

**OSWESTRY BID - Minutes**  
 Tuesday, 19 Oct 2021, at 4pm  
 Venue: Video Conference

	<p><b>Present</b></p> <p>Ian Follington (IF) - Chair          James Woodward (JW), Cold Move          Tim Morris (TM), Booka          Mark Derham (MD), Bridge Coffee          Tania McGee (TMc), Lanyon Bowdler          Duncan Tipton (DT), Wilko          Patrick Evans (PE), Evans Enterprises          Sam Cleal (SCL), Niche Patisserie          Lee Lucks (LL), OBT          Adele Nightingale (AN) - BID Manager          John Waine (JW2) – BID Admin          Matt Potts (MP), Shropshire Council</p>	<p align="center"><b>ACTIONS</b></p>																																				
<p><b>1.</b></p>	<p><b>Welcomes and Apologies:</b></p> <p>IF welcomed members to the meeting.</p> <p>Apologies received from Stuart Phillips.</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>No conflicts of interest with Board members declared.</p>																																					
<p><b>4.</b></p>	<p><b>Governance</b></p> <p>AGM discussed, to be held in November.</p> <p>AN updated on selection process for Renewal support.</p>																																					
<p><b>5.</b></p>	<p><b>Finance</b></p> <p><b>Levy Collection Year to date</b></p> <p>Cash in the bank as at 15/10/21 - £467,479.98</p> <table border="0" data-bbox="287 1568 1340 1758"> <thead> <tr> <th></th> <th>Liability (£)</th> <th>Receipts (£)</th> <th>Credits (£)</th> <th>Balance O/S</th> <th>% Collected</th> </tr> </thead> <tbody> <tr> <td>2018-2019</td> <td>252,168.29</td> <td>253,926.44</td> <td>3,832.70</td> <td>2,074.55</td> <td>99.18</td> </tr> <tr> <td>2019-2020</td> <td>263,843.33</td> <td>265,649.63</td> <td>5,219.77</td> <td>3,413.47</td> <td>98.71</td> </tr> <tr> <td>2020-2021</td> <td>278,660.87</td> <td>272,730.79</td> <td>2,832.00</td> <td>8,762.08</td> <td>96.86</td> </tr> <tr> <td>2021-2022</td> <td>278,301.66</td> <td>279,622.34</td> <td>19,004.76</td> <td>17,684.08</td> <td>93.64</td> </tr> <tr> <td><b>Totals</b></td> <td><b>1,072,974.15</b></td> <td><b>1,071,929.20</b></td> <td><b>30,889.23</b></td> <td><b>32,934.18</b></td> <td><b>96.93</b></td> </tr> </tbody> </table>		Liability (£)	Receipts (£)	Credits (£)	Balance O/S	% Collected	2018-2019	252,168.29	253,926.44	3,832.70	2,074.55	99.18	2019-2020	263,843.33	265,649.63	5,219.77	3,413.47	98.71	2020-2021	278,660.87	272,730.79	2,832.00	8,762.08	96.86	2021-2022	278,301.66	279,622.34	19,004.76	17,684.08	93.64	<b>Totals</b>	<b>1,072,974.15</b>	<b>1,071,929.20</b>	<b>30,889.23</b>	<b>32,934.18</b>	<b>96.93</b>	
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<p><b>6.</b></p>	<p><b>BID MANAGER’S REPORT – FOG, HSHAZ, Masterplan</b></p> <p><b>I. Future Oswestry Group</b></p> <ul style="list-style-type: none"> <li>- AN updated on recent FOG meeting to consider Masterplan status, hoping to finalise by year end.</li> <li>- Taxi situation in Oswestry was raised and AN asked for SC input at next FOG meeting on options and latest statistics to find a positive way forward.</li> <li>- Hoping to find out on Levelling Up fund soon.</li> </ul>																																					

