



BID
OSWESTRY
Business Improvement District

**Prospectus for Oswestry Business
Improvement District 2018-2023**

www.oswestry4bid.co.uk

Chair's intro'

Message from the Chair of Oswestry BID Ltd

I am proud to be writing the introduction to this Proposal and Business Plan for the Oswestry Business Improvement District (BID). Over the last 18 months the Oswestry BID Working Group team have been working hard conducting surveys, consultations, workshops and studying successful BIDs across the UK. Based on this work we have identified a set of initiatives that we believe will make a real difference to the success and prosperity of the Oswestry business community.

Oswestry, the second largest town in Shropshire, is the principal employment, commercial and administrative centre in the north of the County and serves a large hinterland extending into mid-Wales. The Oswestry business community is made up of a mixture of elements including: the town centre with its heritage features, smaller shops, professional services and its markets; the more industrial area with its wholesalers, specialist manufacturers, logistics operators, livestock market and trade counters; the specialist business parks; the smaller concentrations of retail supermarkets and destination stores; tourist and leisure attractions; educational and training facilities and with the showground and football stadium.

This rich mixture of business activities is the strength of Oswestry and focusing this strength is the key to improving the prosperity of the town and developing a business community able to protect itself from the uncertainty and challenges that issues like Brexit may bring.

Acting as one, Oswestry's business community is in an ideal position to launch itself into the national and international arena as a special, welcoming and entrepreneurial place with so much to offer its visitors, residents, workers and businesses. It will be those towns which offer a diverse retail, leisure and cultural experience, an exciting and supportive business environment and a great quality of life which are going to thrive in the future.

The extensive surveys and consultation conducted over the last 18 months has identified many common themes as concerns for all sectors within the BID Area. The Oswestry BID Working Group has consulted with and listened to the business community and its stakeholders to develop an achievable business plan. The projects and initiatives in this BID Proposal and Business Plan aim to address the challenges facing all sectors of the BID Area and take advantage of the real opportunities for us all. Oswestry BID would act as a catalyst to bring together all the elements of the business community to address their concerns and help realise their full potential.

The investment we are seeking from businesses in the BID Area would be used to attract and retain additional investment in Oswestry as well as providing a direct return to BID members by improving the trading environment for existing businesses. We believe this will make a positive difference to your business. This BID Proposal and Business Plan has been created by a volunteer Working Group of business people like you, formed especially to prepare the plan, and all with a wide range of business experience. They have given their time freely because they believe in the future of Oswestry and are willing to play their part in helping to shape it. Our cumulative investment will provide a business-driven focus to ensure that our businesses not only survive, but prosper in these uncertain times. This investment, with a budget over the five-year BID lifetime of over £1.5 million, will set standards which reflect our own aspirations as Oswestry businesses.

This is a realistic plan with realistic targets at a realistic cost. It is our chance to come together and put Oswestry on the national stage. Let's not allow this unique opportunity to slip away. We urge you to look carefully at the proposal and give it your full support at the formal BID vote in February 2018.

Ian Follington

Director of Business Doctors Shropshire
Chair of Oswestry BID Ltd



List of Working Group members

Ian Follington (Chair)
Business Doctors

Heather Noble (Vice Chair)
Salt Solutions

Kelly Mansell
ABC HR

Tom Jones
Liar Liar Caf 

Ruth Hart
Marks & Spencer's

Sebastian Siddi
Wynnstay Hotel

John Waine
Independent

Stuart Phillips
Celt Rowlands

Rebecca Jones
DRE Accountants

Allister Moutrie
Sainsbury's

Gill Jones
The New Saints FC

Jo White
North Shropshire College

Adam Shilcock
Boots

This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible on www.oswestry4bid.co.uk or email feedback@oswestry4bid.co.uk.

A vision for Oswestry created by you, the businesses

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



What is a BID?

- A Business Improvement District (BID) is a defined geographical area within which the businesses have voted to invest collectively to improve their trading environment.
- The lifetime of the BID is covered by Regulations and is set at no more than 5 years.
- A not-for-profit company is set up and run by the businesses in the area and is responsible for ensuring that the aims and objectives of the BID Proposal are delivered.
- BIDs are about additionality. They do not replace local authority or police services but have to provide additional resource and activities to benefit the area.

