

## OSWESTRY BID - Minutes

Tuesday 26<sup>th</sup> April 2022, at 4pm

Location: The Fort, Artillery Business Park

	<p><b>Present</b></p> <p>James Woodward (JW), Cold Move – acting Chair            Lee Lucks (LL), Oswestry Borderland Tourism            Tim Morris (TM), Booka Bookshop            Tania McGee (TMc), Lanyon Bowdler            Graeme Kirkham (GK), Knock and Snitch            Samantha Cleal (SC2), Niche Patisserie            Mark Derham (MD), Bridge Coffee            Duncan Tipton (DT), Wilko            Stuart Phillips (SP), Celt Rowland            Matt Potts (MP), Shropshire Council            Adele Nightingale (AN) - BID Manager            Lindsey Pierce (LP) – BID Assistant Manager            John Waine (JW2) – BID Admin</p>	<p><b>ACTIONS</b></p>
<p><b>1.</b></p>	<p><b>Welcomes and Apologies:</b></p> <p>JW welcomed members to the meeting.</p> <p>Apologies from Ian Follington (IF) and Patrick Evans (PE), Evans Enterprises.</p> <p>MP from SC, re-introduced himself to the Board as he had not been in attendance in person for sometime and explained his role within SC.</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>TM noted that as a business owner on Church Street, he had some conflict with any discussions regarding the development.</p> <p>AN confirmed the minutes would be noted.</p>	
<p><b>4.</b></p>	<p><b>Governance</b></p> <p><b>Prospective Board Member</b></p> <p>The Board had invited Kevin Griffiths from Griffiths Hire Shops to come to the meeting and share his background, experience and interest in joining the BID Board.</p> <p>Discussions followed.</p> <p><b>Proposal:</b> Kevin Griffiths be invited to join the Board.  <b>Vote:</b> Carried.</p>	

5.	<p><b>Finance</b></p> <p><b>I. Cash in Bank</b></p> <p>Cash in the Bank 21<sup>st</sup> April 2022 - £308,816.60</p> <p><b>II. Levy Collection Year to date</b></p> <table border="1"> <thead> <tr> <th></th> <th><b>Liability (£)</b></th> <th><b>Receipts (£)</b></th> <th><b>Credits (£)</b></th> <th><b>Balance O/S</b></th> <th><b>% Collected</b></th> </tr> </thead> <tbody> <tr> <td>2018/2019</td> <td>250,872.88</td> <td>253,792.57</td> <td>3,832.7</td> <td>913.01</td> <td>99.64</td> </tr> <tr> <td>2019/2020</td> <td>262,953.18</td> <td>262,327.99</td> <td>15,53.38</td> <td>2,178.57</td> <td>99.17</td> </tr> <tr> <td>2020/2021</td> <td>277,003.69</td> <td>272,352.23</td> <td>24,99.81</td> <td>7,151.27</td> <td>97.42</td> </tr> <tr> <td>2021/2022</td> <td>277,625.06</td> <td>287,699.69</td> <td>185,63.32</td> <td>8,488.69</td> <td>96.94</td> </tr> <tr> <td><b>TOTALS</b></td> <td><b>1,068,454.81</b></td> <td><b>1,076,172.48</b></td> <td><b>264,49.21</b></td> <td><b>18,731.54</b></td> <td><b>98.29</b></td> </tr> </tbody> </table>		<b>Liability (£)</b>	<b>Receipts (£)</b>	<b>Credits (£)</b>	<b>Balance O/S</b>	<b>% Collected</b>	2018/2019	250,872.88	253,792.57	3,832.7	913.01	99.64	2019/2020	262,953.18	262,327.99	15,53.38	2,178.57	99.17	2020/2021	277,003.69	272,352.23	24,99.81	7,151.27	97.42	2021/2022	277,625.06	287,699.69	185,63.32	8,488.69	96.94	<b>TOTALS</b>	<b>1,068,454.81</b>	<b>1,076,172.48</b>	<b>264,49.21</b>	<b>18,731.54</b>	<b>98.29</b>	
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6.	<p><b>BID MANAGER'S REPORT - AN</b></p> <p><b>I. Future Oswestry Group</b></p> <p><b>Taxis</b></p> <p>A Taxi steering group with SC was to be established. This is to review ongoing taxi issues in Oswestry and Shropshire. Frances Darling, Head of Licencing, will be heading this up. There will be representation from the Licencing Department, as well as members from Oswestry Taxis firms and Disability Groups.</p> <p>AN will be representing Oswestry BID on the group.</p> <p><b>II.SPF Funding</b></p> <p>SC have contacted the BID to update us on the new UK Shared Prosperity Fund. This is a replacement for the old European Funding. The money will be allocated from SC working in partnerships with stakeholders.</p> <p>AN will provided more information to the Board, once received.</p> <p><b>III. High Street Heritage Action Zone (HSHAZ) Funding</b></p> <p><b>Alleyway Projects</b></p> <p>Currently looking at timelines for the completion of works on the Alleyway Projects and should have an update shortly.</p> <p><b>Funding for the 2022/2023 Schemes</b></p> <p>AN confirmed that Shopfront scheme is now full for this financial year, however there are still some funds in the repurchasing pot and they would be reviewing this and pushing this out again will further funding for the Shopfront scheme.</p> <p>The Maintenance Grant scheme is being signed off this week. This is a smaller sum and is looking at re-painting, tidying up the shop fronts etc.</p> <p><b>IV. Railways</b></p> <p>Tenders received for the Strategic Business Case and these have been reviewed.</p>																																					

