

**A belated Happy New Year to everyone and here's to a prosperous 2020 for everyone in Milngavie.**

February saw the first event of this year, the second Window Wanderland with lots more participation by businesses and the local community.

The BID team have been working through the winter months on projects, and we are now able to provide you with further progress updates.

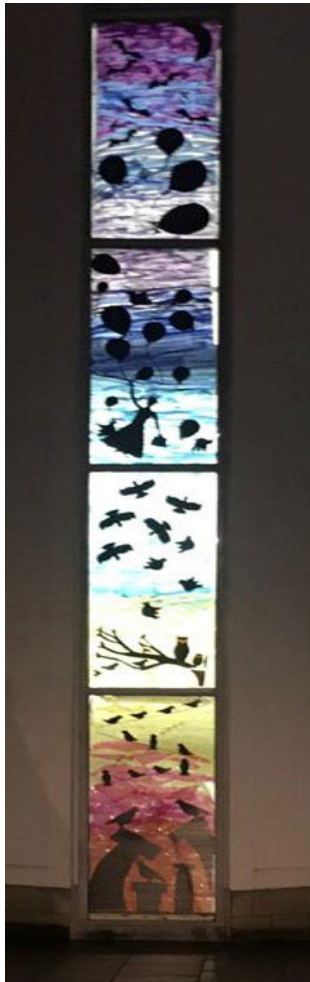
This update will continue to follow the **three main themes of the business plan** that can accessed directly from [Milngaviebid.com/plan2024/](http://Milngaviebid.com/plan2024/)

Also see the list of opportunities your business can benefit from by being a BID member. Further details of each are inside this newsletter.

## **10 LEVY PAYER OPPORTUNITIES**

Please email our BID Manager directly if any of the following are of interest to you – **at NO COST.**

Tony I'Anson  
E: [tony@milngaviebid.com](mailto:tony@milngaviebid.com)



### **1 The 'fix it' list**

Tell us about anything near your premises that needs repaired, painted, replaced or upgraded.

### **2 Shop Front Improvement**

Apply for help with improving your shop front.

### **3 Your Milngavie.co.uk Listing**

Make sure your listing is fully up to

date, integrated with your active social media channels.

### **4 News feature for your business**

Tell us about any interesting news about your business and we will promote it.

### **5 Your Digital Brochure**

List all your products and services pdf brochure on [Issuu.com/Milngavie](http://Issuu.com/Milngavie)

### **6 Milngavie Gift Card**

Join over 50 businesses to be part of our Mother's Day campaign.

### **7 Stall opportunities**

Reserve a stall for Healthy Habits event.

### **8 Food and Drink Tapas**

Sell tapas style dishes during Milngavie Week 2020.

### **9 Business Training**

- i Digital skills for staff.
- ii Food Hygiene.
- iii The Personal Licence.
- iv First Aid and refresher.
- v Defibrillator training.
- vi Fire Safety.
- vii Fire Warden and Marshal.
- viii IT Workshops.

### **10 Your suggestions**

Is there anything you want to see happen.

## Business Plan Theme 1

Enhancing the town centre as the heart of the community.

In November 2019 we reported that Milngavie had been entered into the “Future Town’s Design” competition following design proposals by Page\Park Architects to expand on a theme of “Milngavie, the walking and cycling town”. See article and initial design plans at [milngavie.co.uk/scotlands-towns-week-2019/](http://milngavie.co.uk/scotlands-towns-week-2019/)

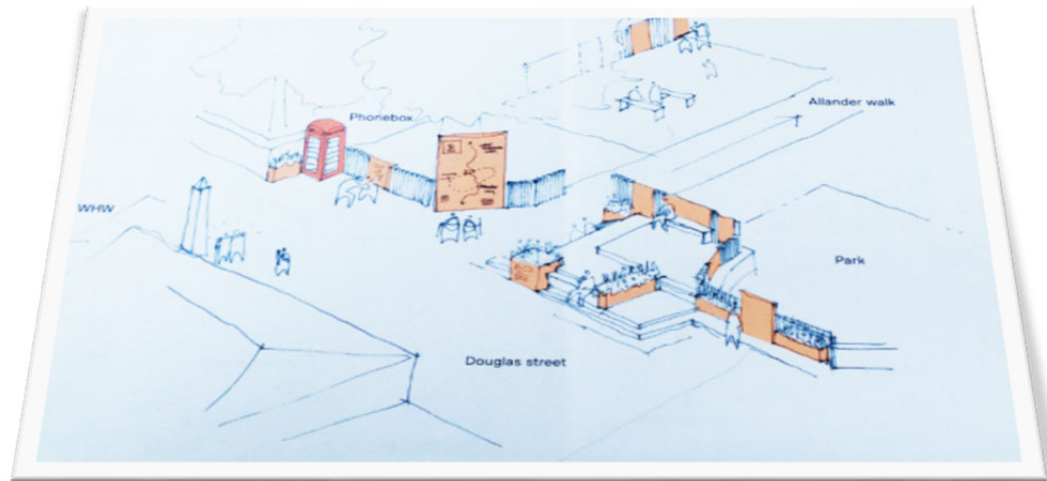
Design plans have progressed significantly, with consultation amongst Milngavie community groups, facilitated by the Milngavie Umbrella Group (MUG).

