

OSWESTRY BID - Minutes

Tuesday, 11th August 2020

5pm to 6.30pm

Venue: Video Conference

1.	<p>Present: Heather Noble (HN), Deputy Chair Allister Moutrie (AM) Sainsbury's Patrick Evans (PE), Evastore 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>Welcome and Apologies:</p> <p>HN welcomed Members to the meeting.</p> <p>Apologies – Ian Follington (IF), Chair and Julie Gibson (JG), The Kingshead</p>	
2.	<p>Minutes of Last meeting and Actions arising:</p> <p>JW and LL confirmed meetings were accurate.</p> <p>Minutes of last meeting approved.</p> <p>Any actions arising to be dealt with during the meeting.</p>	
3.	<p>Conflicts of Interest.</p> <p>No</p>	
4.	<p>Finance</p> <p>I. Levy Collection LP confirmed year to date - £109,404-12.</p> <p>This is approx. £90,000 less than collected by this time last year.</p> <p>AN confirmed that reminders had not yet been sent, as this is done in line with timings of when enforcement can eventually be done by the Magistrates Court. The court is currently backed up; therefore, Shropshire Council have suggested sending a soft reminder first.</p> <p>II. Cash in Bank as at end of July LP: £274,409-87</p> <p>LP provided a report on the outgoings on the bank for July.</p>	

	<p>III. Funding No update on government funding - AN is continuing to chase.</p> <p>LP confirmed that we have received a grant of £2,500.00 from the Governments discretionary fund open to businesses.</p>	
<p>5.</p>	<p>BID Managers Report</p> <p>I. FOG AN confirmed Master Planners have attended Oswestry for a walk around with SC, OTC and BID. They are currently at the point of gathering the relevant information and planning community engagement. Final plan would possibly be ready by end of December but a time line of work will be provided after this initial information gathering phase.</p> <p>Next FOG meeting will be in September.</p> <p>II. HAZ Last meeting was to discussed launching registration for Upper Floor and Shop front scheme and currently finalising details for this.</p> <p>SC have now advertised for the Officer post required as part of the HAZ funding. Interviews to be 3rd/4th September.</p> <p>III. Estate Agents Meeting with local commercial estate agents this coming Thursday, along with Heritage England, OTC and SC to discuss where we are currently at with HAZ funding. Disappointing lack of engagement from Commercial Agents, only a couple attending. Although a few property owners were attending.</p> <p>IV. Market Town Grant Joint funding of £12,000 awarded to OTC, BID and OBT. It has been decided through the partnership that the funding would be split between:</p> <ul style="list-style-type: none"> • £2000 General clean up of town centre • £5000 Jet washing • £3100 to update town maps (as tourist centre has moved) , printing 20,000 town maps and 3 clear dispensing boxes for around town. • The remaining to be used for Advertising <p>Discussed at length as to whether or not jet washing or cleaning was something the money should be used for as should be carried out by OTC and SC anyway. Considered the areas to be cleaned – Bailey Head, Bailey Street, Albion Hill, New Street, Willow Street, Cross Street, Church Street and Festival Square. Questioned why English Walls, Beatrice and Leg Street not considered. AN confirmed that thy are restricted by budget but would look for a quote to include the other areas and could look for the partnership of OTC, BID and OBT to look at these. Board noted its disappointment that the money was to be spent on something they believe that SC should be doing anyway. *AN therefore confirmed that she would discuss the cleaning issue with SC and see what their requirements were each year – should they be doing the work and if so, how many times a year? Do they have a service contract for this? And look for SC to do the areas not covered by the original quote?</p> <p>V. LoyalFree JW2 still working with Loyalfree on the marketplace and look to launch at the end of the summer/beginning of autumn.</p> <p>Eat out to Help Out trail has been added to the app and we have also requested that the</p>	

