



**BIDOSWESTRY**



# **BUSINESS PLAN**

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**2023-2028**  
**Second Term**



# WHAT IS A BID?

A BID (Business Improvement District) is a not-for-profit organisation funded by and working for BID Levy Paying businesses within a defined area of a town or city centre, and/or industrial estate. There are now over 320 BIDs operating in the UK.

The BID is an independent organisation, working for the collective benefit of businesses in the BID Area. BIDs provide additional services to the BID Area and aren't to be confused with Local Authorities who provide Statutory Services.

Governed by legislation to ensure fairness and transparency, a BID is created for a five-year period following a successful Ballot. During the term of the BID all businesses defined within this Business Plan will be required to pay the mandatory BID Levy

irrespective of how or whether they cast a vote in the Ballot.

The current term of the Oswestry BID runs until 31<sup>st</sup> March 2023.

This Business Plan seeks a second term to run from 1<sup>st</sup> April 2023 to 31<sup>st</sup> March 2028.

The Ballot will run from 6th October 2022 to 3<sup>rd</sup> November 2022 and for BID to continue for a further five years, two tests must be passed:

1. A simple majority of those who vote must vote Yes.
2. Also, the aggregate rateable value of those that vote Yes must be greater than that of those that vote No.

✓ **VOTE YES**

Vote YES to secure £1.4m additional investment into Oswestry over the next five years



# FOREWORD

**“** I am proud to write the introduction to this Second Term Business Plan for Oswestry BID. Oswestry is a distinctive and progressive borderland market town which, to its credit, has fared better than many towns in recent years but continues to face a range of challenges and issues.

BID has proven itself as an effective catalyst to bring together key stakeholders to help address local issues and develop projects and funding to promote, represent, support, and improve the local business community.

Strong knowledge, skills and networks have been built by the BID Team over the past 5 years. These assets can be capitalised upon with the continued investment we are seeking from businesses in the BID Area for a Second BID Term. We aim to attract and focus investment in the town to create an even better place to live, work, shop, visit and be entertained. The following Business Plan outlines our performance to date and our plans for the next 5 years.

This is a realistic and deliverable business plan which draws on a proven track record. I urge you to look carefully at this proposal and give it your full support by voting YES in the Second BID Term Ballot in October 2022.



**Ian Follington**  
Chair

**“** Working together with our levy paying members and establishing strong working relationships with Oswestry Town Council, Shropshire Council, Oswestry Borderland Tourism and other key groups, has helped Oswestry BID deliver on its first term's promises and aspirations.

As we look towards the next 5 year term, we've learned a lot from the journey so far. We shall continue to listen carefully to understand the projects that matter to you and deliver on these - improving and extending them as you request, whilst taking on new projects to support businesses and improve the Oswestry environment for everyone.

To vote YES ensures another £1.4 million of investment being spent directly in Oswestry over the next 5 years, plus many other opportunities to apply for additional funding, as we've managed to do during our first term.

Together we are stronger, and we are YOUR business voice for Oswestry, so let's make the most of the next 5 years, delivering even more for Oswestry to make it the very best it can be.



**Adele Nightingale**  
BID Manager



# BID BACKGROUND

Oswestry is a lively historic market town with a population of around 17,000. It is surrounded by beautiful and diverse countryside. Our geography, located in northwest Shropshire on the Welsh borderlands, provides Oswestry with its unique character, history, and heritage.

Oswestry is known for its energetic and creative entrepreneurial spirit, playing host to an impressive range of independent and national businesses in its busy Town Centre, Industrial Estates, and Business Parks. As Shropshire's second largest market town, Oswestry provides key facilities and services to a catchment of over 45,000 people in Shropshire and Wales.

Oswestry Business Improvement District (BID) was voted into existence in 2018 with a vision to make Oswestry an even better place to live, work, visit and be entertained; along with enhancing the business environment to attract investment and growth.

During its first term, BID has initiated and delivered a wide range of projects in the town centre, industrial estates, and business parks, focussed on the main four priorities:

## A. Raising the profile of Oswestry

## B. Providing business support and encouraging investment

## C. Cultivating the town as a great place to be

## D. Developing an accessible and safe environment in which to do business, and enjoy living, working, and visiting the town.

BID has worked well with Oswestry Town Council, Shropshire Council and other local organisations on a range of projects, and is respected by Government, partners and stakeholders at local, regional and national levels. BID is now firmly established as a key partner in the shaping and support of the town's development bringing a powerful business voice, perspective, and experience across a range of issues.

As BID looks towards a second term there is much work to do to build upon the value invested in BID projects to amplify the business benefits enjoyed across the Town Centre and Industrial Areas.

This Business Plan sets out refreshed business priorities and strategies to improve and enhance the business trading environment, while actively promoting our local businesses and the Town creatively and effectively.

This a realistic plan built upon 5 years of experience and relationship development. BID and its partners have been able to deliver a range of positive initiatives for Oswestry as outlined in the following sections.

# FIRST TERM OBJECTIVES

The first term of Oswestry BID has seen the delivery of significant projects across a range of priorities identified in our original Business Plan - a plan that was shaped and developed in consultation with the local business community and stakeholders.

Despite all the challenges that Covid presented, BID has successfully delivered on our key objectives bringing a range of benefits to the local business community and the town as outlined below.

