

OSWESTRY BID - Minutes

Tuesday, 22nd February 2022, 4pm

Location: The Wynnstay Hotel

	Present	ACTIONS
	<p>James Woodward (JW), Cold Move (acting Chair) 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 Graeme Kirkham (GK), Knock and Snitch Samantha Cleal (SC), Niche Patisserie Adele Nightingale (AN) - BID Manager Lindsey Pierce (LP) – BID Assistant Manager John Waine (JW2) – BID Admin Dr Julie Grail (JG) – The BID Business</p>	
1.	<p>Welcomes and Apologies:</p> <p>JW welcomed members to the meeting and Dr Julie Grail (Consultant for 2nd BID Term)</p> <p>Apologies from Ian Follington and Stuart Phillips (SP), Celt Rowland</p>	
2.	<p>Minutes of Last meeting and Actions arising:</p> <p>Minutes of last meeting approved.</p> <p>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> <p>LP declared that her partner, Henry Teuma, had been taken on as the new Operations Manager for Oswestry Town Council and would be starting in April.</p>	
4.	<p>Governance</p> <p>AN confirmed everything up to date and moving towards year end at end of March.</p>	
5.	<p>Finance</p> <p>I. Cash in Bank</p> <p>Cash in the bank as 18th February 2022 - £350,261-92</p> <p>II. Levy Collection Year to date</p>	

	Liability (£)	Receipts (£)	Credits (£)	Balance (£)	% Collected
2018-2019	250,759.13	253,678.82	3,832.70	913.01	99.64%
2019-2020	262,839.43	262,234.10	1,553.38	2,158.71	99.18%
2020-2021	276,880.29	272,670.71	2,499.81	6,709.39	97.58%
2021-2022	277,201.48	288,568.82	19,520.09	8,152.75	97.06%
Totals	1,067,680.33	1,077,152.45	27,405.98	17,933.86	98.32%

6.	<p>BID MANAGER'S REPORT</p> <p>I. Future Oswestry Group</p> <p>AN confirmed the final round of public consultation on the Future Oswestry MasterPlan was now open and a number of static displays set up in Oswestry. There will also be a number of events and drop-in sessions for people to attend and give their feedback.</p> <p>Through the group, AN has also finally received a response regarding Garrisons Avenue and this was now being adopted by Shropshire Council.</p> <p>II. High Street Heritage Action Zone Funding</p> <p>Alleyways Project</p> <p>AN updated that the Alleyways project, to enhance the key alleyways in the town centre, was starting in mid-March and Paveways have been given the contract. The works were starting on Herbie Roberts way, Star Passage and Cae Glas Park access.</p> <p>Flagship Project</p> <p>AN confirmed OTC are now exploring the feasibility of restoring the Regal Building as an independent cinema. This study will draw on work already completed evaluating the cost of restoring the building.</p> <p>Cultural Consortium</p> <p>AN advised that the 'Love Oswestry' Festival went well and the Cultural Consortium will meeting again in a few weeks to look at some projects for next year as there will be another £22,000.00 available in the next financial year for similar types of activities.</p> <p>III. Oswestry Rail Reconnection</p> <p>Next meeting was the 23rd February 2022. The next study is to finalise the tender document for a study into the feasibility and cost of reconnecting the Oswestry rail link to Gobowen. The plan is to get this out in the next few weeks.</p> <p>IV. Festoon Lighting</p> <p>AN confirmed that the Festoon Lighting has now been placed back up as the Christmas light were now all down.</p> <p>V. Grant</p> <p>AN confirmed that we have pushed out the latest COVID grants available through Shropshire Council and continue to support levy payers in accessing funds.</p>
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CURRENT PROJECTS

a. Church Street Public Space Improvements

AN confirmed that the latest designs for the planters and seating had been sent around to the Board, and they are currently looking at extending the pavements along Church Street, along with placing the parklets and planters to create a safer and more welcoming space for pedestrians.

Quotes have been obtained and currently looking at the red brick that is already on the pavements and using this on the highway too.

The consultation period for the changes to traffic flow for Church Street ends in May and we are looking at having all the prices and quotes obtained by then.

