

OSWESTRY BID - Minutes
 Tuesday, 22nd September 2020
 1pm to 2.30pm
 Venue: Video Conference

1.	<p>Present: Ian Follington (IF) Chair Allister Moutrie (AM) Sainsbury's Patrick Evans (PE), Evastore Tania McGee (TM2), Lanyon Bowdler James Woodward (JW), Coldmove Lee Lucks (LL), Oswestry Borderland Tourism 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>IF welcomed Members to the meeting.</p> <p>Apologies – Emma Chapman, Shropshire Council, Tim Morris, Booka, Stuart Phillips, Celt Rowlands and Heather Noble, Deputy Chair, Julie Gibson, The Kingshead</p>	
2.	<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>	
3.	<p>Conflicts of Interest.</p> <p>No</p>	
4.	<p>Finance</p> <p>II. Levy Collection</p> <p>LP confirmed year to date - £113,315.00</p> <p>This is still approx. £90,000 less than collected by this time last year.</p> <p>LP confirmed that £13,343.22 has been received as part of the Governments BID Funding.</p> <p>AN confirmed that reminders have now been sent by SC and we will wait to see what the collections are for September and October.</p> <p>III. Cash in Bank as at end of July</p> <p>LP: £307,167.89</p>	

	<p>IV. 2020 Levy Collection and Budget Review</p> <p>IF confirmed that we have undertaken a Budget Review given the lack issues with the Levy Collection and considered areas to reduce our outgoings.</p> <p>IF confirmed that we were assuming income would be around £200,000.00 for the year given the abnormal trading conditions for businesses and ran through the underlying assumptions in this.</p> <p>AN confirmed that we have looked at Meercats as they have been having internal issues and at present the meeting with members have not really picked back up again. LP confirmed that we had felt that there had been some initially problems prior to COVID, however since COVID we haven't really seen them pick up the work again despite chaser and felt as though they were not fulfilling their contract.</p> <p>IF put to vote *Motion to leave Meercats carried.</p> <p>IF confirmed that other projects such as the Wayfinding for the Industrial Estate etc., still fit within this current Budget although we will not be making any large commitments until the funding situation is clearer. *Board agreed happy with current budget approach</p> <p>V. HAZ funding programme</p> <p>AN confirmed that the total funding for the Oswestry High Streets Heritage Action Zone (a partnership between Historic England, Shropshire Council (lead partner), Oswestry Town Council, Oswestry BID and a consortium of community and cultural groups co-ordinated through the Future Oswestry Group) is £1.8 million to be spent across a number of projects including:</p> <ul style="list-style-type: none"> - Public realm - Community engagement - Shop Front scheme - A Flagship project - Re-purposing of upper floors towards accommodation <p>AN confirmed that she would send a copy of the Project Funds breakdown to the Board. AN confirmed that as part of this a Project Officer has now been appointed.</p> <p>The Shop Front scheme will be sent out by 1st November and a number of business/property owners have already registered their interest for this as well.</p> <p>The engagement process with the Cultural Consortium has started as well.</p>	
<p>5.</p>	<p>BID Managers Report</p> <p>I. Future Oswestry Group (FOG)</p> <p>AN confirmed the Oswestry Master Plan consultants were setting up the community engagement and consultations and they had met today to confirm who they should be including in these meetings.</p> <p>AN confirmed that she had raised the Traffic Management and HRC issues on the Industrial Estate with the group and would confirm to chase. Next meeting with SC is on 18/10/20</p>	

	<p>II. Market Town Grant</p> <p>Funding has now been received and as previously confirmed this needs to be spent by end of October on the projects agreed with OTC.</p> <p>Meeting with OTC and OBT on Thursday to discuss and finalise points. AN confirmed that we have reviewed the relevant SC Service Level Agreements and there is no mention of jet washing of pavements but there is some mention of street cleaning and AN would still be discussing with SC.</p> <p>III. LoyalFree</p> <p>JW2 still working with Loyalfree on the Online Marketplace and looking to push out shortly.</p> <p>JW2 confirmed that he has now produced an introduction document to help businesses and has been finalising this with LoyalFree.</p> <p>IV. Oswestry Railway Connection</p> <p>AN confirmed a meeting has been set 23rd October as the next submission date is early November. SC invited to attend however only C=Vince Hunt has accepted at this stage.</p>	
6.	<p>Marketing Stats LP confirmed stats</p> <ul style="list-style-type: none"> • Website received – 1,193 • Social Followers – 3,972 • Social Reach – 42,096 	
7.	<p>BID Projects</p> <p>I. Marketing Plan</p> <p>LP confirmed that we were finalising our updated Marketing Plan with David Richards and would set a meeting once finished.</p> <p>II. Footfall</p> <p>AN explained the Visitor Report to the Board. The system records a lot of data but believed that this Report covers the main points to consider each month and is in a clear and concise format.</p> <p>JW2 confirmed that the data was showing a clear pattern and footfall was growing (recovering). We can also track the influence of changes in the weather on footfall.</p> <p>AN put to the board if they were happy for this to go on the website or just to levy payers? *Agreed that the report will be emailed to BID Levy Payers on the 1st of the Month and a basic monthly footfall figure and percentage increase or decrease on previous month to be added to the website.</p> <p>AM highlighted that it would be useful to provide a guide of how business might make best use this data. AN agreed and asked for any tips from the Board to be forwarded in order that we can produce something for them to use.</p> <p>AN confirmed that we would be sending out a Press release regarding the Footfall data.</p>	

