

OSWESTRY BID - Minutes
 Tuesday, 23rd February 2021, at 4pm
 Venue: Video Conference

	<p>Present</p> <p>Ian Follington (IF) - Chair Mark Derham (MD), Bridge Coffee Lee Lucks (LL), Oswestry Borderland Tourism Patrick Evans (PE), Evans Enterprises Tania McGee (TMc), Lanyon Bowdler Julie Gibson (JG), The Kings Head Tim Morris (TM), Booka Matt Potts (MP), Shropshire Council Adele Nightingale (AN) - BID Manager John Wayne (JW2) – BID Admin</p>																																				
1.	<p>Welcomes and Apologies:</p> <p>IF welcomed members to the meeting.</p> <p>Apologies from Emma Chapman (Shropshire Council), Stuart Phillips (Celt Rowland), James Woodward (Coldmove)</p>																																				
2.	<p>Minutes of Last meeting and Actions arising:</p> <p>Minutes of last meeting approved. Any actions arising to be dealt with during the meeting.</p>																																				
3.	<p>Conflicts of Interest.</p> <p>No conflicts of interest with Board members declared.</p>																																				
4.	<p>BID Governance</p> <p>I. Additional Directors</p> <p>Retiring Director, Allister Moutrie. AN has spoken with a couple of potential candidates from Levy paying businesses interested in becoming BID Directors and will continue engage.</p>																																				
5.	<p>Finance</p> <p>I. Levy Collection Year to date.</p> <p>AN shared levy collection and contributions schedule.</p> <table border="1" data-bbox="204 1554 1110 1693"> <thead> <tr> <th></th> <th>Liability (£)</th> <th>Receipts (£)</th> <th>Credits (£)</th> <th>Balance O/S</th> <th>% Collected</th> <th>ACTUAL (£)</th> </tr> </thead> <tbody> <tr> <td>2018-2019</td> <td>252,356.42</td> <td>252,247.14</td> <td>3,832.70</td> <td>3,941.98</td> <td>98.4</td> <td>248,414.44</td> </tr> <tr> <td>2019-2020</td> <td>263,964.28</td> <td>264,066.53</td> <td>5,447.37</td> <td>5,345.12</td> <td>98.0</td> <td>258,619.16</td> </tr> <tr> <td>2020-2021</td> <td>278,908.38</td> <td>272,319.23</td> <td>16,236.36</td> <td>22,825.51</td> <td>91.8</td> <td>256,082.87</td> </tr> <tr> <td>TOTAL</td> <td>795,229.08</td> <td>788,632.90</td> <td>25,516.43</td> <td>32,112.61</td> <td>96.0</td> <td>763,116.47</td> </tr> </tbody> </table> <p>Actual BID Levy collected year-to-date is £256,082.87</p> <p>II. Cash in Bank.</p> <p>Cash in bank as at 7th January 2021, £395,106.31</p> <p>III. Budget for 2021 (See item 7.I. below)</p> <p>IV. Authorised Signatories.</p> <p>Discussion of requirements for adding additional bank account signatory. Heather Noble has been removed and PE will be added.</p>		Liability (£)	Receipts (£)	Credits (£)	Balance O/S	% Collected	ACTUAL (£)	2018-2019	252,356.42	252,247.14	3,832.70	3,941.98	98.4	248,414.44	2019-2020	263,964.28	264,066.53	5,447.37	5,345.12	98.0	258,619.16	2020-2021	278,908.38	272,319.23	16,236.36	22,825.51	91.8	256,082.87	TOTAL	795,229.08	788,632.90	25,516.43	32,112.61	96.0	763,116.47	IF
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6.

BID MANAGER’S REPORT

I. Covid Business Grants Update

AN updated on Covid Business Grants status, continuing to support BID Levy Payers in accessing grants that they might otherwise not have been received. MP, Shropshire Council, has been a great support in that service. We are updating businesses on the latest grant information through various channels as MP updates us.

MP provided a brief update on Shropshire Council’s position on grant funds.

II. New Voluntary BID Members

AN confirmed three new BID Voluntary Levy Payers.

III. Future Oswestry Group & Masterplan

AN updated-on meetings with Masterplan consultants Allies and Morrison to provide feed-back on draft Masterplan. Now awaiting upcoming workshop, which the Board members are invited to attend, to see latest version and provide comment. Update on Mile End developments, LEP funding and public transport connectivity.

Update on Economic Task Force, kickstarting local economy such as training, IT infrastructure, tourism.

IV. HSHAZ

AN updated that applications for the shop front renovation grants are now in-process, uptake has been really strong.

AN having meeting with estate agents to learn more about the nature of demand for local business properties and to better understand what Oswestry needs to meet this demand.

Public realm project Clawdd Du, on-going, exploring options to improve appearance and cultural references. Also looking at other alleyways, their history and heritage, and naming.

V. Market Town Fund

AN updated that market hall shutters and social distancing pavement stickers looking to be in place in coming days, weather permitting. Also, looking to install new town map dispensers.

VI. Oswestry Rail Reconnection

AN updated that the next submission for ‘Reverse Beeching Fund’ is March 5th, so BID have been working to support the initiative with sourcing statistics and information from Shropshire Council and providing a Letter of Support.

VII. PubWatch

AN updated on recent PubWatch meeting, members are looking towards the UK Government’s ‘Roadmap’ for re-opening and discussing how this is being understood and actioned. At the next meeting, prior to the planned re-opening of certain venues, AN intends to bring in Public Health and Licensing officers to provide the latest guidance to members.

