

## OSWESTRY BID - Minutes

Tuesday 3<sup>rd</sup> September 2024

Location: The Memorial Hall

	<p><b>Present</b></p> <p>Mark Derham (MD), Bridge Coffee (Chair)  Patrick Evans (PE), Evans Enterprises  Kevin Griffiths (KG), Griffiths Tool Hire  Graeme Kirkham (GK), Knock &amp; Snitch  Carl Thomas (CT), Furrows  Lee Lucks (LL), Oswestry Borderland Tourism  Dawn Edwards (DE), Covent Garden Fruit Market Limited  Emma Chapman (EC) Shropshire Council  Adele Nightingale (AN) - BID Manager  Lindsey Pierce (LP) – BID Assistant Manager  John Wayne (JW) – BID Admin</p>	<p><b>ACTIONS</b></p>
<p><b>1.</b></p>	<p><b>Welcomes and Apologies:</b></p> <p>Apologises from and Judy Bourne (JB), Alison Parr (AP), Matt Dunne-Smith (MDS).</p> <p>MD welcomed members to the meeting.</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>No</p>	
<p><b>4.</b></p>	<p><b>Potential New Director</b></p> <p><b>i. Potential Director – Jonathan Roberts (JR), Milanos.</b></p> <p>JR gave intro of his business and his interest in BID and Oswestry, with a particular interest in the night time music scene.</p> <p><b>Proposal:</b> To invite Jonathan Roberts to the BID Board.  <b>Vote:</b> CARRIED.</p>	
<p><b>5.</b></p>	<p><b>Governance</b></p> <p><b>i. Directors</b></p> <p>Tim Morris now removed from Companies House.</p> <p>Jordon Trafene is standing down as he no longer works for Oswald’s Car.</p> <p><b>ii. AGM</b></p> <p>LP confirmed that the AGM was on 12<sup>th</sup> November 2024 via Zoom and would be sending an email about the requirements of a third of the Board to stand down, as per our Articles, at the meeting.</p>	

<p><b>6.</b></p>	<p><b>Finance</b></p> <p><b>I. Cash in Bank</b></p> <p>Cash in the Bank as at 30.08.24 - £248,959.65</p> <p><b>II. Levy Collection Year to date</b></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>274,398.63</td> <td>271,247.53</td> <td>2,178.70</td> <td>5,329.80</td> <td>98.07</td> </tr> <tr> <td>2024/2025</td> <td>274,785.94</td> <td>279,765.87</td> <td>26048.56</td> <td>21,068.63</td> <td>93.00</td> </tr> </tbody> </table>	BID TERM	Liability (£)	Receipts (£)	Credits (£)	Balance O/S	% Collected	2						2023/2024	274,398.63	271,247.53	2,178.70	5,329.80	98.07	2024/2025	274,785.94	279,765.87	26048.56	21,068.63	93.00	
BID TERM	Liability (£)	Receipts (£)	Credits (£)	Balance O/S	% Collected																					
2																										
2023/2024	274,398.63	271,247.53	2,178.70	5,329.80	98.07																					
2024/2025	274,785.94	279,765.87	26048.56	21,068.63	93.00																					
<p><b>7.</b></p>	<p><b>Oswestry Balloon Carnival 2024 and Review for 2025</b></p> <p>Well received again this year and raised the most money we have every done for Nightingale House Hospice - £37,000.</p> <p>A few things do need to be consider again for next year – price of fairground rides, is there anything we can do? More social media posts regarding why Balloons fly at certain times and in certain conditions.</p> <p>AN questioned whether we would want to support the event again next year to the sum of £20,000.00 – discussions followed.</p> <p><b>Proposal:</b> Oswestry BID to support Oswestry BID carnival to the sum of £20,000.00.  <b>Vote:</b> Carried.</p>																									
<p><b>8.</b></p>	<p><b>Oswestry Food &amp; Drink Festival 2025</b></p> <p>AN explained that we have set down with Oswestry Town Council (OTC) to discuss the feedback for the Food Festival and highlight some of the residents’ concerns.</p> <p>OTC have also approached us to consider getting involved in organising and possibly sponsoring next year’s event.</p> <p>AN then put this to the Board.</p> <p>Discussions followed.</p> <p><b>Proposal:</b> Oswestry BID help organising and possible sponsor next years Food and Drinks Festival.  <b>Vote:</b> Not Carried – at this time, the Board requires more information as to what the plans are to improve it, quote for how much is needed in total to do this and an idea of what is required from the BID Team.</p>																									
<p><b>9.</b></p>	<p><b>Christmas Video 2024</b></p> <p>LP explained that we have returned to last years videographers and requested two different edits from our footage from 2023 to produce this year’s videos.</p> <p>These will be with us shortly and we can plan the social media campaign.</p>																									
<p><b>10.</b></p>	<p><b>Newsletter</b></p> <p>JW was now starting to collate our next Newsletter, and we would look to put this out in October 2024.</p>																									

