



Oswestry Business Improvement District 2018-2023



BID
OSWESTRY

HALF TERM REPORT

December 2020

This report highlights some of the achievements of Oswestry Business Improvement District (BID) half-way through their present term to make good on four key objectives: raising Oswestry's profile, improving business support & investment, making Oswestry a great place to be, and enhancing the accessibility & safety of the trading environment.

WHAT IS A BID?

A Business Improvement District (BID) is a defined geographical area within which businesses have voted to invest collectively to improve their trading environment.

The lifetime of the BID is covered by Regulations and is set to no more than 5 years.

The BID is a not-for-profit company, set-up and run by the businesses in the area, and is responsible for ensuring that the aims and objectives of the BID proposal are delivered.

HALF TERM REPORT



Introduction

BID Manager, Adele Nightingale



Hello Everyone, it's two years now since I've been in post and we're just past the half way point of our first five year term, so we thought it would be a good opportunity to share some of our highlights.

It goes without saying that this year has been challenging for everyone, and BID has sought to support by sharing useful information and guidance, assist with grant applications and let everyone know the good news stories that have come from you, our amazing businesses. How you have diversified, linked up with other businesses and gone the extra mile to support your staff and residents of Oswestry, especially our vulnerable, has been inspirational.

Yet despite everything, we still have new businesses opening up and wanting to move into Oswestry, which I hope re-assures you that Oswestry is seen as a place to be, with a strong business community and that the BID will continue to support in any way we can.

I know that these are anxious times, but we have to look forward to returning to some level of normal where all our businesses will grow and thrive! Keep going Oswestry, you are doing us proud!



Statement

Chair, Ian Follington

Oswestry's strength lies in its rich mixture of business activities and this strength is the key to growing a business community able to protect itself from the uncertainty and challenges that issues like Covid and Brexit bring.

The Oswestry BID team has been working hard over the past two and half years to deliver the business plan you voted for. We have built strong relationships with Shropshire and Oswestry Town Councils to ensure Oswestry receives the support it deserves. These relationships are already bearing fruit with £1,800,000 to be invested in the town centre heritage area. There are also major investments planned in and around the industrial areas.

We look forward to building on these achievements over the next two and half years.

The Oswestry BID team will continue to work hard to help your businesses, not only survive, but prosper in these difficult times and beyond. Wishing you all the best for a brighter New Year.

A sincere thank you to all Oswestry BID's Board Directors for their knowledge, experience and commitment in representing the interests and sectors of Oswestry's business community.

BOARD DIRECTORS



Deputy Chair
**HEATHER
NOBLE**
Salt Solutions



Director
**LEE
LUCKS**
Oswestry
Borderland
Tourism



Director
**PATRICK
EVANS**
Evans
Enterprises



Director
**ALISTAIR
MOUTRIE**
Sainsburys



Director
**JULIE
GIBSON**
Kings Head



Director
**STUART
PHILLIPS**
Celt Rowland



Director
**JAMES
WOODWARD**
Coldmove
Wynnstay Hotel



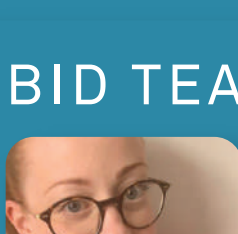
Director
**TANIA
MCGEE**
Lanyon
Bowdler



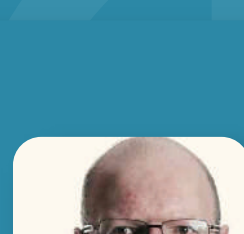
Director
**TIM
MORRIS**
Booka
Bookshop



Director
**MARK
DERHAM**
Bridge Coffee



**Assistant
BID Manager**
**LINDSEY
PIERCE**



**Honorary
Officer**
**JOHN
WAINE**

BID TEAM

THE ONEOSWESTRY WEBSITE



OneOswestry.co.uk is a mobile-first, fast and effective website, showcasing what the town has to offer residents, businesses and visitors. It includes a business directory across the town and industrial estates, events listings, a town map, shopping and what to see guide, and more!

BID invested £16,000 in the site's development which has seen over 18,000 visitors since launching.

As an active Key Partner in The Oswestry Balloon Carnival, BID helped bring a unique spectacle to town with a growing international audience, boosting Oswestry's profile significantly through extensive social media coverage.

£10,000 was invested in the carnival partnership with Oswestry Town Council and Nightingale House with 20,000 visitors attending and local businesses enjoying strong trade over the two days.

BALLOON CARNIVAL SUPPORT



NEW OSWESTRY BRAND



The One Oswestry brand looks to bring the whole town together as one thriving community. £5,000 was invested in brand development to provide a town-wide business and community brand with a cohesive identity to share, promote, and celebrate all aspects of this fantastic historic border market town.

