

**OSWESTRY BID - Minutes**  
 Monday 5<sup>th</sup> June 2023, 4.00pm  
Location: Hadleigh Works

	<p><b>Present</b></p> <p>Tania McGee (TMc), Lanyon Bowdler          Patrick Evans (PE), Evans Enterprises          Kevin Griffiths (KG), Griffiths Tool Hire          Graeme Kirkham (GK), Knock and Snitch          Mark Derham (MD), Bridge Coffee          Lee Lucks (LL), Oswestry Borderland Tourism          Ian Massey (IM), Sainsburys          Duncan Tipton (DT), Wilko          Tim Morris (TM), Booka Bookshop          Emma Chapman (EC), Shropshire Council          Adele Nightingale (AN) - BID Manager          Lindsey Pierce (LP) – BID Assistant Manager          John Waine (JW) – BID Admin</p>	<p><b>ACTIONS</b></p>
<p><b>1.</b></p>	<p><b>Welcomes and Apologies:</b></p> <p>TMc welcomed members to the meeting.</p> <p>Apologises from Carl Thomas (CT) and notification that Lee Lucks (LL) and Mark Derham (MD) would be running late.</p>	
<p><b>2.</b></p>	<p><b>Minutes of Last meeting and Actions arising:</b></p> <p>Minutes of last meeting approved.</p> <p>Any actions arising to be dealt with during the meeting.</p>	
<p><b>3.</b></p>	<p><b>Conflicts of Interest.</b></p> <p>PE declared a conflict under point 11. CCTV</p> <p>LL declared a conflict under point 7. Request for funding OBT</p> <p>SC declared a conflict with point 4(iii). Council Officers to become a director</p> <p>TMc declared a conflict with point4 (iv). Shropshire Cycle Hub levy exemption</p>	
<p><b>4.</b></p>	<p><b>Governance</b></p> <p><b>1. Agree process for poor attendance for Directors</b></p> <p>Matter discussed and process set out below to agree:</p> <p>(i) All new Directors will be notified initially of the requirement to attend 50% of meetings.          (ii) When Directors get close to 50% attendance they will be notified by LP.          (iii) When Directors fall below 50%, they will initially be given a warning with a 4-month period to improve.          (iv) If no improvement within 4 months, the Director in question will be asked to stand down.</p> <p><b>Vote: Carried</b></p>	

## 2. Vote for Deputy Chair if required

Discussions followed and agreed at this time for no Deputy.

TMc unable to Chair next meeting.

Agreed PE would Chair

## 3. Discuss allowing Council Officers to become Directors

SC have raised whether SC would be able to sit on the Board as a Director. LP confirmed that Council members, specifically Officers and not Councillors, do sit on BID Boards around the country and it was initially included in our articles that this would be the case.

However following consultation, the First Term Business Plan stated that this would be removed if the Ballot was successful as it was raised as a point of contention amongst businesses. This was referenced at the 2018 AGM.

AN noted that some businesses see it the other way and silly not to include them.

**Proposal:** Council Officers sit on the Board as Directors

**Vote: Not Carried.**

## 4. Exempt Shropshire Cycle Hub as a Levy Payer or Defer?

Shropshire Cycle Hub have now taken on the old Edinburgh Woollen Mill building. They have requested that the levy payment is waived for them, as they are a Charity. It's been explained that other Charities that operate as a business are included and not exempt, however the Oswestry centre is currently operating as non-retail charity.

It has been confirmed that the Shrewsbury site operates as a business and does include a café and a shop.

**Proposal:** Shropshire Cycle Hub be exempt from the Levy fee.

**Vote: Agreed that if the Oswestry and Shrewsbury centres were both operating under the same entity, then they are liable for the levy fee.**

## 5. Potential Director Update

AN confirmed that she had spoken with a number of potential Directors and would return to the Board, should anyone wish to proceed to join.

## 5. Finance

### I. Cash in Bank

Cash in the Bank as at June 1<sup>st</sup> £253,219.74

### II. Levy Collection Year to date

BID TERM	Liability (£)	Receipts (£)	Credits (£)	Balance O/S	% Collected
2023/2024	278,573.43	229,583.59	13,269.27	62,259.11	78.66

## 6. BID Office Report

**Future Oswestry Group** – SC are contracting Toni & Guys agents to ensure the footpath/bins etc behind the Harris fencing are cleaned regularly.

A consult has gone out on the carpark for the old Morrisons in preparation for the new tenant taking possession.

Scaffold to stay in place on the Cambrian building for now, although SC are pushing for the works to be continued so that the scaffold can come down asap. AN has requested that a PR is sent out to update everyone.

Castle view – still waiting for SC agents to issue details in order to market the empty space.

Arren and AN pushing for updates on Church Street, to be discussed in meeting.

**Heritage Action Zone** – 2 new properties have been approved for grants – Dog n Bone and The Sports Bar.

Alleyways – metalwork on alleys should be started.

Bin-store being progressed.

Considerations will have to be given to the monument that has been destroyed on The Cross since the accident, but initially works to ‘make safe’ will commence.

**Events** - Beach a great success, now looking for promote Oswestry Community Games, Food Festival and Balloon Carnival.

