

## OSWESTRY BID - Minutes

Tuesday 20<sup>th</sup> February 2024

Location: Hadleigh Works

	<p><b>Present</b></p> <p>Patrick Evans (PE), Evans Enterprises            Kevin Griffiths (KG), Griffiths Tool Hire            Mark Derham (MD), Bridge Coffee            Alison Parr (AP), Stonehouse Brewery            Lee Lucks (LL), Oswestry Borderland Tourism            Carl Thomas (CT), Furrows            Tim Morris (TM), Booka Bookshop            Jordon Trafene (JT), Oswald's Taxis            Dawn Edwards (DE), Covent Garden Fruit Market Limited            Emma Chapman (EC), Shropshire Council            Dr Julie Grail (JG), The BID Business            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>Apologises from Graeme Kirkham (GK).</p> <p>AN welcomed members to the meeting and introduced JG to the new Board Directors.</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>Noted KG's conflict with Point 7 – Training as this was to use his facilities and training courses.</p>	
<p><b>4.</b></p>	<p><b>Governance</b></p> <p><b>i. Chair</b></p> <p>AN confirmed that Tania McGee has resigned as Chair.</p> <p>The BID Board would like to give our sincere thanks to Tania for all her knowledge, skills, work and support as a Board Director and Chair.</p> <p><b>ii. New Chair</b></p> <p>AN confirmed that we would now need to look to appoint a new Chair.</p> <p>AN discussed the role of a Chair and ran through a list of what would be required. AN confirmed that this information would be sent around the Board along with a request for nominations.</p>	
<p><b>5.</b></p>	<p><b>Finance</b></p>	

	<p><b>I. Cash in Bank</b></p> <p>Cash in the Bank as at 15/02/2024 - £176,173.11</p> <p><b>II. Levy Collection Year to date</b></p> <table border="1"> <thead> <tr> <th>BID TERM 2</th> <th>Liability (£)</th> <th>Receipts (£)</th> <th>Credits (£)</th> <th>Balance O/S</th> <th>% Collected</th> </tr> </thead> <tbody> <tr> <td>2023/2024</td> <td>275,927.65</td> <td>274,056.18</td> <td>11,924.82</td> <td>13,796.29</td> <td>95.20</td> </tr> </tbody> </table> <p><b>III. 2024/2025 Budget</b></p> <p>LP ran through the Budget for 2024/2025 and confirmed that as many of our projects are ongoing, these will merely carry over into the following year – projects to be considered discussed through the meeting and noted below.</p> <p>Budget agreed.</p>	BID TERM 2	Liability (£)	Receipts (£)	Credits (£)	Balance O/S	% Collected	2023/2024	275,927.65	274,056.18	11,924.82	13,796.29	95.20	
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6.	<p><b>Footfall/WIFI</b></p> <p>AN confirmed that we have reviewed at our Footfall provided and have considered whether we should look elsewhere.</p> <p>Confirmed Placeinformatics have provided a quote for their system. This is very different and tracks people via apps on their phones. It also would be a significant price decrease. Going from around £9,000 a year to £3,600 a year.</p> <p>This would not include WIFI and we would need to consider whether or not we wanted to continue with this. This currently costs us £5664 a year.</p> <p>It was noted that SC and Visit Shropshire have used the system and AN agreed she would discuss the system with them.</p> <p>Following discussions, it was agreed that the team would review this further and bring the matter back to the next board meeting.</p>													
7.	<p><b>Training</b></p> <p>LP confirmed that the training calendar for 2024/2025 has been completed. However we were looking at using a further £5000 to consider some Industrial style training – Forklift, Pat testing, IPAF etc</p> <p>We would also look to agree some further train with Business Support training with Riseley Consulting.</p> <p>AN would also speak to SC to see if any additional funding towards this.</p> <p><b>Proposal:</b> Extra £5000 toward training for the 2024-2025 year, for Industrial Training and Business Support.  <b>Vote:</b> Carried</p>													
8.	<p><b>Oswestry 10k Sponsorship</b></p> <p>Alan Lewis from Adrenaline Sports has approached us for funding towards the Oswestry 10k. They are looking to add more activities and enhance the event and experience. This would possibly involve live music and activities on the day.</p>													