There's already over 270 BIDs operating across the country

These include large cities such as Nottingham, Leeds, Birmingham and Manchester besides smaller towns such as Shrewsbury, Chester, Lichfield and Leamington Spa. There are more than 90 BIDs across the UK which have gone through one renewal and into their second five year period and more than 20 have gone into their third five year period.





Your feedback – what you said

This proposal has been determined by you, the Oswestry business community.

Extensive research and consultation was undertaken by the BID development team over the last 18 months to understand and highlight key issues for businesses and stakeholders and to explore potential future projects for the Oswestry BID. This plan reflects the views and aspirations of the businesses in the area.

Research consisted of one-to-one discussions, personal visits, surveys and workshops across the BID area.

Tom Jones, Liar Liar

"We will be supporting the BID as working together in Oswestry will help improve the profile of the town as a whole and help us save costs."



573

Personal visits to businesses in the new BID

161

Business survey interviews, including 132 in the new BID



8

Vision and objective setting workshops



2

Newsletters mailed out and hand delivered to all businesses



4

Budget setting workshops



Press releases and radio interviews



Dedicated BID web site for businesses

Your priorities

Businesses from across all parts of Oswestry identified key priority areas for a new BID which fall into four objectives:

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 actively support the growth and development of existing local businesses.
- To attract start-ups, young businesses and new investment which complements and builds upon Oswestry's existing strengths.

Objective C: A Great Place To Be

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

Objective D: Accessible & Safe Environment

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

There were many shared challenges and indeed shared aims for the future from businesses across the area. In fact seventeen of the top twenty measures considered by businesses in the town centre to help them in the future feature in the top twenty measures for businesses outside the town centre.

Businesses from across the area considered that the way businesses worked together was important for them and in particular for businesses outside the town centre this was the most important issue for them illustrating that the BID would be of real value and benefit to them.



Objective A: Raising Profile

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



Amount the BID will spend:

£60,000 in year 1.

Increasing to over **£62,000** in year 5.

A total of **£305,000** over the 5 years.



Developing area's identity and branding to attract more visitors' was considered to be the second most important initiative for businesses within the town centre and for businesses outside the town centre it was also a key initiative reflecting the feedback from businesses in workshops which highlighted the issues of attracting skilled people both to live and to work in the area.

'Marketing to target and attract new businesses/investors' was ranked as the third most important initiative by businesses across the whole of Oswestry reflecting the fact that the retail and leisure offer in the town is considered to be poor. Issues such as the night time perception of the town and things to do in the evening and night time were deemed by businesses as being both important and poor.

78%

of all businesses said that developing Oswestry's identity and branding to attract more visitors was really important, making it one of the top three initiatives.

71%

of all businesses said marketing to target and attract new businesses/investors was really important.

62%

of all businesses said that it was really important to use digital and social media to target more customers/clients.

What we can deliver if you vote YES

YES



- | | |
|----------|---|
| A | Develop and promote the identity of Oswestry to reflect its strengths and characteristics and add to the sense of pride. |
| B | Act as a collective voice and ensure that business community interests are effectively represented in line with the BID business plan's objectives. |
| C | Explore opportunities to improve the immediate approach and entrance to the town with innovative artwork and signage. |
| D | Support collaboration and coordination of local events and festivals to maximise their impact through combined marketing activities. |
| E | Develop the use of digital and social media channels, marketing campaigns and public relations to inform and increase awareness of Oswestry and its businesses. |

How are we going to measure success?

- Footfall to the whole area stronger than national trends.
- Increased number of users of digital media promoting Oswestry and its businesses.
- Increased levels of sales activity across the whole area.
- Positive media exposure locally, regionally and nationally.

Carrie and Tim Morris, Booka Bookshop

"We support Oswestry BID because when local businesses speak with one voice we can be part of getting things done, such as the much-needed investment into the fabric of the town."



Objective B: Business Support & Investment

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

To attract and support start-ups, young businesses and new investment which complements and builds upon Oswestry's existing strengths.



Amount the BID will spend:

£47,000 in year 1.

Increasing to over **£49,000** in year 5.

A total of **£241,000** over the 5 years.