## A RAISING PROFILE

Town Events

Sector Videos

OneOswestry website

Footfall & Free WiFi

Business Directory

## B BUSINESS SUPPORT

Business Grants

COVID Support

Business Training

## C GREAT PLACE TO BE

Heritage Action Zone Funding

Targeted Street Cleaning

Wayfinding Project

Rail Reconnection

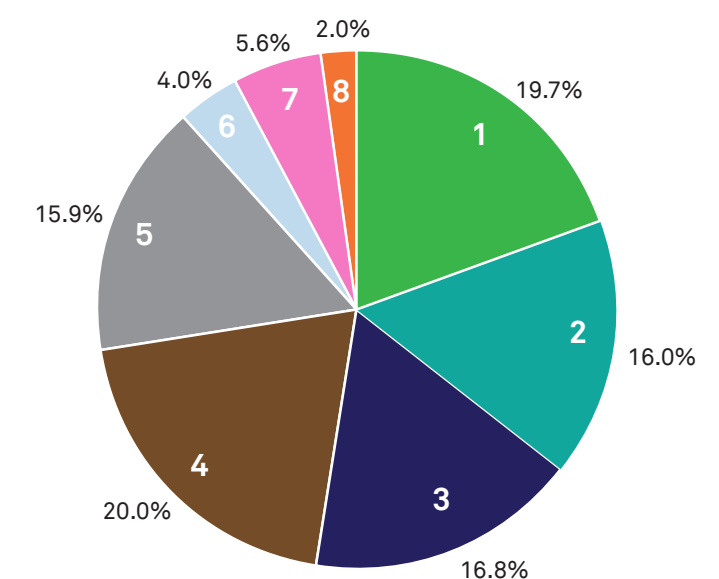
## D ACCESS & SAFETY

CCTV & Security Patrols

Traffic Management

## How the BID levy was invested in Oswestry...

		First Term Actual (1) (2)	Percentage Spend
1	Raising Profile	£247,342	19.7%
2	Business Support & Investment	£199,767	16.0%
3	A Great Place to be	£210,294	16.8%
4	Accessible & Safe Environment	£251,029	20.0%
5	Central Management costs, Admin & Office	£199,775	15.9%
6	Levy Collection costs	£49,907	4.0%
7	Contingency	£70,000	5.6%
8	Accrual for Renewal	£25,000	2.0%
	<b>Total Expenditure</b>	<b>£1,253,114</b>	<b>100.0%</b>



1. Includes projected spend for Financial Year 2022-2023 (Year 5).
2. Figures may vary due to Year 5 figures based on projections.



The BID Easter Street Circus on Bailey Head



# RAISING PROFILE

**To actively raise the profile of Oswestry, its businesses and events, locally, regionally and nationally.**

To attract and support start-ups, young businesses and new investment to complement and build upon Oswestry's existing strengths.

- 1 Produced a range of videos showcasing Oswestry's business sectors reaching 552,799 viewers and counting.
- 2 Developed the first "Oswestry Find It Buy It" directories for the Industrial Estates and Town Centre.
- 3 Partnered with Oswestry Borderland Tourism (OBT), to produce and distribute 120,000 town maps both nationally and Shropshire-wide. In-town map holders also installed at key visitor points. The partnership between BID and OBT has amplified Oswestry's visitor message regionally and across the UK.
- 4 Enhanced the town's event calendar with the Halloween Dome, The Street Circus, Jubilee Beach and active support for Oswestry Balloon Carnival, Oswestry Food & Drink Festival, Oswestry Community Games and Cae Glas Live.
- 5 Promoted local businesses and events through our OneOswestry website and social media platforms with an all-time social media reach of 2.6 million.



**Mark Hooper**  
Project Lead, Visit Shropshire

“As well as our partnerships with the local authorities and members, there are a number of strategic organisations that we work closely with including Oswestry Business Improvement District, who we share knowledge, access to markets and provide vital networks. Oswestry BID are a key delivery partner for Visit Shropshire as the destination management organisation and provide a valuable link to the businesses and visitor economy of Oswestry.”

# CASE STUDY

One of the best ways to raise the town's profile locally, regionally and nationally is through event promotion, and BID has successfully boosted the traditional event calendar by adding a series of new and exciting events such as the Halloween Dome, The Street Circus and Jubilee Beach!

In addition, BID has worked closely with local councils and event organisers, building strong relationships to support and amplify the reach of existing events. This approach has led to the

provision of support and sponsorship for Oswestry Balloon Carnival, Oswestry Food & Drink Festival, Oswestry Community Games and Cae Glas Live.

BID have used all its social media and web platforms to proactively get the message out, whilst using creative videos and photography to capture the experience of these amazing events to build an extensive media library for future promotion.





# BUSINESS SUPPORT

## To actively support the growth and development of existing local businesses.

To attract and support start-ups, young businesses and new investment to complement and build upon Oswestry's existing strengths.

- 1 Key partner in bringing £1.8m new investment through heritage action zone fund to enhance shop fronts, heritage alleyways and additional residential units.
- 2 Secured £105,000 in additional funding for Oswestry.
- 3 Over 390 local business members have attended our free programme of training and workshops.
- 4 Accessed and promoted significant Oswestry business support grants for Covid recovery.
- 5 Worked with Cambrian Heritage Railways and partners to secure Government funding of £50,000 to help develop the Strategic Business Case to reconnect Oswestry to the national rail network.
- 6 Provided access to free bespoke Business Mentoring which was well received by participating businesses.
- 7 Successful Night Bus Initiative to boost the night-time economy over the Christmas period and extended through 2022.