	<p>Discussions followed.</p> <p><b>Proposal:</b> Sponsor the Oswestry 10k to the sum of £3500.</p> <p><b>Vote:</b> Not Carried, it was agreed that the event is already successful and that as a running event it is not really something that adds to business in the town centre, or future visits to the town centre,</p>	
9.	<p><b>Update from Dr Julie Grail</b></p> <p>JG presented a report outlining the current risk factors impacting BIDs around the country – including billing, local government, the upcoming election.</p>	
10.	<p><b>BID Office Report</b></p> <p><b>Future Oswestry Group (FOG)</b></p> <p>Nothing to report – chasinh SC on outstanding issues.</p> <p><b>Heritage Action Zone (HAZ)</b></p> <p>The outstanding Ironworks are going in at last. The final shopfront (Dog n Bone) has started works and these must be completed by the end March. There is a celebration of HAZ project coming to an end planned for March.</p> <p><b>Events</b></p> <p>Next event for BID is Street Circus on the Easter weekend.</p> <p><b>Festival Square for Businesses</b></p> <p>Still no answer on taking this final quarter, even though this has been escalated to Tracy Darke. I will chase again.</p> <p><b>Traffic Regulations</b></p> <p>SC confirmed they will have a new drawing showing the latest option ‘very soon’ for Glovers Meadow, taking into account points put forward from businesses on original options presented. I will chase this again this month.</p> <p><b>LoyalFree Trails and App</b></p> <p>We have given our initial intention to cancel the app. However, we are in contract until the end of September 2024 and we will give formal notice closer to the time.</p> <p>We therefore still have access to a couple of trails for the year. Next one being the Easter trail.</p> <p><b>Shopwatch</b></p> <p>Next Meeting will be in April.</p> <p>We are considering moving these to quarterly meetings as we are struggling with attendance. Its clear the businesses want a Shopwatch but they’re struggling to send staff to meetings no matter what time of day they are held.</p> <p><b><u>Street Rangers</u></b></p> <p>We have had some really positive feedback – particularly with instances where they have detained shoplifters. Their presence has clearly been felt.</p>	

	<p>Unfortunately, one the Rangers – Dylan has left due to a new job and has been replaced by Tony, who started last week.</p> <p>I will be doing weekly check ins with both Rangers, ensuring that they are completing their paperwork and updates for the police.</p> <p><b>Facebook</b></p> <p>15 Feb 2024: OneOswestry (4123) - 39 New Followers (last 28 days).</p> <p>15 Feb 2024, OswestryBID (3106) - 8 New Followers (last 28 days)</p> <p><b>Website</b></p> <p>Dec-Jan 2023/24 - 6K users; Event Count: 23K; 10.3K, views</p> <p><b>WIFI Platform</b></p> <p>Dec-Jan 31,484 WiFi connections, averaging 507/day.</p> <p><b>Footfall</b></p> <p>Nov-Jan 2022/23 - 995, 040 visits, averaging 10,815/day; average Dwell Time 198 mins.</p> <p>Nov-Jan 2023/24 - 877, 793 visits, averaging 9,541/day; average Dwell Time 224 mins.</p> <p><b>Security Patrols - Industrial Estate</b></p> <p>In Dec - there were 0 security reports on the Industrial Estate.</p> <p>In Jan - there was 1 security report on the Industrial Estate.</p> <p><b>Comprehensive What's On Listings</b></p> <p>Events listings updated through to Aug 2024. Now shared by Oswestry Live too. Tagging in hosting venues on FB.</p> <p><b>Coach Friendly Accreditation</b></p> <p>Designed a new promotional sticker currently on order, for businesses to promote Oswestry's Coach Friendly Status and National Bloom Award.</p> <p><b>Oswestry "Find It Buy It" Directories/ Industrial Estates &amp; Town Centre</b></p> <p>Preparation for the 2024 refresh of both directories in print &amp; online going well.</p>	
11.	<p><b>AOB and next meeting</b></p> <p>EC provided an update on funding and Business Support being offered from SC.</p> <p><b>Oswestry Borderland Tourism (OBT) request for Sponsorship</b></p> <p>LL presented on behalf of OBT.</p> <p>OBT were looking to print a 2024 Brochure – Where Shropshire meets Wales.</p> <p>There would be around 25,000 printed and distributed to the local short break market. Looking for Oswestry BID to sponsor the 4 pages of the town centre section.</p>	

	<p><b>Proposal:</b> £2500 sponsorship towards to the OBT 2024 brochure. <b>Vote:</b> Carried</p> <p><b><u>Next Meeting</u></b></p> <p>Board Meeting 9<sup>th</sup> April 2024 with the Open Meeting to follow.</p>	
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