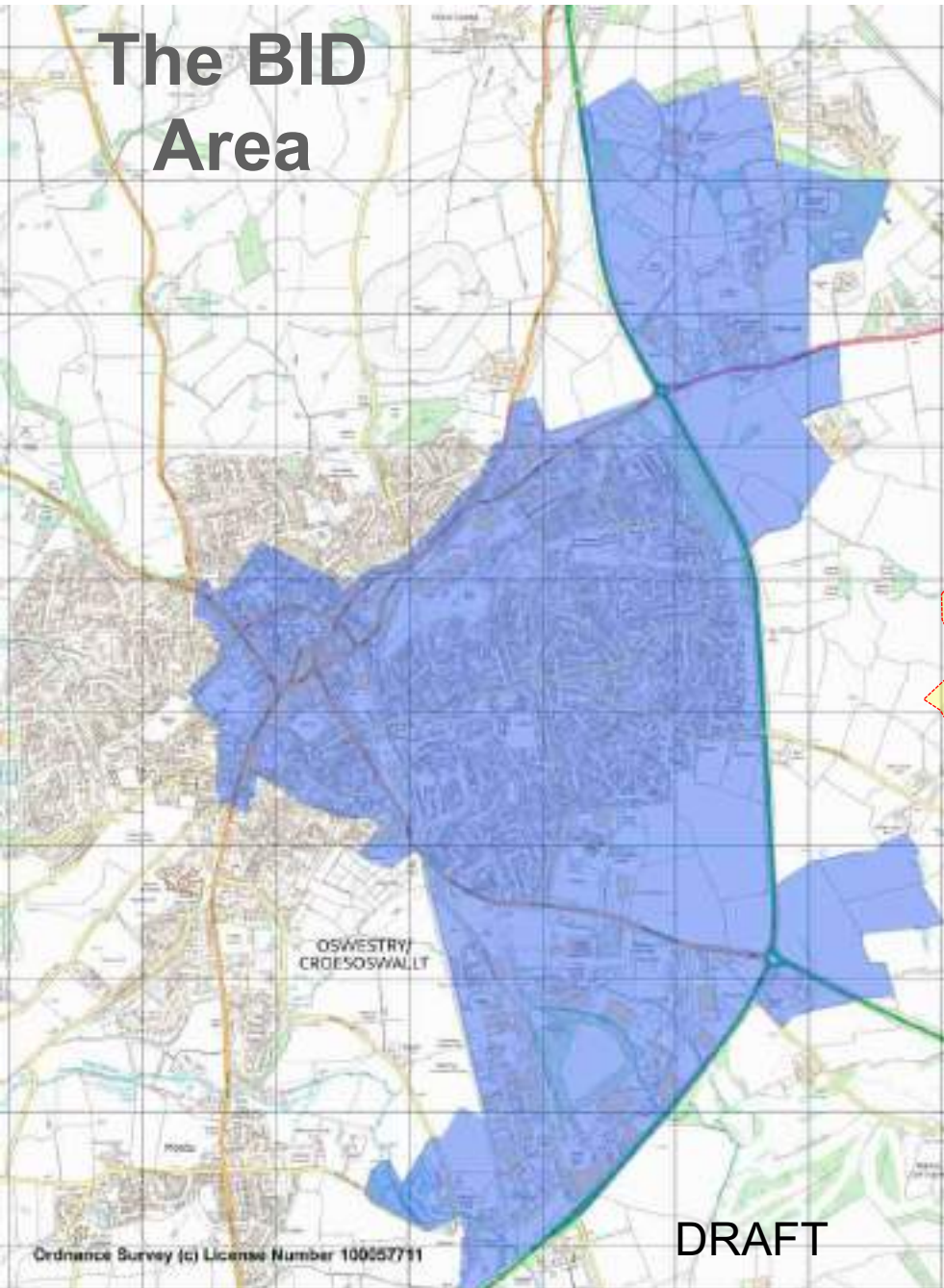


BID
OSWESTRY
Business Improvement District

November 2017

The BID Area



Ordnance Survey (c) License Number 100057711

DRAFT



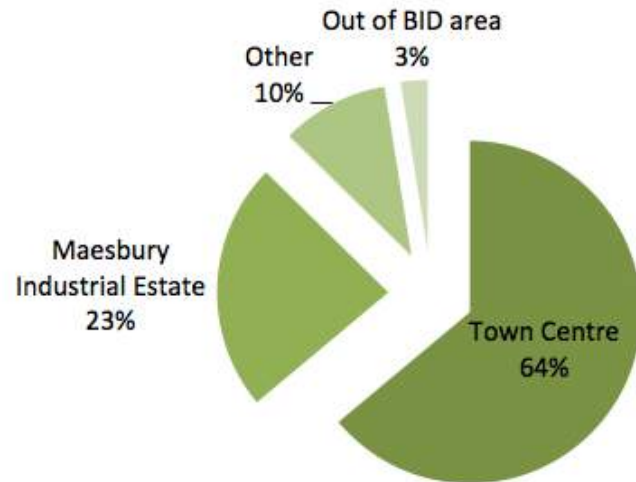
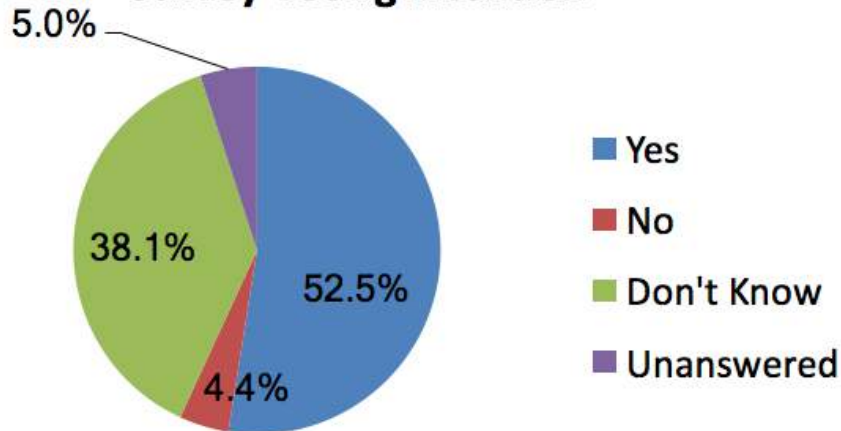
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Survey results – Voting & Location

Voting intention	No.	%
Yes	84	52.5%
No	7	4.4%
Don't Know	61	38.1%
Unanswered	8	5.0%
Total Surveyed	160	

Location of your business:

