

Milngavie
try it, live it, love it

**Business
Plan**

1 May 2019- 30 April 2024

Milngavie Town Centre BID Ltd
Business Improvement District

2nd BID TERM

Milngavie
try it, live it, love it

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Introduction



**From Graeme Ross, Chairman,
Milngavie Town Centre BID Ltd**

The first term of the Milngavie BID has produced a number of excellent events and initiatives that have helped to improve both the environment and the image of the town centre. At a time of Council reducing public sector budgets and business uncertainty, the work of the BID has been invaluable in maintaining and enhancing what we have here in Milngavie.

There are many challenges facing all town centre's right now. People's habits are changing and we need to ensure that our town centre remains both vibrant and relevant for locals and visitors alike. Whether it is retail or other business types, the challenge is the same. We need to ensure that we provide a platform for every business to thrive - a place where people enjoy coming to work, shop, eat, find services or simply to socialise in the attractive public space.

Running a BID is extremely challenging and we have all learned much in the last five years. As well as all the events and environmental improvements that have been put in place, the experience we have gained puts us in a great position to achieve an even greater amount in a second term. At a time of financial uncertainty at local and national level, and with town centre's facing a range of challenges it is imperative that the business community work together to decide and deliver improvements in our town centre and increase its resilience for the years ahead.

The BID is about taking control of our own business destiny. Individuals can achieve a lot but coming together as a focused and determined group gives us the power to actually make real positive changes to Milngavie, a place we have all chosen to conduct our business. With many other town centres in a state of decline, we need to make sure that we keep Milngavie moving forward and continuing to be a stimulating place for customers and staff alike.

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."

"Business" or variations of the word "business" are used throughout this document. The word "business" in this context refers to property owners or tenants and occupiers of properties who are liable to pay the non-domestic rate (NDR), whether they pay business rates or not. This includes all properties listed on the Scottish Assessors Association Portal (website) with a non-domestic rateable value, many of whom may be a charitable organisation, public sector organisation, social enterprise or community group who may not consider themselves to be a business.

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 build on previous project successes and promote the town centre as an attractive and welcoming place, where people of all ages choose to visit and spend time in shops, on services and where businesses will decide to locate and grow. As BIDs mature to the next generation, the BID for Milngavie will provide an established and recognised way for local businesses to work together with other public and private sector partners to improve local economies and, by extension, local communities in a variety of contexts. We are already working with community and volunteer groups and aim to extend this over the next BID term.

We will do this by:

Improving on the product we have developed over the last 5 years:

1. Continuous improvement of Milngavie town centre as the heart of the community: through new projects and initiatives which will further improve the attractiveness of the town centre, the trading and user environment, and increase the visibility of individual businesses to all those who visit. Our work to date is evidence of this in action.

A fully integrated digital and print marketing package to relentlessly promote our product:

2. Making Milngavie a destination of choice: through capitalising on town centre and surrounding assets and growing an events programme, provide reasons to visit and stay longer. In doing so we aim to increase dwell time in the town centre through the day and the evening, and overnight stays. Our existing Milngavie brand will be further developed and promoted through a planned marketing strategy and advertising channels to make a measurable impact for levy payers.

Investing in business and acting collectively:

3. Effective Business: a local business led and appointed Board of business directors (non-paid), will provide a strong collective voice on key business challenges and opportunities. We will draw in additional external 'leveraged' funds to boost improvements, offering financial support for small business growth, tailored training and future local workforce engagement. The first BID term efforts were able to raise over £59,000 in extra revenue for Milngavie, above the levy charges, through working effectively with partner agencies and other local groups.

Our second 5 year Business Plan outlines specific actions which we will deliver to build on the successful projects we have delivered and introduce more ambitious projects. At the same time we will continue to draw in further external investment to develop and deliver a longer term vision for our town centre. The new generation of BIDs are working with Scotland's Towns Partnership (the national organisation for BIDs), who are taking a more strategic approach to collaboration with multinational business, and other key agencies. We aim to ensure that Milngavie is also engaged at a more national level through the Scotland's Towns Partnership.



What a BID is and what it is not

What is 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 Scotland's Improvement Districts website for further details www.improvementdistricts.scot about the new approach to BIDs that also lists all other 38 active BIDs in Scotland.

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. There are currently 156 levy paying businesses in Milngavie.

For the ballot in 2014, there was a 61% turnout of businesses with 73% of the votes cast (by number) in favour of the BID and 81% of the votes cast (by rateable value) in favour of the BID.

The ballot for the second Milngavie Town Centre BID is open from 7 March to 18 April 2019.

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. In line with BID legislation the Milngavie Town Centre BID Ltd will put in place a Baseline Service Agreement which is a legal document agreed by both parties which clearly sets out the statutory and any additional discretionary baseline services provided by the Council in the town. The BID Company will continue to monitor service levels outlined in the agreement, as it has done over the last five years.

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 through the first term of the BID, worked effectively with the local authority to encourage improvements such as lighting in the underpass, assist in the delivery of BID run events through continued support from services which relate to areas such as economic development. Baseline agreements have been prepared for the following services:

Statutory

- Environmental Health
- Community Safety
- Roads, Footways, Car Parks, Pedestrianised Precinct and Link Footpaths and Street Lighting
- Street Cleaning
- Trading Standards

Complimentary

- CCTV
- Commercial Waste Collection
- Horticultural Services
- Business Support
- Business Support, Town Centre & Regeneration Services (including tourism)

Policing

- 24/7 Policing of town centre area



These documents define the benchmarks for the provision of these services and how they will be measured. The Baseline agreement following completion will be made available viewable at www.milngavieBID.com.

