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## *To all levy payers*

It has been 8 weeks since lockdown. This May news update provides detailed information about what we have been doing since our last newsletter; and future plans for Milngavie.

## 1. COVID-19 Scotland's Route map



Following Scottish Government announcement on 21 May, we are now in Phase 1 of the route map out of lock down. We referred to this as a separate MailChimp email to you last week.

The Route Map document can be found at:-

[www.gov.scot/publications/coronavirus-covid-19-framework-decision-making-scotlands-route-map-through-out-crisis/](http://www.gov.scot/publications/coronavirus-covid-19-framework-decision-making-scotlands-route-map-through-out-crisis/)

As your BID we are following the guidelines carefully in order to plan our activities and communications with the general public as each stage evolves.

## 2. Milngavie's plans for after lockdown

We have been working on sourcing and installing practical measures to help people feel safe and welcome, when considering a visit to Milngavie.

Measures include floor markers to assist with the 2m distancing rule and sneeze screens to set up at the Point of Sale in business premises.



There are also a small number of surface sanitising wipes we have left from before lockdown. These will be handed out to businesses that are open at this time.

### 3. Post COVID-19 Marketing Campaign

We have an approach to 'marketing after a crisis' that will provide positive messages focussing on Milngavie's pedestrianised precinct and wide spaces that make social distancing relatively easier than other areas.



Professional digital material for all businesses to use and share on their own network channels will be available, including a series of digital 'projector' videos produced during the lock down period.

We will invite you to share these far and wide among your own networks and customers to encourage them to visit a safe Milngavie.

### 4. New Street Banners & Planter covers

We have commissioned a re-design of the street banners around Milngavie, to communicate a positive message for people to visit us safely.

We have also been contacted by Milngavie in Bloom who are planning to schedule in the re-planting of our street planters for the summer. We will be paying for the plants again this year.

We are re-designing the banners around the

planters to portray a positive and welcoming message for Milngavie to visitors.

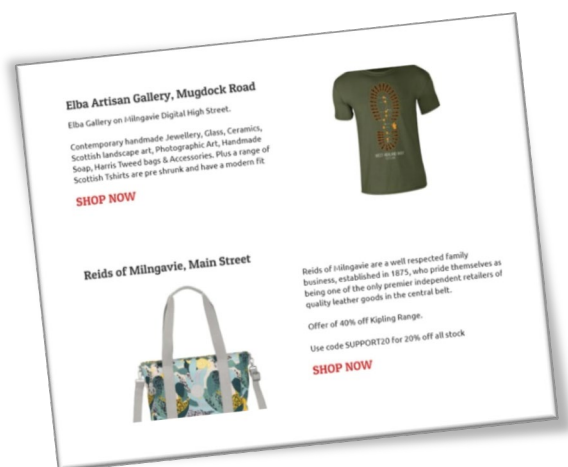


### 5. Digital High Street – click, collect, deliver

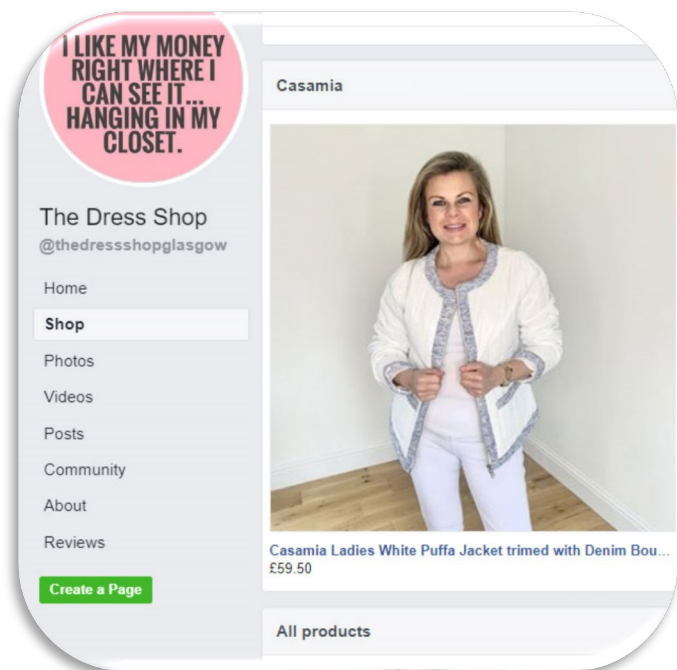
Digital projects have been the focus of our attention in May. A number of local traders who have never sold online before are now fully fledged online sellers of their goods. See

[www.milngavie.co.uk/clickandcollect](http://www.milngavie.co.uk/clickandcollect)

This offer is still open to businesses who want to start selling online or have an element of online bookings. You can contact us about this offer.