VIII. ShopWatch

AN updated that the ShopWatch meeting was quiet reflecting the present situation with many shops being closed, and as shops begin to open up, we will look to increase membership accordingly. Police are supportive of both ShopWatch and PubWatch groups.

IX. Local shopping campaign

AN updated on a local shopping initiative meeting with OTC to explore a joint venture with BID to support and encourage local shopping. Detailed discussion on various aspects of the initiative to promote shopping locally.

Board Position: Fully supportive of the intent behind shopping local, but we need to explore how this, and other possible approaches, might work in practise.

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7.	<p>PROJECTS</p> <p>I. NEW PROJECTS FOR 2021</p> <p>a. Security Patrols on Industrial Estates</p> <p>AN updated on the opinion poll response in favour of security patrols and latest quotes. Detailed discussion followed on the proposed service, possibility of a pilot approach to capture information, importance of crime reporting, patrols as a deterrent, structure of feedback, accessibility of security patrols.</p> <p>Proposal: 3-month trial to get feedback, gather data and better understand criminal activity on the Industrial Estates. This is to be reviewed each month. Vote: Agreed.</p> <p>b. Oswestry Lorry Park</p> <p>AN updated-on the proposed Oswestry Lorry Park status following an on-site meeting with key stakeholder parties. Further information with regards to planning, operational practicalities, and service design is being sought and researched. Poll feedback from BID Levy Payers was positive. BID will continue to support and encourage the initiative.</p> <p>c. Oswestry Lighting</p> <p>AN updated-on possibilities for additional lighting to be installed around the town centre to improve and enhance the atmosphere. AN has spoken to potential suppliers and had a walk-around meeting looking at potential locations. Detailed discussion followed on locations, cost/benefits, kind of lighting, durability, activity etc.</p> <p>Proposal: BID to support project in principle but seeking clarification on specific design and location plans. Vote: Agreed.</p> <p>d. ‘Mystery shopper’ idea</p> <p>AN shared the idea of a ‘mystery shopper’ campaign to provide feedback on service levels etc. Discussion on the possible costs/benefits, experiences, and timing.</p> <p>Position: The idea was appreciated but timing deemed not appropriate.</p> <p>e. Electronic Display Totems</p> <p>AN updated-on pricing and totem features to display data, events and activities and promote what the town has to offer to residents and visitors. Discussion on totem size, value, placement, timing, planning, content, context, and advertising.</p> <p>Position: Explore planning issues around potential totem placement locations first to inform future plans.</p> <p>f. Maesbury Industrial Estate Business Directory</p> <p>AN updated-on a proposal for a business directory for the Maesbury Industrial Estate, accessible in paper and digital form. Discussion on format, QR codes, possible distribution areas, key audiences, membership, wayfinding, content, advertising, charging structure, website listing and permissions.</p> <p>Proposal: Go ahead with project starting with business engagement to evaluate uptake and support for the scheme. Vote: Agreed.</p>	<p>AN</p> <p>AN</p> <p>AN</p> <p>AN</p> <p>AN</p> <p>AN</p>
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	<p>II. CORE PROJECTS</p> <p>a. Marketing</p> <p>AN updated on recent marketing meeting, going through the marketing plan. We've produced a website update document, now put to site developer to come back with proposal. There were discussions on advertising at Gobowen train station, accessibility guide, Visit Britain, and supporting OBT social promotion campaign.</p> <p>Position: To support OBT's Oswestry marketing campaign as part of existing marketing budget.</p> <p>b. Footfall/WiFi</p> <p>AN updated-on discussions with Elephant WiFi on status of the Footfall and WiFi system installation. They have resolved a couple of siting issues, so we are hopeful that by the end of next week, the full geosensing Footfall and WiFi system will be in place and operational.</p> <p>Once it's done, installed and checked operationally, we'll officially launch the 'Free Town Centre WiFi'.</p> <p>c. Wayfinding pilot sign</p> <p>AN updated on recent and upcoming planning meetings with respect to sign placements on the Maesbury Industrial Estate. This is becoming an unnecessarily drawn-out process and the Board are disappointed at the apparent lack of support from Shropshire Council officers on this important project. AN will continue to press for progress but if this does not improve quickly the matter will be elevated to senior Council members.</p> <p>d. Bunting</p> <p>AN updated-on the proposal to put up town bunting in April to coincide with the release from Lockdown. Discussion on locations, seasonality, costs and benefits.</p> <p>Action: AN to circulate full details of proposal to the Board out of session.</p> <p>e. Traffic management</p> <p>AN updated-on Traffic Regulation Order (TRO) for Maes-y-Clawdd. Also revised TRO's for Bailey Head, Bailey Street, Albion Hill and New Street are now on Shropshire Council portal for consultation.</p> <p>f. CCTV/traffic monitoring</p> <p>AN confirmed CCTV network to be completed in March. Discussion on proposal to develop these cameras to retain traffic flow information regarding types of vehicles, date, times, movement etc.</p> <p>Action: AN to get an up-to-date quote and communicate to Board for views.</p> <p>g. Defibrillators</p> <p>Discussion on possible locations for defibrillator.</p> <p>Action: AN to send a link around showing existing locations in town.</p>	<p>AN</p> <p>JW2</p> <p>AN/IF</p> <p>AN</p> <p>AN</p> <p>AN</p> <p>AN</p>
<p>9.</p>	<p>Next Meeting</p> <p>23rd March 2021, at 4pm</p>	