A BID has nothing to do with business rates

Business rates are a tax set nationally and distributed according to a national formula. Businesses have very little say about the way the rates funds are spent.

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 activities will be used to fund local activities and services, as decided by businesses. The projects we have delivered such as the West Highland Way signage, Food & Drink Festival, Classic Car Show and the Christmas Lights Switch-on would not have happened without the BID funds or organisation in place.

A BID is managed and delivered by and for local businesses

The first BID term was established as a not-for-profit limited company, Milngavie Town Centre BID Ltd, registered at companies' house, to deliver the Business Plan for Milngavie Town Centre. The company has been run for the last 5 years by a board of voluntary (unpaid) directors appointed from the local Levy payers to reflect all sectors in the local business community. It has been accountable to local businesses for the way their money is spent. Everyone who pays has a say, reflected in the surveys that all levy payers have been invited to complete and open meetings to express your views. The approach to the second term business plan will reflect the opinions and aspirations of the levy payers who have funded the BID.



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. At the start of our first BID term there were 20 BIDs in Scotland and now there are 38 in operation and a sizable number of new BIDs in development. Scottish BID areas range in size and type but are in operation in places such as Alloa, Falkirk, Inverness, Bathgate, Dunfermline, Kirkcaldy, Elgin and Oban. Since 2008 in Scotland, there are 16 BIDs in their second or third BID terms equating to 22 successful renewal ballots out of the existing 38 BIDs, demonstrating that the businesses value the projects and services delivered by the BIDs.

Why Milngavie Town Centre and your business needs a BID

The Milngavie BID has presented an opportunity for a continued collective voice and to work together as a business community to ensure our town centre can continue to prosper into the future.

For many years Milngavie Town Centre has been a good place to do business with both longstanding businesses sitting side by side with new businesses locating to the area. Since the BID was launched in 2014 we have come a long way to helping Milngavie thrive as a place to do business and generate a community spirit that many towns across the UK will envy. We've come this far and now it not the time to stop in our efforts.

Town Centres have for many years now faced a range of different challenges relating to ever changing retail patterns, whether out of town or online. Online shopping for example is increasing year on year, providing endless consumer choice to their doorstep. Furthermore, as high street businesses we are still faced with the ongoing challenges we faced for many years such as

- **Increased competition from new retail developments outside the town centre**
- **The impact of the recession on business costs and profitability**
- **Under utilisation of key assets and attractions**
- **Increasingly 'tired' town centre public areas**
- **Access and connections between parts of the centre**
- **Reliance on car use, parking and accessibility**

“Town centre retail may be hard-pressed; but, as we suggest, its great advantage over out-of-town or the internet is that it is part of a rich and social mix of homes, businesses, parks, culture, leisure and institutional uses. The best way to support retail is to fortify this diversity, by weaving more footfall around it – more people living above and around the shops, and more business, leisure and cultural uses all round – to make the context for shopping in town busier, and the general town centre environment more attractive.”

National Independent Scottish Town Centres Review

The Milngavie BID has been leading on the improvement of the environment in last 5 years, working with local partners and capitalising on assets such as the West Highland Way, and injecting footfall through a strong and growing programme of events. The aim of the BID for a second BID term will be to expand and improve on these activities.

We believe Milngavie has made good in roads to enhance the look and feel of the town centre, through initiatives like town centre greening and our floral enhancements, undertaken in partnership with the 'Milngavie in Bloom' project, working with dedicated community volunteers who look after them all year round.

Whilst the BID may not have the power to change or influence all local and national policy decisions relating to town centres, we are providing a unified voice for Milngavie businesses to make sure your concerns are heard by key local organisations such as East Dunbartonshire Council. Through working in partnership with the local authority and other organisations on an ongoing basis we can present business community and commercial challenges facing the Milngavie trading environment for example parking restrictions.

The Benefits that the BID can bring, and the need for it to continue

A BID offers you the only viable and sustainable opportunity to work together to make the business environment in which you trade better.

A BID is fair and democratic: all businesses contribute to the cost of delivering the projects and services.

The BID will use the Investment Levy income to draw in additional funding for these priorities. The Milngavie BID raised over £59,000 above the levy fees during the last BID term. BIDs are recognised at the highest levels of national government and give you a strong local voice that will be listened to. It gives you an input into the future development and direction of your town centre, because your contribution is providing the resources to make it happen.

There are range of benefits the Milngavie Town Centre BID will bring, and some of these are outlined below:

- Improve the town centre as the centre hub of the community, by working in partnership with many more community groups and organisations;
- Promote the town's strengths and build on the successful events we established, introducing new ones;
- Invest in the town's businesses as well as listen and act on their concerns that impact business;
- Act as a collective voice for local business and promote participation in key local investment decisions;
- Further develop the Milngavie town centre brand to appeal to a wider consumer base;
- Ensure a more attractive town centre;
- Help increase footfall;
- Make the town centre a destination for events;
- Capitalise on key town centre assets such as the area's wealth of local and long distance walking routes including the West Highland Way;
- Help develop the evening economy;
- Improve public spaces, shopfronts, signage and the environment overall;
- Create an accessible and safe environment for users and businesses;
- Help find efficiencies for town centre business operating costs;
- Encourage partnership working with other local business locations, local organisations and groups, and the public sector organisations.

