

OSWESTRY NEWS

LOCAL NEWS & VIEWS FROM OSWESTRY BID

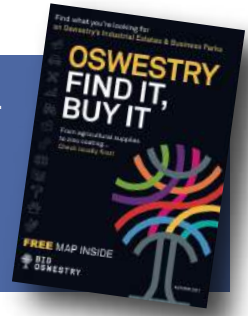


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**OSWESTRY
BID**



PROMOTING OUR
DIY BUSINESSES

INDUSTRIAL
ESTATE
DIRECTORY
DELIVERED
TO DOOR!



Oswestry BID's event initiatives start the season with a huge hit!

GREAT EVENTS SPRING TOWN INTO SUMMER



The Beach on Festival Square

The Oswestry season of events began on Saturday 8th April as the amazing Street Circus with its dizzying array of creative jugglers and eccentric performers took to the Bailey Head to entertain the crowds.

The free family event, now in its second year, was organised by Oswestry BID, as part of our aim to make the town a great place to be, to shop, and to visit, also to increase town footfall and strengthen Oswestry's events calendar.

Hot on the heels, from May 27th to 29th, saw the return of The Oswestry Beach to Festival Square. A hugely popular sandy spectacle surround by deckchairs and the sounds of the seaside. The event was a stellar success with families and local businesses alike.

In addition, BID were also pleased to be a key sponsor of the Oswestry Community Games which took place on 11th June in Cae Glas Park, a major showcase of the town's many sporting

clubs, featuring a host of demonstrations and activities to try out, such as archery, dance, football, paddlesports, rugby, tennis, and much more.

Come the summer, on the weekend of 19-20th August, Oswestry Balloon Carnival will once again bring its amazing display of hot air balloons and shapes, stalls and activities, to the park to raise funds to support Nightingale House Hospice's vital work.

The BID are pleased to be joint sponsor of this iconic Oswestry event with Oswestry Town Council.

Oswestry BID Manager, Adele Nightingale, believes that Oswestry's events calendar is now outstanding. "When you look at the quality and variety of events taking place right in the heart of the town, we should all be proud of what Oswestry has to offer.

But the bigger picture is the key role that town events play in

attracting inward investment and appealing to those considering a new business in town."

WHAT'S ON

Check out the latest calendar of events at...



oneoswestry.co.uk/event

Business relocates into town centre and a New Training Facility on Industrial Estate



Jeremy Rose, Ocean Telecom
with Adele Nighningale, Oswestry BID

OCEAN TELECOM, the Telecoms and IT company, have completed their office move from Mile Oak Industrial Estate to Beatrice Street in Oswestry town centre.

From its foundation, specialising in areas such as mobile, telecommunications, broadband and website hosting, Ocean Telecom have made progressed to offering a fully

rounded IT business service.

Ocean's IT Services cover everything from end user support offerings to full Wi-Fi rollouts, from Microsoft 365 deployments to Server upgrades.

"It was a real pleasure to be invited to see Ocean Telecom's latest evolution," said Adele. "We wish them every success in their new town centre home."

oceantele.com

NEW TRAINING FACILITY

GRIFFITHS HIRE SHOPS have moved their in-house training facility from their Wrexham branch to new premises on Maes-y-Clawdd Industrial Estate in Oswestry.

They have been providing construction related training such as IPAF and PASMA for customers and their own staff for

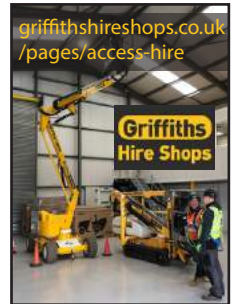
many years and seen the demand for this training increase.

Popular courses include training operatives on the safe use of access equipment such as mobile elevated platforms (scissors lifts and cherry pickers) and mobile scaffold towers.

Having such a comprehensive standalone facility, large classroom and practical training area of 1600 square metres, it is expected that the

range of courses available will continue to expand.

Also, this training facility will be available for hire for those businesses wishing to organise their own training.



Improved Festival Square to meet town needs is the aim of new Feasibility Study

Oswestry BID has been awarded grant funding from the UKSPF (UK Shared Prosperity Fund) to complete a Feasibility Study on the best way forward for Festival Square.

BID have been working with Environmental Associates on this Feasibility Study, to engage with businesses and the public to really understand the town's needs and wants for Festi-

val Square, consider the possibilities, and develop a series of possible designs.

After a public stall on the square presenting options and inviting discussions, the study set up an online survey providing access for any business or resident wishing to comment.

