

Milngavie.co.uk

**Progress
Report**

November 2021

Milngavie Town Centre BID Ltd

**Business
Improvement
District**

2nd BID TERM
Half-Way

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Note from the Chairman



Welcome to our 'half-way through' progress report for the Milngavie Business Improvement District (BID). When I took on the challenge of BID chair for the second term, I could not have imagined how the role would unfold since you voted Yes to continue for a further 5 years to 2024.

We started on our journey by retaining the services of a temporary campaign manager called Tony I'Anson and intern, Maxine Irvine, as our BID team to deliver the business plan. Following the ballot, we hit the ground running with a hugely successful Healthy Habits event and soon afterwards secured key digital assets for the town, namely Milngavie.co.uk. This followed a few months later with the launch of our Milngavie Gift Card as we headed to the end of the year with successful Halloween and Christmas events.

There was a lot to be positive about in Milngavie, including our shortlisting a national competition for 'Scotland's Most Beautiful High Street'. We narrowly missed out to a Scottish island, so became Scotland's most beautiful 'mainland' High Street.

Little did we know how life was going to change for the whole world when COVID-19 struck in early 2020, when we were all sent into lockdown. I would like to pay a tribute to all the people from the area who did not survive the pandemic and send sincere condolences to all their families, friends and acquaintances.

Since March 2020, the new BID team continued to operate under a very different set of circumstances. This report details the work that has been completed, in the context of a global pandemic, while continuing to deliver many of the projects detailed in the business plan that you all voted on.

We recently issued a survey inviting all levy payers to give us their feedback about the BID based on the work completed in the last 2 and a half years. The results of your feedback are included in the report as well as details of our income / expenditure, itemised around the 3 Themes published in the business plan. We haven't completed all projects yet, but we are heading in the right direction to deliver on all our promises.

Please take time to read through this report and provide us with any comments.

Graeme Ross,
Milngavie BID chair.
Local Business owner.

COVID-19 Pandemic

On 16th March 2020, the UK went into lockdown, and everyone was told to stop non-essential contact and travel. High Street businesses were faced with a great amount of uncertainty about their future and livelihoods.