It is proposed these benefits will be delivered through a range of projects which under the following themes

- 1 Enhancing Milngavie Town Centre as the heart of the community.
- 2 Making Milngavie a destination of choice and gateway to leisure
- 3 Effective Business. Business managed business delivered

The themes and various projects are outlined in section 6.

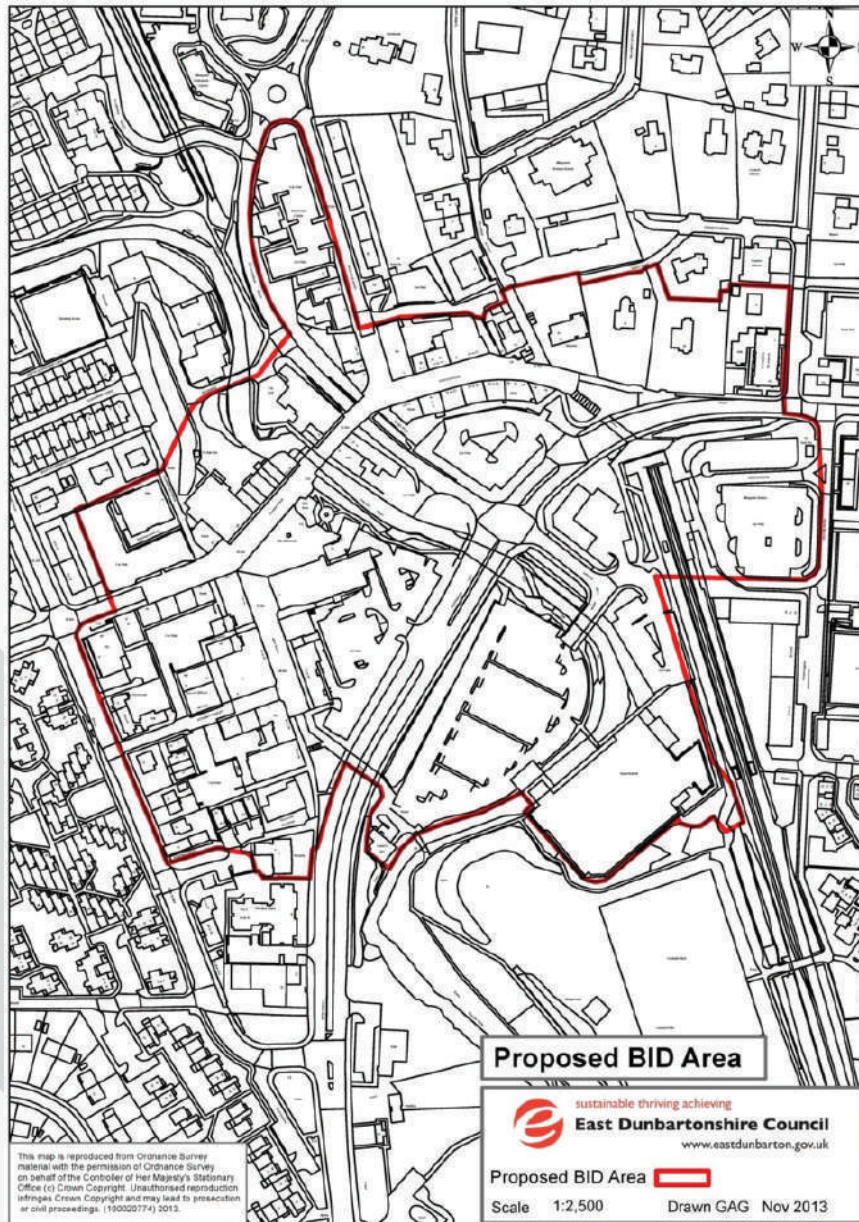
What if Milngavie businesses vote 'No' during the renewal ballot?

If the BID is not supported at renewal ballot it will not be able to continue, and the opportunity will be lost to have at least £365,000 working directly for your business and your town centre, through Milngavie Town Centre BID Ltd.

- **There will be no funding for the increasingly popular events programmes**
- **No new events will be set up and no funding for Milngavie In Bloom or signage**
- **Limited environmental improvements**
- **Milngavie town centre could lag behind other town centres and cities as they regenerate and re-develop in order to keep up with a rapidly changing consumer**
- **Lower footfall, lower custom**
- **Greatly reduced opportunities to promote the Milngavie town centre as a destination in its own right**
- **No strong business voice to communicate effectively about issues of concern or collectively contribute and participate to future investment in the area**
- **Remove opportunities for other potential sources of town centre funding to be leveraged**



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

The BID projects

Business levy contribution will enable a further investment **of at least £365,000** possible into the town centre over the next five years. This creates a total budget to run the Milngavie BID and deliver projects to achieve the benefits set out previously in this document.

This section of the Business Plan identifies projects which will be delivered additionally through continued voluntary contribution by the local authority, which have been agreed as a minimum of £30,000 per annum (£150,000 for the 5 year term).