BID Business Training



Sally Bales-Smith

The George Hotel and Chair, Pubwatch

“The night-time economy has been extremely challenging through and post-Covid. This has only been exacerbated by a reduction in taxis. As well as working to improve the taxi situation, BID's Nightbus initiative with Tanat Valley Coaches has really helped in providing a regular and good value means of getting into town, and home safely. Long may it continue!”

# CASE STUDY

The Oswestry Night Bus was a creative response to the scarcity of night-time transport due to a significant decrease in taxi coverage. This issue was having a detrimental effect on Oswestry's night-time hospitality economy, which BID sought to address.

To this end, BID engaged with local bus provider, Tanat Valley Coaches, to design a new service that could be initially piloted to measure demand over the Christmas period. Following the success of the

pilot and feedback from business, it was decided to extend the service from April through to December 2022 - this took the form of a Town Circular and Village Circular route to serve distinct customer profiles.

So far, the Night Bus service is working well, and BID continue to monitor its effectiveness, as well as working with Shropshire Council to try and further improve the taxi situation.





# GREAT PLACE TO BE

To build upon Oswestry's multi-faceted heritage and cultural assets to further develop a welcoming, vibrant & enriching environment where visitors, workers & residents want to be.

- 1 Targeted cleaning of town centre and industrial estate area including litter picks, jet washing, sign cleaning, and weed removal, to spruce up the trading environment.
- 2 Install attractive Festoon lighting in key areas of the town centre, to enhance the night-time economy, whilst making a big difference in safety and accessibility.
- 3 To put up colourful bunting throughout the town centre that added to the welcoming atmosphere, and enhance the Queen's Jubilee celebrations, making it a more pleasant place for customers to be and improving the trading environment.
- 4 Provide free town centre WiFi with currently over 1,200 registered users with over 15,000 monthly connections improving dwell times and providing an additional platform for promoting businesses and events.
- 5 Introduced Footfall counters to monitor town visits, planning data collection, and support inward investment.
- 6 BID's business advocacy and lobbying of local authorities to open up space on Festival Square to allow nearby businesses to allow customers to sit and be served.



Lorraine Powell and Paul Nurse  
Ye Olde Vaults

“One of the BID initiatives that has made a significant difference to us is the introduction of festoon lighting through the town. It's made it much safer for customers setting off for home, and improved the night-time atmosphere of the town.”



# CASE STUDY

**Changes are afoot on Church Street to make it a safer, more attractive place to be for residents, shoppers, and visitors, and improving the high street trading environment.**

The project, led and driven by Oswestry BID, emerged from Covid regulations on social distancing, when Church Street was made one-way to allow more space for pedestrians.

During this time, acceptance grew on Church Street being one-way, which led to a new traffic regulation and the introduction of a 20mph speed limit.

BID then started to consider how Church Street might develop towards a 'shared space' concept with wider pavements and pleasant dwelling areas. Thus began a period of consultation with Shropshire Council Highways to consider what was and wasn't possible. Having explored a range of more temporary options such as parklets, it was clear that a more permanent designed approach would serve Oswestry best for the future.

A consultant was commissioned by BID to develop concept designs and BID secured £77,000 from the HAZ fund to pay for the proposed new street furniture, with the BID Board committing up to £100,000 for the pavement extensions. For repairs to existing pavements and resurfacing the carriageway, BID will be pushing Shropshire Council to cover these costs.

So presently, BID are working with Shropshire Council and WSP to review drainage systems, lighting, alternative pavement finishes and, of course, final costs. Oswestry BID are absolutely committed to seeing this project through, as it will have a real positive impact on Church Street and how it is navigated. Once completed the intention is to look at a similar approach on Cross Street.



View towards The Cross  
Oswestry BID Church Street Planter Proposal **BID OSWESTRY**



# ACCESS & SAFETY

To facilitate safe, functional and efficient access and navigation for visitors, workers, residents and businesses.

- 1 Championed and coordinated new traffic management the Maes-Y-Clawdd, Mile Oak and Radfords Field industrial estates to improve safety and access for staff & customers.
- 2 Erected signage on industrial estates to ease navigation, improve accessibility, and enhance recognition.
- 3 Established nightly security patrols protecting around 130 industrial estate and town businesses.
- 4 Extended the defibrillator provision and the CCTV and Traffic Monitoring network in both the town centre and the industrial estates.



Ian Jones  
Planning Manager, Arla

“It is fantastic to see the addition of the double yellow lines laid down on Maes-Y-Clawdd. This will help provide a far safer environment for all our Arla colleagues entering and exiting the Oswestry site, especially during the darker hours. This a huge step forward!”



6 New Defibrillators



New Signage, Oswestry Industrial Estate

# CASE STUDY

New traffic regulations implemented on Maes-Y-Clawdd, Mile Oak and Radfords Field improving access to premises & public safety.

The project came about following consultations with businesses as to the priority issues on the industrial estates.

They highlighted significant site access issues and serious safety concerns from businesses for pedestrians, visitors, and staff, using the Maes-Y-Clawdd stretch, brought about by large vehicles parked on the roadside for long periods. There had been reports of poor visibility, near misses and pedestrians being forced off the path onto the road.

BID set about resolving these issues in cooperation with Shropshire Council, and several options were put to the businesses affected. After a further consultation in Spring 2021, it was decided that the whole length needed to be double yellow lined.

Adele Nightingale, Oswestry BID Manager, was pleased to see the project come to fruition: **“It’s taken several months of consistent advocacy for our business community, but it’s been worth it. The benefits for business, visitors, staff, customers, in terms of safety and easy access will be huge over the coming months and years.”**



New Traffic Regulations on Maes-Y-Clawdd



# HOW YOU THINK WE DID

Throughout April 2022, we asked the BID business community for their views on BID's performance so far, and to hear their thoughts on what Second Term priorities should be.

