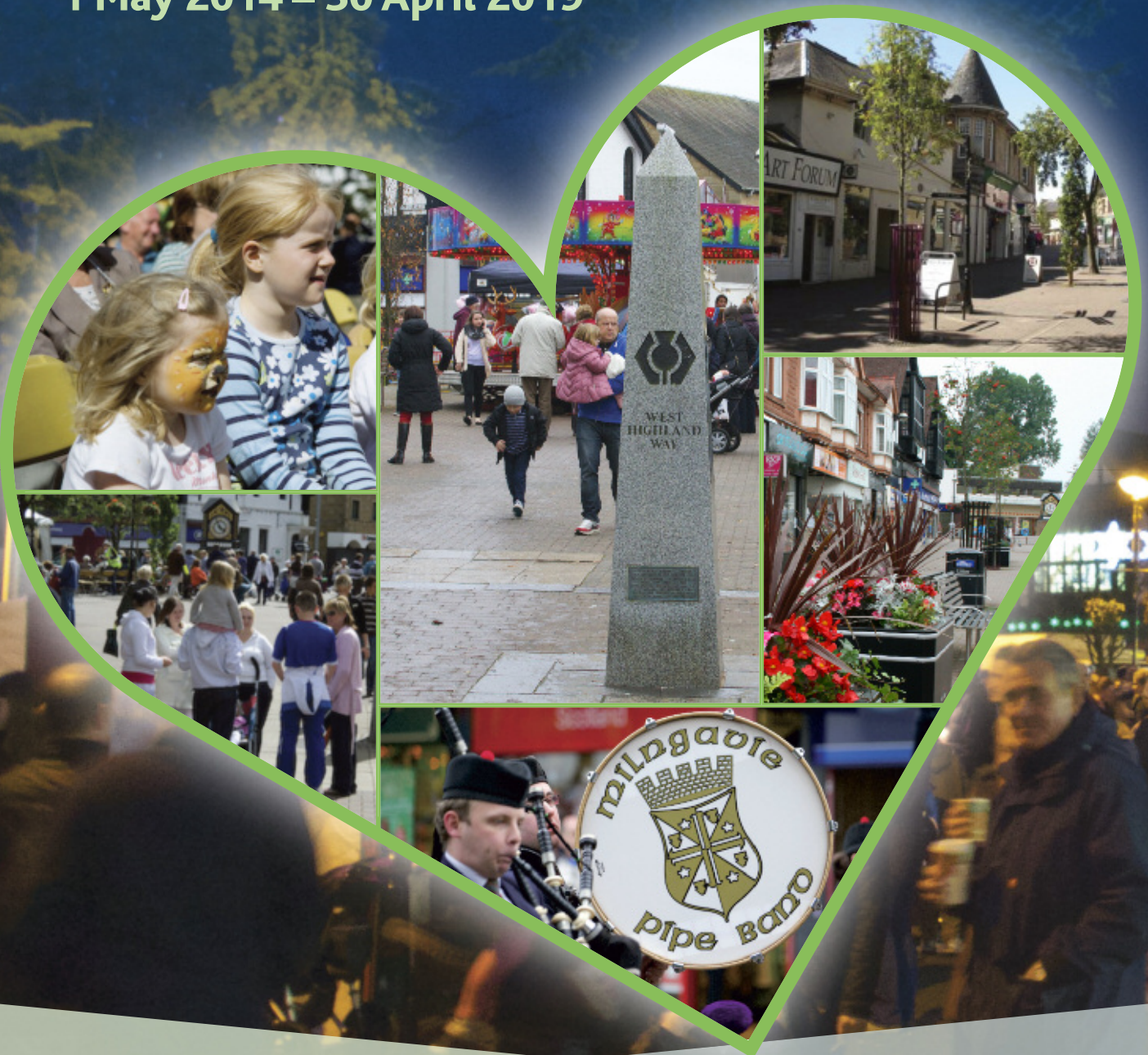


# Milngavie My Way

## *Business Improvement District*

**BUSINESS PLAN 1**

**1 May 2014 – 30 April 2019**



**Thriving business  
at the heart of the community**

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## 1 Introduction

### From the Chair and Vice-Chair, Milngavie My Way BID Steering Group

**A**s business owners in Milngavie Town Centre we both believe that a Business Improvement District provides an invaluable opportunity to take the lead in making Milngavie Town Centre – or 'The Village' as it is known – a flourishing environment in which to do business, work and live.

Many local residents and businesses have argued that over the years Milngavie Town Centre has lost its 'heart' and is not the place it once was. Our 'product' is not effective and our marketing is poor. Our town centre will only survive and thrive as an attractive, well marketed place if determined business-led joint action is taken to invest collectively and direct future developments which will enhance the town centre as a destination of choice.

Whether you are a retailer serving local customers, a hospitality provider serving the wider visitor market or operate in the service sector, the priorities outlined in this Business Plan represent an opportunity to act collectively, enhance business profitability

and attract further investment for our town. This is just the beginning of an exciting opportunity to transform our town centre for the better of all.

Milngavie has already narrowly missed the opportunity to form a BID in 2011 so this really is **our last chance** to make a difference. This time we have the support and partnership of major multiple retailers, as well as broad support from independent retailers, professional and leisure service and hospitality providers and significant backing from the local authority to make lasting change happen.

