

## Newsletter July/August 2019

The BID team have been working mainly in the background for the last two months on a number of projects that will be implemented during the second BID term to 2024 that follow the three main themes of the business plan.

### **Theme 1**

*Enhancing the Town Centre as the heart of the community.*

### **Theme 2**

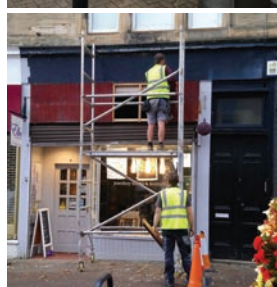
*Making Milngavie a destination of choice and gateway to leisure.*

### **Theme 3**

*Effective business managed and delivered.*

The newsletters will follow these themes from now on so you are all up to speed about what has been going on, and how it fits with the overall aims and objectives of the Milngavie BID.

There is a lot to report on based on our efforts over the last two months, so please take the time to review this update in detail.



### **Theme 1**

**Enhancing the Town Centre as the heart of the community**

#### **Maintenance of Green spaces.**

We are continuing to work with Milngavie in Bloom and provided funds this year for the purchase of the plants for the planters throughout the precinct. MiB were going for a gold award status this year and a special effort has been made for Milngavie to look at its best.

Congratulations to all the volunteers at MiB who have been awarded a Gold Medal by Keep Scotland Beautiful, for their hard work and dedication to making Milngavie such a lovely place.

#### **Property Facelift scheme.**

Contributions to the signage improvements at No1 Boutique & Elba Gallery have now been approved and the work is in progress. Applications are open to the end of September for this year's budget allocation to the property facelift scheme.

A small number of interested parties have come forward to apply for the remaining budget for this financial year.

## Town Centre Dressing

Display board designs to showcase a town map and promote the gift card as part of the marketing and branding strategy program we are implementing have been approved by the board.

## Maintenance of investments

The permanent fairy lights in Stewart Street required partial repair as one section had fallen down. There is also a broken display board scheduled for repair. Levy payers are encouraged to report any damaged infrastructure for consideration to be repaired, or the local authority informed.

The board have also sourced the services of a local handy man to be available at short notice to carry out ongoing repairs in the BID area, where relevant in order to maintain the high standards of the existing facilities we have invested in on your behalf.

## West Highland Way

Graeme Ross, the BID chair and members of East Dunbartonshire Council have met Page and Park architects to propose designs for additional improvements to the new features that have recently been installed at the start of the West Highland Way. This phase two of the project will provide further linkages around the precinct, to extend the walking theme and add even more of a positive impact for the visitor experience in Milngavie.

## Town Centre Linkages

The aim of a Community HUB is to co-locate library services and customer services. Engagement began in 2017, with 7 sites under consideration and the local authority are now considering two preferred sites, but no final decision has been made.

A letter from the BID board has been submitted to the Community HUB consultation...

- *Board would like to see linkages to the town precinct in any development, rather than detract footfall flow away from the centre.*
- *Consider lighting from the precinct to the Community HUB to encourage perceived safer pedestrian flow especially in the winter months.*
- *Consider building features such as sound proofing to facilitate a multi-use venue for music, without affecting local residents.*
- *Venue orientation to consider facing towards the town.*
- *Encourage HUB users to park in the precinct car parks, and walk to the HUB.*

## Main Street Garden Project

There is nothing to report in this newsletter about this aspect of the business plan.

## Theme 2

### Making Milngavie a destination of choice and gateway to leisure

#### Annual Events Programme

Following a successful renewal ballot, the BID team are in a position to plan ahead for the events program in Milngavie. We are very pleased to announce that there will be a pop up pantomime on Sunday 8th December to mark the launch of our Sunday shopping hours for Christmas.

Events we can announce include:-

#### Saturday 2 November from 3pm - Hallowe'en Parade

We will be working with Tesco to build on their efforts from last year. There will also be a themed disco in the Fraser Centre, with a few additional surprises lurking around the precinct to provide the Halloween atmosphere for children and families to enjoy.



#### Saturday 30 November from 1pm - Merry Milngavie Christmas Lights Switch On

We will be featuring the Cairngorm Reindeer parade, Santa's Grotto, a stage for music entertainment and other attractions for children to keep them entertained during the afternoon on the run up to the parade. We will also be providing the small Christmas trees for the tree competition.



#### Sunday 08 December from 1pm - Pop Up Panto "Mother Goose"



To mark the opening of our Christmas Sunday trading hours, we have booked two pantomime performances of Mother Goose, for children of all ages to enjoy. The shows will take place in Finsbay Loft, with a small charge of £5 per head to help cover the cost of the shows. The first show will start at 1pm, and the second show will start from 4pm. If all tickets sell out, it will bring over 200 people into the precinct during a special festive time. All local businesses are encouraged to take advantage of this by providing "pre-theatre" packages for families.