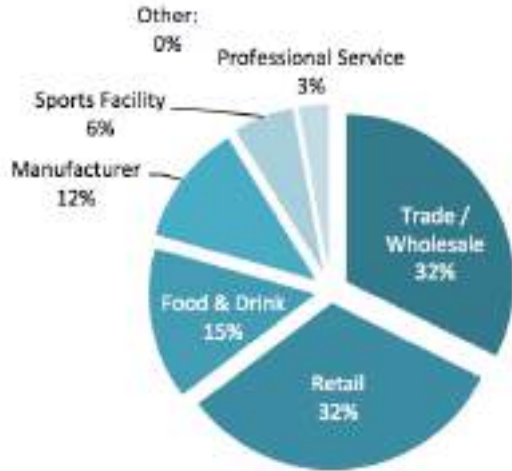
Survey Voting Intention



Survey results – Business Type & Location

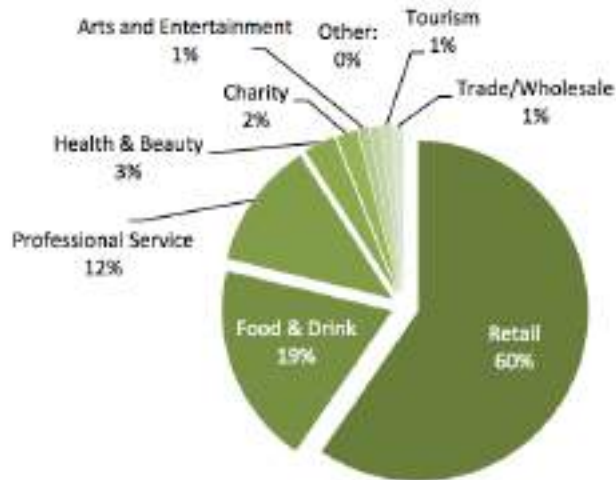
Business Type

Industrial Area Responses Only

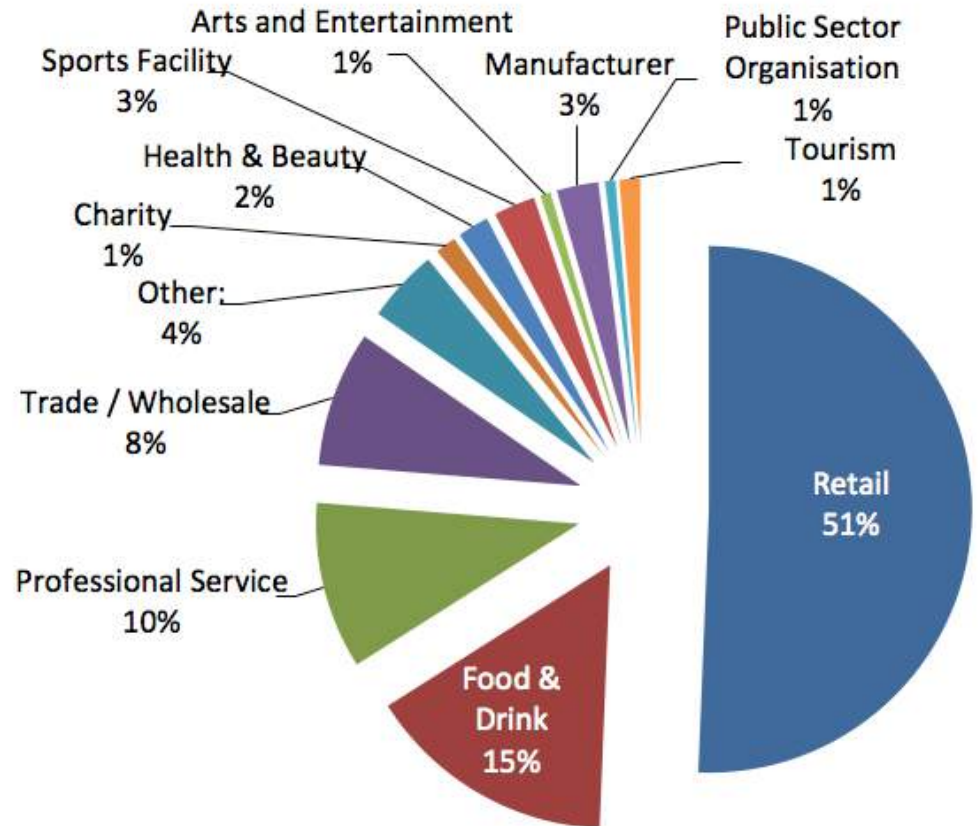


Business Type

Town Centre Responses Only

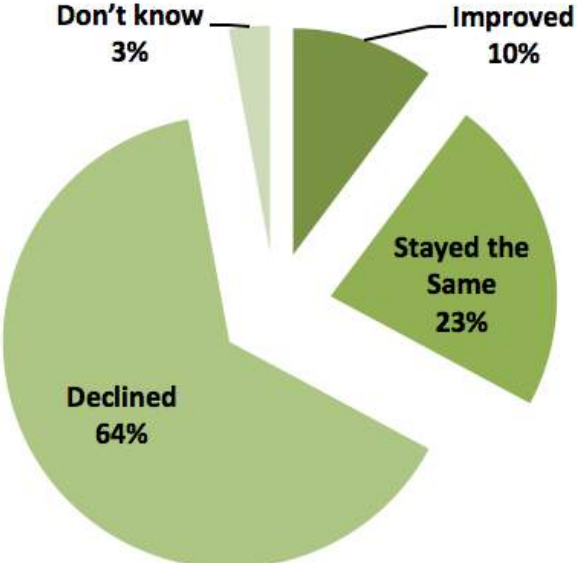