This ballot is critical to Milngavie Town Centre's future trading environment. We would urge all eligible voters to grasp this opportunity to act together for a more prosperous future for our town, and vote YES. ■

Ian Lavrie, Chairman  
Allander Flooring Ltd  
Mugdock Road

Glen McNay, Vice-Chairman  
Cafe Alba  
Main Street

## 2 What the BID means for Milngavie Town Centre

**Our vision for Milngavie Town Centre is to create a destination of choice for residents, visitors, employees, shoppers and service users and to make Milngavie a location where business and community can thrive.**

The BID aims to improve and promote the town centre as an attractive and welcoming place, where people of all ages choose to visit and spend in shops and on services and where businesses will decide to locate and grow.

We will do this by:

### Getting the product right:

1. **Enhancing Milngavie town centre** as the heart of the community through projects and actions which will improve the ambiance and attractiveness of the town centre and its businesses and the visibility of individual businesses to all those who visit.

### Promoting our product or 'offer':

2. **Making Milngavie a destination of choice:** through providing reasons to visit and stay longer and high quality branded promotional marketing and advertising.

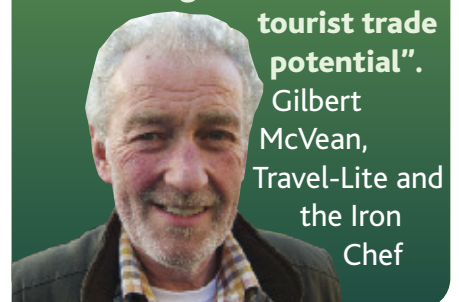


### Investing in business and acting collectively:

3. **Effective Business:** business managed, business delivered: a local business led and appointed Board of business directors (non-paid), providing a strong collective voice on key business issues, drawing in additional external funding to boost improvements, offering financial support for small business growth, tailored training and future local workforce engagement.

Our first 5 year Business Plan outlines specific actions which we will deliver at the same time as drawing in further external investment to develop and deliver a longer term vision for our town centre.

“There can be no doubt that the £0.5 million the BID will make available over the next 5 years simply isn't going to come from anywhere else and the projects it will fund are an essential step towards securing the town centre's future and maximising local, visitor and tourist trade potential”.



## 3 What a BID is – and what it is not!

### What a BID is:

A Business Improvement District (BID) is a geographical defined area where businesses and organisations come together and agree to invest collectively in projects and services which will improve their trading environment and future business prospects.

- See the BIDs Scotland website for further details:  
[www.bids-scotland.com](http://www.bids-scotland.com)

BIDs are developed, managed and paid for by the private sector in the BID area through a modest but compulsory Levy. Every eligible business within the proposed BID area has a vote on whether or not the BID is established: **it is for you to decide.**

**The ballot for the Milngavie Town Centre BID is open from 3 February to 17 March 2014.**

**“The BID proposal for Milngavie would see all businesses in the town centre contributing to the effort to enhance the heart of our community and working lives. By working with other community groups – like Milngavie in Bloom – and forging links with schools and youth projects the BID will achieve so much for the future of our community and the local workforce.”**

Alison Keith, Kersland Solicitors

### The BID is NOT a way for the Council to save money

The BID is emphatically **not** about the Council removing existing services. A BID scheme provides **new or additional activity** and cannot replace statutory services delivered by East Dunbartonshire Council or Police Scotland. Milngavie My Way has put in place a Baseline Service Agreement to ensure that businesses are not short changed in the future. The future BID Company will continue to monitor service levels outlined in the agreement.

Businesses should still expect to receive the services which the Council and Police currently provide for the benefit of business and the public such as cleaning, lighting, access and safety. We have already urged the Council to improve some of its service levels, such as for lighting in the underpass in order to meet its obligations.

Baseline agreements have been prepared for the following services:

#### Statutory:

- Roads, Footways, Car Parks, Pedestrianised Precinct and Link Footpaths and Street Lighting
- Street Cleaning
- Horticultural Services
- Commercial Waste Collections
- Trading Standards
- Environmental Wardens (statutory services)
- Business Regulation Team
- Environmental and Community Protection Team

#### Complimentary:

- CCTV
- Business and Enterprise Services
- Environmental Wardens (complimentary services)
- Town Centre Management
- Tourism
- Public Convenience

#### Policing

- 24/7 Policing of town centre area including the new Town Centre Police Officer post operating from Monday to Friday.



**The Baseline agreement statements can be viewed at [www.milngaviemyway.co.uk](http://www.milngaviemyway.co.uk).**

These documents define the benchmarks for the provision of these services and how they will be measured.

## A BID has nothing to do with business rates

The Investment Levy income from a BID is **kept locally and spent locally** for the **benefit of the local area** based on projects identified through consultation with business owners in the area. The BID levy is nothing to do with rates. The income from the Levy and any other contributions secured for the BID's activities will be used to **fund local activities and services, as decided by businesses.**

In contrast, business rates are a national tax collected by the Council on behalf of the Scottish Government and then redistributed according to a national formula. Businesses have very little say about the way the rates funds are spent.

