

OSWESTRY BID - Minutes
 Tuesday 28th November 2023, 4pm
Location: The Fort

	Present Tania McGee (TMc), Lanyon Bowdler, Chair Patrick Evans (PE), Evans Enterprises Lee Lucks (LL), Oswestry Borderland Tourism Jordon Trafene (JT), Oswald's Taxis Dawn Edwards (DE), Covent Garden Fruit Market Limited Carl Thomas (CT), Furrows Matt Potts, (MP) Shropshire Council Adele Nightingale (AN) - BID Manager Lindsey Pierce (LP) – BID Assistant Manager John Waine (JW) – BID Admin	ACTIONS
1.	Welcomes and Apologies: TMc welcomed members to the meeting. Apologises from Tim Morris (TM), Alison Parr (AP), Mark Derham (MD), Kevin Griffiths (KG), Graeme Kirkham (GK)	
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. PE acknowledge a conflict with points 11 CCTV	
4.	Governance (i) Companies House DE and JT have now been added to Companies House. (ii) Chair and Deputy Chair Following requests for nominations for Chair, TMC has agreed to stand again, seconded by LL. Vote: Carried CT agreed to stand for Deputy Chair, seconded by PE Vote: Carried	
5.	Finance I. Cash in Bank Cash in the Bank as at 24 th November 2023 - £292,675.97	

	<p>II. Levy Collection Year to date</p> <table border="1"> <thead> <tr> <th>BID TERM</th> <th>Liability (£)</th> <th>Receipts (£)</th> <th>Credits (£)</th> <th>Balance O/S</th> <th>% Collected</th> </tr> </thead> <tbody> <tr> <td>2</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>2023/2024</td> <td>276,361.51</td> <td>273,644.83</td> <td>10,700.14</td> <td>13,416.82</td> <td>95.32</td> </tr> </tbody> </table>	BID TERM	Liability (£)	Receipts (£)	Credits (£)	Balance O/S	% Collected	2						2023/2024	276,361.51	273,644.83	10,700.14	13,416.82	95.32	
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6.	<p>BID Office Report</p> <p>Future Oswestry Group (FOG)</p> <p>Next meeting is to discuss next steps on various projects like the Bus Station, The Regal, B-Wise, and Festival Square – AN keeps pushing for a meeting on this!</p> <p>Heritage Action Zone (HAZ)</p> <p>Bin store now being contracted so Clawdd Du will no longer have bins and will have bollards at either end to stop them being placed there. This will then be cleaned properly and possible a mural painted. The new bin store for the businesses and residents will be located on New Street.</p> <p>Final properties are going through the grant scheme and Sam has now started the final write up reports for the end of the project.</p> <p>Events</p> <p>No events for BID.</p> <p>Festival Square for Businesses</p> <p>Still no answer on taking this final quarter, even though this has been escalated to Tracy Darke. AN will chase again.</p> <p>Traffic Regulations</p> <p>Still chasing on options for Glovers Meadow. We have also now been informed that Maes Y Clawdd will not be resurfaced and at the moment no indication as to when. AN considering either writing to the businesses and giving them the portfolio holders names and email details and suggest they all write to him/her. Or maybe I write but collect their signatures.</p> <p>Training</p> <p>We've added in some additional courses for November, January and February due to demand.</p> <p>Good attendance and feedback so far.</p> <p>LoyalFree Trails and App</p> <p>Last of this year's trails has taken place (Halloween Trail) and our next one will be in the New Year. We will be looking at a Pub/Restaurant type trail.</p> <p>Marketing/Social Media</p> <p>Currently pushing out all things Christmas.</p> <p>Christmas Video</p> <p>Christmas video is now live.</p> <p>Very happy with the outcome and final film and its been very well received online so far.</p>																			

Shopwatch

Last couple of meetings have not been well attended. A few of the managers seem content with just using the WhatsApp group, and although this is good for real time updates its no secure enough for the information that's shared on it. Street Rangers have been added to the group so we'll just see how things go.

Next meeting 8th January 2024

JOHN

Facebook

As at 9 Oct 2023:

OneOswestry (3875) -26 New Followers (last 28 days).

OswestryBID (3033) - 19 New Followers (last 28 days)

Website

Sep-Nov 2023 - 6.6K users; Event Count: 27K; 12K, views

WIFI Platform

Sep-Oct 33,411 WiFi connections, averaging 566/day.
2525 registered WiFi users.

Footfall

From Sep-Oct 2023, 689,429 visitors, averaging 11,490/day with average Dwell Time 201 minutes.

From Sep-Oct 2022, 643,874 visitors, averaging 10,731/day with average Dwell Time 199 minutes.

We are up on 2022 footfall with an increase of 45K visitors across Sep-Oct.

Security Patrols - Industrial Estate

In Sep - there were 2 security reports on the Industrial Estate.

In Oct - there were 2 security reports on the Industrial Estate.

Comprehensive What's On Listings

Events listings updated through to Dec 2023. Now shared by Oswestry Live too.

Coach Friendly Accreditation

Oswestry BID were presented with Coach Friendly Accreditation by Conference of Passenger Transport (CPT) at an event on Bailey Head. This has already led to much positive press in 4 trade coach journals, as the CPT promote Oswestry to its own membership.

Street Rangers

Logos designed, photos taken, PR delivered. Generally, very positive response from public and shops.

	<p>Church Street Planters</p> <p>Good PR from the papers and online.</p> <p>Christmas Video Promotion</p> <p>Sharing the video online, achieving great results on FB especially with high engagement, and low cost per play.</p>	
7.	<p>Church Street Update</p> <p>AN confirmed that work has now been completed.</p> <p>They will be returning to place bark in a few weeks. BID logos are to be added as well.</p> <p>There is some street furniture remaining and once this is confirmed, we can make a plan to use this elsewhere.</p> <p>Finally, Oswestry in Bloom provided significant help on the day, and we would suggest a donation to the organisation would be well received.</p> <p>Proposal: Provide Oswestry in Bloom with £250 Vote: Carried</p>	
8.	<p>Street Ranger</p> <p>AN confirmed that the Rangers have been out and about for a few weeks now, we would continue to look at their rotas and confirm that's working or not.</p>	
9.	<p>Christmas Video</p> <p>Video is now up and live. Initially views, interacts and comments are really positive.</p> <p>We would be looking to review our video plan for next year in January.</p>	
10.	<p>Oswestry Balloon Carnival 2024</p> <p>Initially meeting has taken place. Spirit Team are stepping away from the event and we will now have to consider what this would be.</p> <p>We will have conversations with the team and bring this back to the Board in January.</p>	
11.	<p>CCTV</p> <p>AN confirmed that we are not able to proceed with CCTV on Artillery Business Park at this time.</p> <p>There are no crime stats to support the need and therefore under CCTV rules we cannot justify it.</p> <p>AN confirmed that she would speak to the businesses and explain the situation to ensure that all incidents are reported going forward.</p>	
12.	<p>UKSPF – funding update</p> <p>MP provided an update for the Board.</p>	
13.	<p>AOB and next meeting</p>	

<p>LL confirms that SC have advised OBT that they will need to leave Castle View. They are considering their options.</p>	
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Next Meeting

Board Meeting 9th January 2024