

## OSWESTRY BID - Minutes

Tuesday, 9<sup>th</sup> June 2020

4pm to 5.45pm

Venue: Video Conference

<b>1.</b>	<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            Gemma Cap (GC), Morgans of Oswestry            Lee Lucks (LL), Oswestry Borderland Tourism            Stuart Phillips (SP), Celt Rowlands            John Waine (JW2)</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.</p> <p>Apologies – James Woodward, Emma Chapman &amp; Matt Potts</p>	
<b>2.</b>	<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>	
<b>3.</b>	<p><b>Conflicts of Interest.</b></p> <p>Currently no conflicts of interest with Board Members.</p>	
<b>4.</b>	<p><b>Finance</b></p> <p><b>I. Levy Collection Year to end March</b>            AN confirmed that we have been unable to obtain these from SC prior to the meeting and have had no update since February. AN will continue to chase</p> <p><b>II. Cash in Bank as at end of May</b>            IF: £2373,263.38</p> <p><b>III. 2020 Levy Collection</b>            As with the Levy collection year for the end of 2020, AN is still chasing an update from SC.</p>	
<b>5.</b>	<p><b>BID Managers Report</b></p> <p><b>I. FOG</b>            AN confirmed that last meeting was postponed due to current situation and resulting workloads for SC staff. AN confirmed tender process for the collation of the Oswestry Master Plan has now closed and interviews of the shortlist are this week. AN is on panel.</p>	

	<p><b>II. LoyalFree</b> AN confirmed that the virtual marketplace is up and running on the LoyalFree website. JW2 has been in discussions with Loyalfree and setting Oswestry up on the system to allow local businesses an e-commerce portal. This is similar to what Shrewsbury BID has developed at significant cost. By working with LoyalFree we have achieved a similar result but with no extra cost to Oswestry BID or the BID Levy Payers. AN confirmed that those businesses already set up for e-commerce can link through the virtual marketplace and so still benefit. JW2 to send link around to the Board and will contact Levy Payers encouraging them to sign up.</p> <p><b>III. Meercats</b> AN confirmed that Meercats are looking to re-starting business contact from July. This will obviously depend on Government announcements in next few weeks. Agreed to get an update at the end of June.</p> <p><b>IV. Balloon Carnival</b> AN confirmed that a vote on whether to continue this year, took place via email. <b>Board decision was not to financially support the proposed smaller format event this year but provide assistance where we can.</b> AN has passed this decision to the organising group. AN will remain in contact with the organising group.</p> <p><b>V. Tourism Group</b> A Tourism Group has been set up by Mark Hooper from Visit Shropshire. AN confirmed that she and LL are attending this group with others in tourism across the county, including both SC and Telford and Wrekin Council. New site for Visit Shropshire is now live and its currently free for businesses to join. AN confirmed that we have sent this information out to Levy Payers.</p> <p><b>VI. Railway</b> AN confirmed we have missed out on first stage, however we have not received a full NO, as some areas have. The rail team are meeting with the Government next week to discuss their bid to look at the next round.</p> <p><b>VII. Shropshire Economic Recovery Group</b> Peter Nutting has invited the BID to join an Economic Recovery Group for the County. AN will attend the first meeting to be held on the 17<sup>th</sup> July.</p>	<p>JW2</p> <p>AN</p> <p>AN</p> <p>AN</p>
<p><b>6.</b></p>	<p><b>Marketing Stats</b></p> <p>LP confirmed the following:</p> <ul style="list-style-type: none"> <li>• Website received 2,094 hits in May – slightly down on April’s but still good.</li> <li>• Social Followers has increased to 2,943, up another 310 from May</li> <li>• Social Reach has increased to 314,616, up 40,501 from May</li> <li>• “Thank You” video: <ul style="list-style-type: none"> <li>- viewed 199,887 times</li> <li>- reached 230,143 people</li> </ul> </li> <li>• “DIY” Video: <ul style="list-style-type: none"> <li>- released on Monday 8<sup>th</sup> June 2020</li> <li>- viewed 9,027 times</li> <li>- reached 16,660 people</li> <li>- good initial response</li> </ul> </li> </ul>	