**As a business owner new to the town, I am supporting the BID because I want to work with other local businesses to see the town centre fulfil its potential as a great destination for leisure, retail and services. Milngavie town centre needs a better branding and marketing to increase footfall during the day and to create a vibrant night-time economy for both visitors and locals".**

Rahul Pravesh, Garvie and Co



## A BID is managed and delivered by and for local businesses

A BID will establish a not-for-profit limited company to deliver the Business Plan for Milngavie Town Centre. The company will be run by a board of voluntary (unpaid) directors appointed from the local Levy payers to reflect all sectors in the local business community. **It will be accountable to local businesses for the way their money is spent.** Everyone who pays and has a say!



## BIDs elsewhere in Scotland and across the globe

BIDs are a global success story which first started over 40 years ago in Canada and the USA. They now exist across the globe, including South Africa, Germany, Japan, New Zealand and Australia.

In the UK, their popularity has grown with over 135 active BIDs UK-wide and Scotland now having 20 BIDs in operation and more in development. Scottish BID areas include Alloa, Bathgate, Largs, Dunfermline, Kirkcaldy, Elgin and Oban. Several Scottish BIDs have been 'voted in' for a second term with most gaining a larger majority of votes than the first time. This demonstrates that businesses within BID areas do believe that their BID has delivered real benefits.

# 4 Why Milngavie Town Centre and why your business needs a BID



**For many years Milngavie Town Centre has been a good place to do business with longstanding businesses sitting side by side with new businesses locating to the area.**

However, in recent years a number of increasing pressures threaten to compromise our potential:

- Increased competition from new retail developments outside the town centre
- The impact of the recession on business costs and profitability
- Increasingly 'tired' town centre public areas
- Threat of online shopping with its strong brand identity and marketing budgets
- A lack of town centre parking

**This is our chance to rise to these challenges. The BID can help to turn our town centre around and give it a long-term future.**

## A Milngavie Town Centre BID will:

- improve the town centre as the centre of the community
- promote the town's strengths
- invest in the town's businesses
- establish a strong Milngavie town centre brand

A BID offers you the only viable and sustainable opportunity to work together to make the business environment in which you trade better. Your contribution makes an **investment of at least £502,000** possible into the town centre over a 5 year period.

The BID will use the Investment Levy income to draw in additional matched funding for these priorities.

A BID gives you a strong local voice and gives you an input into the future development and direction of your town centre.

One of the keys to the success of the high street is looking at what's unique about that area and how different parts of the business community – whether it's retail, leisure or the local council – get together in order to make a difference collectively. ... In an increasingly digital age, people want a place where they can go and connect with people. **The role of high streets and town centres is critical**".  
Helen Dickinson, Director General, British Retail Consortium, 2013

## Benefits for your business include:

- A more attractive town centre
- Increased marketing and promotion
- Better access
- Investment for your business' development
- An improved reputation
- Drawing in more funding for the town centre
- Increased footfall

A BID is fair and democratic: **all** businesses contribute to the cost of delivering the projects and services – there is no freeloading.

## 5 The proposed BID area



The proposed BID area incorporates all or part of the following streets:

**Ashfield Road**  
**Bridge Place**  
**Claremont Drive**  
**Douglas Street**  
**Ellangowan Road**  
**Fulton Road**  
**Gavin's Mill Road**  
**Hillhead Street**  
**Main Street**  
**Mugdock Road**  
**Station Road**  
**Stewart Street**  
**Woodburn Way**

### If you vote 'No':

**You will lose the opportunity to have at least £502,000 working directly for your business and your town centre, through a company specifically set up to listen to and reflect your voice.**

- Milngavie town centre will rapidly decline and lag behind other town centres and cities as they regenerate and re-develop
- Lower footfall, lower custom
- Increasing lack of civic pride and no heart of the Milngavie community
- Difficulty recruiting employees to your business
- No opportunities to promote the Milngavie town centre as a destination in its own right
- No strong business voice to lobby on issues of concern

## 6 The BID Projects

Based on the feedback provided by businesses and previous consumer surveys carried out in Milngavie town centre, the following three key project themes have been identified over the lifetime of the BID (5 years), to be delivered in partnership with key organisations such as Milngavie In Bloom, Milngavie Youth Centre, Milngavie Community Council, Douglas Academy and East Dunbartonshire Tourism Partnership. The BID will enter into partnerships wherever businesses and the town centre can benefit.

### Theme 1: Enhancing Milngavie town centre as the heart of the community

The objective: businesses will lead the way in improving the 'product' which is Milngavie town centre, with actions to transform our trading space for the benefit of business and property owners, employers and their employees, visitors and residents. The BID will build on the existing pride and community spirit present in the town, most visibly through the work of Milngavie in Bloom.

**£128,500**

### Theme 2: Making Milngavie a destination of choice and gateway to leisure

The objective: Having improved the Milngavie town centre 'product' we will promote our offer through professional branding, media advertising, online presence and event management, encourage greater use of the outdoor space (even in poor weather) and provide reasons for people to visit and stay longer to create a more vibrant town centre.

**£112,000**

Thriving business at the heart of the community

### Theme 3: Effective business – business managed, business delivered

The objective: the BID will be directed and delivered by and for local business creating a strong voice for business in the town centre, lobbying on behalf of business on the issues that matter. The BID will offer opportunities to reduce costs, increase security and develop businesses through tailored training courses and work experience placements.