	<p><b>II. HAZ</b></p> <ul style="list-style-type: none"> <li>- Successful in getting an £179,515 additional HAZ funding to be spent by end of March 2022.</li> <li>- Shop front scheme going well with new businesses applying.</li> <li>- Cultural Consortium workshop on Monday. <i>Love Oswestry</i> event to be held around Valentine’s 2022 with various partners taking part.</li> </ul> <p>LL mentioned to inform tourism PR company about upcoming events which they can promote as part of their work.  <b>ACTION:</b> To pass on relevant event information.</p> <p><b>II. Flagship project</b></p> <p>AN updated that project is progressing.</p> <p><b>III. DARG Fund</b></p> <ul style="list-style-type: none"> <li>- AN updated on new Town Centre directory now been started along the lines of Industrial Estate directory.</li> <li>- JW2 updated on the <i>OneOswestry Shop Local Online</i> section.</li> <li>- AN updated on Food Festival’s extra entertainments which went well.</li> <li>- Halloween event booked and promoted – looks to be popular with families.</li> <li>- Business Mentoring Scheme had good uptake with 10 businesses signing up – excellent feedback from those taking part.</li> <li>- <b>Welcome Back Fund</b> – AN has ordered new park furniture, also finger-post stickers ordered by LL, window vinyls for BeWise in process; still looking to support the refurb of public toilets. Ice rink booked on for Festival Square in December, along with carol singing choir.</li> </ul> <p>New Christmas Video is underway, businesses contacted to be involved, so all in process.</p> <p><b>IV. Cambrian Railway</b></p> <p>No update from Government on funding application at the moment.</p>	AN
7.	<p><b>PROJECTS</b></p> <p><b>I. NEW PROJECTS</b></p> <ol style="list-style-type: none"> <li>a. <b>Town sculpture refurb</b>        8 existing sculptures are being refurbished being given a fresh coat of paint and minor repairs. Potential funding for 4 new sculptures if we can secure Arts Council support to share cost.        AN – project is on-going, plaques are going up in-situ. Awaiting Arts Council funding decision on financial support for 4 new sculptures.</li> <li>b. <b>Morrisons Gateway installation</b>        Proposed planting on the Morrisons roundabout to improve gateway impression for traffic into Oswestry is progressing.        AN – Permit applied for, waiting for it to come through.</li> <li>c. <b>Industrial Estates Business Directory, ‘Oswestry - Find it, Buy it.’</b>        AN - Business directory for Industrial Estates completed. Directory will be going out with Oswestry Life magazine. Copies being hand-delivered to industrial estate businesses.        JW2 – We have an online version to be pushed out across various media platforms.        Discussion on distribution of printed version to wider afield.</li> <li>d. <b>Town Centre – Business Directory</b>        Plan to develop a town centre business directory along similar lines to the Industrial Estates guide.        AN – This has been started.</li> <li>e. <b>Digital Totems</b>        Plan to erect digital totems (electronic display screens showing information about Oswestry, its events and activities) in the town centre.        AN – Meeting with another supplier, exploring configuration options, locations, advertising etc.  <b>ACTION:</b> AN to come to the next meeting with an outline proposal.</li> <li>f. <b>Church Street</b></li> </ol>	AN

	<p>Planning to install a designated dwell space with planters in Church St to improve social interaction and make the area more “people/pedestrian friendly”.</p> <p>AN – Still working on the detailed design proposal with the consultants in consultation with SC Highways. Discussions continuing with planning and legal.</p> <p><b>g. Christmas Night Bus</b> Looking to fund additional night-time transport services through the festive season to encourage people to come into town and boost the town's night-time economy. AN – Explored service with various suppliers, schedule and pricing received. Proposed service and costs outlined. <b>Proposal:</b> BID go ahead with the Night Bus service as outlined. <b>Vote: Carried.</b></p> <p><b>h. Rickshaw Project</b> Proposal is to run a pilot project operated and managed by Shropshire Cycle Hub to have a rickshaw bicycle transport people around Oswestry. This is a collaboration with OTC. Service will support the tourism experience. AN - Project is currently running in Shrewsbury successfully. Discussion on when and where the service runs, and flexibility of schedule. <b>Proposal:</b> To go ahead with 6-month pilot project on condition of co-support from OTC. <b>Vote Carried.</b></p> <p><b>II. CORE PROJECTS</b></p> <p><b>a. Marketing</b> AN – Continuing to promote businesses and events on our social platforms. JW2 – Around 30K reach for Hospitality video and 25K for Daycation video. LL – Updated on TikTok pilot from InSync.</p> <p><b>b. Halloween Trail via Loyalfree</b> This is running at the moment with 8 shops/cafes involved. Next trail will take place during <i>Love Oswestry</i> campaign.</p> <p><b>c. Footfall/WiFi</b> AN – new extension to the WiFi and Footfall monitoring network further along Church Street is live. Discussion on patterns of footfall in town, WiFi usage, marketing and Free WiFi service/promotion.</p> <p><b>d. Wayfinding</b> Improved signage around the Maesbury Industrial Estate to improve navigation, improve the area visually and aid traffic management. AN – Recent meeting with FRA, pilot sign going up soon on Maesbury Road at Mile Oak junction, with a view to rolling out across the industrial estate. Further discussion on Gateway signs following completion of the Wayfinding project. LL – updated on intention to update the brown Tourism signs that have some misleading information. <b>ACTION:</b> AN to look for relevant contact.</p> <p><b>e. Traffic Management</b> Looking to improve traffic management around the town's industrial area. Focused initially on Maes-y-Clawdd. AN – Still awaiting yellow lines and potholes to be sorted on Maes-y-Clawdd – AN continuing to push for completion. AN - updated on adopting of Garrison Avenue which came up in the extension of CCTV, and hope that this will soon be done. - Discussion on capturing traffic movement data on industrial estate. Need to push a data capture system to utilise data from the ANPR cameras on the estate.</p> <p><b>f. Training</b> JW2 – Social Media course well attended by several businesses, excellent feedback.</p> <p><b>g. Energy Costs – Business Support</b> Discussion on available business support for energy management. MP to pass on useful contacts.</p>	AN
9.	AOB	

	<p>Board discussion of proposed Lorry Park project. All agree the importance of a facility of this type given the changes being made to traffic management limiting heavy goods vehicle parking on the estate.</p> <p>Telephone and online business survey starting with results to be discussed at next meeting.</p>	
<b>10.</b>	<p><b>Next Meeting</b></p> <p>TUESDAY, 23<sup>rd</sup> November 2021 at Wynnstay Hotel</p>	