Surveys Business Type

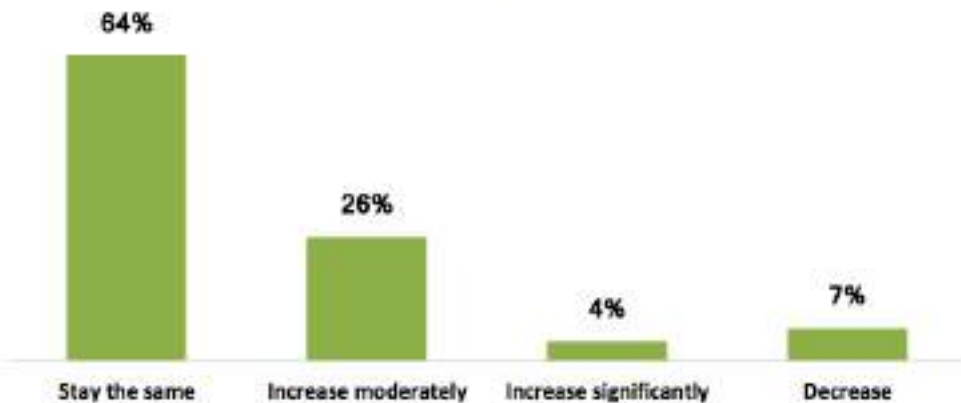


Survey results – Plans, Staffing & View of Town Centre

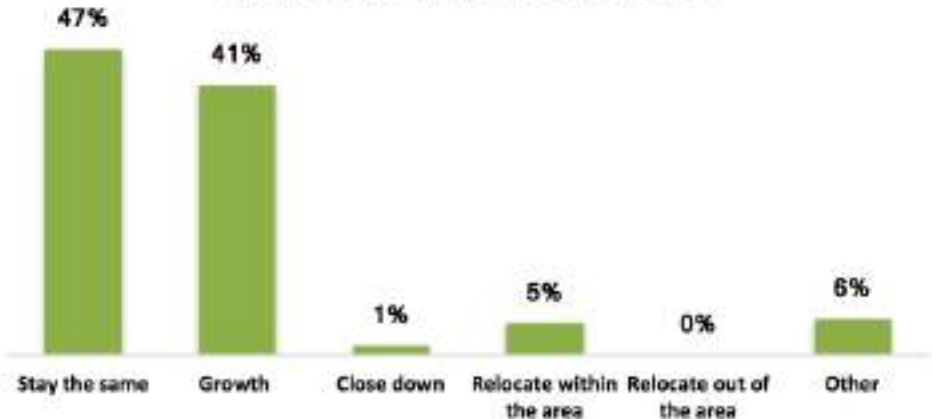
Over the last five years do you feel that Oswestry town centre has;



How do you envisage your staff numbers will change in the next year?