**£38,000**



## Theme 1: Enhancing Milngavie town centre as the heart of the community

**Long term vision for the town centre (5–10 years):** BID as lead partner in developing the town's Public Realm Strategy over the next 5 years (with East Dunbartonshire Council)

**Benefit to Levy payer**

**Improved perceptions of businesses, visitors and residents**

**Cost met from BID Levy**

**Nil**

**Measurement**

Consultation with business community and agreed plan

### 'Greening the town centre':

additional permanent planting (small tree/shrubs).

- Delivered by Milngavie in Bloom as lead partner.
- Focus on neglected areas such as Stewart Street car park area.

**Benefit to Levy payer**

**Enhanced appearance will encourage frequency and duration of visits. Improve civic pride as a business led initiative. Businesses encouraged to locate to attractive area**

**Cost met from BID Levy**

**£18,000** over 5 years 2014–2019

**Measurement**

Number of new planted areas; Number of floral displays; Hours of gardener time; Improved visitor, customer & employee perceptions of town

### Improve visual impact of business premises with floral displays to enhance appearance/welcome

- Offices and shops offered planting displays delivered by Milngavie in Bloom
- Paid gardener to provide maintenance support over summer months

**Benefit to Levy payer**

**Enhanced appearance will encourage frequency and duration of visits. Improve civic pride as a business led initiative. Businesses encouraged to locate to attractive area**

**Cost met from BID Levy**

**£24,000** over 5 years 2014–2019

**Measurement**

Number of new planted areas; Number of floral displays; Hours of gardener time; Improved visitor, customer & employee perceptions of town

### Two key Welcome Features:

Woodburn Way & Burnbrae Roundabout. New 'Milngavie shopping & leisure village' branding used for high quality, high-visibility welcome

**Benefit to Levy payer**

**Greater visibility with strong brand improves shopper and visitor numbers**

**Cost met from BID Levy**

**£14,000** 2016–2018

**Measurement**

Completed features; increased footfall, parking and public transport use

### Property Facelift scheme

- Grant scheme operated throughout BID duration to improve business frontages: all Levy payers eligible (up to 50% costs funded & capped at £1,500 whichever greater);
- Improve precinct 'overhang' areas in negotiation with property owner.

**Benefit to Levy payer**

**More attractive properties enhance town centre, at reduced cost to owner**

**Cost met from BID Levy**

**£32,500** over 5 years 2014–19

**Measurement**

Number of businesses benefiting; improved visitor /consumer perception

### Lamppost banner brackets to

promote specific services and events

- Flag/banner brackets through town centre area.
- Income for use of banner brackets by commercial events/ providers

**Benefit to Levy payer**

**Visibly thriving and active town centre enhances ambiance; more income injected into BID projects**

**Cost met from BID Levy**

**£6,000** 2016–2018

**Measurement**

No. brackets installed; no. of events advertised; income from advertising; improved footfall

### Welcome signage strategy:

improved signage at all entry points to town centre

- Improved signage and maps, including business directory
- Regular maintenance and updating of business directory signage

**Benefit to Levy payer**

**Increase visibility of businesses in all streets; highlight wide range of goods and services on offer**

**Cost met from BID Levy**

**£24,000** over 5 years 2014–19

**Measurement**

No. of improved/ replaced signages & frequency of updating; increased footfall; improved customer perception

### Improving first impressions projects :

Improve appearance of approach to centre from M&S car park/ Woodburn Way

- Install screening with attractive Village images to hide bins/ etc. as seen from Woodburn Way; re-painting
- Increase visibility of business offer /info from Woodburn Way into Main Street through tidy up of vegetation etc.

**Benefit to Levy payer**

**Improved first impressions increase desirability of town centre as shopper & leisure destination Encourage visitors to use public transport to ease parking shortfall**

**Cost met from BID Levy**

**£10,000** over 5 years 2014–15

**Measurement**

Installation of screening; improved customer and visitor perception; increased use of public transport to access town

**Total investment committed to enhancing the town centre over 5 years:**

**£128,500**

## Theme 2: Making Milngavie a destination of choice and gateway to leisure

**Major annual events** to boost footfall in quieter periods

- Annual Christmas promotion enhanced
- Major summer event with tourism focus (WHW) delivered by professional event/PR company

**Benefit to Levy payer**

**Increased footfall**  
**Regional advertising**  
**Collective marketing to promote business**

**Cost met from BID Levy**

**£45,000** over 5 years 2014–19 (major event from 2016)

**Measurement**

Number of activities for visitors; additional external funding secured; improved footfall

**Development and use of Milngavie brand**

- Development of strong Milngavie Village brand
- Advertising on buses/radio /media
- Shop Local promotional initiative

**Benefit to Levy payer**

**Development of strong brand puts Milngavie 'on the map'; increased awareness of Milngavie as leisure and shopper destination; increased business opportunities**

**Cost met from BID Levy**

**£21,000** over 4 years 2015: brand development; campaigns from 2016

**Measurement**

Milngavie brand utilised in all media; no. of advertisements and campaigns; Increased and improved visitor perceptions

**Total investment in making Milngavie the destination of choice**

**£112,000**

over 5 years.

**Maximise use of outdoor pedestrianised space** to encourage visitors to spend longer in area.

- Increased seating/ social areas
- Explore feasibility of covered area
- Making a feature of West Highland Way

**Benefit to Levy payer**

**Creating a busier, lively precinct provides enhances attractiveness to residents, employees and visitors; Encourages re-location/new businesses considering area: wider retail mix**

**Cost met from BID Levy**

**£18,000** 2014–19

**Measurement**

No. of improvements to streetscape; Additional external funding secured for development; improved footfall.