This consultation was posted, and the digital version emailed to each and every business eligible to vote in October's Second Term Ballot.

Feedback was followed up directly by telephone or in person. In addition, the consultation document was made available on our website at [oneoswestry.co.uk](https://oneoswestry.co.uk)



BID Consultation Survey

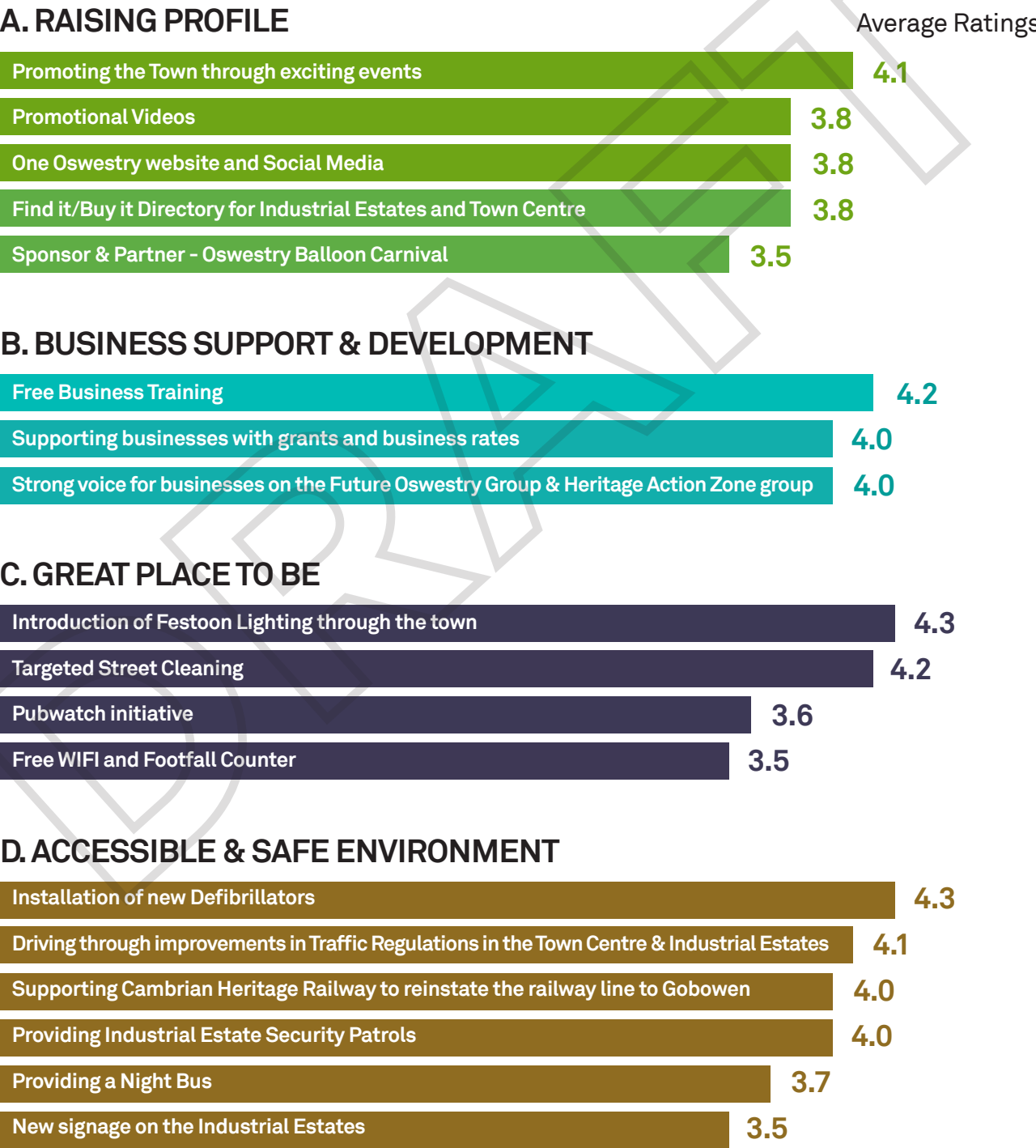


BID Open Meeting

# YOUR PROJECT RATINGS

In the BID Consultation Survey, we asked you to rate how valuable the following BID projects and services had been to your business, and the town, on a scale of 1-5 from 1: Not very valuable to 5: Very valuable.

The table below shows the results of your responses.





# BID'S SECOND TERM

Oswestry BID's Second Term will continue to deliver strongly on its core focus areas on behalf of the BID levy payers and their business interests.

These core objectives are:

## A REPRESENTING

The benefits of a continued BID do not just come from the ability to deliver projects and services from a guaranteed budget but from the collective influence of the businesses in the BID Area.

The country is facing an uncertain period with rising inflation and cost pressures, but it also presents exciting opportunities for Oswestry as the Government works to try and stimulate more economic growth across the nation. There are a number of major Central Government funding programmes coming up in the near future.

BID Second Term would enable us to build upon the success of the £1.8 million secured for the High Street Heritage Action Zone and work with Local Authorities to win further funding to make Oswestry an even better place to live, work, shop, visit and be entertained.