#### February 2020. Exact dates to be confirmed - Window Wanderland.

Following the successful efforts from last year, the board have decided to build on the efforts to encourage even more business and community participation in this event. The format will be very similar to last year, with an anticipated increased community involvement.





## Marketing and Branding

The **Milngavie gift card** is a key marketing tool and pleased to report that Milngavie now has over 50 businesses, including Marks and Spencer, signed up and their VISA machines activated to accept the gift cards. We also have four local retailers who will be able to sell the cards and load them up with funds. We have streamlined the process so that any gift cards bought from a local outlet will send funds direct to the Milngavie BID using a Square card reader. Further levy payers are welcome to sell the cards and should contact Tony or Maxine if they wish to do so.



We also have a micro website for buying the gift cards securely online from [Milngaviegiftcard.co.uk](http://Milngaviegiftcard.co.uk). The website can also be used to check a balance on a gift card. The gift card service will be launched in September before the Christmas shopping season starts.

Social Media Statistics for July and August 2019

[Facebook.com/MilngavieBID](https://www.facebook.com/MilngavieBID) are:

New likes - **89**

New follows - **104**

Total Likes to 31 August - **3,628**

Post Engagement - **152,589**

Post Reach - **763,122**

Number of people who clicked on content - **136,205**

[@Milngavie twitter](https://twitter.com/Milngavie)

Tweet Impressions - **18,441**

Profile visits - **900**

New followers - **33**

Tweets - **29**

## Milngavie.co.uk update

# Milngavie.co.uk

*try it, live it, love it*

Our five year marketing and branding strategy is based around [Milngavie.co.uk](http://Milngavie.co.uk) as a central information platform. It is designed to showcase all businesses in Milngavie as well as the 90+ community organisations based in the area.

We are currently working with the Milngavie Community Development Trust (MCDT) and Milngavie Heritage Centre to load up content about the history of Milngavie, and signpost visitors to more detailed information.

The website will act as first port of call to find out local information about Milngavie. We aim to build awareness and credibility at a local and national level as a credible and reliable information resource.

Work is now focussed on generating website content prior to going live. Maxine is now up to speed on industry standard search engine optimisation of every business and community page, and has been working through this for the last two months.

## Display Board Designs

We have commissioned the design of two key messages for the display boards on Main Street and Station Road. The first is a comprehensive map of all businesses in Milngavie, as you can see in the mock up below. We will be doing a final check of businesses listed in September prior to printing and will circulate the design to levy payers in advance.



The second design is to promote the Milngavie gift card. It will list all current participating businesses, as well as the businesses who will also be selling the card.



## Other Events in 2020

We are in the early stages of this process, but looking to arrange a special Walking based event to celebrate the 40th anniversary of the West Highland Way in 2020, probably alongside the Healthy Habits themed event that took place in April this year. More details will follow about this in later newsletters.

## Classic Car Show

We will be working with Milngavie Week 2020 organisers for the Classic Car Show in Milngavie.

## Theme 3 – Effective business managed and delivered

### Business Gateway tailored Training for levy payers

Following a meeting with Business Gateway, we are working on a bespoke digital training and a digital audit of all businesses in Milngavie being undertaken along with the website development.

We are aiming to provide the training at suitable hours via Business Gateway, based on needs identified in digital audit. This will be progressed following the launch of the [Milngavie.co.uk](http://Milngavie.co.uk) website.

### Business operating costs

Eyebright Utilities are on hand to save you money with utility bills with the aim of making your levy fee cost neutral. The direct contact for Eyebright is Callum Brooker [c.brooker@eyebrightutilities.co.uk](mailto:c.brooker@eyebrightutilities.co.uk)

Callum can provide a no cost independent review of all your utility costs overheads. Eyebright Utilities are the preferred advisers to Improvement Districts and will provide you peace of mind that you are not overpaying for your utilities, or provide savings for your business.

## BID Management and Administration

### BID team

Tony I'Anson and Maxine Irvine are now on board long term, each on a part-time basis to deliver the business plan. If you have any business news that you would like to share with our increasing number of followers on the Social Media platforms, please tag in #MilngavieBID on Facebook or @milngavie on twitter to reach a wider audience.

## Welcome's and Goodbyes

### Welcome to...

Conor Ramon Salon, Douglas Street



Vype, Douglas Street



### Goodbye to...

Gilbert McVean owner of the Iron Chef in Mugdock Road is retiring. His fruit and veg stall have been relocated to Fantoosh Fish.

Gilbert also ran "Travelite", transporting baggage along the West Highland Way route. Many thanks Gilbert for your contributions to the Milngavie business community over the years.

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