**Increase cycle racks and dog tethers** in precinct

Introduction of additional, branded cycle racks

**Benefit to Levy payer**

**Strong brand image for town centre; encourage cycle and walking use to reduce congestion**

**Cost met from BID Levy**

**£6,000** 2016–2017

**Measurement**

Number of cycle racks installed; transportation usage; footfall

**Fundraiser to lever in additional income for destination projects:**

Explore potential for dedicated temporary fundraiser employment funded through external sources

**Benefit to Levy payer**

**Increased investment into town centre improves opportunities for increasing business profitability**

**Cost met from BID Levy**

**Nil** 2014–15

**Measurement**

Additional resource secured; improved performance across KPIs

**Development of Milngavie Village branded website** (mobile enabled) with business directory and events/ offers updates

**Benefit to Levy payer**

**Improved interaction with customers; cost effective promotion of offers; more opportunities to increase turnover**

**Cost met from BID Levy**

**£14,000**

Website launch 2014–15; updates 2015–19

**Measurement**

Website hits; uptake of offers; improved customer and visitor perceptions

**Contribute to and agree design & location of Integrated Transport hub development for Milngavie Town Centre with Council**

**Benefit to Levy payer**

**Retail and leisure offers visible at main transportation site to town centre**

**Cost met from BID Levy**

**£6,000** 2017–2018

**Measurement**

Promotion of retail & branding offer integrated in design

**Explore feasibility of Seasonal courtesy bus service and source external funding**

Funding for initial feasibility study with view to accessing external grant funding

**Benefit to Levy payer**

**Increased shopper access to town centre; more opportunities to increase turnover**

**Cost met from BID Levy**

**£2,000** 2018–2019

**Measurement**

Pilot operated: number of shoppers using service; improved footfall; use of car parking

## Theme 3: Effective business – business managed, business delivered

**Re-introduce effective SHOPWATCH scheme** for retailers in partnership with Town Centre Policing pilot

- Funding of handsets for retailers and hospitality providers

**Benefit to Levy payer**

**Improved profitability**  
**Reduced anti-social behaviour**  
**improves customer safety**

**Cost met from BID Levy**  
**£16,000** 2014–2019

**Measurement**

Number of radio handsets provided  
Incidence of crime reduced

**BID Business Forum established** and managed for Milngavie town centre businesses

Lobby on behalf of businesses on key issues with public authorities

**Benefit to Levy payer**

**Lobby for key issues**  
**Networking and business to business opportunities**  
**Strong voice**

**Cost met from BID Levy**  
**£8,000** over 5 years 2014–2019

**Measurement**

Number of business events;  
Number of info updates to businesses

**Reduce individual business operating costs:** collective savings & BID offers on utility audits/reduced procurement costs inc. waste management

**Benefit to Levy payer**

**Direct cost savings to business**

**Cost met from BID Levy**  
**£4,000** 2014–19

**Measurement**

Number of businesses benefiting; total cost savings per year

**Delivery of tailored training for Milngavie Businesses**

- Training needs assessed at outset by BID
- Tailored programmes delivered by Business Gateway at times/locations to suit local demand

**Benefit to Levy payer**

**Increased proficiency and ability to respond to business opportunities e.g. use of social media; improved customer service levels**

**Cost met from BID Levy**  
**Nil**

**Measurement**

Number of training courses attended by BID members; perceptions of benefits by Levy payers

**Project**

**Developing the future local workforce**

- Work Experience /Placement Programme tailored to suit businesses & senior students.
- Partnership with Milngavie Youth Centre and Douglas Academy.

**Benefit to Levy payer**

**Improved competency of future workforce**  
**Ease of recruiting suitable local employees**  
**Placements support business at peak times**

**Cost met from BID Levy**  
**£6,000** 2016–2019

**Measurement**

Number of work experience placements  
Number of school and youth centre based skills sessions

**Explore lease of one car parking area** from the Council to BID as peppercorn rent to enable business' own parking

- For businesses without their own car parking area

**Benefit to Levy payer**

**Parking provision near to business property; reduced costs to business owners**

**Cost met from BID Levy**  
**£4,000** 2015–2019

**Measurement**

Number of business owners utilising spaces

**I am voting yes to the BID because I know it will help businesses to bring back the daily hubbub into the town centre and I want to see businesses starting to work effectively together to lobby for the issues that matter to our future success".**



**Total investment in supporting the development of Milngavie town centre businesses:**

**£38,000**

# 7 How we identified the projects you want

The Milngavie My Way BID Steering Group has undertaken several consultation activities to identify the issues that you experience in trading in the town centre and the priorities and projects you would like the BID to deliver, as well as reflecting on existing consumer survey research already carried out in the area.

Our consultation has included:

- **Face to face meetings** by our former Project Manager to every business premises in spring 2013.
- **Business questionnaire** and door-to-door visits by members of the Steering Group to all businesses occupying premises in the town centre in August–September 2013 resulting in a 59% response rate (74 questionnaires returned). The questionnaire asked what issues currently faced businesses and what priorities should be for improving our centre. The survey and results can be found at [www.milngaviemyway.co.uk](http://www.milngaviemyway.co.uk).
- **An email consultation exercise** updating and inviting feedback from the head offices of national businesses/chains.
- **A property owners' postal questionnaire** sent to all owners of property in the town centre (58 in total) asking them for their views and preferred options for dealing with vacant premises, with a 12% response rate.
- **Networking events:** Businesses have been invited to 3 information and networking events to date.