7.	<p><b>BID Response to COVID-19</b></p> <p><b>I. Professional Advice</b> AN confirmed that we have had 1 request for Accounting support and 1 for Legal support. <b>We do not believe we'll obtain any further enquiries and so the Board agreed to close down the scheme.</b></p> <p><b>II. Government BID Funding</b> IF confirmed that the latest update in respect of the BID funding is that the figure will be 5% of 3 months collections to cover admin costs. However, no exact information or figure as of yet. Any financial support to us is due to be paid out via SC in the next few weeks.</p> <p><b>III. Preparations to aid Oswestry's recovery</b></p> <p><b>a. Welcome Back Oswestry Campaign.</b> IF ran through the "Welcome Back" signage designs from FRA and possibly locations being consider such as the gateway signs, signs on Central Carpark and lamppost flags. IF stated that feedback from OTC was mixed. <b>The Board agreed that the bright signs add a happy feel to the place, very welcoming and in deference to OTC's concerns we need not focus on car parks but look at just the key entrances into Oswestry and lamp post flags.</b> Agreed to price up and consider lamp post flags at key points into and around Oswestry.</p> <p>PE suggested that we can also look at the incorrect signage, removing it, cleaning them etc. <b>Agreed will look at cost to do this ourselves and come back to Board for decision.</b></p> <p><b>b. Covid Signage</b> SC has now placed red/white signage around town. Consensus view was that this not very friendly and welcoming. AN will continue to work with SC to try and soften the impact of guidance signage whilst maintaining the important messaging.</p> <p>AN confirmed the number of traffic changes were in train around the Town Centre in response to social distancing concerns for pedestrians. This is under an experimental TRO and could be in place for next 6 months.</p> <p><b>c. Business Support</b></p> <p><b>i. Grants</b> AN confirmed that we have received a list from SC confirming who would be eligible to apply for Government grants for businesses but hasn't. The deadline to apply was last Friday. AN made contact with a number of businesses who hadn't applied as they didn't think they met the criteria and encouraged them to apply.</p> <p><b>ii. Website</b> Looking at now setting up a PPE page to signpost website visitors to local suppliers offering a range of PPE and related products.</p> <p>Also looking to move our Supplies &amp; Services page to showcasing mainly those businesses that are offering delivery and takeaway still, once everything is back up and running.</p> <p><b>iii. Outdoor spaces</b> We are working with pubs and SC over pavement permits and licencing. So far this has proved difficult, however Government are also looking at these issues as many pubs, restaurants and cafes will struggle to open without some outdoor space. Will continue to work to assist local businesses.</p>	<p>AN/LP</p> <p>AN/LP</p>
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	<p><b>d. Training</b> MBO assisted us with running a “Covid Awareness At Work” course. Total of 4 sessions that were well taken up. Will look at whether to run this again as more detailed guidance is issued by Government if there is sufficient interest.</p> <p><b>IV. Security Patrols</b> This has still not been required and unlikely to be now, however still useful that we have offered. <b>Board agreed to withdraw the offer as not required now.</b></p>	
8.	<p><b>BID Projects</b></p> <p><b>I. Footfall</b> Significant progress has now been made after protracted delays. AN confirmed that the electricians had attended in town yesterday and the Phase 1 install should start next week. Just waiting on email confirmation.</p> <p><b>II. Wayfinding</b> IF walked the Board through the 50% Industrial Estate Concept report that has been received from FRA. <b>Copies to be distributed to the Board.</b> FRA has carried out a full audit of BID Industrial Estate to determine the best locations and what type of signage would be needed. Suggestion is to use the Maes-Y-Clywdd / Maesbury Road junction as a first demonstration site for consultation to get some feedback from local businesses, suppliers and customers. Board felt that the current signs needed to have the “Tree” logo (re)incorporated. IF confirmed that current images are not final and final designs will be sent around the Board before being agreed.</p> <p><b>III. Traffic Management</b> Consultations are up until the end of June for the proposed traffic management changes to the Industrial Estate. Since the recycling centre has re-opened there has been bad congestion with massive queues adversely impacting businesses in Mile Oak. SC had believed it would have died down once the surrounding areas opened up their recycling centres, but this has made no difference. AN has discussed with SC and they are due to come and inspect the area to find a solution.</p> <p><b>IV. Video</b> LP confirmed that we will be looking at a “Welcome Back” video once shops/restaurants are re-opening and reviewing position and timing on this, based on the Government’s announcements on hospitality guidelines.</p> <p><b>V. CCTV</b> AN confirmed that this was still ongoing and there will still a few permissions needed.</p> <p><b>VI. Defibrillators</b> AN confirmed that a few permissions have been obtained. Still needed to look for a location on Willow Street and on Maesbury Road/entrance to Mile Oak.</p>	AN/IF
9.	<p><b>AOB and next meeting date</b></p> <p><b>i. Parklets</b> IF confirmed that we had been approached by a company a novel idea for modular installations to provide inviting spaces for pedestrians to “linger” in the Town Centre. This a flexible design concept which can be moved about and changed. Currently looking at options and costs for Bailey head, Cross Street and Festival Square. Initial discussions with OTC are positive. <b>Board happy to continue to look at this idea and agreed it had merit.</b></p>	

**ii. Marketing Group**

LL asked when the next marketing meeting would be. AN confirmed that we would look to set this up with David again shortly.

**iii. Check in**

HN noted that the work environment and the current workload has changed considerably for AN and LP and wanted to record the Board's appreciation of their efforts on our behalf. She also noted that if they needed any help or assistance, they should let the Board know. AN thanked HN and confirmed that JW2 and IF have been assisting which has helped a lot over the last few months.

**NEXT BOARD MEETING:**

7<sup>th</sup> July 2020 – via Zoom.