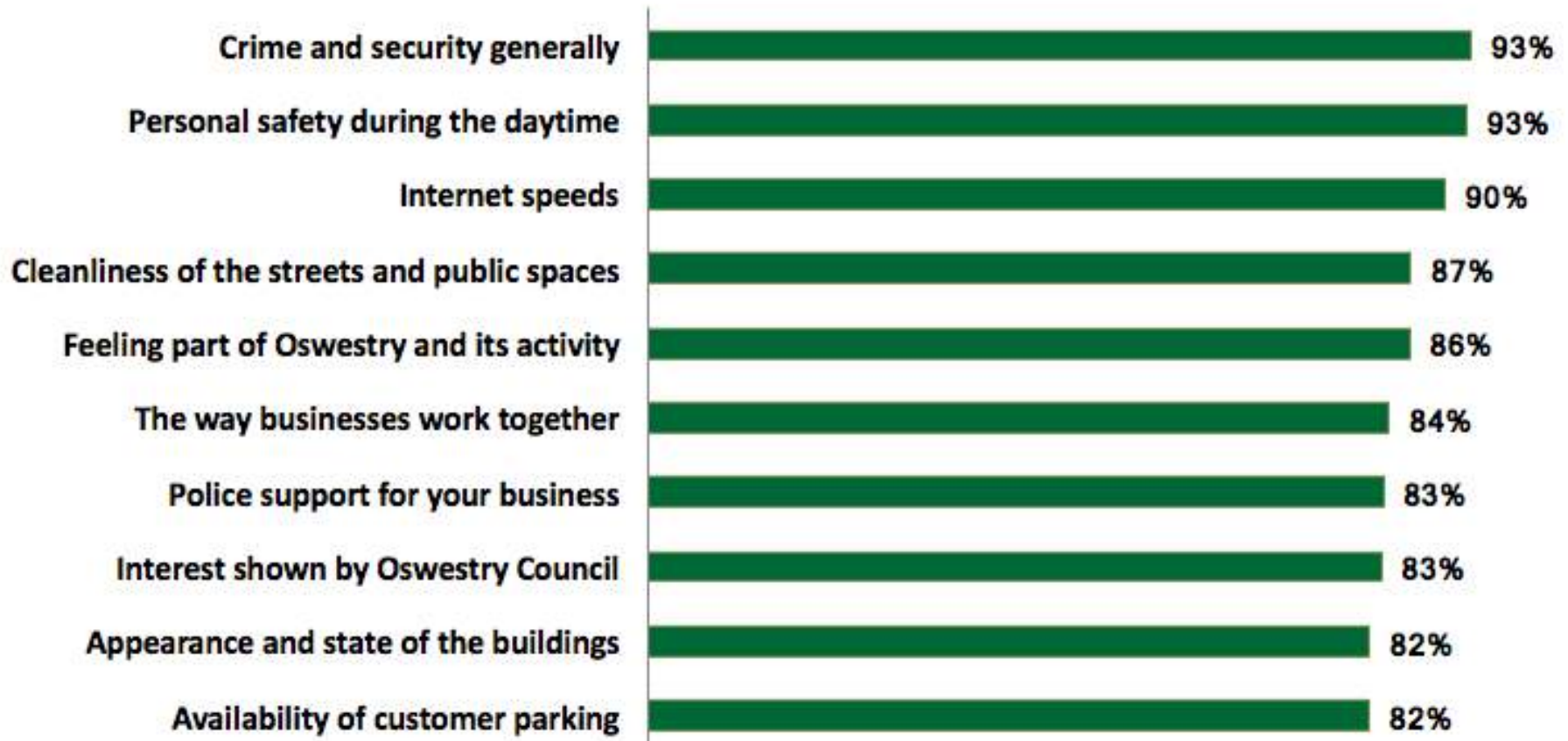


What key changes do you anticipate to your business over the next five years?