### Arren Roberts

Town Clerk, Oswestry Town Council

“The BID Board and BID team have made a tangible difference to Oswestry. They are a progressive partner and key to the delivery of successful events and projects. The distance between Councils and the business community in Oswestry had been growing but BID have ensured that the voice of local businesses is heard and listened to. Strong partnerships will be crucial for the future prosperity of the town and this will be difficult to achieve without BID”

## B SUPPORTING

There is increasing pressure on businesses to reduce their carbon footprint, not only to improve the environment, but also to counter rising energy costs. This would be a core focus running through a BID Second Term across all our activities to help make Oswestry a healthier and more sustainable town.

It is vital that Oswestry has a clear, strong voice speaking on behalf of local businesses to help win funding in key areas and has the network and experience to help deliver the projects that grow out of this.

BID Second Term would aim to deliver this whilst maintaining and building on all the successful projects delivered to date as outlined below.

## D PROMOTING



A BID event on Bailey Head

# REPRESENTING

Giving businesses a powerful collective voice on key decisions.

BID Projects to be continued, maintained and strengthened:

- 1 **Future Oswestry Group** - Speaking up for business in helping to shape and implement the Future Oswestry Plan and its projects.
- 2 **UK Shared Prosperity Fund (SPF)** - BID can play a key role in ensuring that Oswestry gets its fair share of the new SPF fund. The investment across England will see £1.58 billion made available to meet a range of potential areas such as regenerating our high street and improving the quality of employment opportunities.
- 3 **Key Stakeholder Engagement** - Maintain and enhance relationships with local authorities and other key partners to ensure levy payers' challenges and concerns are clearly understood and addressed.
- 4 **Monitor the development of Mile End Innovation Park** - and work with local authorities to ensure Oswestry industrial estate has a strong voice



### Rob Wolstenholme

Square One & Gillhams

“We are extremely grateful for the continued support we have received from Oswestry BID. They have worked wonders for the town and we are appreciative of their continued efforts.”

in future developments, as well as keeping businesses aware of potential opportunities.





# SUPPORTING

## Providing essential business training, grant information and marketing support.

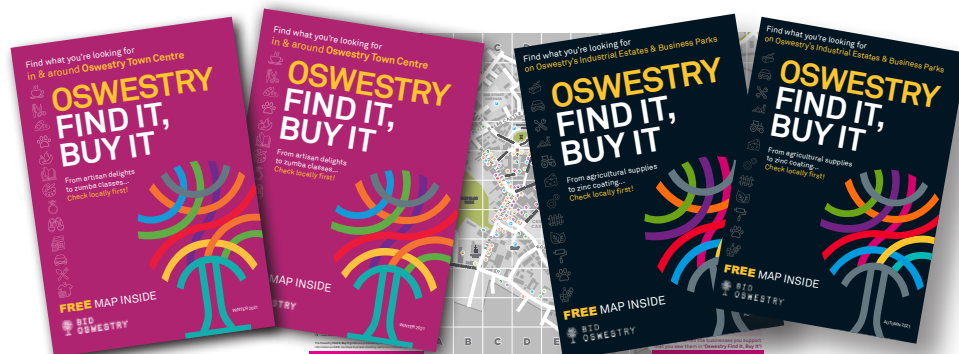
BID Projects to be continued, maintained and strengthened:

- 1 Grant Support**  
Continue to assist levy payers to take advantage of relevant grant and funding schemes to support their business.
- 2 Training Programme**  
Develop and extend BID's free access to training activities to meet levy payer's needs from First Aid to Social Media expertise and beyond.
- 3 Business Mentoring**  
To provide levy payers with access to one-to-one support to further strengthen key marketing skills in retail and hospitality.
- 4 Free WiFi**  
Extend the free WiFi audience to promote town events and businesses and to enhance dwell times to improve the footfall to commerce conversion.
- 5 Pubwatch**  
The Pubwatch initiative aims to bring about a safer drinking environment with the support of all member licensed premises in Oswestry, the Shropshire Council Licensing team, West Mercia police and Oswestry Town Council's CCTV network.
- 6 Oswestry Find It Buy It**  
Develop and distribute the directories for the town centre and industrial estates.



Jane Rees  
The Oak Furniture Shop

“It's not often you get the chance to talk about your business in detail to someone who is genuinely interested in how it is performing, and then be given a plan as to how to improve and manage aspects that could do with some attention. Fran did all that for us, courtesy of Oswestry BID and we have certainly seen some benefits from her advice and recommendations.”



# IMPROVING

## Transforming our trading environment - safer, cleaner, more accessible - a better place in which to do business.

New projects BID will be seeking to positively impact:

- 1 Energy and Waste Costs**  
Clarify and understand Oswestry's business energy consumption and waste generation. Look at opportunities for levy payers to reduce their carbon footprint, energy and waste costs.
- 2 Public Realm**  
Develop projects to make Oswestry an even better place to live, work, shop, visit and be entertained. Lobbying for improvements in traffic regulations, street designs and wayfinding throughout the BID Area.
- 3 HGV Park**  
Work towards the provision of an HGV Park to service HGV drivers coming to, or passing through, Oswestry.
- 4 Crime Reduction**  
Work with the Police, partners and stakeholders to reduce criminal and antisocial behaviour in the BID area.