Providing a strong collective voice to influence key strategic issues' was identified as a key initiative shared by businesses across the BID Area. Through working together the BID has the potential to create a collective business voice which has influence on decisions which directly impact the ability of companies in Oswestry to remain and become more competitive.

Providing a supportive environment which can lead to retention of young people in the workforce in Oswestry through improving links

to local educators for example were identified by more than two thirds of businesses across the whole area as being important to them. Businesses also identified the lack of grow-on space and attractive office environments as key issues which needed addressing.

Two factors which were ranked by businesses across the BID Area as being the 'poorest' were the 'range of shops' and 'things to do in the evening and night time.'

72%

of businesses in the town centre ranked the range of shops as being poor or very poor.

68%

of businesses outside the town centre ranked things to do in the evening as poor or very poor.

50%

of businesses thought that providing a strong collective voice to influence key strategic issues was a really important issue.

What we can deliver if you vote YES



Business support

A	Act as a collective voice to represent business interests with stakeholders in all aspects of development, planning and implementation of any event or initiative.
B	Develop effective communication for businesses to promote awareness of inter-trading opportunities including regular networking, seminar and workshop events.
C	Work with businesses and organisations to encourage stronger links with education and training organisations to support staff recruitment, development and retention.
D	Support greater inter-trading activities and working relationships to achieve tangible improvements in business performance and drive future business development.
E	Identify and develop cost saving initiatives working with businesses and organisations.
F	Provide support and guidance for businesses in how best to combat cybercrime and manage data protection.
G	Work to improve broadband access and regulate Wi-Fi hot spots to ensure that businesses and the public have the option for effective digital communication.

Encourage investment to complement the Oswestry vision

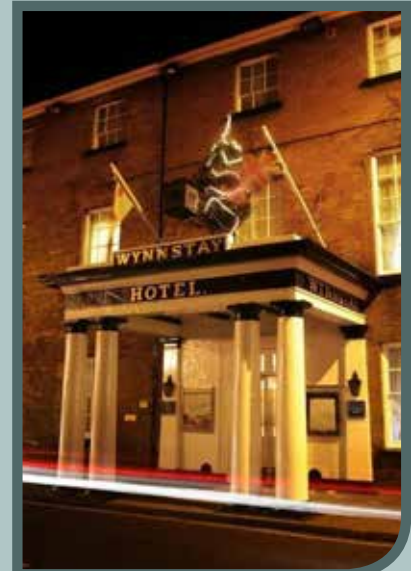
H	Seek match funding, grant opportunities and sponsorship to enhance the BID budget and increase the return on investment to Oswestry's business community.
I	Work with Local Authorities, landlords, property agents and others to promote Oswestry as an attractive destination for inward investment for new and existing businesses.
J	Develop business incubation facilities for young businesses and develop grow-on space and attractive office space for developing and established businesses.
K	Support initiatives such the proposed Oswestry Innovation Park to represent the Oswestry business community's interests.

Monitoring the Results

L	Monitor and report on footfall, commercial performance, parking statistics, customer perceptions and other key measures across the whole of the Oswestry BID area.
----------	--

How are we going to measure success?

- Increased level of investment in existing and new businesses.
- Increased range of retail, tourism, leisure and evening economy offerings.
- Improved footfall and sales performances across the Oswestry BID area.
- Increased number of skilled people being recruited and available.
- Improved download and upload access speeds for broadband connections.



Objective C: A 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.



Amount the BID will spend:

£65,000 in year 1.

Increasing to over **£67,000** in year 5.

A total of **£330,000** over the 5 years.



Improving the overall sense of activity and vibrancy in Oswestry through 'events and animation in the streets and open spaces in the town' was considered important by businesses across the whole of Oswestry. The 'lack of things to do for visitors and local people', was ranked by businesses in the town centre and outside the town centre as very poor.

Improved appearance of derelict, vacant or old buildings and sites' came out as the top initiative for businesses within the town centre,

81% ranking this as the most important issue to be addressed and the fifth most important issue for businesses outside the town centre. Oswestry is a relatively small place where a derelict site or building can have a significant impact upon the surrounding environment.

72%

of businesses have said that improving the appearance of derelict, vacant or old buildings and sites was really important.

50%

of all businesses feel that there should be more events and animation in the streets and open spaces in the town.