The table below provides an overview of the budget currently available, and confirmed increase via continued East Dunbartonshire Council voluntary contribution to the BID project.

Total Investment by Milngavie BID levy	£365,000
Confirmed East Dunbartonshire Council Voluntary contribution for term 2	£150,000
Total BID term 2 (2019–2024) Budget with an EDC Contribution	£515,000

Theme 1

Enhancing Town Centre as heart of the community

Throughout the first BID term the budget was £128,500 and £155,878 was invested, with the shortfall of funds coming from additional leveraged funding. The budget for the second BID term for this theme will be set at **£160,000** from levy funds to build on the successes of projects already completed.

<p>Long term public realm and accessibility vision for the town centre (years 6 to 10):</p>	<p>BID to continue as a key organisation in implementing ongoing improvement of the town’s public realm and accessibility over the next 5-10 years.</p> <p>Take a lead role and work in partnership with local organisations and the local authority to develop a public realm strategy for the town centre, to build upon previously delivered and planned improvements.</p> <p>Benefit to Levy payer</p> <ul style="list-style-type: none"> • Create a long term framework for public realm projects and to help inform any new town centre development or investment. • Inform and direct any investments from other agencies as part of a town centre vision • Its delivery over the long term will create improved perceptions of businesses, visitors and residents <p>Budget Allocated to Project £12,000 over 5 years 2019–2024.</p>
<p>Maintenance / Improving Green Spaces:</p>	<p>Improve and maintain greenery including existing small trees and shrubs, add new ones.</p> <ul style="list-style-type: none"> • Delivered by Milngavie in Bloom. • Focus on further neglected areas. <p>Benefit to Levy payer</p> <ul style="list-style-type: none"> • Enhanced appearance will encourage frequency and duration of visits. • Improve civic pride as a business led initiative. <p>Budget Allocated to Project £18,500 over 5 years 2019–2024</p>

Continue 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, with visual links to West Highland Way.

Benefit to Levy payer

- Joined up thinking for the town centre vision, at reduced cost to owner.
- A West Highland Way themed town centre linking other town centre areas.

Budget Allocated to Project

£20,000 over 5 years 2019–24

Town Centre Dressing

Dressing of town centre, through additional decorative lighting, signing and information. Includes items such as Lamppost banners to promote specific services and events. Undertaken as part of commitment to create a good quality vibrant environment.

Provide up to date information and displays as part of dressing and promotional work within the town centre Ongoing replacement/customisation of banner graphics.

Benefit to Levy payer

- Visible sign of a thriving town centre to enhance ambiance and overall appearance and quality of town centre environment.

Budget Allocated to Project

£7,000 2019–2024

Maintenance/ upgrades of investments from term 1

Maintain existing infrastructure such as phase one of the West Highland Way, cycle racks, and other signage.

Ensure quality and remains fit for purpose.

Benefit to Levy payer

- Maintaining high standards and appearance will provide positive impressions of the town.
- Maintain civic pride as features looked after following initial investment.

Budget Allocated to Project

£2,500 over 5 years 2019–2024

West Highland Way

Continue to build on success of the first phase of improvements as one of the town centres main assets. Develop the next phases of multi partner and multi funded project that will make the adjoining precinct area and first 100 metres of the West Highland Way a much more interesting and inspiring experience. It will also fill in a gap right in the heart of the town centre with beautiful artwork which we hope will be much admired and photographed.

Benefit to Levy payer

- Begin to capitalise much more on the West Highland Way pound and high levels of annual footfall.
- A West Highland Way themed town centre to increase time spent in Milngavie by 40,000+ annual visitors.
- Encourage dwell time, overnight stays before starting journey and enhance image of the start of the route to national and international visitor audience.

Budget Allocated to Project

£50,000 to be completed by 2022

Town Centre Linkages

Continue to develop and deliver key public realm projects which enhance the linkages between the precinct and other main parts of the town centre.

Includes tackling long standing environmental and lighting challenges through underpasses, and along key routes such as the Allander River.

Benefit to Levy payer

- Improved environment and experience for the user.
- Increase feeling of safety.
- Improve image of town centre and connectivity.
- Increase dwell time and linked in trips between key parts of the town centre such as Precinct and Tesco's/Gavins Mill.

Budget Allocated to Project

£30,000 to be completed over 4 years.

Main Street Garden Project

Develop current unused area into an attractive public space for visitors and local people.

- Area to relax and help increase dwell time in town.
- Improve attractiveness of town centre.
- Improve appearance and gateway location.

Benefit to Levy payer

- Enhanced appearance will encourage frequency and duration of visits.
- Improve civic pride as a business led initiative.

Budget Allocated to Project

£20,000 to be completed by 2021

Total investment for Enhancing the Town Centre as the heart of the community - £160,000

Theme 2

Making Milngavie a destination of choice and gateway to leisure

Throughout the first BID term the budget was £112,000 and £118,641 was invested. The budget for the second BID term for this theme will be set at **£130,000** to build on the successes of projects already completed, and now recognised annual events in the calendar for local people and visitors.

Annual Events Programme

• Annual Christmas promotion £28,500 over 5 Years.