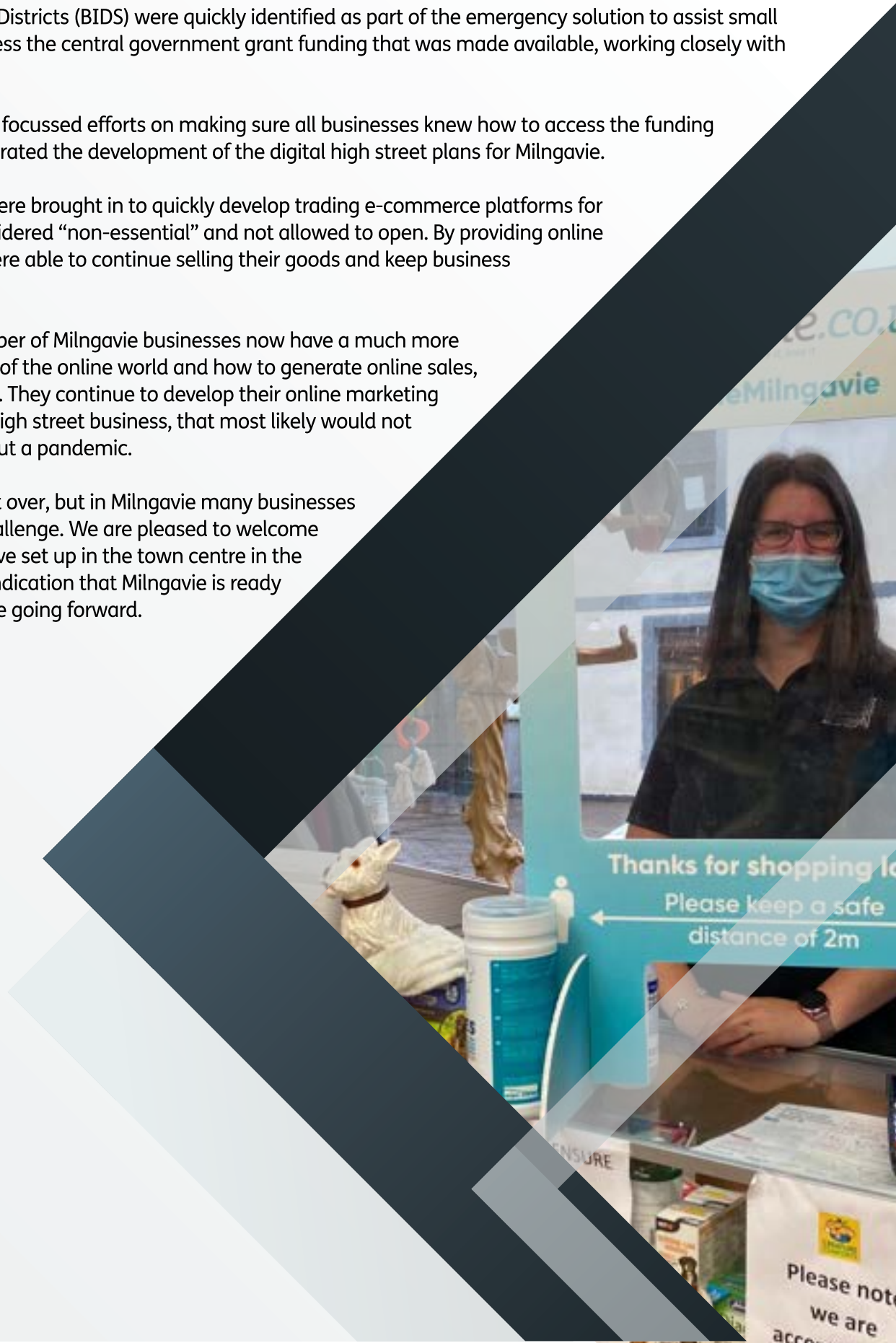
Business Improvement Districts (BIDs) were quickly identified as part of the emergency solution to assist small business owners to access the central government grant funding that was made available, working closely with their Local Authorities.

The Milngavie BID team focussed efforts on making sure all businesses knew how to access the funding applications; and accelerated the development of the digital high street plans for Milngavie.

Specialist contractors were brought in to quickly develop trading e-commerce platforms for retailers who were considered “non-essential” and not allowed to open. By providing online sales outlets, traders were able to continue selling their goods and keep business ticking along.

18 months later, a number of Milngavie businesses now have a much more detailed understanding of the online world and how to generate online sales, as part of their business. They continue to develop their online marketing strategy as part of the high street business, that most likely would not have come about without a pandemic.

The pandemic is still not over, but in Milngavie many businesses have adapted to the challenge. We are pleased to welcome new businesses that have set up in the town centre in the last year, as a positive indication that Milngavie is ready to embrace a new future going forward.



Financial Summary

1 May 2019 to 31 October 2021

Levy Income:	£182,698	Total Income:	£519,983
Leveraged Income:	£337,285	Total Expenditure:	£430,755

Our accountants have provided figures from 01 May 2019 to 31 October 2021, that we have reported on throughout this document so you can see how much of the business plan has been delivered in the first half of our second BID term.

The leveraged funding total includes three payments of £30,000 from East Dunbartonshire Council as part of their five-year BID funding of £150,000 and in-kind support.

Milngavie Town Centre BID Ltd, 2 Stewart Street, Milngavie, G62 6BW
Registered in Scotland No SC475864 since 23 April 2014.

Directors:

Graeme Ross (chair)
Ian Lavrie (vice chair)
Eleanor Barron
Elaine Fleming
Jim Gibbons
Wendy Ross

Accountants: Bell, Barr & Co, Milngavie.

BID Manager: Tony I'Anson

Digital Communications: Maxine Irvine

What we said we'd deliver and what you voted on

Extract from the business plan (page 8) – What the BID means for Milngavie Town Centre:

“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.