“At Milngavie in Bloom we are looking forward to working with the BID to make even greater improvements to the attractiveness of the town centre, building on all that we have already achieved. The BID will be a significant step forward in developing our relationship with the whole business community.”

Douglas Cameron, Milngavie in Bloom



- **Email newsletters** are sent to all those with an email address provided to the BID and hard copy newsletters have also been produced.

## Engagement with the wider community and business interests

Our aim has been to identify where we share the same ideas and agree on areas where working together will benefit town centre businesses and the wider community.

We have spoken with other 'stakeholder' organisations including Loch Lomond and Trossachs National Park, Milngavie Community Council (which is represented on the Steering Group), Dunbartonshire

Chamber of Commerce, Milngavie Youth Centre and Douglas Academy as well as attending meetings organised as part of a Community Visioning exercise in Milngavie.

## Out of town development

The BID Steering Group has entered into dialogue with Waitrose which is due to open its store in late 2014/early 2015. Waitrose has stated its commitment to making a positive contribution to the town in order to 'ensure it continues to thrive'. The BID continues to seek a clear indication of that commitment through support for specific BID activities which will promote the town centre and encourage shoppers to access the community, leisure, business and retail offers which we offer.

## You told us:

### Your most important issues about doing business in the town centre are:

- increasing footfall
- Parking and problems with long stay commuters taking up spaces
- Need to provide reasons to stay longer in the town centre

### Your overall priorities for doing better business are:

- Promoting Milngavie town centre as a shopper destination
- More events to attract footfall throughout the year
- Collective voice on business issues
- Better signage around precinct and beyond



### Your top priorities for the centre's attractiveness are:

- Welcome feature/signage
- Improvements to business frontages
- A cleaner precinct & improving appearance of empty premises
- More use of precinct space for pavement cafes/eating
- All weather covered areas in precinct
- More greenery (trees) throughout centre/less concrete

### Your top marketing priorities are:

- More events and festivals to retain visitors for longer
- Keep it local campaign
- Seasonal marketing campaigns
- Visitor map, events and business guide

# 8 How much will my BID Levy be and who pays?

**Each business will invest a small amount of money which will generate around £100,000 annually. This money can only be spent on projects that will benefit Milngavie town centre and its businesses.**

The proposed Investment Levy is calculated as a fee proportionate to the property's rateable value, and then banded to give an equitable cost to all businesses. **The median average rateable value for all properties in the area is £10,500.** We believe that £340 is a reasonable amount for the 'average' business to invest per annum. The minimum amount is £200 per year – £4.61 per week, and the most any business will pay has been capped at £5,000 – £96.15 per week for the largest multiple retailers.

**The smaller your business, the less you pay. For the average sized business the investment per day is less than the cost of a cup of coffee!**

It is important to note that following the YES vote, the Investment Levy will be paid by **all eligible businesses** within the BID area, **including the local authority.**

### Who pays?

The Investment Levy will be paid by all those liable to pay non-domestic rates with a rateable valuation of over £1,000 and will be made by the occupiers (as the eligible persons)



only, with the exception of vacant premises, where the property owner will liable for the Investment Levy payment.

The list of the BID Levy payers and their contribution will be updated by the BID Manager throughout the duration of the BID.

The banding for individual business premises will be reviewed annually based on the current rateable valuation of the property but the Levy banding scheme and the Investment Levy payable for each band will be fixed for the duration of the BID.

Where a property is vacant on the day of issue of the Levy Invoice, or becomes vacant during the BID term, the property owners will be liable for the full BID Levy amount

until the property becomes occupied.

If the occupier vacates a property rebates for the outstanding amount will be at the discretion of the BID Board of Directors but will not be given for amounts of £50 or less.

Any additional rateable property formed/created, subdivided or merged during the lifetime of the BID will be liable to pay the Levy.

Charity shops will also pay the BID Investment Levy, since they will benefit from the BID in the same way as other businesses within the BID area.

Medical practices and dental surgeries will also pay the BID Investment Levy.

## What your business will contribute

Band	Levy payable per year	Cost per week	Property RV range
A	£200	£4.61	£1,000–£6,000
B	£260	£5.00	£6,001–£9,400
<b>C</b>	<b>£340</b>	<b>£6.54</b>	<b>£9,401–13,400</b>
D	£420	£8.08	£13,401–22,000
E	£540	£10.38	£22,001–£40,000
F	£1,200	£23.08	£40,001–£80,999
G	£2,000	£38.46	£81,000–£200,000
H	£4,000	£76.92	£200,001–£700,000
I	£5,000	£96.15	£700,001+

Any non-payment of the BID Levy will be strongly pursued and statutory power will be enforced to ensure fairness to those businesses that have paid the levy. Collection will follow the standard methods employed by East Dunbartonshire Council.

### Who will not have to pay?

Non-retail charities, community groups and places of worship will be exempt from paying of the Levy and will not have a vote. These organisations will be invited to become 'Associate members' through voluntary subscription to the BID.

