

**OSWESTRY BID - Minutes**  
 Tuesday 15<sup>th</sup> March 2022, at 3pm  
Location: The Wynnstay Hotel

	<b>Present</b>	<b>ACTIONS</b>																																				
	Ian Follington (IF) - Chair Lee Lucks (LL), Oswestry Borderland Tourism Tim Morris (TM), Booka Mark Derham (MD), Bridge Coffee Duncan Tipton (DT), Wilko Stuart Phillips (SP), Celt Rowland Patrick Evans (PE), Evans Enterprises Adele Nightingale (AN) - BID Manager Lindsey Pierce (LP) – BID Assistant Manager John Waine (JW2) – BID Admin Dr Julie Grail (JG) – The BID Business																																					
<b>1.</b>	<b>Welcomes and Apologies:</b>  IF welcomed members to the meeting and Dr Julie Grail (Consultant for 2 <sup>nd</sup> BID Term)  Apologies from James Woodward (JW), Cold Move, Tania McGee (TMc), Lanyon Bowdler, Graeme Kirkham (GK), Knock and Snitch, and Samantha Cleal (SC), Niche Patisserie																																					
<b>2.</b>	<b>Minutes of Last meeting and Actions arising:</b>  Minutes of last meeting approved.  Any actions arising to be dealt with during the meeting.																																					
<b>3.</b>	<b>Conflicts of Interest.</b>  No conflicts of interest with Board members declared.																																					
<b>4.</b>	<b>Governance</b>  AN would confirm that all Directors addresses are listed as at the Companies address.																																					
<b>5.</b>	<b>Finance</b>  <b>I. Cash in Bank</b>  Cash in the Bank 11 <sup>th</sup> March 2022 - £345,576.91  <b>II. Levy Collection Year to date</b>  <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="text-align: right;">Liability (£)</th> <th style="text-align: right;">Receipts (£)</th> <th style="text-align: right;">Credits (£)</th> <th style="text-align: right;">Balance (£)</th> <th style="text-align: right;">% Collected</th> </tr> </thead> <tbody> <tr> <td>2018-2019</td> <td style="text-align: right;">250,759.13</td> <td style="text-align: right;">253,678.82</td> <td style="text-align: right;">3,832.70</td> <td style="text-align: right;">913.01</td> <td style="text-align: right;">99.64%</td> </tr> <tr> <td>2019-2020</td> <td style="text-align: right;">262,839.43</td> <td style="text-align: right;">262,234.10</td> <td style="text-align: right;">1,553.38</td> <td style="text-align: right;">2,158.71</td> <td style="text-align: right;">99.18%</td> </tr> <tr> <td>2020-2021</td> <td style="text-align: right;">276,880.29</td> <td style="text-align: right;">272,670.71</td> <td style="text-align: right;">2,499.81</td> <td style="text-align: right;">6,709.39</td> <td style="text-align: right;">97.58%</td> </tr> <tr> <td>2021-2022</td> <td style="text-align: right;">277,201.48</td> <td style="text-align: right;">288,568.82</td> <td style="text-align: right;">19,520.09</td> <td style="text-align: right;">8,152.75</td> <td style="text-align: right;">97.06%</td> </tr> <tr> <td><b>Totals</b></td> <td style="text-align: right;"><b>1,067,680.33</b></td> <td style="text-align: right;"><b>1,077,152.45</b></td> <td style="text-align: right;"><b>27,405.98</b></td> <td style="text-align: right;"><b>17,933.86</b></td> <td style="text-align: right;"><b>98.32%</b></td> </tr> </tbody> </table>		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%	<b>Totals</b>	<b>1,067,680.33</b>	<b>1,077,152.45</b>	<b>27,405.98</b>	<b>17,933.86</b>	<b>98.32%</b>	
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6.	<p><b>BID MANAGER'S REPORT</b></p> <p><b>I. Future Oswestry Group</b></p> <p><b>Masterplan Consultant</b></p> <p>AN confirmed that the final phase of public consultation on the FOG Masterplan was still ongoing and there had been a number of open events for people to give feedback. It is expected that the report will be finalised in May 2022.</p> <p><b>Taxis</b></p> <p>IF and AN pushing on taxi issues in Oswestry and Shropshire as a whole. Shropshire Council have agreed to review their current requirements and put together a working group to look at the issues within the county and with cross county journeys.</p> <p><b>II. High Street Heritage Action Zone (HSHAZ) Funding</b></p> <p><b>Alleyways Project</b></p> <p>AN confirmed that site work on the Alleyways Project had started with work beginning on Cae Glas Park Alleyway.</p>	
7.	<p><b>CURRENT PROJECTS</b></p> <p><b>a. Sculptures</b></p> <p>AN confirmed that the project to repair and repaint the sculptures around the town centre is now complete. Photographs have been taken with the artists and a press release will be going out shortly.</p> <p>IF suggested looking at linking the images together as a video and putting it out on social media to promote interest in the town.</p> <p>LL confirmed that they can look to include these in the Town Heritage Trail online and then would also be including these in the knowledge of the Town Ambassadors.</p> <p>The team involved in the Sculptures continues to seek Art Council Funding to put towards new sculptures and will keep the Board updated.</p> <p><b>b. Old Morrisons Building</b></p> <p>The planning application for demolition of the old Morrisons building has been withdrawn by SC and they are looking at marketing again to attract a tenant. They were now looking at all options, not just Supermarkets.</p> <p><b>c. New Morrisons Island</b></p> <p>AN is still pushing to get flowers planted on the traffic island outside the new Morrisons building. At the last FOG meeting, Steve Brown said that he would look into it. However, still not getting anywhere as Steve Brown is now on holiday for 3 weeks. AN will chase again once he is back.</p> <p><b>d. Church Street</b></p> <p>AN confirmed that costings for the proposed new Planters and Street Furniture for Church Street has now been received and is around £80,000. HSHAZ have confirmed that this can be claimed back through the HSHAZ fund.</p>	AN

