

Monday 18 March 2019

To all levy payers

### **Milngavie BID Update**

We are currently in a period of anticipation and expectation in Milngavie, awaiting the results of the renewal ballot that will determine whether the Milngavie Town Centre BID Ltd will be in a position to deliver the projects outlined in the 2019 -2024 business plan, that you should all have a copy of by now along with your ballot papers.

At the same time, we have been pushing ahead with delivering projects as the first 5 year BID term comes to an end. Below is a brief update of BID projects and activities currently underway and will be completed by the end of April 2019.

### **Window Wanderland Feedback**

This small event was a great success after a big community and local business effort to light up Milngavie precinct and many local streets in the area, which the residents really got on board with. The creativity and enthusiasm was there for all to see, and if the Milngavie BID continues for another 5 years, we will be building on the first year's efforts in February 2020. Many thanks to Tesco and Garvie & Co for providing prizes for the children's "Find the Clues" competition.



### **Business Plan and Ballot Papers**

All eligible persons who can vote in the BID renewal ballot should have received their voting papers and a copy of the business plan for 2019 – 2024, sent directly from East Dunbartonshire Council. If you have still not received a ballot paper, please get in touch with us directly.

A copy of the business plan has been handed to all local managers of national businesses to ensure you are fully informed of all plans. The vote is open until 18<sup>th</sup> April and the result will be announced within 7 days of the ballot date, a few days before the Healthy Habits event. We would encourage you all to read the plans along with latest announcements in this newsletter and vote yes in the ballot.

We have printed A4 and A3 window posters for supporting businesses willing to place in their premises. Please let us know if you would be willing or able to do this so we can drop one off.

## Wi-Fi Back On

As reported in the previous newsletter, the board decided to switch on the Wi-Fi again as a one year trial with a new Virgin fibre connection to test performance and public perception. The update is that all the Wi-Fi the equipment to run the service will have to be relocated to the BID office building, once suitable dates can be arranged. We are aiming to have the service back on before the Healthy Habits event on 27 April and test it when a large number of people are in the town.

## Milngavie.co.uk

We are pleased to report that the Milngavie Town Centre BID Ltd is the official owner of three geographical domain names for Milngavie. Location based .co.uk domains very rarely become available, and the board decided it was an opportunity that could not be missed.

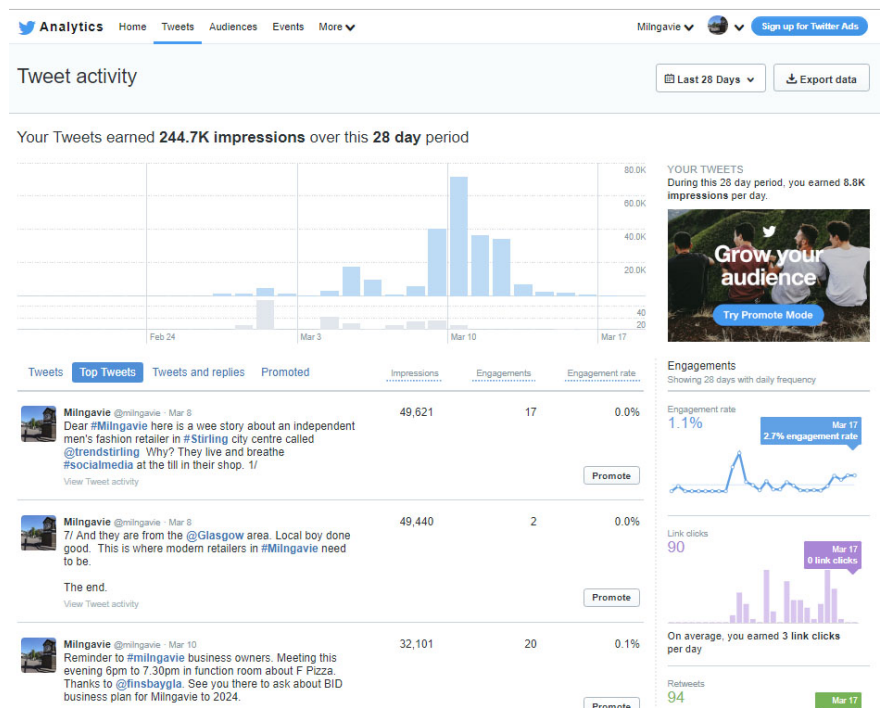
As of 8<sup>th</sup> March 2019, the domains under our control on your behalf are Milngavie.co.uk, Milngavie.uk and Milngavie.org.uk. These are digital assets are for the whole community and businesses to benefit from.