What we can deliver if you vote YES

YES



- | | |
|----------|--|
| A | Develop, influence and organise events, markets, cultural and leisure activities to create an animated feel to Oswestry, in a way which benefits a wide range of businesses. |
| B | Support the development and implementation of creative and imaginative initiatives which improve and protect the appearance of the streets, roads and green spaces. |
| C | Improve the appearance and vibrancy of the streets and open spaces through the greater use of floral displays, public art and festive and creative lighting. |
| D | Provide short term and interim solutions to improving the appearance and marketability of derelict sites and vacant properties across the area. |
| E | Support plans and proposals for new buildings, signage, building refurbishments and public realm developments which develop Oswestry's sense of identity. |
| F | Encourage investment in and diversification of the night time and evening economy. |
| G | Develop better signage and links to surrounding attractions, heritage sites, parks and gardens, canals, rivers and wildlife sites promoting Oswestry as a touring centre. |

How are we going to measure success?

- Improved perception of the attractiveness of Oswestry.
- Footfall to the whole area which is stronger than national trends.
- Increased number of events and street entertainment and a greater perception of things happening measured through surveys of visitors.
- Increased numbers of people visiting Oswestry from the catchment area and beyond.
- Gaining Purple Flag accreditation.

Ian Clinton, North Shropshire College

"We see ourselves as an integral part of Oswestry and want our students to have a great experience. We share the ambition for the town to further develop and prosper and see great opportunities for working more closely with businesses through the BID."



Objective D: Accessible & Safe Environment

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



Amount the BID will spend:

£53,000 in year 1.

Increasing to over **£55,000** in year 5.

A total of **£270,000** over the 5 years.



Businesses in workshops identified that access was the most important issue to be addressed. This included parking, traffic flows, signage and transport links. Improved traffic flow around Oswestry was considered as a key initiative, by 80% of businesses outside the town centre and more than half of the businesses within the town centre. Improved links to the Gobowen Railway Station were considered poor and important by half the businesses across the whole area.

Improved delivery access for loading and unloading was considered by

more than half of the businesses across Oswestry as a top twenty initiative. In the industrial area this was often caused by privately parked cars. In the town centre improved parking facilities for both visitors and staff were considered as top twenty initiatives.

An improved business crime prevention scheme was considered a top twenty initiative by half of the businesses in Oswestry together with an increased presence of police in the night time and development of the CCTV.

58%

of businesses across Oswestry feel that improved traffic flow around the whole area is important.

51%

of all businesses felt that an improved parking experience for visitors/clients is very important.

53%

of businesses thought that it was important to develop the current CCTV monitoring and coverage.

What we can deliver if you vote YES

YES



- | | |
|----------|--|
| A | Improve vehicular and pedestrian traffic access and flow into, out of and around Oswestry. |
| B | Improve parking facilities across the BID Area by reducing traffic hazards and obstruction to businesses. Also influence parking tariffs, methods of payment and availability in a way which is commercially sustainable, increases patronage and meets the needs of customers and businesses. |
| C | Improve access and parking for coach parties entering Oswestry in conjunction with providing access to improved toilet facilities. |
| D | Influence and optimise the integration of transport links in respect of trains, buses, taxis, car parks and cycling including improved links across the A5 to Gobowen railway station. |
| E | Tackle anti-social behaviour and crime issues which impact upon visitors, workers, businesses and residents in certain areas. |
| F | Develop a diverse evening and night time leisure offering which appeals to people from all ages and backgrounds, in a safe, clean and attractive environment. |

How are we going to measure success?

- Increased numbers of cars using car parks and regulated street parking.
- Improved perception of the access and parking experience.
- Reduction in incidents of crime and anti-social behaviour.
- Improved perceptions of ease with which visitors, workers, and residents can navigate and traverse Oswestry.
- Improved download and upload access speeds for broadband connections and reliability of service to businesses.
- Gaining Purple Flag accreditation.