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.”

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:

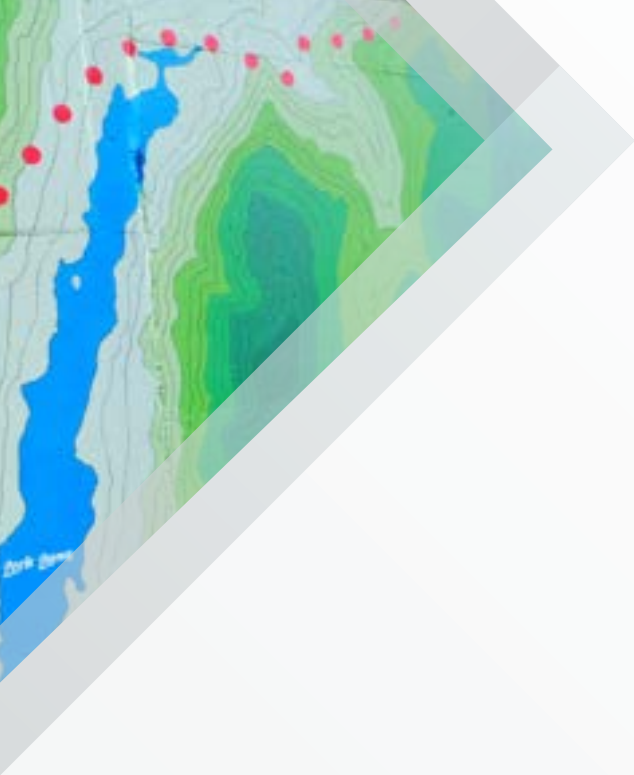
2. Making Milngavie a destination of choice: through capitalising on town centre and surrounding assets and growing an events programme, provide reasons to visit and stay longer. In doing so we aim to increase dwell time in the town centre through the day and the evening, and overnight stays. Our existing 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.



Theme 1

Enhancing Town Centre as heart of the community

To 31 October 2021, £205,942 had been invested in theme 1, from a budget of £160,000

Precinct Development

Following the successful renewal vote, Milngavie BID were provided with an opportunity through the Scottish Government Town Centre Fund money that was issued to all 32 local authorities. East Dunbartonshire Council provided, through a grant, a large proportion of its allocation to the Milngavie BID to support the development of the precinct at the start of the West Highland Way. The 'Gathering Hub' for local people and walkers to meet, before completing many walks from Milngavie, was completed on 25th November 2021. This phase of the development is £320,000.

The development builds on the phase 1 information display boards that the BID funded in 2019 that showcase each stop off point of the West Highland Way. Phase one cost £40,000.

Underpass Project

The BID also commissioned artwork of the West Highland Way route to be created at the underpass to Tesco and Gavin's Mill. This to-scale artwork by Artpistol projects represented an investment in excess of £10,000 by the Milngavie BID.



Small maintenance projects

During the pandemic, a number of BID directors whose businesses were forced to close, used the time to paint railings throughout the precinct. Costs incurred were for materials only. This included the routes from the underpasses from the train station and the garden's emerging from the Tesco car park at Finsbay.

Following lockdown, the BID contracted 'handy-man' services to continue this with the much-needed painting of railings at the Post office and those down the ramp at the start of the West Highland Way.

Banners and Planters

During the first BID term, investment was made in the installation of the banner poles throughout Milngavie town centre. This has enabled the ongoing update of messaging to be developed in line with the BID's marketing strategy. Since the purchase of Milngavie.co.uk, all print marketing and banners have pointed people to the town website and social media.

The banners are updated on a periodic basis when required, with continuous improvements made, while remaining consistent with our central marketing campaigns.

Swinging signs

As part of a continuous improvement policy, 6 new swinging signs have been installed to be consistent with previous installations. This approach creates more impact throughout the town and provides a tangible welcome to new businesses.

This process is ongoing and further signage is being commissioned to improve the look further. In this BID term £1,820 has been invested in new signs.