	<p>Next meeting is on Thursday 28<sup>th</sup> April to confirmed which company they will be going with. This will then be announced to the press as soon as it can be,</p> <p><b>V. Festoon Lighting</b></p> <p>Following a few requests from businesses, the Festoon Lighting in the Town Centre will now be on until 3am.</p> <p><b>VI. Bunting</b></p> <p>Jubilee Bunting is now up. AN confirmed that there is some left over.</p> <p>SC2 noted that there is not much on Salop Road, and AN confirmed that we would be reviewing any empty areas and seeing what we can do. The bunting is placed up on the Christmas lights fixtures, so it all depends if there's things with can use in these areas.</p> <p>LP will confirm with Highline.</p> <p><b>VII. "Sports Direct" Alleyway</b></p> <p>Under the Alleyways Project with HAZ, the "Sports Direct" Alleyway does not have any heritage value and therefore cannot be considered for funding. Despite this, it is a very well used Alleyway and a generally poor state of repair with anti-social and criminal activity.</p> <p>AN was initially looking into permissions and ownership, and then we can see if the refurbishment and remodelling of this alley is a project the BID could undertake. Particularly as the other Alleyways are being updated.</p> <p><b>VII. Brown Signs</b></p> <p>LL confirmed that she has now made meaningful contact at SC to have these amended to reflect the correct attractions/tourist information details on both the A5 and on the way into Oswestry.</p>	
7.	<p><b>CURRENT PROJECTS</b></p> <p><b>a. New Morrisons Island</b></p> <p>Work has now started on the island.</p> <p><b>b. Church Street</b></p> <p>Waiting on WSP costings, however all planters and street furniture has been ordered.</p> <p>Once this has been received and the designs, a mock up of the layout will be produced and taken around the businesses on Church Street for feedback.</p> <p>AN confirmed that we are starting to look at concepts for Cross Street and HAZ would be looking at concepts for The Cross.</p> <p><b>c. Town Centre Directory</b></p> <p>First draft has now been received and it is back with Hunter Bevan for some tweaks. AN confirmed that the final draft will be sent around prior to printing.</p> <p>AN advised that we have already booked for copies to be distributed with Oswestry Life next month.</p>	

	<p><b>d. Night Bus</b></p> <p>Passengers' numbers are to be produced monthly and these will be shared. Advertisement is going with the timetable being distributed with Oswestry Life this month and Aaron from Painted Life has produced a short video to push out on social media.</p> <p><b>e. Vehicle Activated Signage (VAS).</b></p> <p>Following the implantation of the new yellow lines, there has been a few comments over vehicles speeding in these areas. Discussions with Highways, confirmed that VAS was a more effective way to manage speeding and we were now investigating these further.</p> <p><b>f. OBT</b></p> <p>LL provided an update following the BIDs support for the last financial year.</p> <ul style="list-style-type: none"> <li>- Recruited a part time marketing manager on a 2-day/week contract and recently up to a 3 days/week.</li> <li>- Tourist Centre set up and layout has been re-organised and will be opening 4 days/week from May.</li> <li>- Starting to see an increase in visitor numbers</li> <li>- Looking to continue with marketing and social media campaigns</li> <li>- Website has seen a 68% increase in users and page views for 3 months to 31<sup>st</sup> March compared to the same period in 2019</li> <li>- Painted Life have created several videos for OBT. The next, in May, will be places that are dog friendly</li> <li>- With support from BID and the Welcome back fund, we have created another 60,000 town maps and installed 4 new map dispensers</li> <li>- New Tourism Ambassador scheme went live on 1<sup>st</sup> April. The aim is to encourage any business that meets visitors to sign up and become an Oswestry Tourism Ambassador</li> </ul>	
8.	<p><b>CORE PROJECTS</b></p> <p><b>a. Marketing</b></p> <p>AN confirmed that the team met with J&amp;PR and Hunter Bevan (HB) who both provided quotes and ideas for social media content. Following review, it was decided to go with HB as it was felt that HB better understood the way the BID works and would be more effective as a result.</p> <p>LP explained that other campaigns will run along with this, with videos and photographs being supplied by Painted Life. Aaron will be filming/taking pictures monthly with set businesses and at events. We can then use this footage library when we need, as well as adding it into any video campaigns. He will also work in connection with HB to ensure that we have footage or photographs to match any stories or content they are producing.</p> <p>We would still be looking at producing a Christmas Video.</p> <p><b>b. Footfall/WIFI</b></p> <p>JW2 confirmed that there were 17,421 WIFI users in April, which is almost double last year. Over a 1,000 have registered for local emails. Also noticing the connection is much better at the minute as well.</p> <p>We will be looking at sending out more marketing emails out for events as well.</p> <p>JW2 had sent around a Footfall report – we're having on average 14,000 a day with an average dwell time of 192 minutes.</p>	