Andrew Clarke, Morris Cook

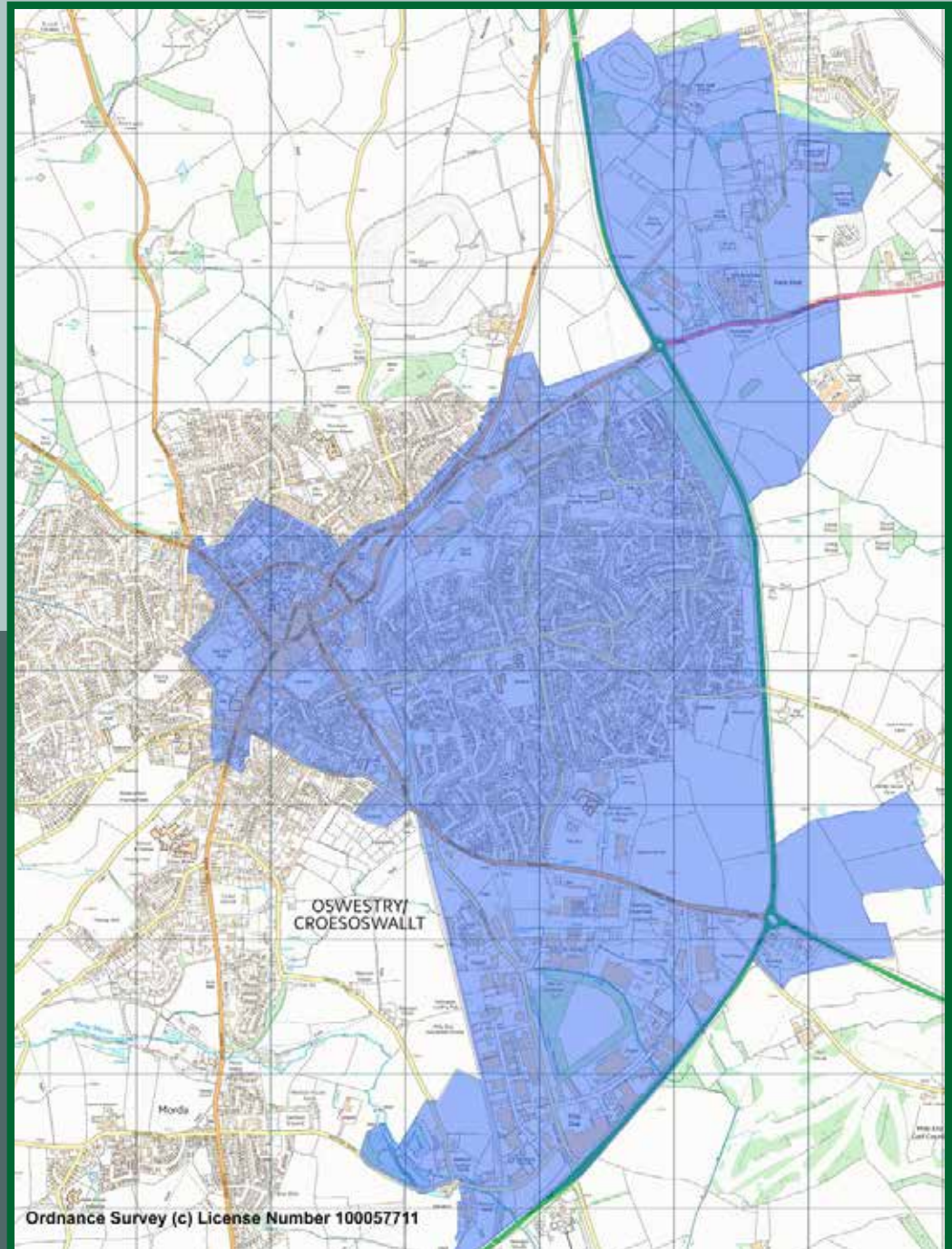
"We are a professional service business and our brand stands for quality and honesty. The whole area stands to gain from the work the BID will do to make Oswestry a nationally recognised place for great quality businesses."



The BID area

The new proposed BID for Oswestry would run for five years from 1 April 2018 and will cover the area shown in this map.

A full list of streets in the area can be obtained by emailing the Oswestry BID Development team at: feedback@oswestry4bid.co.uk.