Next steps are to integrate the OneOswestry brand across the town's industrial estates.

BID invested around £350 in new printed maps, in partnership with Oswestry Town Council and Oswestry Borderland Tourism for the displays at Central Car Park, Festival Square and Castle View. These were to update existing maps with the latest town information as part of the Market Town Fund initiative.

Next steps are for printed maps to be available via dispensers around town for easy and convenient town/business navigation.

NEW TOWN MAP SIGNAGE



objective

1/1

raising
the town
profile

BUSINESS TRAINING



BID has organised 12 free training courses for BID Levy Payers to learn and develop new skills while networking with other businesses, investing £4,000 in the programme. Over 70 business people from BID Levy Payers have attended training covering key topics such as Social Media, Emergency First Aid, Crime Prevention, and Covid-19 Readiness.

Next steps in 2021: expect a focus on effective marketing training to bounce back from Covid!

Who uses the town and how do they move around it? BID's Footfall System provides continuous data to help answer these questions. This vital information will guide plans to improve the town centre for existing businesses and give new investors confidence through an evidence-based dashboard on footfall performance.

Next steps are to make Footfall stats available to BID Levy Payers. Investment of £90,000 includes free town wifi.

FOOTFALL INTELLIGENCE



SUCCESSFUL VIDEO PROMOS



Our hugely successful town and business promotional videos have attracted new audiences with a social media reach of over 500,000, showcasing Oswestry businesses in a creative and powerful fashion.

£11,500 was invested in 5 videos featuring Xmas shopping and hospitality, local DIY, Thank You & Welcome Back to Oswestry business following lockdown.

Our latest video raised awareness of local delivery and click&collect services, to shop local online if needed.

BID has helped to secure thousands in grant funding for **Oswestry businesses** to support them over the Covid period through effective sign-posting of grant information, advising on applications and chasing up issues on behalf of BID Levy Payers.

Next steps are to continue to identify grant funding and signpost opportunities to BID Levy Payers as they become available.

BUSINESS GRANT SUPPORT



objective
2_{/1}

business
support &
investment

PUBWATCH & SHOPWATCH



Throughout this pandemic Oswestry businesses have adapted admirably to challenging circumstances. In support of these initiatives, BID pro-actively created new webpages with over 10,000 views to promote businesses providing essential services and products to the community, along with the latest updates on Covid-19 support.

Next steps are to continue to support Oswestry's business community in getting through this period.

Pubwatch has grown its membership with BID's consistent support. The group works closely in partnership with law enforcement to prevent and reduce crime, and thereby encouraging a thriving night-time economy to develop. BID have invested £750 to support the set-up.

Next steps: Shopwatch was launched and will look to build a strong shop and trade counter network to reduce retail crime.

LOCAL DELIVERY THRU' COVID



NEW TRAFFIC REGULATIONS



With the Covid restrictions on business opening, delivery and click&collect has become ever more important. BID has worked with local delivery company Zoom 1hr providing a free trial for all BID Levy Payers to delivery products to customers.

Next steps are to develop an Oswestry Marketplace for online shopping provide a one-stop platform for shopping locally online.

BID has worked intensely with local businesses and Shropshire Council to agree traffic regulations and enforcement to greatly improve traffic management in our industrial areas, specifically on Mile Oak and Maes-y-Clawdd, for the benefit and safety of business and community.

Next steps are to build on this work to improve traffic management throughout the BID Area.

DELIVERY VIA ZOOM 1HR



objective
2_{/2}

business
support &
investment

TOWN MASTERPLANNING



As part of the **Future Oswestry Group**, BID are working with the Town Masterplanning initiative and consultants **Allies and Morrison**, to be an advocate for the Oswestry business community throughout the process as it looks to identify investment opportunities, and develop transport, parking and connectivity across the wider town.

Next steps will be to inform and update BID Levy Payers as the plan takes shape.

Following Oswestry's successful bid to Historic England to become a High Street Heritage Action Zone, BID along with Shropshire Council and Oswestry Town Council have developed £1,800,000 in funding.

BID is working with council partners to identify businesses needing support from regeneration funds to improve shop fronts and repurpose buildings, as well as explore opportunities for a town flagship project to give the local and visitor economy a significant boost and maximise the benefits.

HERITAGE ACTION ZONE



FREE OSWESTRY WIFI



BID have installed a **free WiFi platform** in town as part of the new £90,000 Footfall Monitoring System usable by businesses, visitors and residents. Phase 1 is complete with Phase 2 coming in the new year providing coverage through the town centre.

Next steps are to use the WiFi platform to promote Oswestry businesses and events, in recognition of the importance of mobile connectivity to the resilience and prospering of our local economy,

Oswestry BID are working with **Oswestry Borderland Tourism and Visit Shropshire** on practical and innovative approaches to build a strong local tourism economy.