As a result, we will have much more control over the narrative about what is being promoted about Milngavie, as an official digital communication channel that local people, the media and other stakeholders will identify with. Our interim BID manager is currently developing the website structure on a commonly used WordPress platform, allowing the BID to own and control all our content on behalf of all levy payers.

Every levy payer will have the opportunity to have their own presence on Milngavie.co.uk and embed your own social media channels into the website. It will become a measurable part of your promotional mix of activities to help generate enquiries for all business types in Milngavie. We aim to use Milngavie.co.uk as central to all communications and promotion of Milngavie.

## Twitter Handle @milngavie

As part of the domain ownership and efforts around reputation management of Milngavie, the BID is also in control of the @milngavie twitter handle. Followers are up to 1,931 and the local business conversations have already started to take place on this platform. In the 7 days since we secured control of the account, 244.7k impressions have been earned at no cost, primarily due to the viral nature of how twitter works.



Following a successful renewal ballot, the plan is to introduce social media training courses for all levy payers to use as part of your own business promotion; and integral with your website content and other platforms you may use such as Facebook, Instagram, Pinterest and YouTube.

### **Town Centre Banners**

There was a deliberate delay in replacing the town banners, whilst we focussed efforts on securing the digital assets for the town. Since then, our BID manager has proposed design ideas to the board to maximize the recently acquired assets and build a campaign for Milngavie around the “Shop, Eat, Drink Local” concept.

	<p>The draft proposal is for a range of banners to be located around the town with different messages around this theme.</p> <p>The draft mock up is proposed for the dual carriageway to target thousands of drivers through Milngavie every day.</p> <p>The banner makes them aware of Milngavie.co.uk and @milngavie on twitter.</p> <p>It's a very simple message to encourage people to Shop, Eat and Drink locally.</p> <p>It fits with many campaigns, environmental discussions and TV programmes around local food producers, supporting local businesses and the state of the High Street.</p>
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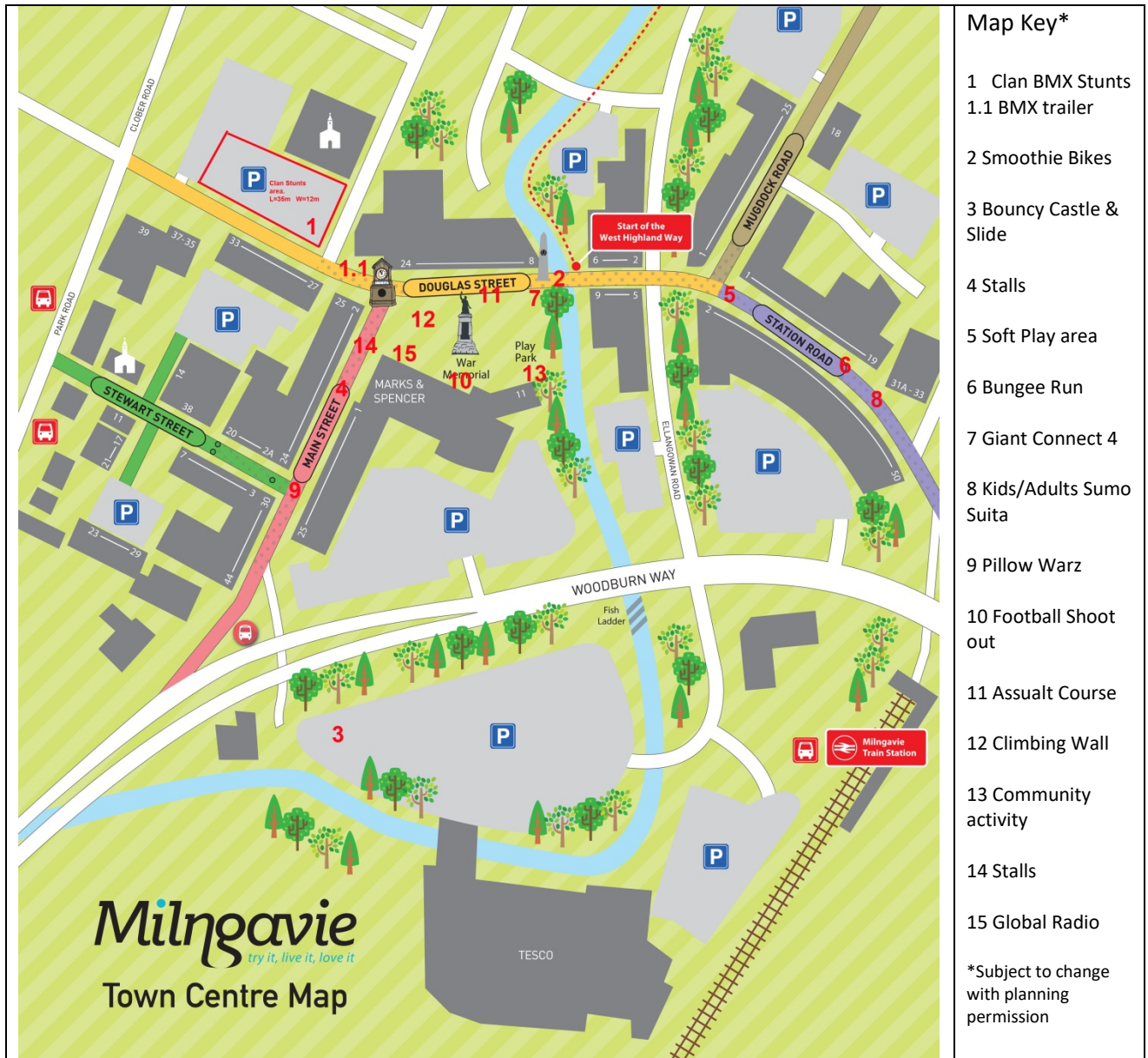