Additional leveraged funding is being signed off to expand upon the initial look of the West Highland Way themed display boards into the Precinct to create a walking ‘Hub’. This will help promote Milngavie as the start and end location for many walks, to appeal to various abilities.

Work is expected to be completed by September 2020.

### 1. The ‘fix it’ list

Along with major improvements, we need to maintain the current infrastructure and visual appeal in the precinct.



We are compiling our own list of works to be completed this year, which may only seem minor on their own. However, if completed in a short period can make a big impact.

Please tell us about anything near your premises that needs repaired, painted, replaced or upgraded – railings, pavements, benches, lamp posts, fencing, bin storage areas, signage, external buildings. It all counts.

*These projects, along with efforts of Milngavie in Bloom, will make the town look even more appealing to visitors and fit with an increasing consumer trend towards experiential shopping.*

### 2. Shop Front Improvements

There is still a small budget remaining to apply for further improvements to your premises. Please get in touch to upgrade your shop and help improve Milngavie’s appeal even more.



Elba Artisan Gallery shop front improvements

## Business Plan Theme 2

Making Milngavie a destination of choice and gateway to leisure.

### DIGITAL

#### 3. Your Milngavie.co.uk Listing

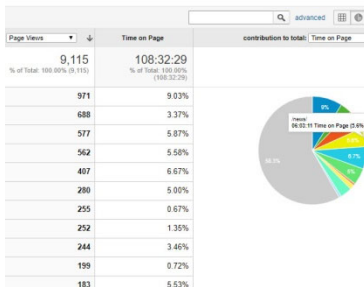
Make sure your listing is fully up to date, integrated with your active social media channels. **Why?**

Increasing numbers are visiting Milngavie.co.uk for accurate, up to date information.

A 'backlink' to your own website helps Search Engine Optimisation (SEO) of your own website.

It is more than just a business directory. We are adding community engagement, news, walks, cycling and local information designed to attract people to the site as it is being developed on an ongoing basis.

If your business 'category' is not represented, tell us so we can add it to the navigation.



#### Google Analytics statistics since launch

1 Nov 19 to 29 Feb 20

Page views **9,115**

Total time on website **108:32:29**

Av time on website **00:01:38**

#### 4. News feature for your business

Since Nov 2019, 21 news articles have been posted to Milngavie.co.uk/news/ with options to filter between 'business' or 'community'.

If you are launching a new product; renovating your premises; won an award; employed more staff or any other newsworthy story, please tell us.

All news stories are shared on our social media platforms to drive readers to the article and ultimately your business.

See the example below for Colpi Ice Cream following their internal winter renovations.





## DIGITAL continued....

### 5. Your Digital Brochure

Milngavie BID are pleased to announce that we have secured the URL for Milngavie on a 'flipbook' digital platform called Issuu.com that transforms .pdf files into page turning, interactive documents.

Go to [www.issuu.com/Milngavie](http://www.issuu.com/Milngavie) where you will see documents already uploaded, representing the digital versions of East Dunbartonshire Council official publications.\*