Festive Lights Improvements

In mid-November, additional festive lighting was installed in Milngavie that is owned and managed by the BID. This is part of a phased improvement of festive lighting in Milngavie to 2024 initially. The lights will be located on the trees at the end of Station Road and Main Street, powered by local businesses. The investment in purchase, installation, power set up and storage was circa £6,500.

Shop Front Grants

Since the start of this BID term, there has been 14 applications for support sent to businesses who are considering the improvement of the frontage of their business premises. Eight completed applications have been returned who have collectively invested £22,412 in the improvement of their premises. The Milngavie BID has contributed £5,250 towards this total, with 1 application at the 'work in progress' stage to bring the total BID contribution up to £6,000 once completed.



Maintenance / Improving Green Spaces

The BID's relationship with Milngavie in Bloom has been key to the success of greening spaces in Milngavie. Each season, the BID pays for new plants and soil from local supplier, Calder's Garden Centre. The MiB volunteers dedicate many hours of their own time to complete the season updates, in the planters throughout the town centre, that are also owned by the BID following investment in the first BID term.



Milngavie BID has been a main contributor to the Milngavie Umbrella Group to ensure input and buy in to key projects, town promotion and a spirit of working together in Milngavie. Participating groups include the Community Council, Milngavie Community Development Trust, Milngavie Heritage Group, Milngavie Youth Centre and Milngavie in Bloom to share information, develop projects and ideas.

Theme 2

Making Milngavie a destination of choice & gateway to leisure

To 31 October 2021, £47,701 had been invested in theme 3 from a budget of £130,000

Christmas Lights Switch on and Events

The annual lights switch on event was enhanced by the BID to include entertainment on the build up to the lights going on, including a procession of Cairngorm Real Reindeer. The event normally takes place on the last Saturday in November to officially launch the festive buying period. This showcase event is an opportunity to show Milngavie off at its best as a quality destination, worthy of a Christmas shopping spree.

For three years running, the mini-Christmas trees purchased for each business, have been recycled in early January, with the "Adopt a Tree" proving extremely popular. In this BID term, assuming all claimed trees were planted, Milngavie BID have assisted the planting of over 300 Christmas trees. This tree recycling will continue in future years.

The 2021 Christmas Lights switch on and Reindeer Parade will cost circa £10,000. This amount is not included in the figures to 31 October 2021.

Halloween Events

A relatively low key, family event in the form of a pumpkin trail around the precinct. This is an opportunity for customer facing businesses to place people in front of their shop windows. The pumpkin trail in October attracted 100's of families to visit many premises in the precinct.

Over 150 people completed the trail and handed into Tesco for the Milngavie Gift Card prize draw.

Window Wanderland

This community engaged event has been arranged in February 2019 (in 1st BID term) and 2020 just before the pandemic.

It attracted a very large amount of goodwill with residents as the BID funded the materials for window decorations. Local business participation also created a positive atmosphere in Milngavie during the middle of winter.

Healthy Habits Events 2019 and 2021

This inaugural family attraction was the last event of the first BID term and a huge success. The repeat event in September 2021 focused on physical activities for all the family to enjoy from a Bungee Run and Trampoline, an inflatable assault course and bouncy castle among the attractions. These appealed to children of all ages and will be continued throughout this BID term. The 2021 event was organized and delivered for £6,376 with in-house marketing by the BID team saving the need for media partners.

Marketing and Branding of Milngavie

The digital marketing of Milngavie began in earnest from the start of the second BID term with the purchase and development of Milngavie.co.uk in 2019. All print and digital communications have centered on this digital resource and associated social media channels.

- f Facebook.com/milngaviebid** has recorded over 1,200 Facebook Posts, generating 5,376 Total Lifetime likes as well as over 3m Page Engaged Users since 2019.
- 🐦 Twitter.com/Milngavie.** The @Milngavie Twitter handle has recorded 8,881 Lifetime Tweets and generated 2,745 Followers. Since 2019 there have 1.3m Tweet Impressions and 40,513 Profile visits, generating 24,255 Media Engagements.
- 📷 Instagram/milngaviecouk**
 - 588 posts
 - 1,937 followers
 - 313 following

The consistent messaging and regular postings over the last 30 months, has produced an extensive reach locally and beyond.