All costs incurred so far are to be claimed back from Shropshire Council through the HAZ fund. Also, if the planters can be ordered before the end of March, then these can be claimed back from the HAZ fund too. This enables us to further enhance the scheme to greater effect.

b. Bunting

AN confirmed the BID paid for the bunting last year, which we still have, however this year if we are going to put bunting it should really be in Jubilee colours. This means we can keep ours to use again next year.

Quote for the new bunting is approx. £3,000.00

Proposal: The BID to provide Jubilee themed bunting through town.

Vote: Yes, all in favour

c. Balloon Carnival

AN advised that during the last Balloon Carnival team meeting the costings for the event were discussed, together with how these were to be funded. It was suggested that OTC invoice the BID for our sponsorship contribution of £15,000.00 and they manage the funds separately.

Confirmed that we would need full reports on how our money was spent.

Proposal: OTC bill the BID for £15,000.00 in support of the Balloon Carnival and deal directly with all invoices, providing BID a guarantee that any other money left over be rolled into the following years Balloon Carnival

Vote: Agreed in principle, upon receipt of written confirmation as set out above.

d. Night Bus

LP confirmed that the Night Bus service was very well received by members of the public and local night-time economy businesses. £420.00 was recovered from fares to go towards the costs of running the service. There were double the number of passengers from 2019 exercise.

AN explained that we were now looking to run this service from April to December, with the BID underwriting it. We would look to increase the fare and run two routes. Around the Town Centre and one out to the villages. Tanat were in the process of finalising route ideas and fares to charge.

Proposal: BID to underwrite the Night Bus from April to December at a cost of £2,800.00 a month.

Vote: Yes, in principle.

	<p>e. Rickshaws</p> <p>AN confirmed that a pilot manager has now been appointed and will look to launch in a few weeks. Now looking routes and how this will be promoted.</p>	
<p>8.</p>	<p>CORE PROJECTS</p> <p>a. Marketing</p> <p>LP confirmed that, following the marketing meeting and conversations regarding the success of our Christmas video, we have looked into the costs to produce a TV advert. This would be an advert produced by our normal videography with additional assistance from a production company. The advert would be placed with Sky Adsmart and LP explained how this worked to the Board.</p> <p>The costs would be around £50,000.00 to £60,000.00 as this would be a very different to what we have done before. It would also provide us with a lot of film that we can use for future edits.</p> <p>Following discussion, it was decided that this was not something to pursue any further right now, and instead need to look at other types of media etc.</p> <p>Agreed that LP and AN would speak to some Marketing/PR companies to assist with some additional marketing and PR.</p> <p>b. Wayfinding</p> <p>AN confirmed that the planned wayfinding signs around the Industrial Area have been ordered and will installed in the next few weeks.</p> <p>c. Shopwatch</p> <p>LP confirmed that no one, apart from the Police, turned up to the last meeting. This is very disappointing and comes after a concerted effort to engage with retailers to encourage their participation. We were going to try again, however if there was no uptake, then it isn't something we would try to continue with.</p>	
<p>8.</p>	<p>AOB</p> <p>LL another 55,000 maps on the way, along with 4 new map dispensers. 10,000 of the maps were going out for national distribution too.</p>	
<p>9.</p>	<p>BID 2nd TERM CAMPAIGN</p> <p>a. Presentation from Dr Julie Grail (BID Consultant)</p> <p>JG introduced herself and explained what she does, confirm that she's been involved with setting up and renewing BIDs since the beginning. Including being involved in drafting the initial legislation. JG then explained the key principles of BID renewal before moving onto the upcoming key dates and time frames.</p> <p>b. Timeline review</p> <p>JG confirmed that this is the timeline that has already been presented to the Board but wanted to clarify and confirm the key dates again.</p> <p>c. Consultation Document</p> <p>AN and JG confirmed that we have been finalising the document today and would send out an updated version shortly.</p>	

	<p>d. Open Meeting</p> <p>AN confirmed that we have set the Open Meeting on the 15th March and advised again that this would be different from normal open meetings or our AGMs.</p> <p>AN advised that IF had suggested moving to the 5th April, as we were currently in the middle of the Master Plan consult.</p> <p>It was felt that this was not necessary and that it would be good to have the meeting at the beginning our consult period, and therefore to keep the meeting as the 15th March 2022.</p>	
<p>10.</p>	<p>Next Meeting</p> <p>TUESDAY, 3pm on 15th March 2022</p> <p>VENUE – The Wynnstay Hotel</p>	