

**OSWESTRY BID - Minutes**  
 Wednesday, 21st October 2020  
 Venue: Video Conference

	<p><b>Present</b></p> <p>Ian Follington (IF) - Chair          Heather Noble (HN) - Vice Chair          Allister Moutrie (AM), Sainsbury's          Patrick Evans (PE), Evans Enterprises          James Woodward (JW), Coldmove          Lee Lucks (LL), Oswestry Borderland Tourism          Emma Chapman (EC), Shropshire Council          Tim Morris, Booka          Tania McGee, Lanyon Bowdler</p> <p>Adele Nightingale (AN) - BID Manager          John Waine (JW2) - Clerk</p>	
<p><b>1.</b></p>	<p><b>Welcomes and Apologies:</b></p> <p>IF welcomed members to the meeting.</p> <p>Apologies from Stuart Phillips, Celt Rowlands; Lindsey Pierce, BID; Matt Potts, Shropshire Council.</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>Currently no conflicts of interest with board members re: current outlined projects.</p>	
<p><b>4.</b></p>	<p><b>Finance</b></p> <p><b>I. Levy Collection Year to date.</b></p> <p>AN: £125,579 + VAT has been collected so far this year.</p> <p><b>II. Cash in Bank.</b></p> <p>AN: £327,208.54.</p> <p><b>III. 2020 Levy Collection and Budget Review.</b></p> <p>IF: Expenditure is in line with revised budget. Revenue is actually stronger than our revised lower figure due to the current business restrictions.</p>	
<p><b>5.</b></p>	<p><b>BID Manager's Report</b></p> <p><b>I. Future Oswestry Group (FOG)</b></p> <p>AN updated on a new Online survey for the Oswestry Master Plan for Future Oswestry Group (FOG), details of how to participate in the survey were emailed to the Board. It was launched Monday and will be open for 4 weeks. It's being promoted across social media platforms, Shropshire Council (SC), Oswestry Town Council (OTC) and BID, plus local media. There'll also be postcards going out to residents and businesses within postcodes SY10 and SY11 over the next week prompting survey completion. There is also an upcoming workshop which AN has invited Board members to attend, run by the Master Plan consultants.</p> <p><b>II. Mile End Roundabout Re-Configuration</b></p> <p>AN continues to seek updates on this project from SC.</p>	

	<p><b>III. HAZ Fund</b></p> <p>AN confirms Project Officer for the HAZ Fund Project, Gillian Jones, started on Monday. AN met with her, showed her around Oswestry, and updated her on BID etc. Gillian will oversee the application process for shopfronts/upper floor schemes which is on target for Nov 1<sup>st</sup> to release applications.</p> <p>AN explained that the cultural consortium is about connecting local heritage with local communities and engagement. They are several projects being looked at which may include public realm.</p> <p>AN confirmed that discussions continue around a possible flagship project for the HAZ Fund Project, and further meetings are planned with OTC. Board discussed the ideas and approach.</p> <p><b>IV. Shropshire Council - Market Town Funding</b></p> <p>AN confirmed the agreed programme of jet washing should be started this week around the town centre. Many of our social distancing Covid pavement stickers are in need of replacing.</p> <p>AN proposed that the Covid pavement stickers be replaced at a cost of approx. £450.</p> <p>Board discussions and suggestions that more ‘Welcome’ bollard covers would also have a better impact.</p> <p><b>* Board agreed to additional stickers and bollard covers.</b></p> <p>AN confirmed tidying and painting up of street furniture are ongoing in the town centre.</p> <p>AN confirmed that map dispensers have been ordered, arriving soon. The new town maps are being finalised as are the maps for the boards.</p> <p>LL had sent a draft map that was shared with the Board and talked through the map’s features.</p> <p><b>V. LoyalFree</b></p> <p>AN confirmed LoyalFree Marketplace has been launched and supported by PR from media, awaiting response.</p> <p><b>VI. Traffic Regulation Orders - Town Centre</b></p> <p>AN updated on the consult for Bailey Head, Bailey Street etc, which came to a close at the end of June. AN met with OTC and SC with respect to Bailey Head. AN was tasked to speak with nearby businesses to understand their requirements and recommend traffic solutions for parking.</p> <p><b>VII. RAIL</b></p> <p>AN confirmed meeting postponed to next week to continue to pursue this important project.</p> <p><b>VIII. PUBWATCH</b></p> <p>AN confirmed Pubwatch AGM meeting took place on Tuesday which was well attended on Zoom. Public Health and Licensing also attended giving excellent guidance and update on the current COVID situation for Oswestry and Shropshire.</p> <p><b>IX. SHOPWATCH</b></p> <p>AN confirmed ShopWatch was launched in September with some great PR from local media. DISC system also launched to support ShopWatch. Now that ShopWatch is running, increased participants are expected. ShopWatch was communicated to BID businesses through mailchimp and social media, flyers were hand-delivered to retailers in the town centre. More flyers will be delivered to Industrial Estate B2C businesses. Positive and engaged first meeting.</p>	
7.	<p><b>Project Updates</b></p> <p><b>I. Marketing stats update</b></p> <p>Traffic variable with Covid. JW2 refreshed and updated the pages including Health &amp; Well-Being. Social reach still continuing to increase. LoyalFree users up.</p>	

Board discussion about web traffic.

