

OSWESTRY BID - Minutes
 Tuesday, 23rd November 2021, at 4.30pm
 Venue: The Wynnstay Hotel

	Present Ian Follington (IF) - Chair James Woodward (JW), Cold Move Lee Lucks (LL), Oswestry Borderland Tourism Tim Morris (TM), Booka Mark Derham (MD), Bridge Coffee Tania McGee (TMc), Lanyon Bowdler Duncan Tipton (DT), Wilko Patrick Evans (PE), Evans Enterprises Stuart Phillips (SP), Celt Rowland Samantha Cleal – Niche Patisserie Ltd Graeme Kirkham (GK), Knock and Snitch Adele Nightingale (AN) - BID Manager John Waine (JW2) – BID Admin Lindsey Pierce (LP) – BID Assistant Manager	ACTIONS																																				
1.	Welcomes and Apologies: IF welcomed members to the meeting.																																					
2.	Minutes of Last meeting and Actions arising: Minutes of last meeting approved. Any actions arising to be dealt with during the meeting.																																					
3.	Conflicts of Interest. No conflicts of interest with Board Members declared.																																					
4.	Governance No issues or actions this month.																																					
5.	Finance Levy Collection Year to date Cash in the bank as at 22/11/2021 - £423.151.44 <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;"></th> <th style="width: 15%;">Liability (£)</th> <th style="width: 15%;">Receipts (£)</th> <th style="width: 15%;">Credits (£)</th> <th style="width: 15%;">Balance O/S</th> <th style="width: 15%;">% 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>265,818.77</td> <td>5,219.77</td> <td>3,244.33</td> <td>98.77</td> </tr> <tr> <td>2020-2021</td> <td>278,099.72</td> <td>272,398.60</td> <td>2,499.81</td> <td>8,200.93</td> <td>97.05</td> </tr> <tr> <td>2021-2022</td> <td>278,071.28</td> <td>279,829.15</td> <td>18,030.67</td> <td>16,272.80</td> <td>94.15</td> </tr> <tr> <td>Totals</td> <td>1,072,182.62</td> <td>1,071,972.96</td> <td>29,582.95</td> <td>29,792.61</td> <td>97.22</td> </tr> </tbody> </table> MD asked what happened if not all collected. AN ran through the collection procedure and explained that its undertaken by SC.		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	265,818.77	5,219.77	3,244.33	98.77	2020-2021	278,099.72	272,398.60	2,499.81	8,200.93	97.05	2021-2022	278,071.28	279,829.15	18,030.67	16,272.80	94.15	Totals	1,072,182.62	1,071,972.96	29,582.95	29,792.61	97.22	
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6.	BID 2nd Term Consultant Discussion AN explained that this meeting would focus on the BID 2 nd Term process and what steps needed to be taken to start this.																																					