Many took the opportunity to offer their thoughts and ideas on the options

online.

Clearly, any such functional or aesthetic changes to Festival Square must look to serve the town as a whole.

Environmental Associates are assessing the feedback to prepare a final report showing how the design elements were received, and offering possibilities for the future shaping of the area.

** The UK Shared Prosperity Fund is a central pillar of the Government's Levelling Up agenda and provides £2.6 billion of funding for local investment by March 2025. The Fund aims to improve pride in place and increase life chances across the UK investing in communities and place, supporting local business, and people and skills. For more informa-*

tion, visit:

<https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus-and-follow-#UKSPF>

on Twitter.

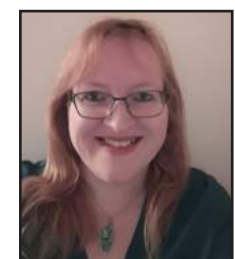
adele.nighningale@oswestry4bid.co.uk



CAMBRIAN RAILWAY AWAITS GOVERNMENT DECISION

Cambrian Railways are still awaiting a decision from the UK Government on the latest feasibility submission report. At the request of Oswestry BID, Helen

Morgan MP raised the issue in Parliament. BID believes that re-establishing the railway connection to Oswestry will give a huge boost to the local economy while providing vital transport infrastructure for years to come.



Tania McGee, BID Chair

Oswestry BID has now moved into its Second Term, and having taken on the role of Chair, I look forward to working with the BID Board and team to see our efforts come to fruition.

Those initiatives that are already bringing significant business value will continue to be provided, alongside the delivery of new projects planned.

As we start a new 5 year term, I'd also like to sincerely thank all those who participated in the BID renewal ballot.

The foundation of Oswestry BID are those eligible and voluntary business

members within the BID area that we advocate for, represent and support, to improve the environment in which they do business.

To that end, Oswestry BID aims to be a pro-active catalyst for positive change in the town, looking to attract investment into empty business premises, improve the local infrastructure and environment, help to resolve business issues with local

organisations, and provide a collective benefit where possible, with services such as our regular Security Patrols.

Going forward in this new term, with your involvement, we can help build on what the town already has, to make Oswestry an even better place to do business, live, visit and enjoy.

CHAIR'S MESSAGE

Relaunched Shopwatch supported by Police and reducing retail crime



SECURITY PATROLS SEE REDUCTION IN ESTATE CRIME

BID's Security Patrols check over 125 BID businesses premises three times a night, on the industrial estates, Whittington Road, Gobowen Road and Oswald Road - playing a significant part in reducing commercial crime.

Inspector Clare Greenaway-Evans from West Mercia Police said, "I am pleased to advise that the security patrols on the industrial estates in Oswestry have proven to be very effective, a positive reduction in calls has been seen, and I'm keen to see the patrols continue."

BID are presently looking to secure additional funding from the PCC (Police & Crime Commissioner) with a view to extending security patrols into the town centre, to provide nightly coverage of premises and the reporting of any suspicious activity.

The patrols continue to handle any security issues that arise, and provide regular Security Reports through the BID to each business.

The Oswestry Shopwatch initiative has been relaunched in the face of a noted increase in shoplifting and anti-social behaviour, in and around town centre retail premises.

Shopwatch members including several independents and nationals, now meet regularly with Police to discuss the situation on the

ground, to look at various mitigations and hear updates on how to support Police work.

The Police are fully committed to making a real difference to the level of retail crime, and recent weeks have seen a series of arrests and charges made.

Oswestry BID are also actively looking to secure funding for an Oswestry Street Rangers service in

the town centre to support the shops in handling shoplifting and related issues. The Rangers would also provide information to visitors, deal with anti-social behaviour and support the Police when required. Watch the space.

To get involved in Oswestry Shopwatch

CONTACT:
 lindsey.pierce@oswestry4bid.co.uk

Heritage Action Zone transforming the High Street with Shop Front makeovers



Oswestry BID. For over two and a half years, the HSHAZ has helped transform town centre premises.

The High Street Heritage Action Zone Project (HSHAZ) is a heritage-led regeneration project that is funded by Historic England, Oswestry Town Council and Shropshire Council and has been delivered through the Future Oswestry Group which is a partnership made up of Shropshire Council, Oswestry Town Council and

Current projects include completing the last of their shop front and repurposing schemes, improvement works to Clawdd Du alleyway, and work with Oswestry Town Council to carry out emergency repair works to Llwyd Mansion and to safeguard the future of this key Grade I building.