**II. Marketing Plan**

AN updated Board. BID Team working with marketing consultant David Richards (DR) to review Marketing Plan. DR has updated plan taking into account where we are, present circumstances and how to take that forward over the coming months. Upcoming marketing meeting to which all are invited to see DR's presentation on next steps.

**\*Meeting agreed for 3<sup>rd</sup> November.**

**III. Footfall/Wifi**

AN updated Board with latest re: building access permissions for Footfall monitoring installation. We are close to securing Phase 2 sites and going ahead with installation.

IF talked about Footfall data and how we can get best value from it.

AN looking to put together a collection of ways to apply the stats for business and marketing purposes. IF said that the footfall data was providing a good barometer for the town and shows we're getting lots of new visitors in these present challenging circumstances.

AN updated on progress of Town WiFi that has gone well in Phase I and we'll look to launch fully when Phase II completes the coverage across town.

**IV. Wayfinding.**

IF updated the board on the Wayfinding project with respect to the Industrial Estate, covering the various options available for sign specifications and how these fit with the revised budget.

Detailed discussion with Board on options, pricing and pilot sign.

**\* Board agree to go forward with commissioning pilot sign at Mile Oak.**

**V. Traffic management (industrial area)**

AN updated the Board on Church St traffic restrictions, which has 'hogs' in place which replace the 'wands' and have been provided a more effective barrier and space for social distancing. AN also updated on refreshing of loading/disabled bay signage.

On the industrial estate, AN updated with progress on Mile Oak's new traffic regulations and proposals for Maes-y-Clawdd.

**VI. Videos**

AN updated the Board on meeting with our new video production company, Follow Films, and shared our ideas and requirements for the video. Follow Films have just come back with a proposed brief. A key theme being the importance of shopping local and supporting the local economy. Several businesses to be included in the video. Being mindful of Covid with respect to content.

Board discussion on video and formats.

**VII. CCTV**

AN updated the Board on progress to date and is looking to have project completed and fully operational soon. We can then look to add vehicle monitoring capability to augment the pedestrian Footfall data for the town centre and aid our understanding of who uses the industrial area (private vehicles, commercial vans, heavy goods vehicles etc.), at what frequency (what time) and how often (when).

**VIII. Defibrillators**

AN confirmed that next week we'll have the defibrillators installed at Furrows and Morris Cook. Awaiting permission from other locations to provide a good defibrillator coverage.

	<p><b>IX. Late Night Shopping</b></p> <p>AN updated the Board on discussions with OTC about potential for Late Night Shopping. There's been a good response from the markets with positive comments too from local retail. The idea is to mark the start of the Christmas Season with the emphasis on shopping locally and safely. This can be extended into the Saturday daytime shopping day, so we'd have a two-day package.</p> <p>Board discussions on challenges of the marketing, that it needs to be done with care, creative and locally communicated.</p> <p>HN suggested it could be a good opportunity to get Christmas video footage – this to be explored with video company Follow Films.</p> <p>AN Proposal for funding to match OTC contribution.</p> <p><b>* Board agreed – £500.00</b></p> <p><b>X. Industrial Estate Map</b></p> <p>AN updated the Board on the options around developing a map, cost structures, design and proposed target users.</p> <p>Detailed Board discussions on the options for map production, format, design, keeping it up to date, and promotion alternatives.</p> <p><b>*Board agreed to return to supplier for further details and case studies.</b></p> <p><b>XI. Visit Shropshire</b></p> <p>AN updated on Visit Shropshire's initiative for Covid-secure packs of local information and maps to be distributed to visitors through the region's hotels and TIC's, and the opportunity for Oswestry to be promoted to this audience.</p> <p>LL provided further background around local tourism and the importance of making the rest of Shropshire aware of what Oswestry has to offer.</p> <p>Detailed Board discussions on format, local tourism, impact of Covid and new Tiers system, QA codes, budget and value-added.</p> <p>AN proposed to the Board that we go forward with the offer to take part in this initiative along with the respective funding, to partner with OBT for this extra print run and distribution to accommodation.</p> <p><b>*Board agreed to go forward with initiative and provide £1,500.</b></p> <p><b>XII. Delivery company offering Oswestry service</b></p> <p>AN updated the Board on an opportunity for BID businesses to utilise a local independent delivery company to provide an additional means of providing products to customers in a timely fashion within the local area with an established a local network.</p> <p>AN proposed to continue discussions with the company with the intention of putting together an offer for BID businesses to utilise the service. It is felt that this could provide positive business support leading up to Christmas.</p> <p><b>*Board agreed to continue discussions with the company and develop an offer for Levy Paying businesses.</b></p>	
8.	<p><b>Next meeting</b></p> <p><b>Tuesday, 24<sup>th</sup> November at 1pm</b></p>	