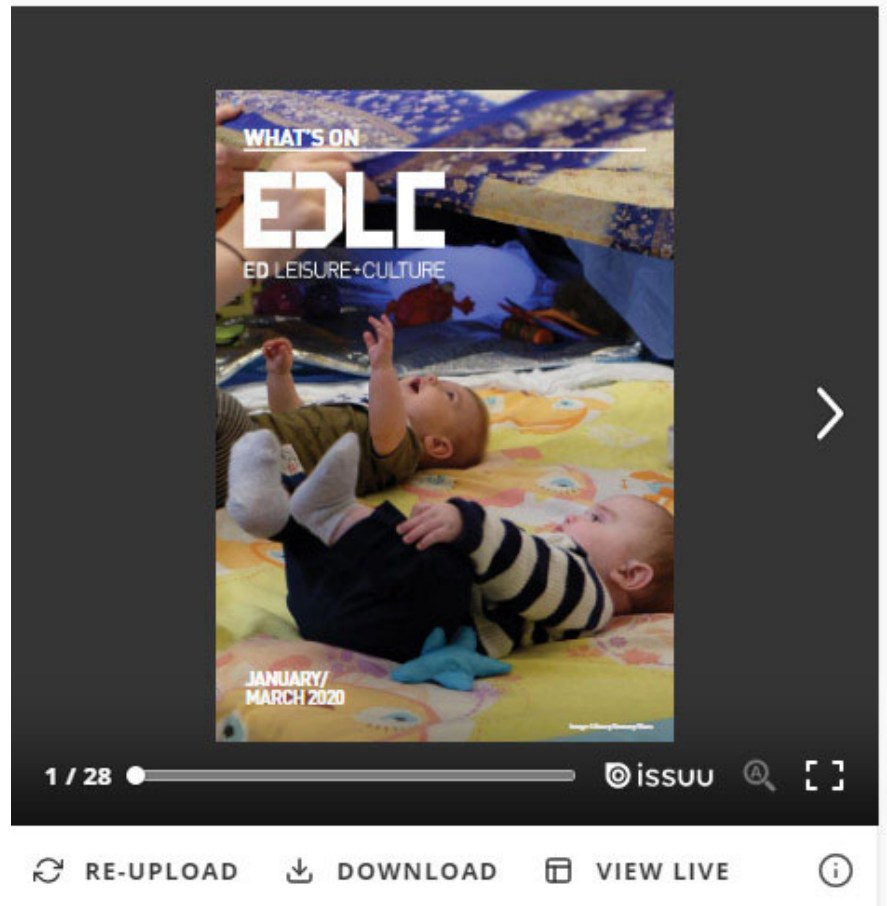
For Milngavie, as part of our digital strategy, we have set up a paid subscription to the service that allows many advanced features to be realised.

We will be listing any good quality documents that are related to Milngavie and the technology allows us to 'embed' onto other websites including Milngavie.co.uk

**As a levy payer, send us your product or service brochures as a pdf and we can create a personalised flipbook for you.**

**This can be embedded onto your own website and we will help to promote your business by sharing it on our digital platforms.**

#### Desktop



\* with permission from EDC.

All you need to do is send us your completed content as a .pdf file.

### 6. Milngavie Gift Card

There has been £1,565 worth of gift card sales to date, with £616 spent in participating businesses. This means there is still £949 in 'circulation' waiting to be spent in Milngavie.

If you are not signed up, join over 50 businesses to be part of our Mother's Day Gift Card campaign, **"Make Mother's Day last a Year"** (shhh, it's a secret)

Card sales are seasonal, so we will be promoting our gift card for mum's that can last all year.

Email us details of anything special you are doing for mother's day and we will promote it for you.

## EVENTS

We are pleased to announce two events.

### Healthy Habits

**Date to be confirmed\***

Following the great success of last year's event, we have scheduled it to return with even more activities to try out.

[milngavie.co.uk/healthyhabits](http://milngavie.co.uk/healthyhabits)



### 7. Stall opportunities

Reserve a stall for Healthy Habits event. There is a 1 page form to complete for licencing reasons.

### Classic Car Show

Sat 6<sup>th</sup> June, 10am to 4pm\*

The return of the beloved classic cars will launch the start of Milngavie Week 2020.

[milngavie.co.uk/classiccarshow](http://milngavie.co.uk/classiccarshow)



## Events are funded entirely by local businesses

### 8. Food and Drink Tapas

Milngavie Week organisers have asked if any food and drink outlets would be able to sell take-away 'tapas style' small dishes from your menu during Milngavie Week 2020, or just for the Car Show event.

To encourage an 'eat local' theme, all participating businesses would be heavily promoted, as no outside catering will be present.

This is a trial activity that may prove very popular for food outlets. We could also try it at the Healthy Habits event. Please get in touch if this is of interest.

\*the pending corona virus crisis may result in postponement of events, beyond our control.

## EVENTS continued.....

### 10 Your suggestions

**Highland Fling Ultra Marathon**  
**53 miles. [highlandflingrace.org](http://highlandflingrace.org)**  
25 April 2020, starts at 6am  
from Milngavie.