Display Board maps installed

As part of the Milngavie BID online and offline communications strategy, the six display boards in the precinct were re-designed with a town map featuring all businesses; and to promote the Gift Card outlets who accept the card.

Advertising in Community Magazine & Sky TV

During the pandemic and as lockdown restrictions were eased, investment in local public engagement was primarily funded from the Scotland Loves Local grants. The constant messages portrayed in the Milngavie and Bearsden Community Magazine focused on the Love Local and Think Local First messaging, in line with national advertising by Scotland's Towns Partnership.

Sky TV Adsmart special offers enabled an affordable solution to allow a targeted promotion to Sky viewers living within 20 minutes journey time to Milngavie. AdSmart technology allows viewers to be micro-targetted.



Additional Marketing Resources for promotional videos during COVID

During the pandemic, a series of over 30 videos to promote Milngavie as a place to visit for walking and cycling was produced by local outdoor influencer, Fiona Outdoors. The videos are featured on Milngavie.co.uk and Facebook video series, still with a relevance post-lockdown, to encourage active travel and lifestyle.

The videos also promoted Milngavie as a safe place to visit as lockdown restrictions were eased.

Seasonal Trails around the Precinct

Pumpkin Trails, Easter Egg Hunts, Elf on the Shelf, Reindeer Hunt, and Snowman Hunt have been set up to encourage local people to spend some extra time walking around the shops and businesses to see what is on offer, aligned with the various seasonal themes to keep all the family entertained.

The trails have been aligned with winning a Milngavie Gift Card as an incentive to complete and hand into the Tesco Community Champion. The public have also been the judges of the best carved pumpkin and best decorated Christmas Tree competition, which have also proved to be popular engagement tools.

Pop Up Pantomime

In 2019 as part of the festive celebrations, we hosted a pop-up pantomime that was hugely supported by local people. This family event received excellent feedback from the attendees and was due to be repeated in 2020.



Digital Infrastructure developments

Milngavie.co.uk

The website was launched on 1st Oct 2019 and has recorded 129,343 Pageviews to 31 Oct 2021 in Google Analytics. It is now one of the top (above the scroll) Google search results for 'Milngavie' along with the @milngavie Twitter handle.

68 % of traffic to the website is generated from individual business page listings. Latest pageviews are 7,500 per month and growing all the time. This is an invaluable resource for Milngavie, that will develop over time, with continual funding and input from the BID and the BID Team.

Sample Google Analytics demonstrating monthly pageview increases from October 2019.



Milngavie Gift Card

Accepted by over 50 Milngavie businesses. Over 250 gift cards activated with over £10,000 locked into local circulation. Cards can be bought from MilngavieGiftCard.co.uk , Local retailers and self-loaded from LoadThisCard.com once collected from the rack in Tesco and TOFS and many local retailers.

Social Media channels

Our main social media channels used to engage with the public are Facebook.com; Twitter.com and Instagram.com. They are also used to drive traffic to Milngavie.co.uk for specific news and local businesses. The visitor figures we reported above demonstrate an exponential growth based on multiple posts of hyper-local, trusted, relevant and interesting information about Milngavie, especially during the pandemic. These are now valuable digital assets that allow the BID team to implement in-house communications.

Scotland Loves Local campaign

Milngavie has fully embraced the Scotland Loves Local brand, developed at the start of the pandemic by Scotland's Towns Partnership that really caught the public mood.

Milngavie also featured in the national TV campaign that ran on STV, national radio and press coverage, with local business owners provided with a high profile during the campaign. The BID continues to use the Scotland Loves Local campaign that recently launched a £10m campaign in Milngavie with Government Minister, Tom Arthur MSP.



Awards and Achievements

Most beautiful (mainland) High Street 2019. This was a public vote that resulted in Kirkwall on the Orkney Islands being the overall winner, with Milngavie receiving the most votes for mainland High Streets.



