

Milngavie BID Newsletter. 24 May 2019.

Open Meeting for Levy Payers

Following the successful renewal ballot, the BID board have been working with our interim BID manager Tony I'Anson, to deliver the projects in the business plan that you voted on.

We have booked

F Pizza on Tuesday 4th June from 6pm

Please let us know if you will attend as FREE pizzas will be on offer to all. This will provide an opportunity for all levy payers to meet the existing board and ask any questions about the plans for the next five years.

We have also invited a representative from Micronex, the gift card supplier to attend and provide a brief explanation of the programme we will be introducing soon.

Eyebright Utilities will also be present to talk to you about possible savings on your business costs for utilities, telephony and credit card terminal charges.

Milngavie Gift Card update

The contract is in place with Micronex; the gift card design has been approved; an initial batch of cards ordered; and a dedicated website MilngavieGiftCard.co.uk is being built by Micronex to allow the cards to be purchased online, as well as from selected local retailers in Milngavie.



Micronex will present details of how the gift card operates and answer any of your questions at the meeting. We would urge any retailer that uses a credit card terminal in their business to attend. This will not cost anything to an individual levy payer and is designed to generate extra sales for your business. The service is powered by MasterCard.

MilngavieBID.com re-launched

We have redeveloped and re-launched the official website for the Milngavie Improvement District, to reflect on the work and events we implemented in the first term since 2014, and outlined the plans for the next five years.

The news on this website will focus on informing levy payers about our work moving forward. It will be the first point of contact for all stakeholders who need to contact us about business to business related issues. See www.milngaviebid.com

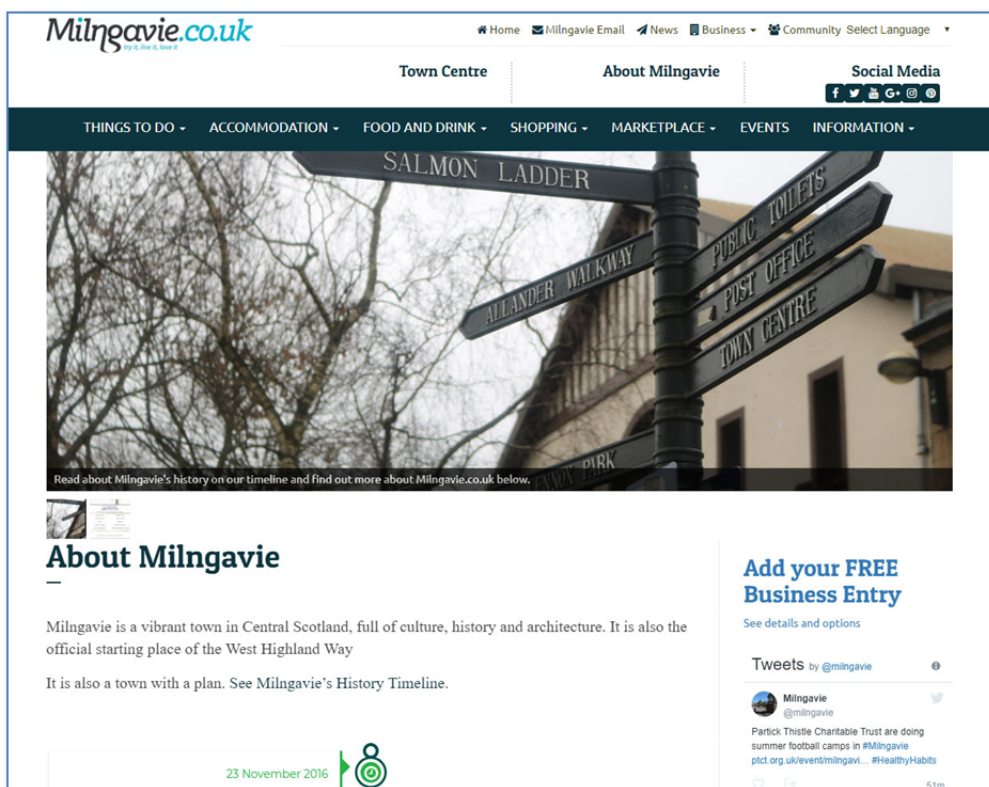
Milngavie.co.uk update

Milngavie.co.uk

try it, live it, love it

Towards the end of the first BID term, the board made the decision to purchase this 20+ year old domain, following an approach to the former owner on the advice of our BID manager. The domain will be used as the primary channel for all business to consumer communications working with all organisations with an interest in Milngavie.

It will feature all levy payers by business sector in an easy to navigate, device friendly, multi language website, with their social media embedded. We plan to make the website a central resource for all online and offline marketing communications in Milngavie, for the benefit of the whole town, community, businesses and stakeholders. It will be integral to our holistic place digital and marketing strategy.



The website development has been completed by our BID manager in WordPress with custom themes and plugins installed. Work is now focussed on generating website content prior to going live.

The website will include a news section that all levy payers can contribute to. You are all invited to submit news items for posting on the website, as are all community groups and other news related organisations. The plan is to become a hyper local inclusive channel of all digital content for Milngavie, with embedded links to relevant social media channels.

Street Banners Installed

The board commissioned the various designs of the new street banners to complement our holistic marketing strategy, pointing all local people and visitors to Milngavie.co.uk.



The approach has given the banners a much longer shelf life, as the key themes have been designed to complement our five year plan. Banners were installed on 25 April 2019, just a few days before our last event of the first BID term, Healthy Habits, and have been well received by the public and visitors to Milngavie.