	<p><b>c. Wayfinding</b></p> <p>Signs are in the process of going up this week in the Maesbury Industrial Area. JW confirmed that work had started, and some were already up.</p> <p>AN confirmed that we would send out a press release once they were all up.</p> <p><b>d. Shopwatch</b></p> <p>Cancelled last minute and re-scheduled for the 10<sup>th</sup> May.</p> <p>We were still in the process of setting up some shoplifting prevention training for the retail businesses as well.</p> <p><b>e. Events</b></p> <p><b>Street Circus</b></p> <p>This was a huge success and had really great feedback on social media, as well as a member of public emailing in to say how amazing it was.</p> <p>GK on the back of the success of the last event, should we look to include a QR code for people to sign up to get news on events. LP and JW2 confirmed that we would look into this.</p> <p>AN confirmed that following the success, do we want to look at this for next Easter? It will cost £10,000 again and we would have to consider that we may not be in place when the event happens. The BIDs term ends on 31<sup>st</sup> March 2023, and if not voted back in we would have to pass the days running of the event over to Oswestry Town Council.</p> <p><b>Proposal:</b> Book the Street Circus in Easter 2023  <b>Vote:</b> Carried</p> <p><b>Balloon Carnival</b></p> <p>Still progressing and just working through the plans.</p> <p><b>Beach at Festival Square</b></p> <p>Organised by the same company as the Street Circus for the Jubilee Weekend. Valley Security had been booked to monitor overnight and a steward for the day that is first aid trained too.</p> <p><b>Christmas Event</b></p> <p>Looking at event on the 10<sup>th</sup> December. The Ice Rink worked okay last year but looking at different options for this year.</p>	
<p><b>9.</b></p>	<p><b>BID 2<sup>nd</sup> TERM CAMPAIGN</b></p> <p><b>a. Progress Update</b></p> <p>Second term timeline is progressing and just finalising baselines and operating agreements.</p> <p>Work beginning on the Business Plan.</p>	

	<p><b>b. Open Meeting Dates</b></p> <p>Looking at 7<sup>th</sup> June and 27<sup>th</sup> September and this would be more of a networking even. Would also be looking at a start time 5.30pm until 7pm, so a little earlier to try to encourage more to attend.</p> <p>Discussions took place over locations and agreed we would look at somewhere on the Industrial Estate.</p> <p>SC offered Niche Patisserie for the 27<sup>th</sup> September and JW would also speak to Momentum Wines.</p>	
<p><b>10.</b></p>	<p><b>Board Meeting frequencies and format</b></p> <p>AN confirmed that we have previously looked at board meeting frequencies and how they are run. Options at the moment were:</p> <ul style="list-style-type: none"> <li>- Carry on as it is</li> <li>- Move to bi-monthly</li> <li>- Formal meeting one month and informal the next, with more discussions over ideas and plans</li> </ul> <p><b>Proposal:</b> Change format and frequencies of the meeting  <b>Vote:</b> Agreed that a Managers Report would be sent prior to a meeting, and we would look at an informal discussion layout for the next Board meeting.</p>	
<p><b>11.</b></p>	<p><b>AOB</b></p> <p>N/A</p>	
<p><b>12.</b></p>	<p><b>Next Meeting</b></p> <p>Discussions over the booking of meetings and agreed we would try to get at least 3 booked in at a time.</p> <p>THURSDAY, 26<sup>th</sup> May 2022</p> <p>TIME – 4pm</p> <p>VENUE – The Fort, Artillery Business Park</p> <p>TUESDAY, 28<sup>th</sup> June 2022</p> <p>TIME – 4pm</p> <p>VENUE – TBC</p> <p>TUESDAY, 26<sup>th</sup> July 2022</p> <p>TIME – 4pm</p> <p>VENUE – TBC</p>	