**CCTV** – To be discussed in the meeting.

**Sports Direct Alley** - Nothing to report.

**Railway** – Helen Morgan raised this in Parliament and AN has chased her for an update – no response as yet.

**Festival Square Feasibility** - EA now collating information to generate final design options and report.

**Festival Square** - AN have also requested if BID can take the final ‘quarter’ of Festival Square (the part that The Cemist used to have) and if we could then offer to BID businesses for them to put a ‘pop up there’ – this would be on a first come first served operation and free to BID businesses – just waiting for SC to agree and understand what docs we would need from business i.e. public liability/RAMS.

**Blue Badge Parking** – Chased SC re what their legal team make of the information I passed to them from the DfT

**Office Admin** - We have now completed the year and also First Term. All documents to Morris Cook for the to complete the year end. Account folders on the system have been tidied to separate out the First and Second Terms.

**Training** - No update

**LoyalFree** - Coronation Trail was well received with 421 entries.

Next trail will be in August and will be one created by Loyalfree and they will be releasing details shortly.

**Marketing** - Social media/PR for the Beach was a success and was well received on socials – see JW comments below.

The Industrial Estate directories have been pushed out again with Oswestry Life this

Finally, we will continue to push Summer Days and Nights in Oswestry over the summer, whilst starting to consider our Christmas video.

**Shopwatch** - Despite some initial good interactions with businesses, the last meeting on the 24<sup>th</sup> April was very poorly attended. This was a really shame as Inspector Greenaway attended.

Some good information was provided but it's not working if the businesses do not attend.

Next meeting is 6<sup>th</sup> June

**Footfall** - April 2023 footfall (396K visits, averaging 13.6K visits/day, 195 mins Average Dwell Time). Footfall down 4% on March, and 3% up on April 2022.

### **WIFI Platform**

April 2023 - saw 14.9K WiFi connections, nearly 500/day.  
Over 2K registered WiFi users.

**Website** - Apr 2023 - 3.6K users; Apr 2022 - 3.1K users.

### **Facebook**

OneOswestry over 3.5K followers.  
OswestryBID over 2.9K followers

**Security Patrols - Industrial Estate** - In April - 2 security reports.

**Comprehensive What's On Listings** - Events listed through to Dec 2023. Now shared by Oswestry Live too.

**Promotions - Street Circus** - This promotion received 61K impressions, reached 19K users, 3.3K engagement.

**Promotions - The Beach** - This promotion received 38K impressions, reached 15.5K users, 3K engagement, adding around 60 new Followers to our Facebook page.

**Promoting Oswestry Community Games** - Supporting Oswestry Community Games with promotions and design of posters and certificates.

**Festival Square Feasibility Study** - Set up a facility on OneOswestry website for residents and businesses to comment on the various design alternatives. The online survey ran from 3rd to 14th May, with 76 submissions which supplemented the physical engagement stall and one-to-one telephone calls, providing Environmental Associates with new perspectives, ideas and opinions.

**Sign Survey** - Updating Sign Survey with images, prioritising sites, and adding new signs for removal, repair or cleaning.

**Coach Friendly Accreditation** - Finishing up Assessment form for auditors before sending for feedback.

### **OBT Stats – provided by LL**

Web Users April 2023 - 11,466 April 2022 – 10,269

	<p>FB followers – 11,466</p> <p>Instagram – 2006</p>	
7.	<p><b>OBT Request for funding</b></p> <p>LL on behalf of OBT, submitted a request for £5,000 in funding in order to increase OBTs marketing budget, enable the visitor centre to remain open through 2023 and continue with membership to Visit Shropshire.</p> <p>Discussions followed.</p> <p>Agreed that BID would provide some funding and further agreed that this would be towards Visit Shropshire and BID would take out the membership</p> <p><b>Proposal:</b> Oswestry BID to take out a joint Visit Shropshire membership with OBT - £2500 plus VAT  <b>Vote: Carried</b></p>	
8.	<p><b>Church Street Update</b></p> <p>AN confirmed that the response or lack thereof, from SC was unacceptable.</p> <p>A meeting with the leader and deputy leader of SC has been requested.</p>	
9.	<p><b>UKSPF – funding update</b></p> <p>Funding Request has been submitted and we should know the outcome in mid-June.</p>	
10.	<p><b>CCTV Update</b></p> <p>Positive meeting with BT, however we still just need to confirm the lamppost is on their land.</p> <p>They would come back to us as soon as possible.</p>	
11.	<p><b>Shopwatch</b></p> <p>See Office Report</p> <p>Next meeting 6<sup>th</sup> June at 10am.</p>	
12.	<p><b>Street Rangers, Security Patrols – PCC Funding</b></p> <p>No update and still chasing.</p>	
13.	<p><b>Beach Debrief, book for next year?</b></p> <p>Beach was well received and very positive feedback on the day and on social media.</p> <p>Given its popularity, the BID would need to decide now whether we want to book it for next year.</p> <p>Discussions followed as to whether we needed it for 3 days as it does tend to feel quieter on the 3<sup>rd</sup> - agreed to look at 2 days and return to supplier</p> <p><b>Proposal:</b> To book the Beach in 2024, but at 2 days instead of 3  <b>Vote: Carried.</b></p>	
14.	<p><b>AOB and next meeting</b></p>	

**1. Footfall Data sharing with SC**

SC have requested confirmation that they can have access to the Footfall Data

**Proposal:** Oswestry BID to share footfall data with SC and provide a login.

**Vote: Carried**

**2. UKSPF Funding – Tourism Sector**

LL confirmed that funding has now come through from the UKSPF and a full survey in the area is to be carried out.

**Next Meeting**

18<sup>th</sup> July 2023 at 3.30pm followed by a BID Open Evening at 5.30pm