SC were meeting with WSP yesterday to provide a final costing for the extension of the footpath. Once this quote has been received, costs will be reviewed, and we would then look at timings. At present this is looking likely to start in July.

AN has also asked that they start to consider proving drawings for Cross Street now, given how long it has taken to get drawings of Church Street.

**e. Town Centre Directory**

AN confirmed that around 120 businesses have so far signed up for the Town Centre Business Directory and Hunter Bevan are about to start the layout design process.

TM noted that he hadn't received a response back confirming his application for Booka's inclusion and said he found it difficult to complete the submissions. AN said she would note this with Hunter Bevan.

AN confirmed that we have also picked up 7 new Voluntary Levy Payers in the process.

**f. Night Bus**

Following the last Board meeting, the team met with Tanat Valley to confirm routes and pricing.

There will be two routes – Town Centre Circular and a Village Circular. It will be £3 for the Town Centre route and £4 for the Village route. The service will start on the first Friday in April.

The Bus will have our logo running on the digital display and will state that it is the Oswestry BID Night Bus.

IF asked if this was a wrap on the bus. AN advised that it is the digital signage on the front and they also will be advertising it on their digital displays within the bus.

IF and TM both asked whether we can look at a bus wrap to raise the profile of the service and the costings involved.

**g. Rickshaws**

AN advised that now as the Rickshaw Pilot had been appointed, they were now looking at the best ways to promote the Oswestry Rickshaw Service and ensure it is used well.

There will be some PR coming out in the next few weeks.

**h. Street Cleaning**

AN confirmed that Saxon cleaning would now be doing 2 days a month.

Saxon Cleaning will also be looking at a more powerful jet washer to remove the gum, as this is something we have considered previously. Currently they don't have the right equipment, however they were pricing this up and coming back to us.

AN

AN

8.

## CORE PROJECTS

### a. Marketing

LP confirmed that we were meeting J&PR to explore options for assistance with BID copy writing and PR assistance to reach out to publications etc. Social media is covered as we need to do this daily. We will be speaking to Hunter Bevan about the same potential support as well.

LP confirmed that we will come back to the Board once we have met with both companies.

AN advised that we had met with Kieran from the Oswestry Pubscene, and although this wasn't something he could help with. We identified a potential opportunity to develop the Pub Awards that he ran this year and possibly push this further. We will be meeting again in May to discuss.

JW also confirmed that we are starting to push out information on the planned Street Circus event in Bailey Head on the 16<sup>th</sup> April.

LL noted that Visit Shropshire have been using Four Corners PR with money that was received from the DARG fund to push Shropshire out nationally. Following this, Visit Shropshire have suggested that we look at a 3-way split on some national PR, between Shrewsbury BID, Oswestry BID and Visit Shropshire. From initial meetings it didn't feel as though Oswestry would get value for money and enough coverage. Visit Shropshire also had concerns over whether there would be enough Shropshire wide coverage. Therefore, this has now been put on hold.