Into the second BID term we will engage with various national broadcast media and social media to run the event. We will have live reindeer; well-known radio presenters and a celebrity guest amongst other attractions. Milngavie can benefit from event marketing with regular plugs on well-known Scottish based radio stations on the lead up to the event, a day of entertainment and the opportunity to market the town as a place to shop, eat and socialise. This is free event for the public, which encouraged large attendance.

• Classic Car Event £7,500 over 5 Years.

It is great way to attract a different type of visitor to the town. As we are able to spread the cars through the whole of the precinct, the crowds during the day explore the whole area and the potential benefits are also spread evenly. It is a passive show and so one that attracts people to come and to linger, which is good for business. It is very family friendly and is free to visit. We have also provided simple attractions like free face painting for kids which is an easy way to gain kudos with parents.

• **Food and Drink Festivals £44,000 over 5 Years.**

We have run two beer festivals and one food & drink festival. With each one we have become more ambitious and the most recent event featured a separate ceilidh on the Friday night and constant live music to accompany the drinking, eating and socialising during the event. We have utilized the space in the centre of the precinct to put on an event which has proved very popular. These festivals have been extremely successful as a marketing tool of the town centre and have attracted people from a wide area. Due to the success and popularity of this event, it will continue into the second BID term as an annual event.

• **Music Event in Town Hall £2,500 over 5 Years.**

We will have a music event in the town to drive footfall during the summer months.

• **Window Wanderland £500**

A new inaugural annual event in February will be introduced called Window Wonderland along with street entertainment to bring people into Milngavie at a traditionally quiet time of year. This will be a family event to attract during late afternoon and early evening when retail outlets will be open anyway to take advantage of the planned increase in footfall. A scaled down trial event is being carried out in Feb 2019 to measure feedback from businesses and attendees.

Benefits to Levy payer

- Increased footfall.
- Generate linked in activity to shops and services by visitors to events.
- Increase awareness of Milngavie town centre offer within local community and wider.
- Generate a unique selling point for the town.

Budget Allocated to Project

£83,000 over 5 years 2019–24

Marketing and Branding

Milngavie official branding throughout the town will continue as a visual representation of a BID presence. We will continue to develop an ongoing relationship with radio stations and press for regular PR.

Website and social media re-launch, as part of the new BID term. The website will be re-launched with a dedicated listing about every levy payer in Milngavie, helping to promote their business. Each listing will link back to the levy payers own website and social media channels to take advantage of the website marketing campaign the BID will undertake throughout the BID term.

Cost met from BID Levy over 5 years 2019–24

£17,000

Benefits to Levy payer

- Modern and current online presence to sell the town centre 'product'.
- Collective marketing to promote Milngavie and the town centre, to local and neighbouring areas as a worthwhile place to visit.
- Generate linked in activity to shops and services by visitors to events.
- Increase awareness of Milngavie town centre.
- Assist local community to access shops and services.
- Attract new custom from the immediate local community and wider.

<p>Other Events to generate large events programme</p>	<p>Walking or Running Events – Spring/Summer. Working in collaboration with Clyde Walkway, West Highland Way, Mugdock Park.</p> <p>A separate marketing strategy about promotion of the shorter walks starting/finishing in Milngavie for day visitors and families, helping them to get active.</p> <p>West Highland Way Events Work with East Dunbartonshire Council and other partner agencies to understand visitor demographic to the West Highland Way to help inform future interventions to capitalise on the high level of footfall this asset attracts.</p> <p>Evening Economy Events Introduce networking events, with evening Scottish folk entertainment, throughout the peak walking season to attract walkers to arrive in Milngavie the night before. A Scottish experience before departing on the walk</p> <p>Budget Allocated to Project £25,000</p>
<p>Additional Marketing resources</p>	<p>To carry out additional marketing activities to further promote the town centre and brand Milngavie. Part funding toward Radio stations involvement in major events.</p> <p>Introduce a holistic place digital and marketing strategy – promote the product, link up the information from within Milngavie and from other community organisations, and town centre businesses rather than solely traditional online and paper marketing.</p> <p>Budget Allocated to Project £5,000</p>
<p>Total investment for Making Milngavie a destination of choice and gateway to leisure - £130,000</p>	

Theme 3

Effective Business. Business managed, business delivered

Throughout the first BID term the budget was £38,000 and £34,928 was invested. This includes:- Re-instatement of Wi-Fi is being planned, as the capital investment has already been funded in the first BID term.