Through EDC we have touched base with the event organiser to review the possibility of cross-event promotion. 1,000 runners will start the race, supported by many family and friends.

We would like food and drink outlets to consider attracting runners to Milngavie on Fri 24 April for high carb dinners such as pizza & pasta parties. We can help promote this if there is interest in the idea.

### Other Event ideas suggested to us have included:-

A Jazz Festival, with entertainment in licenced premises and some daytime activity in the precinct.

Milngavie Restaurant Week.

**The Milngavie BID team are happy to liaise and co-ordinate with any business sectors to help facilitate events relevant to your sector.**

## Management and Administration

Maxine Irvine has been working with us for over a year for 2 days a week, while studying at University.

On completion of her degree in April, she will also be working 3 days a week with the **Paisley BID**. This means Maxine will be in full-time BID employment between Milngavie and Paisley, with the benefit of Milngavie retaining her services and experience.

We have also managed to secure ongoing training, funded by the Scottish Government. This has a commercial value of circa £4,000 and is administered via Skills Development Scotland (SDS).

The modern apprenticeships course will provide formal and distance training for "Digital Applications Support" and business skills, which will improve on the current skillset for Maxine, to the benefit of both BIDs.

This is also open to levy payer's staff aged under 25 years, who work at least 16 hours a week in the business. Please get in touch if this is of interest.

## Welcome to....

Kevin Moore and Jack Breslin  
The Scottish Gantry, Mugdock Road. Opening in April 2020.



Wutong Chinese Restaurant, Station Road. The sign is installed and currently undergoing renovations.

## Social Media Statistics

1 Mar to 31 Dec 2019

### Facebook.com/milngaviebid

|                    |           |
|--------------------|-----------|
| Total Likes        | 4,050     |
| Page Engaged Users | 976,386   |
| Total Reach        | 7,212,433 |
| Total Consumers    | 873,365   |

### Twitter Statistics @milngavie

|                   |         |
|-------------------|---------|
| Tweets            | 501     |
| Tweet Impressions | 536,050 |
| Profile Visits    | 10,559  |
| Mentions          | 359     |
| New Followers     | 217     |



## Business Plan Theme 3

Effective business managed and delivered.

### Financial Accounts Update

See CompaniesHouse.gov.uk for annual accounts submitted to 30 April 2019. Detailed accounts are available on request to levy payers only.

### 9. Business Training

We have sourced training providers who have delivered the following courses for other Scottish BIDs. They have proved to be very popular and worthwhile with other BID levy payers. Courses include:-

#### Digital skills for staff.

Available to levy payer's staff aged less than 25 years, who work at least 16 hours a week in the business. We have secured a place on this course for Maxine Irvine.

#### Food Hygiene Courses.

Elementary (level 2). All food handlers - one day or 2 evenings.  
Intermediate (level 3) - Head Chefs and Managers - 3 days.  
Advanced (level 4)- People looking to do training - 5 days.  
HACCP - one day.  
Level 2 Allergens - all food handlers.  
Level 3 Allergens - Supervisors and Managers.

#### Level 2 - Elementary Food Hygiene.

The most common course for all food handlers for groups of up to 15. The awarding body is REHIS (Royal Environmental Health Institute of Scotland), a recognised body with regards to Environmental Health.

#### The Personal Licence.

This is certificated through Highfield. A one day course and allows people to apply for a Personal Licence through their local council. Through the BID, a course for 17 people can be delivered.

#### First Aid and Refresher.

Emergency First Aid at work 2 x 3 hour evenings which is a Level 3 qualification. Attendees qualify as a First Aider in low risk environment.

#### Defibrillator training.

12 people per session in the evening or during the day. Both sessions could be on the same day. Each candidate is given a certificate of attendance. This course does not meet the employer's requirement as a First Aid in the workplace, but useful as there is a defibrillator located in the precinct.

#### Fire Safety.

Preventative and a pro-active approach to fire safety can save lives and property. Course is designed to give the candidate basic fire safety awareness in the workplace.



#### Fire Warden and Marshal.

This course for up to 15 people is recognised as meeting the requirement for a workplace.

#### IT Workshops.

Scams, SPAM, viruses, GDPR compliance; Windows updates; in-house Wi-Fi security; data security and backups. Would you like to make sure you're covered?

**For funded courses to take place, we need a sufficient level of interest from levy payers.**

Milngavie Town Centre BID Ltd  
2 Stewart Street, Milngavie, G62 6BW  
W: milngaviebid.com  
E: enquiries@milngaviebid.com