until the end of September by SC. The intention is that that surrounding unlicensed hospitality businesses could utilise the space at no cost. HN asked who would be responsible for the area? AN confirmed that the BID would need public liability insurance; however, businesses would be responsible for placing any seating on the area and taking this away each evening. IF confirmed that we were just looking to help businesses to trade as much as we can and to improve the friendly and safe message for locals, workers and visitors.</p>	
8.	<p><b>BID Projects</b></p> <p><b>I. Footfall</b> IF confirmed that a footfall monitoring node has been activated at Booka on Church Street, and it shows that footfall has been increasing.</p> <p>Saturday – increase of 50% week-on-week Sunday – increase of 52% week-on-week Monday – increase of 29% week-on-week</p> <p>Last 7 days - £10,000 compared with £8,000 the previous week.</p> <p>As the footfall scheme is fully implemented data will be made available to Levy Payers and Stakeholders.</p> <p><b>*Board agreed that a summary report should be circulated to the Board monthly.</b></p>	

	<p><b>II. Wayfinding</b> IF confirmed that following the last meeting with our consultant FRA and Board members, there appeared to be general agreement on the way forward and we were now waiting on FRA to come back to us with the next steps. Plan is to establish trial signage at Mile Oak Industrial Estate entrance and to consult with businesses around the industrial area to get their views on the full proposed scheme.</p> <p><b>III. Traffic Management</b> AN confirmed consultation has now finished on Mile Oak and SC were now going through any objections. Once this has been completed hopefully any lines would be placed quickly and enforcement could begin.</p> <p>AN confirmed that Maes y Clawdd response were back from businesses and SC were drawing up the plans for that area. Once this was completed, these plans would go out to consult.</p> <p><b>IV. Video</b> “Welcome Back” video should be completed soon and will reflect that Oswestry is (re)open for business, safe and welcoming.</p> <p>AN confirmed that Visit Shropshire were looking to put out a few videos on their site, showing towns opening up and we would be sharing some clips for them to use.</p> <p><b>V. CCTV</b> AN confirmed that this was still ongoing and there will still a few permissions needed. IF noted that we need to follow up with the vehicle tracking system for the industrial area ANPR cameras.</p> <p><b>VI. Defibrillators</b> LP confirmed that permission has been sort from SC to place a Defib on the Wilkinson building and we were also trying to getting permission form Munchies or Phillips Pauls on the industrial estate.</p>	
9.	<p><b>AOB and next meeting date</b></p> <p><b>I. Newsletter</b> IF confirmed that this was currently being pulled together and asked the Board if there was anything the wished to be featured in this issue. Nothing raised at this time, however <b>*Agreed that JW2 would circulate the draft to the Board for comments.</b></p> <p><b>II. Oswestry Borderland Tourism</b> LL confirmed OBT were in the process of vacating the visitor centre and were considering possible new locations. The OTC website was also being redesigned. There were still a number of brochures but would now be looking to distribute these further a field than they would normally, particularly around the north west. They would also be looking at Facebook adverts to boost reach.</p> <p><b>NEXT BOARD MEETING:</b> 11<sup>th</sup> August 2020 – via Zoom.</p>	