The budget for the second BID term for this theme will be set at **£30,000**

<p>Town Centre Wi-Fi – Faster than 4G</p>	<p>Evolve and improve Wi-Fi offer using infrastructure investment implemented through the first 5 years, to provide high speed connections and potential for business lease lines, increased advertising and marketing.</p> <p>Budget Allocated to Project £20,000 2019–2024</p> <p>Benefits to businesses</p> <ul style="list-style-type: none"> • Free wifi for town centre users • Potential leased line options for business use • Marketing and customer data opportunities • Supports overall town centre offer and usability
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<p>Tailored business programmes</p>	<p>The BID will work with the likes of Business Gateway to deliver tailored packages of business support and other agencies in developing the future local workforce.</p> <p>Business Gateway at times/locations to suit local demand. Developing the future local workforce. Partnership opportunities to be explored with Milngavie Youth Centre and Douglas Academy & East Dunbartonshire Council.</p> <p>No Cost</p>
<p>Training for businesses</p>	<p>In addition through the project the BID can fund and deliver specific training out with existing local/national business support programmes, tailored to the needs of the local business community. For example, practical digital training for business owners to get up to speed with rapidly changing technologies that can affect their business in a positive way.</p> <p>Introduction of all levy payers to the BID marketing and digital activity to show how businesses can directly benefit and use, for example 'What's App' for immediate direct communications to take place with the BID and each other.</p> <p>The practical use of this could help identify shoplifters for example, giving retailers an early response tool to alert each other of organised incidents taking place. First Aid training courses will also take place that BID levy payers can benefit from individually or as a staff training method.</p> <p>Budget Allocated to Project £7,500 2019–2024</p> <p>Benefits to businesses</p> <ul style="list-style-type: none"> • Upskilling business • Easier access to resources and training • Ongoing support provided locally for the town centre • Reduced costs
<p>Reduce individual business operating costs</p>	<p>Collective savings & BID offers on utility provision for town centre business. Undertaking utility audits and provide options for businesses, various utilities provision including Wi Fi in the town centre,</p> <p>Benefits to businesses</p> <ul style="list-style-type: none"> • Reduced overheads and business running costs • Reduced time to spend to examine best value options • Support to ascertain and consider options <p>Budget Allocated to Project £2,500 2019–2024</p>

Total investment for Effective Business. Business managed, business delivered - £30,000

Healthy Habits Event

This is a family event based around healthy and active living. We have booked Clan Stunts events to carry out 3 performances throughout the day with spectacular BMX aerial stunts. We have also planned a range of other interactive activities such as a "bungee run" to attract the public around this theme to ensure people are well entertained throughout the day.

Milngavie Gift Card Scheme

The BID board have spent considerable time researching the benefits of a Milngavie Gift Card programme, powered by MasterCard. The gift card programme has been successfully implemented in many areas including Glasgow and Edinburgh working with other BIDs.

It's 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 gift cards can be bought online and will become part of our marketing strategy, targeting the family and friends of the 40,000+ walkers of the West Highland Way.



BID Management & Administration

Throughout the first BID term the budget was £224,000 and £168,693 was invested. The budget for the second BID term for management and administration will be set at **£185,000** and includes the cost of a BID manager and support team.

Projects will be implemented by the BID manager throughout the BID term. The BID manager will be recruited following the ballot result. The BID campaign manager has agreed to act as the interim BID manager to fulfil the role up to 31/05/19 and assist with recruitment of a permanent BID manager from 2019 – 2024.

BID Management, over heads and admin costs

Multi skilled individual is required with proven experience to run the BID company. There will be an allowance for part time BID management costs estimated at £25k per annum.

Other professional services will be required to support the running of the BID company, for example regular accountancy services.

The cost of premises and equipment will be kept as low as possible, but must be covered through the overall BID budget.

A town centre office location of the BID Manager will continue for the next term, which is currently proposed to be at the new Way Point at Milngavie Youth Centre.

Budget Allocated
£185,000 2019–2024

The table below provides an overview of the expenditure categories

BID Business Plan Expenditure overview for 2019-2024 (with EDC Contribution to level of BID term 1)	
Theme 1	£160,000
Theme 2	£130,000
Theme 3	£30,000
Management / Running costs	£185,000
Contingency	£10,000
	£515,000

How we identified the projects you want

The Milngavie BID board has undertaken several consultation activities to identify the issues that you experience trading in the town centre and the priorities and projects you would like the BID to deliver, as well as the many conversations we have had with business owners over the last 5 years.

Our consultation has included:

- **Face to face meetings** by our BID Manager to every business premises in 2018.

- **Business questionnaire** was sent out with 7 reminders to all businesses by email using Mailchimp, which has been our regular communication tool to all businesses. Following this, door-to-door visits by our campaign manager to all businesses who had not completed the survey, resulted in 49 questionnaires returned in total. The questionnaire asked what issues currently faced businesses and what priorities should be for improving our centre during a second BID term.

- **An email consultation exercise** updating and inviting feedback from the head offices of national businesses/chains.

- **Networking events:** Businesses were invited to a breakfast meeting in April 2018 to find out what the Milngavie BID had achieved over the last five years and heard from guest speakers from Business Gateway and Eyebright Utilities about how their services could help individual businesses.

- **Email newsletters** were sent to all those with an email address provided to the BID. In the last 12 months, regular newsletters about various aspects of the BID were sent to levy paying subscribers via Mailchimp.

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, 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 and other business locations

The BID board has entered into dialogue with LAN Securities who represent ALDI, Home and Bargain and Waitrose to become associate members of the BID, with a view to making possible financial contributions to help improve on the projects proposed.

You told us:

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

- increasing footfall
- Parking and problems charges introduced
- 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

How much will my BID levy be and who pays?

The BID Board has chosen to use a fee structure as below to calculate the levy charged. The reasons behind this are as follows:

- The levy payments must add up to the amount required to deliver the business plan.
- A banding system was chosen as it represents a simple and easy way for businesses to identify their levy payment, provides for ease of collection and represents a fair and reasonable methodology. Everybody benefits therefore everybody pays. This approach was widely accepted during the first BID term.
- A minimum payment of £200 (£3.85 per week or less than one cup of coffee per week) is believed to be affordable for the smallest businesses as they will have the opportunity to benefit from cost reduction projects and make the BID cost neutral.
- Through consulting with the businesses, a maximum of £5,000 is believed to be affordable for the businesses at the higher end of the banding.