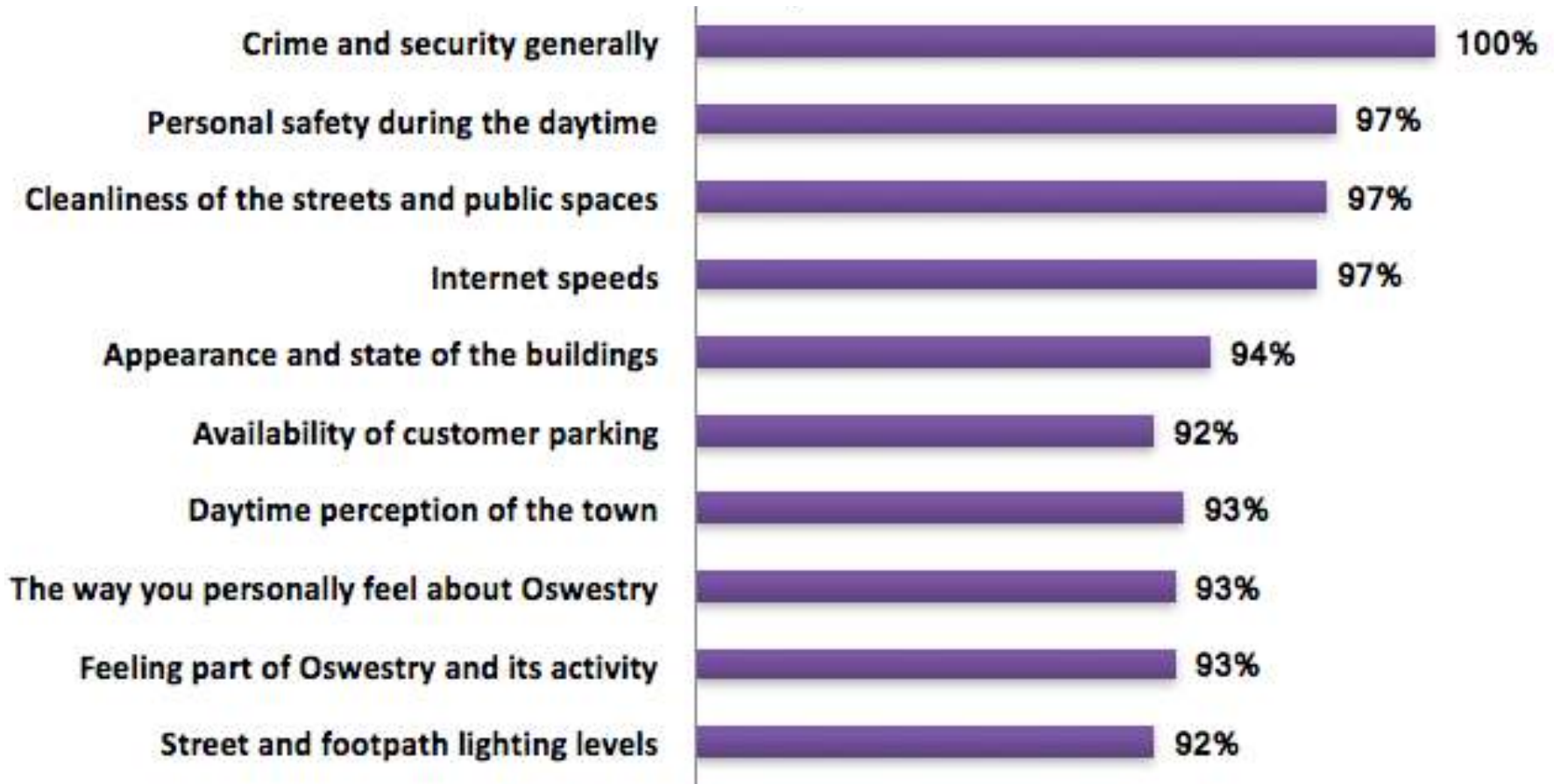


Survey results – Issue Rating for Town Centre

All Respondents



Survey results – Issues for Town Centre Businesses



Survey results – Issues for Non-Town Centre Businesses



Issues rated Very or Quite Poor

Town Centre Respondents



Issues rated Very or Quite Poor Non-Town Centre Respondents



Survey results – Top 20 issues to help business

	Town Centre	No.	Non-Town Centre	No.
1	Improved appearance of derelict, vacant buildings	81%	Improve traffic flow around area	80%
2	Develop area's identify & branding	76%	Improved broadband coverage	62%
3	Marketing to attract new business investment	74%	Marketing to attract new business investment	58%
4	Develop evening & night time economy	65%	Develop evening & night time economy	56%
5	Use digital & social media to target customers	65%	Improved appearance of derelict, vacant buildings	51%
6	Improved parking for visitors/clients	60%	Extension of current CCTV coverage	51%
7	Develop mix of retail & leisure businesses	56%	Develop area's identify & branding	49%
8	Local networking & initiatives improve local trading	55%	Marketing campaign for retailers & venues	48%
9	Events & animation in the streets & open spaces	54%	Local networking & initiatives improve local trading	48%
10	More night time police support	54%	Improved delivery access, loading & unloading	48%
11	Extension of current CCTV coverage	54%	Develop mix of retail & leisure businesses	47%
12	Develop/improve/relocate market in town	53%	Improved business crime prevention scheme	47%
13	Improve traffic flow around area	53%	Develop/improve/relocate market in town	47%
14	Improved staff parking	52%	Single point of contact for issues, support	45%
15	Marketing campaign for retailers & venues	52%	Use digital & social media to target customers	41%
16	Provide strong collective voice	50%	Provide strong collective voice	39%
17	Improved broadband coverage	50%	B2B marketing campaign for professional services	38%
18	Improved delivery access, loading & unloading	48%	Events & animation in the streets & open spaces	38%
19	Improved business crime prevention scheme	48%	More night time police support	37%