The project that brought together business, local authority and community representatives to develop and promote walking throughout the town.

Finalist for Scotland Loves Local Innovative Town 2021 for all our digital efforts throughout the pandemic, working across the Dunbartonshire region with the Chamber of Commerce.

(winner to be announced at time of publishing)



Photo: Tony I'Anson (BID), Tom Arthur MSP, Damon Scott (Chamber), Phil Prentice (STP)

Theme 3

Effective Business, Business Managed, delivered

To 31 October 2021, £53,320 had been invested in theme 3, from a budget of £30,000.

This overspend has been offset with additional tranches of COVID-19 Resilience Funding of £36,110 from Scotland's Towns Partnership.

The main budget under this theme was related to the re-implementation of the Wi-Fi project from the first BID term. This project abandoned due to ongoing renewal costs and being perceived as not fit for purpose.

The original £20,000 was allocated to the development, set up and implementation of the Milngavie Gift Card project that is currently accepted by over 50 businesses in Milngavie. This was part of a wider digital marketing approach implemented by the BID Team.

Further investments relating to Theme 3 focused on emergency efforts to get high street retailers trading online at the start of the pandemic, with follow up training about how to integrate e-commerce into current business practices.

Eleven websites with online trading and payments were set up in a few months, to allow businesses to continue to trade during the lockdown. Traders with existing trading websites were also advised about increasing online sales.

As lockdown restrictions were eased, ongoing training was continued to ensure e-commerce remained part of the business model. The digital investment in assisting individual businesses was funded through the COVID Resilience fund during the pandemic.



Management, Admin, Overheads and Contingency

To 31 October 2021, £121,683 had been invested from a budget of £185,000.

Management costs of the part-time BID team in this term have been £83,985 that covers the cost of the BID manager, Tony I'Anson, for 2.5 days a week. Maxine Irvine, is a former intern while at University, who is now fulfilling a part-time role 2 days a week on all social media communications and event management for Milngavie.

The temporarily 6 month funded Kickstart employee, Rebekah has provided an invaluable resource to assist the BID team deliver the business plan.

Remote working continued throughout the pandemic, as a focus on digital became critical.

Due to the in-house skills of the team, the BID have not contracted in media and communications partners in this term.

In-house Tasks of the BID team include

- Digital marketing and communications.
- Media and promotional activity.
- Sourcing of leveraged funding.
- Event organising and management.
- Local authority liaison.
- Full business plan delivery.

Other administrative overheads including accountancy, levy collection, insurance, software, phone charges, travel, bank charges and storage have been incurred to the value of £37,698. Efforts have been made to keep these to the bare minimum, to ensure maximum resources were invested in delivering the projects in the business plan.

Summary of Budgets published in the Milngavie BID business plan

Theme 1 Enhancing Town Centre as heart of the community	
Long term public realm and accessibility vision for the town centre	12,000
Maintenance / Improving Green Spaces	18,500
Continue Property Facelift scheme	20,000
Town Centre Dressing	7,000
Maintenance of features introduced in term 1	2,500
Continuous WHW project development	50,000
Town Centre Linkages	30,000
New Town Enhancements - Main Street Garden Project	20,000
Theme 1 Total Projected Investment. Budget Year's 6 to 10	160,000
Theme 2 Making Milngavie a destination of choice & gateway to leisure	
Total Costs of Christmas Events	28,500
Total Costs of Classic Car Events	7,500
Total Costs of Music Event in Town Hall (1 per year)	2,500
Window Wanderland	500
Total Cost of Food and Drink Festivals	44,000
Total Cost of Marketing and Branding	17,000
Other Events to generate large events programme	25,000
Additional Marketing Resources	5,000
Theme 2 Total Projected Investment. Budget Year's 6 to 10	130,000
Theme 3 Effective Business, Business Managed, delivered	
Total Cost of Wi-Fi	20,000
Tailored programmes delivered by B Gateway	0
Training for Businesses	7,500
Reduce individual business operating costs	2,500
Theme 3 Total Projected Investment. Budget Year's 6 to 10	30,000
Section 4 Management, Admin, Overheads and Contingency	
Management costs of BID team	£155,000
Overheads, Levy collection, Insurance, Rent, Software, Phones, Travel, bank charges	£30,000
Overheads Budget Year's 6 to 10	185,000
Contingency over 5 years	10,000
Total Budget Milngavie BID Business Plan 2019 - 24	515,000