	<p>speaking with each business currently on the app to ensure the current offer was valid or to change it.</p> <p>VI. Meercats AN confirmed that Meercats are re-starting, however redundancy have been made in the company and our main contact has now changed. AN is chasing an update as to what is currently taking place.</p> <p>VII. Railway AN confirmed the decision for the next round takes place in October.</p> <p>VIII. Bonfire Night/Christmas Live AN confirmed that both of these events are organised by OTC and the Rotary. They are both looking for feedback from local groups/businesses as to whether these should go ahead as they are or scaled back or not at all. Board confirmed it is not a decision for the BID to make. It is noted however its early to consider for Christmas yet, however most Towns/Cities have already cancelled all events for 2020 and there are too many ifs and buts etc.</p> <p>IX. Economic Task Force LL asked what has been happening with the task force. AN confirmed two meetings so far and they are currently comparing stats from Gov with SC, and no other movement just yet.</p>	
6.	<p>Marketing Stats LP confirmed stats</p> <ul style="list-style-type: none"> • Website received - 1616 hits in Jul • Social Followers - 3804 • Social Reach – 282.798 <p>LP confirmed that the Welcome Back video stats:</p> <ul style="list-style-type: none"> • Reach 194,700 • Views 139,269 <p>LP confirmed that given COVID-19 our marketing plan for the year has changed and videos, campaigns and advertising that was planned have now not happened. Therefore, rather than just discussing stats for Marketing each month, LP suggested that we also discuss any ideas or suggestions from the board. Following discussion, *agreed to set a separate marketing meeting for the board to sit with David Richards and look at a plan and what is needed post COVID-19.</p>	
7.	<p>BID Response to COVID-19</p> <p>I. Preparations to aid Oswestry’s recovery</p> <p>a. Welcome Back Oswestry Campaign. AN confirmed the stickers are now down and bollard covers are up. AN confirmed that unfortunately the stickers will be removed with the jet washing. Looked at lamp post flags, but still waiting on SC to confirm whether specifications are okay.</p> <p>b. Business Support No further update and do not believe we will have any more enquiries.</p> <p>c. Traffic Management AN confirmed that SC were looking at tidying up the issues on Church Street. Using planters rather than barriers removing some of the signage, so that it is clearer and less messy.</p>	

	<p>d. Training LP not looking at any further COVID training and will look to renew our training program in the next month or so. There are still a number of businesses working with reduced staff and therefore organising training is a little difficult right now.</p> <p>II. Open Space Permits AN confirmed that all issues with Festival Square have been resolved. SC are in discussion with the businesses and arranging the permits of use of the space. Currently Square One have use of part of it and Pickles have indicated that they would be keen to have some space on it as well. AN confirmed that a few other businesses are having issues with permits and SC in town and we are helping where we can.</p> <p>III. Public Health England AN confirmed that PHE were attending Oswestry tomorrow and having a stall on the market to answer questions from businesses and the public. They will also be a mobile testing unit here on Fridays for a few weeks.</p>	
8.	<p>BID Projects</p> <p>I. Support your Business Campaign HN confirmed that GC is stepping down from the board. AN confirmed that we would look to discuss supporting your local business campaign within marketing.</p> <p>II. Footfall AN confirmed that Phase 1 is installed and up and running. Phase 2 is still to be done. The data doesn't really mean anything right now and will take a bit of time to settle down, at which point we will be able to see if there are any patterns etc. We are attending training in September to go over types of reports etc. Discussions as to what to do with the data once reports are produced, how to send to members etc and who can access this information. *AN agreed to discuss how many log ins we can have and will review what reports or what information will be sent to members once we understand the system.</p> <p>III. Wayfinding AN confirmed that we are now waiting on a contract for the pilot scheme. As this is the pilot, things can be changed and altered as needed.</p> <p>IV. Traffic Management AN confirmed that we are chasing this issue, however SC have returned and advised that all issues are delayed due to COVID-19. However, the cleaning of the bus station was to take place on 23rd August 2020.</p> <p>V. Video Discussed figures above. Currently videographer is due to going travelling and therefore we will now have to look for someone else going forward, whilst maintaining a similar style.</p> <p>VI. CCTV AN confirmed that we are now 75% of the way there with permissions. Progress has been affected by COVID-19, however this should be looking to completed by end of August/beginning of September. AN confirmed that there has now been a request for an additional camera on Oak Street car</p>	

	<p>perk. Lots of issues with boy racers and damage. Would costs £500 and OTC have agreed to pay half take on the running costs. Discussion as to whether this was a business need, given the car parks location and confirmed that lots of workers park here. *unanimously agreed to fund half the costs at £250.</p> <p>VII. Defibrillators LP confirmed still seeking permission for the Wilkinson building and one on Mile Oak Industrial Estate. Also need to relocate the broken one on Salop Road as there is no occupier of this building at the moment. AM confirmed that he may be able to have it on Sainsbury's. LP confirmed to send the permission form to AM.</p>	
<p>9.</p>	<p>AOB and next meeting date</p> <p>I. Shopwatch AN confirmed that this was due to launch in April due to COVID-19 and now looking to get it going again. AN asked if AM was still happy to chair? AM confirmed he was. *LP and AN to set up an initial meeting</p> <p>II. Marches Kickstart grant LL asked if there was any update on this grant and no information available on Marches Growth Hub or SC site. MP confirmed that he would look into it.</p> <p>NEXT BOARD MEETING: Tuesday 22nd September 2020 – venue and time TBC</p>	