Ordnance Survey (c) License Number 100057711

Ordnance Survey copyright © license number 100057711



Total Yr 1 Levy income
£271,821



Objective A
£60,000



Objective B
£47,445



Objective C
£65,000



Objective D
£53,185

Oswestry BID 5 year Budget: 2018–2023

	Year 1	Year 2	Year 3	Year 4	Year 5	Total	% to total
Income							
Bid levy revenue (Note 1)	£271,821	£277,257	£282,803	£288,459	£294,228	£1,414,567	92%
Other income (Note 2)	£25,000	£25,500	£26,010	£26,530	£27,061	£130,101	8%
Total Income	£296,821	£302,757	£308,813	£314,989	£321,289	£1,544,668	100%
Expenditure							
Objective A: Raising profile	£60,000	£60,513	£61,037	£61,571	£62,116	£305,237	20%
Objective B: Business support & investment	£47,445	£47,851	£48,265	£48,687	£49,118	£241,366	16%
Objective C: A great place to be	£65,000	£65,556	£66,123	£66,702	£67,292	£330,673	22%
Objective D: Accessible & safe environment	£53,185	£53,640	£54,104	£54,578	£55,060	£270,567	18%
Central Management Costs, administration, office (Note 3)	£43,500	£44,370	£45,257	£46,163	£47,086	£226,376	15%
Levy collection costs	£14,100	£14,382	£14,670	£14,963	£15,262	£73,377	5%
Contingency (Note 4)	£13,591	£13,863	£14,140	£14,423	£14,711	£70,728	5%
Total Expenditure	£296,821	£300,175	£303,596	£307,086	£310,645	£1,518,324	100%
Accrual for renewal (Note 5)	£-	£2,582	£5,216	£7,903	£10,643	£26,345	

Notes

1. Assumes a 95% collection rate and 2% per annum inflation
2. Including income from landlords, associate members of the BID and other sources (excluding in-kind)
3. Central admin, office and fixed overheads
4. Calculated as 5% of total levy billed
5. Accrual retained from levy revenue to provide for costs of renewal of the BID for any further term, otherwise they will be spent on additional projects in the final year

What it will cost you

How much will you pay?

Following a successful ballot the payment of the levy by each business in the Oswestry BID with a rateable value of £12,000 or more is compulsory and is set in legislation. The BID levy payment is made regardless of whether the business chooses to vote or if it votes against the BID. The levy is regulated in a similar way to business rates.

The investment being sought from businesses in the BID area is still modest in relation to what can be achieved. Businesses with rateable values below £12,000 will not have to pay but will be invited to make a voluntary contribution.

All businesses who pay whether voluntarily or as a levy will directly benefit from the BID's activities and all businesses will benefit from the wider benefits the BID will bring to Oswestry.

With a 1.75% levy, the indicative daily costs to a business are:

Daily costs

Value equivalent to numbers of postage stamps.

SMALL INDEPENDENT OR OFFICE BASED BUSINESS



INDEPENDENT RETAILER



NATIONAL BRANCH



LARGE NATIONAL BRANCH



The Benefits

As a business which pays, whether through a levy or voluntary payment, you will have the opportunity to be directly involved in the decision making and action planning for everything the BID delivers based upon the BID's business plan.

You will be entitled to be considered as a Director to the Board of the BID Company, responsible for ensuring that the BID delivers value and benefit to all those who pay into the BID.

In addition to receiving the broad benefits that BID offers your business in terms of driving local business investment and growth, you will have exclusive access to collective business cost saving and security initiatives, the opportunity to participate in seminars and workshops offering business support, guidance and advice and invitations to regular BID networking events to facilitate greater local business community collaboration.

You will also gain direct access to participate in promotional initiatives and have the opportunity to link into social and digital media activities and much more.

As a business who pays into the BID this is an investment. The aim of the BID is to deliver as much value back in benefits, if not more, than the money you pay in.

By working together as a collective voice you will not only be benefiting your business but improving Oswestry.

Additional funding and inflation

The BID Company is committed to seeking additional funding where possible to increase the benefits that can be delivered by the BID to businesses.

Other possible income sources will include grants where the criteria matches the aims of the business plan, voluntary contributions from property owners, companies and organisations outside the BID area and those not liable for the levy. It is estimated that this could be at least £130,000 over the five year period.

Through discussion, developers, property owners and other stakeholders in the area will be invited to participate in the Business Improvement District and improve delivery against the business plan objectives even further.