### Involving everyone who wants to see a better future for the town centre

We want to ensure that all interested organisations and businesses which care about the future of the town centre are involved in the BID's activities and will offer Associate Membership of the BID Company to any businesses or organisations with an interest in the future of Milngavie town centre (but which do not lie within the BID area or are exempted from payment). A minimum annual subscription of £150.00 will apply for Associate membership of the BID company.

**Now is the time to put your business in the driving seat. Whether office, service, leisure or retail, all should get involved to make sure that the BID benefits everyone – together we can achieve so much more. A few pounds a week will be the average contribution and ensures we are all involved – from large multiples to small independents."**

Alastair Haydock,  
Haydock Music



# 9 Funding and management

## 9.1 The Milngavie Town Centre BID budget

It is calculated that there are circa 150 commercial properties located within the Milngavie town centre BID area. The BID Levy income is calculated to be approximately £70,000 per year. Existing UK collection rates for the BID Investment Levy are around 97%. A 4% contingency has been set aside to allow for bad debt.

East Dunbartonshire Council has committed **£30,000 per year** to support the Milngavie My Way BID Company to deliver this Business

Plan over the next 5 years to a maximum of **£150,000**. It will also enter into negotiations with the BID Company in years 2–5 over reviewing its fee for administration of the Investment Levy. Police Scotland is contributing in-kind support through the provision of the pilot Town Centre Initiatives Officer who will liaise directly with businesses in the town centre. The Steering Group is also working with the public authorities to secure office accommodation for the BID at no additional cost to Levy payers.

The BID would expect to raise further income and sponsorship from external funding sources to maximise your Investment Levy (for example, Event Scotland and Creative Scotland funding, the Glasgow Flight Path Fund and funded Internships through Scottish Government).

Income	2014–15	2015–16	2016–17	2017–18	2018–19	Total
BID Investment Levy	70,500	70,500	70,500	70,500	70,500	352,500
East Dunbartonshire Council	30,000	30,000	30,000	30,000	30,000	150,000
<b>TOTAL ESTIMATED INCOME</b>	<b>100,500</b>	<b>100,500</b>	<b>100,500</b>	<b>100,500</b>	<b>100,500</b>	<b>502,500</b>
Expenditure	Year1	Year2	Year3	Year4	Year5	Total
<b>Theme 1: Enhancing Milngavie town centre</b>	<b>28,500</b>	<b>36,000</b>	<b>23,500</b>	<b>27,000</b>	<b>13,500</b>	<b>128,500</b>
<b>Theme 2: A destination of choice</b>	<b>24,000</b>	<b>16,500</b>	<b>22,000</b>	<b>25,000</b>	<b>26,500</b>	<b>112,000</b>
<b>Theme 3: Effective business</b>	<b>7,000</b>	<b>6,000</b>	<b>7,500</b>	<b>7,500</b>	<b>10,000</b>	<b>38,000</b>
BID management	30,000	31,000	32,500	33,500	35,000	162,000
Office admin & overheads	5,000	3,000	3,500	4,000	4,500	20,000
Administration of Levy fee	4,000	4,000	4,000	4,000	4,000	20,000
Contingency/ bad debt	4,000	4,000	4,000	4,000	4,000	20,000
Renewal ballot 2019	0	0	0	0	2,000	2,000
<b>TOTAL</b>	<b>100,500</b>	<b>100,500</b>	<b>97,000</b>	<b>105,000</b>	<b>99,500</b>	<b>502,500</b>
	<b>Yr 1</b>	<b>Yr2</b>	<b>Yr3</b>	<b>Yr5</b>	<b>Yr5</b>	
<b>Variance over 5 years</b>	<b>0</b>	<b>0</b>	<b>+3,500</b>	<b>-4,500</b>	<b>+1,000</b>	<b>0</b>



## 9.2 BID management and delivery

Following a successful 'Yes' vote, the management and operation of Milngavie My Way BID will be undertaken by Milngavie My Way Ltd. as a not-for-profit company limited by guarantee. The company will be established to commence trading on 1 May 2014 and its purpose will be to deliver improvements to the BID area's trading environment as defined in this Business Plan.

The BID company will be directly accountable to all Levy payers and the Board structure will reflect the range of business types (including independent businesses and national companies) currently operating within the town centre wherever possible.

- Places on the Board will be open to all Levy payers who have a passion to take the project forward.
- Milngavie My Way Ltd. will have up to 10 non-executive directors which will be appointed by Levy payers through nomination.
- An election will be held where the places available are contested.
- One Board position will be allocated to an East Dunbartonshire Council nominated elected member and a further Council Officer will act as a co-opted member with non-voting rights.

- Police Scotland will also be invited to nominate one representative senior officer.
- The Board will include a Chair, Vice-Chair, Financial Director and Company Secretary. Directors' positions will be voluntary and unpaid and the company will adopt best practice in the governance of its board and operations.

The BID Board will agree on an annual basis how the funds will be spent for the coming year following a review of the business plan and in consultation with the businesses. This will enable the BID to be flexible to respond to any change in circumstances and to meet business needs. The BID Board will have the authority to make relevant variations to projects within budgets for the efficient and effective operation of the company and in line with good business practice without the need for an alteration ballot.

The Board will take all steps necessary to minimise any risk associated with the BID (financially or otherwise) by only using reputable contractors to deliver BID projects. The Company will undergo an evaluation of its activities at the mid-term point of the BID's duration (in 2017) and towards the end of the second term to ensure it is delivering all projects and services as detailed in this plan.