	<p>AN confirmed that our initial steps had been to speak to specialist BID consultants. AN advised that we had spoken with PFBB who advised us during the initial BID campaign and vote, and also Dr Julie Grail who had worked with Shrewsbury BID on their 2nd Term campaign and vote.</p> <p>AN explained that both had very different approaches to the process.</p> <ul style="list-style-type: none"> - PFBB's approach was very structured and with a high level of close support - Dr Grails approach was more of a guiding role where she would help and step in only where needed. <p>AN confirmed that there was also a difference in the way they priced their services.</p> <ul style="list-style-type: none"> - PFBB was a package and currently the quote was coming in around £30,000.00 plus VAT (this excluded printed material) - Dr Grail doesn't provide packages however AN confirmed that Shrewsbury BID had spent around £8,000 for her time. - It was noted that there would be a requirement for a significant input from BID staff following Dr Grail's approach which should be factored into the actual cost. <p>PE and JW both asked what the BID staff thought of the two approaches. JW2 and LP both confirmed that they felt Dr Grails approached was right for Oswestry BID, with ownership of the process resting with the BID staff.</p> <p>AN confirmed that the team was in agreement and that Dr Grail seemed the right fit for the 2nd Term Campaign and Vote. She only works on BID renewals now; however, she had been involved in the very first consultations for BIDs and initially worked on the set up of the first BID. In respect of renewals, she has supported around 170 and has so far not lost one.</p> <p>Proposal: To engage Dr Julie Grail, as per the team's recommendation Vote: Carried</p> <p>Actions: AN to engage the services of Dr Julie Grail</p>	AN
7.	<p>2nd Term Campaign and Vote Timeline</p> <p>AN presented a provisional timeline for the 2nd Term Campaign and Vote and once we have spoken with Dr Grail we would finalise this.</p> <p>AN highlighted that certain things needed to occur at certain points and we have therefore worked backwards from the vote date, to ensure that the statutory dates are met.</p> <p>AN ran the Board through the timeline.</p> <p>JW asked whether the team thought they had enough time to run the 2nd Term Campaign and Vote as well as their other roles.</p> <p>AN confirmed that LP was now back 3 days a week and JW and AN had managed to run things whilst she was on maternity. Dr Grail would also be doing some of the tasks and therefore the team should be able to do it all.</p> <p>IF stated that if additional help was needed, we would review the situation.</p> <p>Currently looking at the ballot running from 1st October to 28th October 2022.</p>	
8.	<p>BID Levy Rateable Value/BID Levy Rate/ BID Area Review</p> <p>AN confirmed that the Board would need to consider whether the BID Area, Rateable Value Cut-Off and Levy Rate were to remain the same for the second term.</p> <p>IF confirmed that the current Levy Rate was 1.75% with a Rateable Value Cut-Off of £12,000 (i.e. hereditaments with Rateable Values of less than £12,000 in the BID Area would not be subject to mandatory levy contribution.)</p> <p>LP had modelled variations in the BID Area and Bid Levy looking at the impact of changing the Rateable Value Cut-Off and/or varying the Levy Rate. Lowering the Rateable Value Cut-Off to include more hereditaments did not have a great effect on the total sum collected however it was noted that it would be bring in quite a few businesses that are currently not mandated within the Town Centre.</p>	

	<p>LP had also modelled the financial impact of varying the BID Area. JW indicated that he had also considered whether going forwards the BID should just focus on the Town Centre and what further could be done for the Industrial Estate.</p> <p>IF noted that a significant proportion of BID staff time is spent on advocacy on behalf of the Industrial Area as neither Shropshire Council or Oswestry Town Council pay close attention to the area or its needs. The effort from the BID staff required to drive basic improvements to the traffic management of the area is testimony to this and this work is ongoing.</p> <p>AN confirmed that there were still a number of ongoing projects on the Industrial Estate and that these would need to continue into the next term.</p> <p>JW highlighted that it would be good to see how the BID Levy collected to date has been spent between the Industrial Estate and the Town Centre. LL agreed that it would be good to see this.</p> <p>AN confirmed that this information would be collated and sent out to the Board.</p> <p>Actions: LP would produce a percentage breakdown of the received income split between the Town Centre and the Industrial Estate, along with a breakdown on how these monies have been spent between both.</p>	LP/AN
9.	<p>Telephone Survey</p> <p>IF presented the results of the telephone survey carried out by Hunter Bevan.</p> <p>A total of 91 businesses had been contacted so far. Results were overall very positive, however there were a few negative points raised and AN has been making her way through these and getting in contact with the businesses to discuss their responses.</p> <p>Most importantly when asked if we they would vote us back in, 78% said yes. This was a great starting point for the BID 2nd Term Campaign and Vote.</p>	
10.	<p>AOB</p> <p>N/A</p>	
11.	<p>Next Meeting</p> <p>12th January 2022 at 2pm Venue – Zoom</p> <p>22nd February 2022 at 4pm – BID Renewal Meeting Venue – The Wynnstay Hotel</p>	