<p><b>11.</b></p>	<p><b>Pubwatch</b></p> <p>AN explained that following our discussion with the Landlords, that did seem to be some interest in setting up another Pubwatch but in a different format and without a strict banning process.</p> <p>Meeting to discuss this on 10<sup>th</sup> September 2024.</p>	
<p><b>12.</b></p>	<p><b>Street Rangers</b></p> <p>AN explained new Rangers had started the new hours now.</p> <p>AN also explained at the Shopwatch meeting in the morning, we had a discussion over Anti-social behaviour and repeat offenders.</p> <p>The Rangers and the Police would be looking at working together on Patrols to deal with these issues.</p>	
<p><b>13.</b></p>	<p><b>CRM – Client Relationship Manager</b></p> <p>LP explained that we had been looking at a CRM and had discussed this with Vicinity who provide systems for BIDs.</p> <p>This would help us to track all information in respect of a business. Not just the information we have from Shropshire Councils rates team, with their data syncing to ours and not involving the team having to go through line by line. But it would also track all interactions – such as training courses booked, meetings, what projects have been relevant to that business.</p> <p>This would come at a cost of £1983.00 per annum, and an initial set up cost of £760.00 plus VAT.</p> <p>Discussions followed.</p> <p><b>Proposal:</b> Purchase of a CRM.  <b>Vote:</b> Carried.</p>	
<p><b>14.</b></p>	<p><b>BID Office Report</b></p> <p><b>Highways</b></p> <p>AN confirmed chasing Shropshire Council for a PO to be raised to Kier in order that we can have the 2 Oval planters we have with seating sited. One near the new toilet block and one near the bin store at the back of Home Bargains. We have been chasing this now for 2-3 month. BID is paying for this and we still have budget from the Church Street project so you would think this would be straight forward!</p> <p>Also still chasing SC to give us a cost for a traffic engineer to attend a meeting with us and the businesses on Glovers Meadow to agree a final plan for the yellow lines and then draw it up. Again, we have been chasing this for months now. At this stage we just want a cost for a traffic engineers time so that the Board can approve the spend.</p> <p><b>HGV Park</b></p> <p>We have again chased Bowen/Cattle Market for an update on the possible HGV park on the cattle market.</p>	

## **Industrial Estate Flags**

JW has inspected the flags that we currently have in position, and we have agreed to replace those that are looking faded and 'tired'. We are also looking to add an additional one where we felt there was a gap. These have been agreed and are in the budget. Orders about to be placed with the plan to have the new flags installed before winter.

## **Railway**

The DfT have pulled the funding for the re-storing the railway project. No surprise but very disappointing. Nothing has gone out via the press yet and Helen Morgan MP is trying to get a meeting set up with the Minister, SC, Cambrian, OTC and us to see if there is anything that can be done to change their mind on this. We will keep you posted.

## **Safer Oswestry**

We are continuing to attend the engagement meetings organised by West Mercia Police, for the Safer Oswestry initiative.

Next meeting 2<sup>nd</sup> September 2024.

## **Events**

Oswestry Balloon Carnival 2024 went well. We got very lucky with the weather despite high winds over the weekend.

All balloon launches took place, which is the first time since 2019 that we made all the launches.

A total of £37,000 was raised for Nightingale House.

We have our debrief meeting on 10<sup>th</sup> September 2024.

To be discussed further at the meeting.

## **Marketing**

We have actively been sharing our Summer Days and Nights, along with pushing the Oswestry Balloon Carnival.

We will now be looking towards Halloween activities and starting to plan Christmas,

## **Shopwatch**

Next meeting is 3<sup>rd</sup> September 2024.

We have raised that if attendance doesn't improve, we will look to solely host meetings with the police and SC Anti-social behaviour lead.

## **Street Rangers**

We have now been successful in our bid for funding from the Home Office Hotspot scheme for further hours for our Street Rangers.

Due to the increase of hours, we have looked to change the Rangers we have from Valley Security to have consistency.

### **Facebook**

As at 29th August 2024: OneOswestry (4409)

- 24 New Followers (last 28 days)

As at 29th August 2024: OswestryBID (3177)

- 9 New Followers (last 28 days)

### **OneOswestry.co.uk Website**

Jul-Aug 29th 2024 - Users: 17K; Event Count: 57K; Views: 22K

25 Business Inquiries via OneOswestry.co.uk for bookings, information etc.

### **Footfall**

Headlines:

- The monthly footfall in Oswestry town centre has seen a 1.8% increase on June 2024, and a 1.6% increase with respect to July 2023.
- Thus far, footfall has been trending higher and more stable compared to last year.
- Average dwell time in Oswestry town centre was 49 Minutes in July 2024, an increase of 7 minutes compared to July 2023.
- The reports on individual street trends and visitor origins require more study to see what may be occurring and how we can use that information to support business.

### **Security Patrols - Industrial Estate**

From Jul-Aug 29th, there were 8 security reports on the Industrial Estate.

### **Comprehensive What's On Listings**

Events listings updated through to Dec 2024. Now shared by Oswestry Live too. Tagging in hosting venues on FB.

### **15. AOB and next meeting**

LL discussed that the Tourist Information centre has now taken on the unit next to them to have a little more room.

LL was also chasing the Brown signs again and AN noted that OTC believe that a Purchase Order from SC has been issued to repair it but was chasing confirmation.

EC confirmed that the Small Equipment grant was launching again on 9<sup>th</sup> September and would forward us the information to share.

### **Next Meeting**

Board Meeting 15<sup>th</sup> October 2024, Upstairs at Memorial Hall