There will be an annual inflationary increase of all levy charges year on year for the duration of the Business Improvement District. This will be a minimum of 2% increase year on year or the inflation percentage as determined by the Consumer Price Index as at the 1st December of the year before the next billing process, whichever is the greater. Inflation will not apply for the first billing cycle in 2018. For example, if a levy bill is 1.75% of £12,000, the bill in year 1 will be £210. If 2% inflation is applied in year 2, the bill will be £214.20.

Ballot Timetable

Ballot and voting

Businesses in Oswestry will be asked to vote on whether or not they wish the Oswestry BID Company to implement the business plan over the next five years 2018 to 2023.

Ballot papers will be sent out on 25th January 2018 to the person identified in the specially prepared register of potential voters held by Shropshire Council.

Each rateable property has one vote. A proxy vote will be available. Completed ballot papers are to be returned no later than 5pm Thursday 22nd February 2018. The result will be announced on the following day.

Allister Moutrie, Sainsbury's

"We see real opportunities here to raise the game for Oswestry as a whole. By working together we stand a real chance of making Oswestry a really great place for the people who live here as well as for the businesses themselves."



Mandatory Levy

Following a successful ballot the levy becomes mandatory on all defined ratepayers. Any necessary enforcement of payment is undertaken in the same way as it is for business rates.

The ballot has to meet two tests to succeed:



A simple majority of those who vote must register a **YES** vote.

AND



The aggregate rateable value of those that vote **YES** must be greater than that of those that vote NO.

VOTE

YES



- **Tues 16th Jan 5:30pm** – Launch of Business Plan
- **Thurs 25th Jan** – Ballot papers issued
- **Thurs 22nd Feb** – Ballot closes at 5pm
- **Fri 23rd Feb** – Ballot results announced
- **Sun 1st April 2018** – Operations of the new BID start



Monitoring Success

Working with key partners

In order to deliver exceptional value for money within the framework of the aims and objectives of the plan, the BID will work closely with other key stakeholders such as property owners, developers, the County and Town Councils and the Police. It will seek, wherever possible to influence and shape larger projects to the benefit of its own aims while supporting others to achieve their own objectives.

In working with others, the over-riding principle of the BID should not be compromised i.e that the BID is providing services and benefits additional to those which would have happened if the BID had not been in existence.

Monitoring basic service provision

Shropshire Council is committed to providing core or basic services to the area for the duration of the BID in such a way that the activities of the BID will be totally additional and complementary.

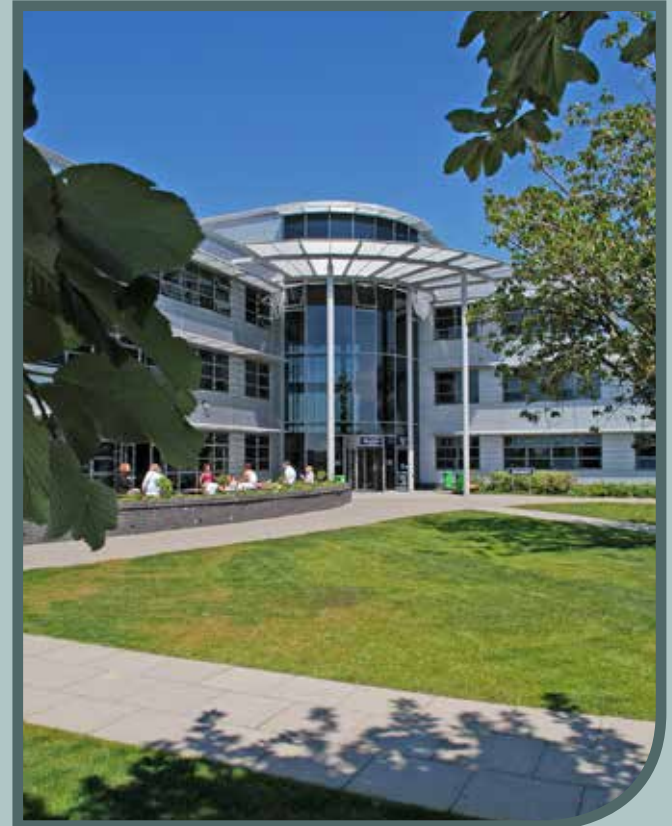
Provision of Baseline Statements will allow the BID Company to regularly appraise the delivery of core services and compare them with the services identified in the statements. From experience elsewhere we know this has an impact on that delivery and helps to guarantee that money provided to the authorities via the business rates mechanism is well spent and that standards are maintained.