Samantha Jones,

the HSHAZ Project Officer, said "It's great to see that this scheme has been so well received in the town and the benefits it has brought through bringing empty buildings back into use and celebrating the uniqueness of the town."

"The impact the project has had on streets such as Cross Street shows what can be achieved when we work together"

HSHAZ has achieved a great deal so far:

- Created 11 new accommodation units
- Reinstated 10 shops fronts
- Enhanced 3 properties
- Created 730 sqm of commercial space
- Improved 690 sqm of public realm



Targeted Cleaning making a difference

BID continue to make a difference to the industrial estate and town centre with targeted cleaning, weeding, litter-picking, jet-washing and sign cleaning with local provider, Saxon Clean.

Making for a better, healthier trading environment for staff, customers and visitors.



BID'S Training Programme see quick uptake on course places

BID run a host Training Courses available FREE OF CHARGE to BID Levy Payers and Voluntary members.

These include Emergency First Aid at Work, Manual Handling, Fire Warden Training, Customer Service Excellence, Financial Skills for Independent Retailers and Level 1 Makaton Training.


Places book up quickly so watch out for email updates on new courses

and place availability.

SUGGEST A COURSE...

Is there a training course you would like to see added to the BID Training Programme?

If so, please email Lindsey at BID with your suggestion.

 lindsey.pierce@oswestry4bid.co.uk

BID Training Courses 2023-2024



The last 12 months have been a very busy time for Oswestry BID.

There was an extensive renewal process which led to a strong YES vote, and we would like to thank everyone that took the time to vote, and for their words of

encouragement and support along the way, it meant a lot.

As stated in our business plan, we are continuing with those initiatives that our businesses wanted to see continue, such as the Industrial Estate Security Patrols, targeted Street Cleaning, Business Training Courses and our popular Town Events.


We're also working closely with the

Police on a more engaged Shopwatch partnership, which they are extremely supportive of, and has already started to see results.

In addition, we're actively looking for additional funding through the PCC (Police Crime Commission) to find ways to extend our security patrols to the town centre. We would like to see the introduction of Street Rangers too, so watch this space for latest updates!

Having secured grant funding from the UKSPF to run a Festival Square Feasibility Study, we've also partnered with Oswestry Town Council and Shropshire Council to put in a funding bid to continue improving our High Streets through a shop front grant programme.

We continue to research new initiatives to support our businesses and attract new investment into the town.

 adele.nightingale@oswestry4bid.co.uk

INSIDE THE ENGINE ROOM

Five Top Business Tips from our Business Mentor, Fran Riseley

5 BIZ TIPS

Have a look to see if there's anything useful you might implement in your business...

ONE
Remind customers that you exist.

People need to hear a message at least 6 times before it registers. So use all your platforms to remind your customers about what you offer.

TWO
Track your business by main sales area or department.

You will notice earlier an area of your business that is doing well that needs more space, or stock, or better marketing to let it grow.

THREE
Sort your monthly expenses into descending order by value.

Then you can look at each one in turn and try to reduce them or negotiate a

better deal or do without them.

FOUR
Keep a log of when your contracts with key suppliers run out.

Then you can look at your broadband, or electricity or whatever it is a month before your contract runs out and find a better deal.

FIVE
Involve your team.

See what ideas your team has from other work places that might improve your business!

Make sure your business is in the directory on OneOswestry.co.uk

The OneOswestry.co.uk website provides an up-to-date information resource on upcoming events, a business directory, news and a local guide for residents,

businesses and visitors on desktop or mobile devices.

Make sure your business is featured on the website which is FREE for all BID

businesses.

As well as providing a comprehensive profile of your business, our easy inquiry facility allows potential customers to ask questions or order products and services.

If you are not featured, please email us at admin@oswestry4-bid.co.uk and we'll get you on the platform in no time.



Check it out...
OneOswestry.co.uk

FINANCIAL SKILLS FOR INDEPENDENT RETAILERS
With Fran Riseley, 2 hr course, July 18th. **BOOK NOW**

Footfall Data, March-May 2023



Stats Spotlight for March - May 2023

Webpage views

21.6K

Social Reach

171K

Facebook Visits

9.2K

WiFi Connections

48.3K

Business people trained in 2023 **58**

Voluntary Business Members **31**

GET IN TOUCH

Feel free to get in touch if you have any comments, questions or ideas about making Oswestry even better for business.

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