To that aim, BID has invested £1,500 to provide and distribute Covid-safe **Welcome Packs** handed individually to Shropshire visitors on arrival, promoting Oswestry's attractions, hospitality, businesses and events.

Next steps: BID continues to utilise cost effective ways to promote what Oswestry has to offer.

TOURISM PARTNERSHIP



objective

3/1

a great
place
to be

EXTENDED CCTV NETWORK



BID worked closely with the Police and Crime Commissioner in a bid to secure £22,000 of additional funding. This was match-funded by BID to extend and enhance the CCTV network, in-filling gaps in the town centre and expanding into the Industrial Estates to improve security - a key business objective.

Next steps are to use CCTV to monitor traffic movements on the Industrial Estates enabling better traffic planning and management.

Town centres across the UK were required to make their streets Covid-safe, and BID has invested over £5,000 on Covid messaging such as pavement stickers to encourage social distancing, supporting shops and hospitality to open safely in line with guidance. BID has also provided colourful **Welcome post covers** at key locations to brighten the town in challenging times.

Next steps are to continue to support businesses through the pandemic and to bounce back post-Covid.

COVID SAFE STREETS



ADVOCATE FOR RAILWAY LINKS



BID has worked with Stakeholders to press for the re-introduction of rail transport to Oswestry, seeing it as a potentially significant boost to the local economy. Our thanks go to MP, Owen Paterson, Cambrian Railway and Community Rail, for their experience, knowledge and support in this initiative.

Next steps are to continue our efforts to secure access to the UK Government's **Reverse Beeching Fund** to examine the feasibility of making our rail re-connection a reality.

Oswestry BID in partnership with Oswestry Town Council successfully secured £12,000 in funding from the Covid-19 Small Market Towns Fund which has been invested in jet-washing the town centre's streets, re-furbishing street furniture and funding town marketing.

Next steps are to explore ways to enhance the public space and advocate for improvements to make Oswestry an even more attractive, accessible and safe environment for residents, visitors and businesses.

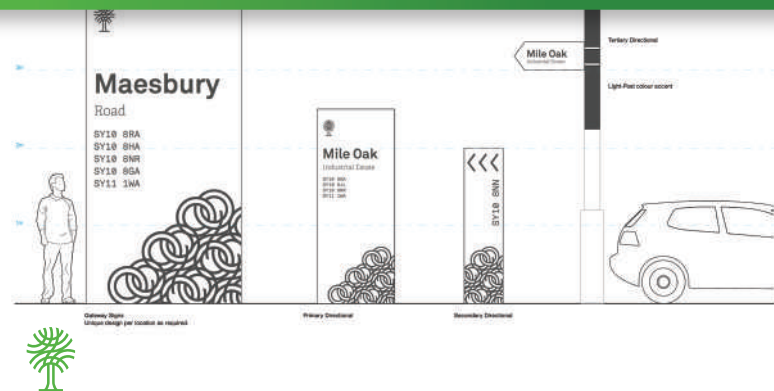
SPRUCING UP THE TOWN CENTRE



objective
4_{/1}

accessible
and safe
environment

WAYFINDING INDUSTRIAL AREAS



BID are radically improving the wayfinding and ease of navigation around Oswestry's industrial areas. To that end, BID are investing £100,000 towards the design and installation of a bespoke signage system to provide clearer directions, smooth traffic flows and make it easier for customers and suppliers to locate business premises.

Next steps are full implementation of this major project providing the industrial areas with tailor-made signage.

BID have sought to improve the town's health and safety environment for business and public, through extending the network of defibrillators.

To that end, BID have invested £8,800 in 6 new defibrillator installations to provide a better coverage across the industrial estates and town centre.

Next steps include promoting the location of defibrillators and training local business staff in their usage.

DEFIBRILLATOR NETWORK EXTENDED



ROAD SIGN AUDIT & RENEW



BID invested £2,000 to commission a comprehensive audit of road signage in the BID Area.

Following the audit, BID have worked with Shropshire Council to clean, maintain, replace, or where necessary, remove signs to improve safety, clarity and look.

BID continues to be an advocate for clear and correct road signage across the BID area.

To boost the night-time economy and help people travel to and from town safely over the Christmas period, BID invested £4,600 in initiatives such as the **Oswestry Town Bus** and **Taxi Marshalls** to facilitate the smooth running of taxi ranks.

Both initiatives were well-received by both businesses and customers, and BID continues to look for ways to innovatively improve transport options and services for the BID Area.

*This year's festive activities have been affected by Covid restrictions.

HOME SAFE AT CHRISTMAS



objective
4_{/2}

accessible
and safe
environment



BID
OSWESTRY

We've been busy and there's lots still to do!
If you have any ideas or suggestions,
or would like more information, please do...

get in touch

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