Monitoring BID delivery

Oswestry BID will be fully transparent and accountable to the businesses paying the BID levy.

Monitoring and measuring the performance and effectiveness of the BID activities is an integral and essential part of the plan. Businesses need to be confident that their levy money is being invested as productively as possible to maximise results.

The effectiveness of the measures undertaken will be gauged for each project area. They will include business surveys, photographic evidence, vacancy levels, new investment into the area and parking, sales and footfall data.



Governance

A company has been set up to act as the BID Company. It is a not for profit company, limited by guarantee which will be legally and operationally responsible to the businesses in the BID area, for the delivery of the BID proposal and business plan and its associated activities and will act on their behalf.

The Board will be responsible for the governance of the BID Company and for creating a management structure which will aim to encourage continuous business involvement in determining priorities and shaping and evolving activities within the terms of this BID Proposal and Business Plan. All businesses will be encouraged to be actively involved in the BID and associated working groups to represent the levy payers.

The Board will be elected by the members of the BID Company, drawn predominantly from those paying a levy in the area and made up of a representative cross-section of the businesses and stakeholders of the area and key agencies associated with the successful delivery of the BID project. It will be driven by the private sector and will include one senior officer from Shropshire Council and a senior officer from the Oswestry Town Council who will act as key operational links to council services, but not as Directors.

The main role of the Board is to safeguard the interests of levy payers by ensuring that the business operates in line with the BID plan, is professional and offers consistent value for money in line with its targets. The Board will ensure that the implementation of the BID will be monitored and delivered cost-effectively,

through keeping overheads to a minimum and using methods which will optimise the use of the revenue budget and add real value to the delivery of the plan.

The Board will provide a consistent, collective and effective voice for the businesses in Oswestry.

All roles on the Board and specific working groups are voluntary and are undertaken with a commitment to represent the interests of all businesses in the area.

Collaborative working will be actively encouraged to build upon the sense of the business community in the area and ensure that the skills and resources available for delivery of the BID are enhanced and deliver best value.

There will also be hands-on project and contract management to support the initiatives from the working groups. This support will provide administrative support to the BID Company, coordinate activity with partner organisations and ensure cost-effective delivery of projects through tendering and careful project and contract management.

The Oswestry BID financial accounts and governance arrangements will be independently scrutinised and the effectiveness of the measures undertaken will be gauged by key performance indicators for each project area, including footfall, customer surveys, business surveys, photographic evidence and retail turnover movement full measures are identified in this plan with each objective.

Besides regular newsletters and other forms of bulletins, there will be an annual report providing details on activities and performance of the company against the objectives of the delivery plan for the previous year.

All levy payers shall be entitled to be members of the BID Company. There will be an annual general meeting at which all members are invited to attend and vote and at which Directors will be retired by rotation providing an opportunity for new Directors to be elected in accordance with the articles of the company. The Board will provide a consistent, collective and effective voice for the businesses in Oswestry.

Howard Jones, Momentum Wines

"We are voting yes because we think there are massive opportunities for existing businesses to develop and thrive, new businesses to establish and for Oswestry to be a place that people who live and work here will be proud of."





How do BIDs work?

- Businesses identify the area and the issues.
- A BID Proposal is drawn up.
- The proposed programme of services should clearly be additional to those set out in a Baseline Services Agreement.
- Non-domestic ratepayers vote on the BID Proposal in a postal ballot conducted by the local authority. The vote must meet two tests – the ‘dual key majority’.
- After a yes ballot the levy is mandatory on all defined ratepayers.
- After five years a BID holds a renewal ballot based on a further proposal.

VOTE

YES



Let's shape the future of Oswestry together

This prospectus should be read in conjunction with the full BID Proposal and Business Improvement District Business Plan accessible on www.oswestry4bid.co.uk or by e mailing the Oswestry BID Development Team feedback@oswestry4bid.co.uk.