Banding	Rateable Value	Each Week	Each Month	Annual Levy	Number of Businesses	Total
	0 to 1,000	Voluntary	Voluntary	Voluntary		£0.00
A	1,000 to 6,000	£3.85	£16.67	£200.00	31	£6,200.00
B	6,001 to 9,400	£5.00	£21.67	£260.00	27	£7,020.00
C	9,401 to 13,400	£6.53	£28.33	£340.00	34	£11,560.00
D	13,401 to 22,000	£8.07	£35.00	£420.00	32	£13,440.00
E	22,001 to 40,000	£10.38	£45.00	£540.00	18	£9,720.00
F	40,001 to 80,999	£23.07	£100.00	£1,200.00	10	£12,000.00
G	81,000to200,000	£38.46	£166.67	£2,000.00	2	£4,000.00
H	201,000 to 700k	£76.93	£333.33	£4,000.00	1	£4,000.00
I	700,000+	£96.15	£416.67	£5,000.00	1	£5,000.00
						£72,940.00

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 will pay the levy?

A BID levy is an equitable and fair way of funding additional projects and services, which the local authority and other statutory bodies are not required to provide. It has been agreed by the BID Board that the levy rate will be a fee structure based on the rateable value of the property on the day of the ballot (18/04/2019) and throughout the 5-year term of the BID. The BID improvement levy will be paid by the occupier (the eligible person liable to pay the non-domestic rate), however, the property owner will be liable to pay the levy where a property is vacant on the day the levy invoice is issued and for all the period thereafter when the property is vacant.

There will be no increase in the levy amount during the term of the BID or as a result of the non-domestic rateable revaluation in 2019.

- There are approximately 156 commercial properties in the BID area which will generate a BID investment levy income of approximately £72,940 per annum and an estimated total levy income of £364,700 over 5 years.
- All eligible occupiers (of eligible properties) i.e. the eligible person liable to pay the non-domestic rate that are listed on the Local Assessors Valuation Roll on the ballot date will be liable to pay the levy.
- All eligible tenants or owners of eligible properties (not subject to the non-domestic rate) in respect of that property will be liable to pay the levy (an owner of property is an eligible person only if on the relevant date there is no eligible tenant of that property).
- The levy payments are not linked to what businesses actually pay in rates but are based on the rateable value of the property.
- The levy must be paid either in one payment within 28 days from the date of the levy invoice or in 10 instalments by arrangement with the billing body.
- If there is a change, in occupier to a property, until a new occupier is found, the property owner will be responsible for paying the levy.
- Any new commercial development, sub division of existing properties or merging of properties or new business with a non-domestic rateable valuation coming into the area during the 5 year term of the Town business improvement district will be liable for the BID Improvement Levy.
- If the property is vacant or empty on the date the levy is issued and for any subsequent vacant periods, the property owner will be liable for the full levy amount, which must be paid within 28 days.
- Self-catering holiday accommodation which is not the sole or main residence of any person and which is available (or intended to be available) for letting on a commercial basis, with profit in mind, for short periods totalling more than 140 days in the financial year remain liable for non-domestic rates for the whole year and will be included.

Who will not have to pay?

The BID Board decided to exclude premises that have a rateable value of under £1,000. These premises can pay a voluntary levy and become an “associate member” should they wish, details of which are given in the BID Business Plan.

The BID Board decided that there is no benefit from being part of the BID to the following categories of property and therefore are exempt from paying the levy:- Non-retail charities, community groups and places of worship.

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 Milngavie Town Centre BID Ltd company.

Funding and management

The Milngavie Town Centre BID budget

Once the BID is operational, any variations within budgets will be reported to the BID Board of Directors.

The Board will agree on an annual basis how funds for subsequent years will be allocated, directed by the approved Business Plan. This will be based on business feedback during the previous year and your priorities for the coming year, which allows the BID the flexibility to respond to changing business needs and requirements.

East Dunbartonshire Council will provide a levy collection service to collect the levy payments on behalf of the BID, and will retain these funds in a separate account until the BID Board calls these funds down. The BID Board will manage the levy funds that are collected by the Council. This arrangement will ensure that projects are delivered and any financial liabilities of the BID are transparent.

It is calculated that there are circa 156 commercial properties located within the Milngavie town centre BID area. The BID Levy income is calculated to be approximately £72,940 per year. Existing UK collection rates for the BID Investment Levy are c 97%. A 4% contingency has been set aside to allow for bad debt. Following ongoing discussions with East Dunbartonshire Council about ongoing funding, the local authority has confirmed additional funding of £30,000 per annum over 5 years of a second BID term (£150,000) upon a successful Yes vote being achieved. 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 BID board 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). In the first BID term Milngavie BID raised £59,000 external income over and above the levy.