### b. Shop Local

JW provided an update on Shop Local online and showed how the website now looks and works on your phone. He advised that it assists those businesses that have a shop online website or telephone ordering service and forwards you to their service or website.

### c. Footfall/WIFI

JW confirmed that at the last Pubwatch there had been a request for the footfall data through December on Friday and Saturdays. This was then sent out to all hospitality businesses, as the results were quite interesting. There had been questions raised as to whether Fridays were as busy as a Saturday and whether the Night Bus was needed on a Friday night as well. The data showed that the levels were very similar with Friday nights data indicating that more people come out later than they do on a Saturday.

Pubwatch members are keen to see the data regularly.

Elephant WIFI have now updated their reports so that you are able to compare days to previous days. For example – last 6 Saturdays, so this will be useful as well.

In respect of the free WIFI element, around 900 have signed up to use it and receive updates etc. there had been some issues with it, however Elephant WIFI have been working on it and it seems to be performing better now.

AN confirmed that we would do another push out to the public to use the service and would start using the mailing list to notify people of events etc.

### d. Wayfinding

AN confirmed that the new signage would be going up in the Maesbury Industrial Area on 28<sup>th</sup>/29<sup>th</sup>/30<sup>th</sup> March.

	<p><b>e. Business Mentoring</b></p> <p>This has had fantastic uptake with all spots taken and feedback from businesses has been very good as well.</p> <p><b>f. Pubwatch</b></p> <p>Following on from the last Board meeting, GK met with JW, AN and LP to discuss the possibility of a trail. We are looking at a monopoly board style, with a Real Ale Street, Cocktail street, Pub street.</p> <p>This would run through June and would be a Jubilee Run.</p> <p><b>g. Shopwatch</b></p> <p>Next meeting would be on the 28<sup>th</sup> March and we have had some responses – Meraki and Morrisons have come back to us as well.</p> <p>LP confirmed that she would be doing a walk around to try and get a bit more uptake.</p> <p><b>h. Security Town Centre</b></p> <p>AN advised that we have considered Street Rangers, however the costs involved are substantial. IF advised that they have raised this issue with FOG as funding has been provided in other areas working with the Police and Crime Commissioner.</p> <p>Pubwatch has also raised the issues that the First Responders seem to be missing in Oswestry at the moment. AN confirmed that we have spoken with the First Responders and there are currently 4 of them and would feed that back into Pubwatch.</p> <p>LP confirmed that Street Angels had originally been brought through Pubwatch, but this had all fallen down prior to COVID as the person looking at it had become unwell. The main point of the Street Angels would be to look at after those that need assistance but not really from the Police or medical assistance.</p> <p>AN confirmed that Gary from Valley Security provides First Aid Assistance as well and what about providing a scheme on a Saturday night like they do during the Balloon Carnival to provide basic assistance.</p> <p>AN will continue to look into options to improve town centre security.</p> <p><b>i. Training Update</b></p> <p>LP confirmed there has already been a massive uptake on the next First Aid course and it was already full. We would be looking at hosting a further First Aid Course over the summer.</p> <p>We are still looking into the costing and legal requirements to host Fork Lift training, and more industrial type training courses.</p>	
8.	<p><b>BID 2<sup>nd</sup> TERM CAMPAIGN</b></p> <p><b>a. Consult</b></p> <p>AN confirmed that the consult document has been sent out in the Post and via Email. The consult runs until the 7<sup>th</sup> April 2022 and we would be reminding and chasing everyone, over the next few weeks</p>	

	<p>Confirmed that Directors would need to attend speak to and attend some businesses in order to get as much feedback as we can to help shape the business plan.</p> <p>It is also important that we attempt to chase everyone as we need to ensure that we have the correct Voters details and to contact everyone for their opinion and feedback</p> <p><b>b. Update on Timeline</b></p> <p>AN is still working on reviewing and renewing the 19 Baseline Agreements with SC, OTC and the Police. An updated list has been received from SC for correct contacts.</p> <p><b>c. Open Meeting Running Order</b></p> <p>IF advised that had had prepared a short presentation to run through at the beginning of the meeting and then we would encourage everyone to get up and have some discussions with Board Directors or the BID Team.</p>	
<p><b>9.</b></p>	<p><b>AOB</b></p> <p>N/A</p>	
<p><b>10.</b></p>	<p><b>Next Meeting</b></p> <p>TUESDAY, 26<sup>th</sup> April 2022,</p> <p>TIME – 4pm</p> <p>VENUE – The Fort, Artillery Business Park</p>	