Sat 27<sup>th</sup> April

**Healthy Habits Event**

This is a FREE to attend family event based around healthy and active living. The cost of the activities and the budget to promote it are approximately 50% each, with other costs being incurred for licencing, health and safety and insurance. Below is where we are planning to place the activities throughout the town.

Global Radio have been booked in for a week long radio campaign from 20th to 27th April and will be present on the day for entertainment and creating a buzz in the town.



We have up to 12 stands available to levy payers, at no cost. Up to now 5 stands have been reserved. If you feel you can offer anything related to healthy habits on the day, please get in touch with Tony directly.

Each business taking a stand will have to complete a form for health and safety, so we need to know as soon as possible if you would like one. If not all stands are taken, they will be offered on a commercial basis to outside organisations, with a consideration to try to avoid inviting anyone selling competing items as levy payers. A marketing campaign and press release is currently being prepared for the event. It is already announced on Facebook and 'pinned' at the top of our twitter feed.

### **Milngavie Gift Card Scheme**

As reported in the last newsletter, the gift card programme is a new, simple way for local people to buy a gift for friends, family and colleagues or for a business to reward their employees. The gift card recipients can choose to spend their cards across any registered local businesses including restaurants, cafes, shops, salons, attractions and venues. As the programme uses the existing MasterCard network, any business that accepts card payments can participate.

The board have agreed to proceed with this project if a successful renewal ballot has been secured for the next 5 years. There are significant set up costs and an official organisation has to be in place locally to deliver the program. The Milngavie BID governance structure allows for us to run the project, like a number of other BIDs in Scotland have successfully done.

### **Milngavie in Bloom**

Milngavie BID continues to work with Milngavie in Bloom to fund flowers for village. The business plan highlights a budget to fund the ongoing floral enhancements for Milngavie, which enables the incredible work undertaken by the volunteers to be sustainable into the long term. Again, this is subject to a Yes vote being secured in the ballot.

### **Top Up Tap FREE water supply – Official Launch**

You may have noticed the water tap that Scottish Water have installed in the precinct. This is part of a “Your Water, Your Life” campaign to encourage plastic bottle reuse. Milngavie was chosen as one of ten locations for the introduction.



There is an official launch on

**Wed 20<sup>th</sup> March at 11am**

Press and photography will be in attendance and a follow up social media campaign about it.

This is a great opportunity for FREE positive publicity for Milngavie.

Can any levy payers make themselves available for a short photo shoot “**wearing walking clothes**” to show our thanks for this free service for the town? Please contact Tony direct if you can as we have to confirm with Scottish Water before Wednesday.

Milngavie in Bloom volunteers have been asked to attend as they have charitable status and will be offered £100 from Scottish Water for their efforts.

That’s all for now. If you have any questions, please contact Tony I’Anson by email [tony@milngaviebid.com](mailto:tony@milngaviebid.com)

Milngavie BID board