BID Projects to be continued, maintained and strengthened:

- 1 Refurbishing and Repurposing**  
Continue to advocate for HSHAZ shopfront refurbishment and re-purposing upper floors and retail properties.
- 2 Nightly Security Patrols**  
Strengthen and review our regular nightly security services helping to protect **over 129** of our local businesses to continue to reduce industrial estate crime.
- 3 Public Transport Improvements**  
Continue to work with levy payers and local service providers to improve public transport options, including taxis, available to levy payer workers and their customers.
- 4 Wayfinding Signage**  
Provide enhanced and additional banner flag signage and wayfinding to improve navigation, safety and accessibility of our industrial estates.
- 5 Targeted Cleaning**  
Continue a regular programme to spruce up the trading environment in the town centre and industrial estates.
- 6 Festoon Lighting & Bunting**  
Maintain and improve festoon lighting in the town centre to improve safety and support the night-time economy.



Targeted Cleaning

Inspector Claire Greenaway-Evans Safer Neighbourhood Team - North Shropshire & Oswestry West Mercia Police



“I am pleased to advise that the security patrols on the industrial sites in Oswestry have proven to be very effective, a positive reduction in calls has been seen owing to the patrols and I am keen to see the patrols continue.”



# PROMOTING

Raising Oswestry's profile to attract more visitors, customers and investors into the town.

BID Projects to be continued, maintained and strengthened:

- 1

**Exciting Events Programme**

Bring more events to Oswestry such as The Street Circus, Jubilee Beach, Halloween Dome, and support established town events like The Balloon Carnival, Food & Drink Festival, Community Games, CultureFest and Love Oswestry.
- 2

**Refresh, Lift and Amplify Oswestry's Message**

Work with a PR company to put more focus on our levy payer's success stories and showcase their achievements, products and services. Shaping the way Oswestry's narrative is received and written about in leading industry, newspaper and visitor publications.
- 3

**Business Tourism Partnership**

Continue to work with Oswestry Borderland Tourism to promote and support the local visitor and tourism sector.
- 4

**Video and Photography**

Switch-up BID's approach to business and town promotion by generating provide smaller, powerful clips of local events and businesses to build a resource of digital content for ongoing promotion locally, regionally, and nationally.
- 5

**OneOswestry Website & Social Media Promotion**

Maintain and refresh the BID's website and social media promoting all things Oswestry and signposting resources, services and partners.



# BID FINANCES

	Year 1	Year 2	Year 3	Year 4	Year 5	Total	%
Levy Income (1)	£286,000	£286,000	£286,000	£286,000	£286,000	£1,430,000	98.3%
Voluntary Membership (2)	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000	1.7%
Total Income	£291,000	£291,000	£291,000	£291,000	£291,000	£1,455,000	100.0%

Projects Expenditure							
A. Representing	£26,000	£25,375	£24,750	£24,125	£23,500	£123,750	8.5%
B. Supporting	£58,200	£57,575	£56,950	£56,325	£55,700	£284,750	19.6%
C. Improving	£65,015	£64,390	£63,765	£63,140	£62,515	£318,825	22.0%
D. Promoting	£80,000	£79,375	£78,750	£78,125	£77,500	£393,750	27.0%
Total Projects	£229,215	£226,715	£224,215	£221,715	£219,215	£1,121,075	

Other Expenditure							
Central Management Costs, Administration and Office	£40,285	£40,285	£40,285	£40,285	£40,285	£201,425	13.8%
Levy Collection	£7,200	£7,200	£7,200	£7,200	£7,200	£36,000	2.5%
Contingency (3)	£14,300	£14,300	£14,300	£14,300	£14,300	£71,500	4.9%
Accrual for Renewal (4)	-	£2,500	£5,000	£7,500	£10,000	£25,000	1.7%
Total Expenditure	£291,000	£291,000	£291,000	£291,000	£291,000	£1,455,000	100.0%

During a Second Term, Oswestry BID would continue its efforts to bring further significant income to the town from UK Government funding and other available grants - an approach which has had such a positive impact in Oswestry.

1. This includes the levy collection only, however futher funding will continue to be sought, as per the first term.

2. Figures included for voluntary membership are estimated based on past performance but cannot be guaranteed.
3. Contingency for project overspend and liabilities.

4. Accrual retained from levy revenue to provide costs of the BID for any further term, otherwise they will be spent on additional projects in the final year.



# BID GOVERNANCE

**The Management and Governance of the BID will continue to be open and transparent and will be accountable to the Levy Payers.**

The Oswestry BID operates as a company limited by guarantee and as such has a Board of Directors made up from BID Levy Payers. This Board takes responsibility for the strategic and financial management of the BID and will meet on a regular basis.

The composition of the Board reflects the breakdown of the Levy Payers across the town. Alongside the Board there will be a variety of short life and/ or ongoing working groups that will feed into the Board as and when required.

It is the responsibility of the Board of Directors to ensure good management of the BID. The management team will be a combination of salaried and contracted resources depending on the needs of the business during the term of the BID.

In order to deliver value for money within the framework of the aims and objectives of this Business Plan, BID will work closely with key stakeholders such as property owners, developers, Shropshire County Council, Oswestry Town Council and the Police. BID will seek, wherever possible, to influence and shape larger projects to the benefit of its own aims, whilst supporting others to achieve their objectives.

## BASELINE STATEMENTS

**In BID working together with local councils where our interests meet, it's important to ensure clarity on the provision of core basic services in the BID Area through the duration of the BID.**

To this end, Shropshire Council and Oswestry Town Council endorse the fundamental principle of additionality within the BID by agreeing to maintain, as far as possible, the provision of existing services from the respective Councils to businesses at their current level (subject to budgetary constraints) across the Oswestry BID Area. In line with BID legislation, BID services within the Oswestry BID Area will only be additional to, and not in substitution for, those provided by Shropshire Council, Oswestry Town Council and West Mercia Police.