We can do much more than set up an e-commerce website for your business.



### FaceBook Shops link direct to Local E-commerce

We can integrate your trading website with new sales channels such as Google Shopping, a Facebook shop, Instagram Buy Now links;

And introducing the “Milngavie Digital High Street – Click, Collect, Deliver” featuring your range of products on Milngavie.co.uk

Payments go direct to individual retailers. All sales channels are designed to generate direct sales for your business and within hours of going live, orders were coming in for Milngavie’s new online traders.

We are also inviting any businesses to have videos digitally ‘embedded’ on their shop window. We will provide you with the completed version to use as part of your own marketing.



All completed video material will be used over the coming year to promote Milngavie as a safe shopping destination.

*It will take many months for public confidence to get back to normal. We are making many efforts to ensure they can feel as safe as possible in Milngavie.*

## 6. Fiona Outdoors, Blogger & Influencer



We have commissioned the services of local talent to showcase the outdoor attractiveness of Milngavie as a place for walking and cycling.

Fiona has introducing 'GoatFelling' to Milngavie. See [www.milngavie.co.uk/goatfelling/](http://www.milngavie.co.uk/goatfelling/) and is developing various other parts of Milngavie's attractions to feature on

[www.milngavie.co.uk/walking/](http://www.milngavie.co.uk/walking/)

[www.milngavie.co.uk/cycling/](http://www.milngavie.co.uk/cycling/)

She will also be assisting us to write stories for all our digital channels, as well as for wider circulation to the media.

The objective is to put Milngavie at the forefront of people's mind when considering a nice place to visit, not too far from home.

## 7. Coronavirus Bounce Back Loan Scheme

We also referred to this as a separate MailChimp email to you last week. Businesses can borrow between £2,000 and up to 25% of their turnover. The maximum loan available is £50,000.

The government guarantees 100% of the loan and there won't be any fees or interest to pay for the first 12 months.

After 12 months the interest rate will be 2.5% a year. The loan is for 6 years and you can repay early without paying a fee. Details in link below.

<https://www.gov.uk/guidance/apply-for-a-coronavirus-bounce-back-loan>

## 8. Zoom Meetings

Our internal communications have focussed on using Zoom video conferencing. Our BID chair has been in almost daily contact with the BID Management team to continue work for Milngavie during lockdown and planning for life after it.

In this new world, we will be taking full advantage of digital communications to keep in touch with all levy payers.



## 9. Useful Links from East Dunbartonshire

Main link to all the key information you need about a range of issues the Council are dealing with.

[www.eastdunbarton.gov.uk/residents/council-democracy/coronavirus-covid-19](http://www.eastdunbarton.gov.uk/residents/council-democracy/coronavirus-covid-19)

East Dunbartonshire Business Works covers business funding, emergency funding, business continuity and the coronavirus pandemic.

[www.businessworks.scot](http://www.businessworks.scot)

## **Businesses Against Scams - scams advice.**



[www.eastdunbarton.gov.uk/news/working-together-stop-scammers-online-and-doorstep](http://www.eastdunbarton.gov.uk/news/working-together-stop-scammers-online-and-doorstep)

## **Covid-19 Scam Awareness**

[www.eastdunbarton.gov.uk/residents/council-democracy/covid-19-scams-awareness](http://www.eastdunbarton.gov.uk/residents/council-democracy/covid-19-scams-awareness)

Be aware of common scams involving the likes of:

- Virus testing kits
- Fake PPE
- 'Vaccines' or counterfeit medicines
- Bogus tracing apps, some of which ask for personal or banking details
- Copycat websites offering DWP / HMRC refunds and pay-outs
- Scam e-mails on Council Tax 'reductions'
- Overpriced or fake goods to 'protect' against coronavirus, such as hand sanitisers
- Phoney 'fines' for breaching lockdown
- Fake questionnaires and quizzes designed to extract personal info
- Shopping or medication collection services
- Home cleaning services.

## **5 things to do.**

1. Contact us by 5pm on Monday 1 June if you would like a protective screen for your business. We will place a bulk order on 2<sup>nd</sup> June.
2. If you are selling online, please check your business is on [Milngavie.co.uk/clickandcollect/](http://Milngavie.co.uk/clickandcollect/)
3. Click through the links on this newsletter.
4. Tell us about anything you are doing to make customers feel safe when visiting your business.
5. If you have any news, please tell us so we can publish on [Milngavie.co.uk](http://Milngavie.co.uk) and our social media for you.