20	Create WiFi hotspots or town centre WiFi	47%	Introduce specialist markets into the town	35%



Common top 10 issues



Common top 20 issues

Survey results – Top rated issues to help business

All Respondents



Key focus areas from feedback:

- Raise town's profile regionally & nationally for business, retail, education/training, tourism & leisure
- Attracting new business investment
- Improve business collaboration & coordination
- Attracting more visitors & improving their experience
- Improve evening & night time economy
- Improve accessibility & traffic flow

A Vision for Oswestry

- To be recognised regionally & nationally as a great place to live, work, shop, relax and be entertained
- To be a high performing centre for business growth and a national destination of choice for business investment

Key BID Objectives:

- A. Raising Profile
- B. Business Support & Investment
- C. A Great Place To Be
- D. Safe & Functional Environment

Objective A

Raising Profile

To effectively develop and promote the strengths and characteristics of Oswestry to prospective visitors and business investors

Objective B

Business support & investment

To support the growth and development of existing local businesses

To attract start-ups, young businesses and new investment which compliments and builds upon Oswestry's strengths

Objective C

A Great Place To Be

To build upon Oswestry's rich heritage to further develop a diverse & rewarding environment where visitors, workers & residents want to be

Objective D

Accessible & safe environment

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

Outcomes

Development & promotion of Oswestry brand to drive:

- Higher regional & national profile
- Increased footfall for all traders
- Stronger local trading & business growth
- Increased inward business investment
- Improved offering for visitors, workers & residents
- Improved accessibility & safety for businesses, workers & visitors

Countdown

- Final plan End of Nov 17
- Plan Launch Start of Jan 18
- Ballot papers sent out 25th Jan 18
- Final Day of Ballot period 22nd Feb 18
- Result known 23rd Feb 18
- “Start of BID Operation” 1st April 18