A set of Baseline Statements is available online at [www.oneoswestry.co.uk/wp-content/uploads/2022/06/BID-Baselines.pdf](http://www.oneoswestry.co.uk/wp-content/uploads/2022/06/BID-Baselines.pdf) or click the QR code shown.

**These statements give the assurance that Oswestry BID will only provide services and benefits additional to those that would have been available without the BID.**



# THE BID LEVY

**The BID Levy Rate for Oswestry is presently set at 1.75% of the rateable value of the hereditament - a hereditament being a rateable business premises. The levy rate would apply to businesses in the Oswestry BID Area with a Threshold Rateable Value of £12,000 or more.**

The proposal for Oswestry BID's Second Term is to keep the BID Levy Rate and Threshold Rateable Value at the same level to allow the business benefits of BID to be retained, whilst providing scope for further projects to strengthen and enhance the trading environment for BID's business members.

- 1 The BID Levy Rate will be fixed at 1.75% of Rateable Value of Hereditaments as at 1st April 2023 based on the 2017 Rating List.
- 2 All new Hereditaments entering the Rating List after 1st April 2023 will be levied at 1.75% of the prevailing list at the start of each chargeable year.
- 3 The BID Levy will be charged annually in advance for each chargeable period from April to March, starting on 1st April 2023 utilising the prevailing values on the 2017 Rating List.
- 4 New businesses will be charged from the point of occupation based upon the rateable value at the time they enter the rating list.
- 5 If a business ratepayer occupies the premises for less than one year, the BID Levy paid will be on a daily basis and any appropriate refund will be made.
- 6 A Threshold Rateable Value of £12,000 will be applied, exempting payment from any Hereditament within the defined BID Area falling below this Rateable Value.
- 7 In the case of an empty or untenanted premises, the property owner (the subsequent eligible ratepayer) will be liable for the BID Levy with no void period and will be entitled to vote in the BID Ballot.
- 8 Non-retail charities with no trading income, schools and religious organisations will be exempt from paying the BID Levy. No other exemptions will apply.
- 9 The term of the BID will be five years from 1st April 2023 to 31st March 2028.





# BID DIRECTORS & TEAM



**Ian Follington, Chair**  
Deblen Ltd  
(Engineering Services)



**Patrick Evans**  
Evans Enterprises  
(Industrial)



**James Woodward**  
Cold Move  
(Industrial)



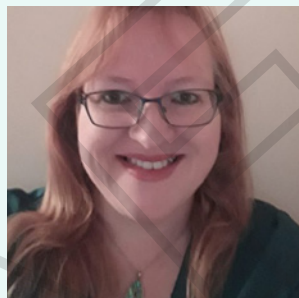
**Tim Morris**  
Booka Bookshop  
(Independent Retail)



**Lee Lucks**  
Oswestry Borderland  
Tourism (Tourism)



**Stuart Phillips**  
Celt Rowland  
(Professional Services)



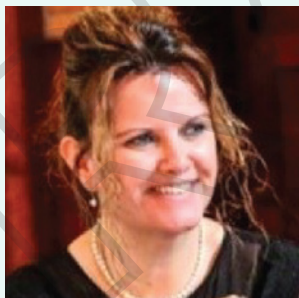
**Tania McGee,**  
Lanyon Bowdler  
(Professional Services)



**Mark Derham**  
Bridge Coffee  
(Food & Drink)



**Duncan Tipton**  
Wilko  
(Large Retail)



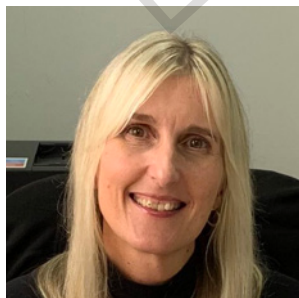
**Samantha Cleal**  
Niche Patisserie  
(Hospitality)