III. WIFI

AN confirmed that we would be launching Phase 1 shortly. A landing page had been produced.

***Agreed that this would be a staged launch and not pushed out at the same time as the Footfall data.**

IV. Wayfinding

AN confirmed that plans for the pilot sign for the Industrial Estate was still going ahead. Size and layout have been agreed and design and colour can be reviewed or changed.

Costs for the pilot sign have come back quite high. AN confirmed that we have added a few more areas into the scheme, but it's still come back quite above the initial estimate given.

AN has requested a review of the unit price and an updated estimate for the whole scheme.

V. Traffic Management

AN still chasing and SC have provided an update on each of the 3 areas under current discussion:

Mile Oak Industrial Estate – still no dates for the line marking work, however SC have chosen a contractor so should start shortly.

Maes-y-Clawdd – SC have acknowledged the feedback on proposals and are waiting on a final design to take to formal consultation.

Church Street – the “wands” installed by SC to provide additional footpath space for pedestrians have been an issue and identified as tripping hazard. The Police have got involved in the issue as well. HOGs have now been put in place, these are filled with water and more difficult to move. SC have confirmed that they will be painting out the disable parking bays and they will be dedicated for loading and unloading, however we will still have some difficulty enforcing no disabled parking in these areas. This has been a national issue that is being reviewed by the Government.

VI. Video

LP confirmed we have obtained quotes from a number of videographers. Follow Films were judged to be best value for the type of work required and they have worked with Councils and tourism companies before. We will be looking at a Christmas video with a “shop local / support your local businesses” local theme.

LP agreed to send the videographers website link to Board members.

VII. CCTV Network Expansion

AN confirmed there were still a few bits to finalise but hopefully this would now be completed in the next few weeks and then we can look at press release.

AN will send a map to the Board members, which confirms the new locations.

We were still waiting on OTC support to progress the vehicle footfall monitoring.

	<p>VIII. Defibrillators</p> <p>AN confirmed that new units have now been installed on Maes y Clawdd and Artillery Business Park. Morris Cook have agreed to have the unit previously located on Salop Road, onto their building and D Jones have been approached on Mile Oak.</p> <p>Still waiting on the owners of Co-op on Victoria Road to confirm and we are still having issues on Willow Street, still not able to locate a business prepared to have one fitted.</p>	
<p>8.</p>	<p>AOB and next meeting date</p> <p>I. Shopwatch AM asked if the Shopwatch meeting was going ahead in person. LP and AN confirmed that they would be reviewing and would come back to him and those attending.</p> <p>II. Oswestry Borderland Tourism</p> <p>LL confirmed that they have now moved into their new building and open. LL confirmed that a new agreement has also been reached with OTC.</p> <p>III. Oswestry Life Awards</p> <p>AN confirmed that Oswestry Life have announced a scheme to present a number of awards to local businesses and had asked whether the BID would sponsor the “Best Customer Service” award. This would be at a cost of £250 plus VAT, for this the BID would get some promo within Oswestry Life too. *Agreed that BID would sponsor the award.</p> <p>IV. LP Maternity cover</p> <p>LP confirmed she was currently 18 weeks pregnant and would be looking at maternity leave at the end of the year.</p> <p>AN confirmed that LP would be entitled to SMP and this is paid by through the BIDs payroll and claimed back from Government. This means that we can look to cover LP through her maternity leave. *Agreed that AN would produce a plan of action with costing for next Board meeting.</p> <p>NEXT BOARD MEETING:</p> <p>Wednesday 21st October at 4pm via Zoom</p> <p>Tuesday 24th November at 1pm via Zoom</p> <p>AGM</p> <p>Monday 7th December at 6pm – venue or online TBC</p>	