The current Steering Group will act as a shadow board for the first 3 months following a successful ballot, to minimise delay in delivering the Plan.

**“The Levies paid by businesses within the BID boundary will only be one part of the money coming into the scheme. The BID has already secured a major annual contribution from East Dunbartonshire Council, and will work to find additional funding from sources like the Lottery and EventsScotland to maximise the benefits for the town centre”.**

Carolyn Jarvie, The Barber/  
Frontroom Dressing



“As a partner with Milngavie My Way BID we look forward to seeing a successful BID ballot. Bringing young people and businesses together is a great way of making sure that your future local workforce and consumers are involved in securing a better future for the town centre.”  
Gordon McCorkindale,  
Chairman Milngavie Youth Centre

### Management of the BID

Following the establishment of the Company structure, a suitably experienced and skilled, dedicated BID Manager will be recruited to manage and deliver the projects and finances of the BID detailed in the Business Plan, including the management and delivery of an effective BID Business Forum for the town. The Company will also seek to secure additional staff support for the BID project delivery through workforce development programmes and externally funded placements.

### 9.3 Performance monitoring

The BID Company will formally measure performance through reporting on:

- Output measures: for example, the number of activities achieved within budget
- Monitoring of compliance with Baseline Service Agreements (East Dunbartonshire Council and Police Scotland) and

- Key Performance Indicators (KPIs).

KPIs reported on will include:

- Footfall research at key periods each year
- Safety: Incidence of crime statistics for the BID area
- Consumer perceptions: customer and visitor satisfaction surveys
- Levy payer perceptions of trading performance: bi-annual surveys
- Tenant mix within town centre
- Occupancy rates for commercial premises
- Positive media coverage
- Transportation usage (mode of) and car parking statistics

The level of progress made on all projects will be continuously assessed and reported back to Levy payers on a regular basis by the Board of Directors through the following channels:

- An Annual Review of progress and performance
- Annual General Meeting
- Quarterly newsletters
- Regular website updates
- Month e-bulletins and press releases to local media.

To provide assurance to the business community on delivery of the projects and services detailed in the business plan, the BID will also undertake a mid-term evaluation of its activities.

# 10 The ballot

**Under the legislation, all eligible persons in the BID area will have the opportunity to vote on whether they want a BID in Milngavie Town Centre. This means that some businesses will have more than one qualifying property and will have more than one vote.**

## All votes count.

The BID ballot is a confidential postal ballot commissioned by the Returning Officer of East Dunbartonshire Council and conducted in the same way as any other local or general election, governed by Scots Law.

Before the ballot takes place, a 'Notice of ballot' will be issued to all businesses in the BID area. Where a property is vacant the property owner will be eligible to vote and receive the ballot paper.

All qualifying businesses located in the BID area have an opportunity to vote on whether they want a BID in Milngavie Town Centre to go ahead. From 3rd February 2014 all eligible persons (those liable to pay non-domestic rates) with the authority to vote on behalf of their business will receive a ballot paper and a copy of the Business Plan. The final date of ballot papers to be returned in the pre-paid envelope is 5 p.m. on 17 March 2014. Ballot papers received after this time and date will be invalid and void.

The ballot paper needs to be completed by placing a cross in either 'YES' or 'NO' box as a response to the question: 'Are you in favour of the Business Improvement District?', signed and then returned in the pre-paid and addressed envelope provided.

The ballot papers will be counted the following day (18 March) and the results announced within one week.

If the ballot is successful the decision is binding on all businesses within the defined BID area.

- **A BID Proposal in Scotland can only go ahead if a minimum turnout figure (the headcount) greater than 25% is achieved and**
- **the turnout by rateable value is greater than 25%**
- **of those that vote, more than half those businesses must vote in favour and**
- **those businesses must also represent more than half the aggregate rateable value of the total turnout.**



# Steering Group and Contacts

The following business sectors are all represented on the Milngavie My Way BID Steering Group:

- Retail
- Hospitality/food and drink
- Professional services
- Leisure Services



## Members of the Milngavie My Way BID Steering Group are:



**Ian Lavrie (Chairman)**  
Allander Flooring Ltd.



**Ruth Duncan**  
The Natural  
Therapy Centre



**Arthur Beverly**  
Arthur Beverly  
Financial Management



**Glenn MacNay  
(Vice Chairman)**  
Cafe Alba



**Catherine Williamson**  
Bell Barr and Company



**Hilary Howatt**  
HJH Consulting  
(advisory capacity)



**Rona Miller**  
Art Forum



**Wendy Ross**  
Ruby Red and Driftwood



**Pauline Cameron**  
Project Manager



**Marion McVean**  
Iron Chef and Travel-lite



**Callum Christie**  
Frontier Holidays

- Representation from East  
Dunbartonshire Council  
(Councillor and Secretariat)



**Eileen Bannerman**  
Besotted



**Martin Colpi**  
Colpi Ice Cream

For more information speak to any of the above business representatives or Project Manager Pauline Cameron:

**Milngavie My Way, c/o Enterprise Centre, Ellangowan Court, Milngavie G62 8PH**

**Email: [info@milngaviemyway.co.uk](mailto:info@milngaviemyway.co.uk) | Telephone: 07523 958440**