**Graeme Kirkham**  
Knock & Snitch  
(Hospitality)



**Kevin Griffiths**  
Griffiths Hire Shops  
(Trade Counter -  
Industrial Estate)



**Adele Nightingale**  
BID Manager



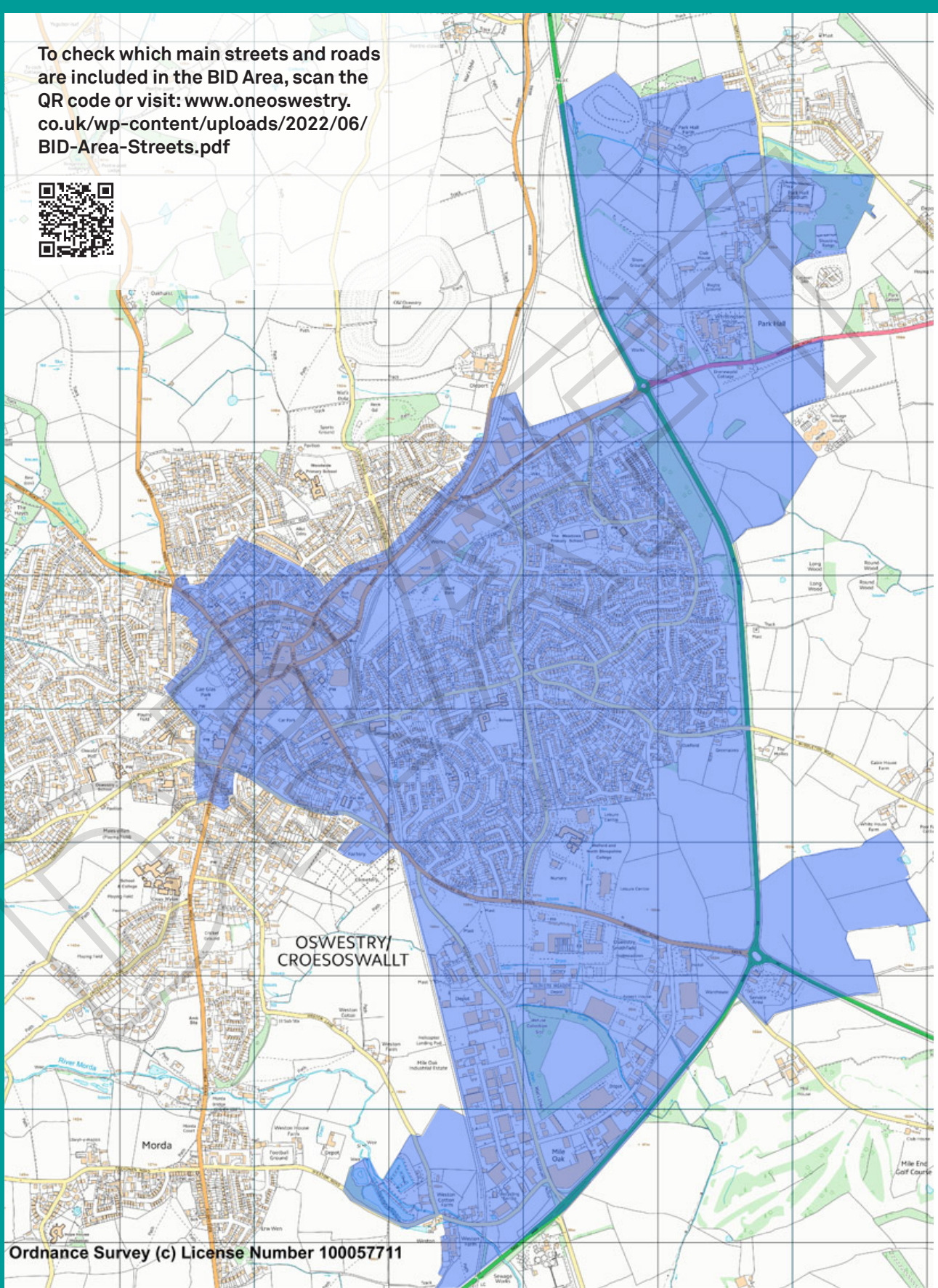
**Lindsey Pierce**  
BID Assistant Manager



**John Waine**  
Technical & Comms  
Support



# BID AREA





# KEEPING THE BENEFITS

**Vote YES to secure £1.4m additional investment into Oswestry over the next five years.**

Oswestry BID operates within a fixed term of five years until March 2023. If the Second Term Ballot

is unsuccessful, then BID will cease to exist on 31st March 2023 and all of BID's projects, services, events, and business benefits will be lost.

If you don't want to lose the business benefits and services that BID provides then **VOTE YES** to a BID Second Term. **EVERY VOTE COUNTS.**

## A REPRESENTING

- Co-ordinated business representation to local authorities.
- Co-ordinated representation for businesses on the Future Oswestry Group.
- Representation for business on the High Street Heritage Action Zone Board.
- Business Tourism Partnership with Oswestry Borderland Tourism.

## B SUPPORTING

- Support with accessing grants and navigating Local Authority policies and procedures.
- Assistance with improving traffic management and regulation.
- Free WiFi or footfall monitoring data.
- Support for new directories for the town centre and industrial estates.
- Access to the Pubwatch & Shopwatch initiatives, as well as the DISC app.
- Free business training such as Emergency First Aid and Social Media courses.

## C IMPROVING

- Ring-fenced BID local investment fund, totalling £1.6m over five years.
- Advocacy for refurbishing shop fronts or re-purposing upper floors above retail properties.
- Nightly security patrols protecting 129 local businesses.
- Targeted cleaning to improve the trading environment on the industrial estates and town centre.
- Support for festoon lighting in the town centre improving safety & attractiveness.

## D PROMOTING

- Popular promotional videos reaching over 500,000 people.
- Dedicated OneOswestry website and Shop Local Online.
- @OneOswestry social media promotion for town centre and industrial estate businesses.
- Supporting the Oswestry Balloon Carnival, Oswestry Food Festival, Cae Glas Live, and Oswestry Community Games.
- Bringing exciting new BID Events to town such as the Halloween Dome, Jubilee Beach and the Street Circus.

# ✓ VOTE YES

**Vote YES to secure £1.4m additional investment into Oswestry over the next five years**

Ballot opens:  
**6<sup>th</sup> October**

Ballot closes:  
**3<sup>rd</sup> November**

A postal Ballot of all defined business ratepayers in the BID Area will take place from 6<sup>th</sup> October to 3<sup>rd</sup> November 2022.

**The result will be announced on 4<sup>th</sup> November 2022.**

The Second Term BID Ballot will only be successful if the following two tests are satisfied:

1. A simple majority by number of those voting must vote in favour.
2. Those voting in favour must represent the majority of rateable value of those voting.



**Oswestry BID**  
Suite 3, Salop House  
13 Salop Road  
Oswestry SY11 2NR

**Contact us:**  
[info@oswestry4bid.co.uk](mailto:info@oswestry4bid.co.uk)  
01691 700365  
[oneoswestry.co.uk/bid-oswestry](http://oneoswestry.co.uk/bid-oswestry)







**BIDOSWESTRY**