INCOME	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
BID LEVY	£72,940	£72,940	£72,940	£72,940	£72,940	£364,700
COUNCIL *	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
INCOME TOTAL	£102,940	£102,940	£102,940	£102,940	£102,940	£514,700

EXPENDITURE	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Theme 1	£32,000	£32,000	£32,000	£32,000	£32,000	£160,000
Theme 2	£26,000	£26,000	£26,000	£26,000	£26,000	£130,000
Theme 3	£6,000	£6,000	£6,000	£6,000	£6,000	£30,000
Management	£37,000	£37,000	£37,000	£37,000	£37,000	£185,000
CONTINGENCY	£1,940	£1,940	£1,940	£1,940	£1,940	£9,700
TOTAL	£102,940	£102,940	£102,940	£102,940	£102,940	£514,700

* Funding has been confirmed following discussions between the BID Board and East Dunbartonshire Council to continue the additional funding of the BID.

The BID would expect to raise further income and sponsorship from external funding sources to maximise the Investment Levy (for example, Event Scotland and Creative Scotland funding, the Glasgow Flight Path Fund and funded Internships through Scottish Government). In the first BID term Milngavie BID raised £59,000 external income over and above the levy including funding from SNH and the WHW Management Group.

BID management and delivery

Following a successful yes vote, the management and operation of the BID will continue under the existing company name of Milngavie Town Centre BID Ltd which will operate from 01/05/2019.

This Company will be managed by the BID Board until a new Board of Directors is elected, but for no longer than three months after the ballot date. The existing board members can all stand for re-election. The Company will operate in an open and transparent way, answerable to the businesses in the area. The Board of Directors will ensure that a Code of Conduct (including a Register of Interests) and Management and Governance will be created and agreed as policy by the Directors. There will be a detailed set of protocols (the Operating Agreement) which will cover the management of the BID Company and billing, collection and transfer of the levy.

A Board of Directors will be established, consisting of up to 12 directors. Every eligible person that pays the levy will have the opportunity to nominate themselves or someone else from within the BID area to be elected onto the existing Company Board, but limited to one eligible person from each eligible property. The Company will be run by the businesses for the businesses. This Board will be responsible for all decisions relating to staff, contracts, the delivery of the approved business plan and other activities generated by the BID.

Nominations of directors from outside of the BID, who do not pay the levy and who may or may not represent those making voluntary or other financial contributions toward the BID, will be strictly at the discretion of the Board of Directors.

The Board will be representative of the businesses and stakeholders in the area. The Chair, Vice Chair and Treasurer will be elected from the directors of the Board. The Board will include one elected and one non voting officer from East Dunbartonshire Council. There may also be non-voting members or local groups which may be co-opted onto the Board at the Board's discretion.

The BID Company Board will have the authority to adapt or alter the projects and services from year to year to reflect any change in economic circumstances or any new opportunities that may arise. This will be in the best interests of the levy payers and without recourse to an alteration ballot.

BID Company Board is committed to ongoing development and improvement.

This will see work by the Board to seek advice, and training (CPD) relating to best practice in BID Board structure and capacity, skills, project planning and governance. The BID Company is committed to working with the local authority, Scotland's Towns Partnership and other supporting agencies to undertake this.

Following a successful renewal ballot, 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.

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 (KPI s).

KPI s 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.
- Expenditure in town centre
- Impact on the economy through events
- Evening economy activity levels

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.



The Ballot

- Ballot papers will be issued to every eligible person in the BID area 42 days before the final ballot date
- Ballot papers, together with a copy of the BID Business Plan will be posted to the eligible person responsible for casting a vote within their business. In the case of national companies the responsibility for voting may lie with head office.
- The BID ballot is a confidential postal ballot conducted by East Dunbartonshire Council on behalf of Milngavie BID and in accordance with Scottish BID legislation.
- Where an eligible property is vacant the voting papers will be sent to the property owner.
- In Milngavie BID case, voting papers will be issued on 07/03/2019.
- The final date for all ballot papers to be returned is 5pm on 18/04/2019. Papers received after this date and time will be deemed null and void.
- Voting papers are easy to complete, simply place a cross on either “yes” or “no” to the question “are you in favour of a BID?” The ballot paper must then be signed by the person eligible to vote and returned in the pre-paid envelope.
- For the ballot to be successful there must be a minimum of 25% “turn-out” (headcount) by number of eligible persons and by combined rateable value.
- Of those that vote, over 50% by number of ballots and 50% by combined rateable value must vote in favour of the BID.
- All eligible persons (i.e. those persons liable to pay non domestic rates) will have one vote or where a person is liable for non-domestic rates for more than one property, that individual shall be eligible to cast more than one vote however they will be required to pay the levy for each of the properties that they occupy.
- The ballot papers will be counted on 19/04/2019 and the results announced by the East Dunbartonshire Council within one week.
- Following a successful ballot, the BID will commence on 01/05/2019 and will run for a period of five years until the 30/04/2024.

CURRENT MILNGAVIE TOWN CENTRE BID BOARD AND CONTACTS

The following business sectors are all represented on the Milngavie BID board:

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

Current board members of the Milngavie Town Centre BID Ltd are:

Graeme Ross

Ian Lavrie

Catherine Williamson

Wendy Ross

James Reid

Charles Kinsey

Peter Pollock

Kayleigh Ann Graham

Andre Alexander

East Dunbartonshire Council

(Councillor Representation).





For more information speak to any of the above business representatives or Campaign Manager Tony I'Anson:

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