Healthy Habits Event Feedback

A very successful free family event took place on Saturday 27th April, throughout Milngavie featuring attractions from a bouncy castle in Tesco car park, a climbing wall next to the clock, bungee run in Station road and a spectacular BMX show in one of the car parks. Parking charges were also cancelled for the whole day in Milngavie, although visitors who lived within a mile were encouraged to walk into town to enjoy the event.



Feedback from local businesses who took up the opportunity of a free stall has been very positive, along with the absence of outside caterers during the event. Local food and drink outlets have reported an increase in revenue figures and footfall figures were around 30% up on the same week of the previous year. The plan is to repeat and improve upon this event next year and make it a date in the diary for Easter time.

Plans for Year 6 to 30 April 2020.

In simple terms, to deliver the projects set out in the business plan. Our annual budget is £103,000 that includes £30,000 from East Dunbartonshire Council. We have also made an official note of interest for additional leveraged funding to allow us to expand on our place marketing strategy for Milngavie. More resources to invest will have a direct and positive impact for levy payers.

All projects will be signed off by the board each month, centred on the 3 key themes in the business plan. We have discussed the digital strategies we are implementing to have an impact in Milngavie, and are already planning events for Halloween and Christmas 2019.

We have also made the decision to provide each board member with the role and responsibility of delivering each of the business plan themes. There will also be other volunteer ambassadors who will assist the board to deliver the projects, where necessary.

BID Manager and Intern

We are currently working on a proposal to offer our interim BID manager, a longer term role in Milngavie on a part time basis to fit with our budget. Following his work to get the renewal ballot through and his offer to continue working with us on an interim basis until the end of May, the board have been impressed with the delivery of projects to date, the regular communications approach and general help and advice he has provided to the board.

We have also been impressed with the work carried out by Maxine Irvine focussing on events. Her general positive approach and flexibility required in any BID role, means we have offered Maxine two days a week to work with the BID manager for the second BID term. Maxine has accepted the offer and is looking forward to delivering more events this coming year.

BID Office

We have moved out of the office in 3 Stewart Street. Our current BID team work on a flexible basis and rarely used the office as a working space. The board decided it was an overhead we did not require and have found alternative storage facilities for the minimal company assets we have.

The registered company office is 2 Stewart Street and all correspondence will be directed to this address, c/o Bell Barr & Co. If our long term requirements for office accommodation change, we will look to review this in future.

Free Wi-Fi

In previous correspondences we indicated that a one year trial of the free Milngavie Wi-Fi would be implemented, given advances in technology and no need for costly leased lines to make the service functional.

Following further investigation into a trial one year “switch-on” we discovered that the existing location of the central equipment was no longer available. We investigated the cost of re-setting up from our BID office, but the moving costs without any guarantees of a properly functional Wi-Fi facility, were too costly.

The board have decided not to take the Milngavie Wi-Fi service any further. We will be commissioning the removal of all hardware equipment, with a view to determine whether it has any re-sale value at this point. We want to ensure that your levy funds are invested wisely into projects that provide tangible benefit to levy payers.

Community Engagement

Milngavie In Bloom

We will continue to work on the floral enhancements throughout the precinct with the volunteers from Milngavie in Bloom. As per the business plan, we will cover the cost of purchasing the plants for the range of planters and the MIB volunteers will install and look after them on our behalf.

Milngavie Week 8 – 15 June

The board have confirmed support of Milngavie Week with the approval of the inside front cover of the A5 magazine that is used to promote all the activities taking place. The advert is consistent with all our planned communications for this BID term, pointing readers to Milngavie.co.uk and making them aware of the @milngavie twitter handle.

The advert was also viewed as an initial opportunity to inform residents and visitors to Milngavie about the Milngavie Gift Card.



A5 advert in the Milngavie Week magazine

Property Facelift Scheme

We are now accepting applications for the shop facelift scheme. Levy payers are eligible for up to 50% costs funded (capped at £1500, whichever is greater) to improve the frontage of their properties. Any interested parties should email enquiries@milngaviebid.com with details of their plans.

Future Events

Events are part of our business plan Theme of '*Making Milngavie a destination of choice and gateway to leisure*'. They were identified as a key driver of footfall to Milngavie and levy payers mainly agreed that more events were required during the second BID term.

We are currently planning the next two events for Halloween and the Christmas Festivities, to build on the successes of these events from last year. We will be working closely with the Tesco Community Champion for Halloween, to make last year's event even better.

As our previous recent news update indicated, we will also be in a position to promote other events taking place in Milngavie that benefit levy payers. For instance, Finsbay are organising a Gin Festival on 27th July in the lane next to Finsbay, and we will help to promote the event; and we are supporting the efforts of Milngavie Week (8-15th), who are organising activities in the precinct during this week.

Accounts to end of first BID term

The board have agreed that remaining funds from the first BID term will be used towards any contingency requirements as they arise during the second BID term. Funds will be allocated to the project themes where necessary.

The board would like to thank the five years of voluntary work undertaken by Catherine Williamson, Bell Barr and Co. for all her time and effort dedicated to the Milngavie Improvement District. Catherine has decided to step down as a board director, but agreed to continue providing invaluable accountancy and auditing services to the BID Company.

Board Nominations

If you would like to volunteer to join the board to help deliver the business plan for the next five years, or assist as a board ambassador, now is the time to step forward.