Finances 1st May 2019 to 31st October 2021

Levy Income (b/f COVID rebates):	£182,698
Leveraged Funding:	£337,285
EDC annual grants; BIDS Resilience Funding; Kickstart; Voluntary contributions.	
Total Income:	£519,983

The leveraged funding total includes three payments of £30,000 from East Dunbartonshire Council as part of their five-year BID funding of £150,000 and in-kind support.

Expenditure:	
Theme 1 Enhancing Town Centre as heart of the community	
Long term public realm and accessibility vision for the town centre	436
Maintenance / Improving Green Spaces	7,485
Continue Property Facelift scheme	6,320
Town Centre Dressing	1,185
Maintenance of features introduced in term 1	595
Continuous WHW project development	189,921
Town Centre Linkages	0
New Town Enhancements - Main Street Garden Project	0
Theme 1 Total Spend to 31/10/21	205,942
Theme 2 Making Milngavie a destination of choice & gateway to leisure	
Total Costs of Christmas Events	16,523
Total Costs of Classic Car Events*	0
Total Costs of Music Event in Town Hall [changed to Halloween]	2,587
Window Wanderland	726
Total Cost of Food and Drink Festivals [changed to Healthy Habits] **	8,863
Total Cost of Marketing and Branding	4,698
Other changed to Advertising-Community Mag & Sky TV	11,794
Additional Marketing Resources [Promo Videos in COVID]	2,510
Theme 2 Total Spend to 31/10/21	47,701
Theme 3 Effective Business, Business Managed, delivered	
Total Cost of Wi-Fi [Change to Milngavie Gift Card]	19,634
Tailored programmes [Digital Support during Pandemic] ***	8,902
Training for Businesses ***	15,088
Reduce business operating costs [changed to 60% Levy fee Rebates]	9,696
Theme 3 Total Spend to 31/10/21	53,320
Section 4 Management, Admin, Overheads and Contingency	
Management costs of BID team	£83,985
Overheads, Levy collection, Insurance, Rent, Software, Phones, Travel, bank charges	£37,698
Total Spend to 31/10/21	£121,683
Contingency over 5 years (used for PPE to date)	2,109
Total Spend Milngavie BID 01 May 2019 – 31 October 21	430,755

* Classic Car Show was being organized in 2020 and date announced as COVID-19 began.

** First Healthy Habits funded from surplus funds from 1st BID term.

*** Funded from BIDS Resilience grant.

Tangible and Digital Assets

- Domain name Milngavie.co.uk and associated social media platforms.
- Banner Poles throughout Milngavie and changeable banners attached to poles.
- Multi-tiered planters and single tiered planters in Milngavie precinct, as well as flowers within them at any point in time.
- Seasonal banners around planters for festive celebrations.
- Wasp pots x 10.
- Select a Mark Bike registration kits x 200 (150 remaining following registration days).
- Original Wi-Fi cabling and receptor infrastructure to be repurposed for BID owned CCTV.
- Remaining Milngavie Gift Card stock from 5000 purchased, and support marketing material
- Three flyer racks located at Tesco checkout, TOFS, and 1 in storage.
- 20 flyer holders located in retail premises in Milngavie to display “Load This Card” envelopes.
- Branded High Viz Jackets.
- Support festive material for future use – Elf on the Shelf, Reindeer acetates.
- HP Computer – currently in possession of the BID Manager.
- HP Printer (in storage)
- One Information Point Gazebo (4m x 3m) – white covering.
- Two further gazebos (3m x 3mm) with sandbags to hold down.

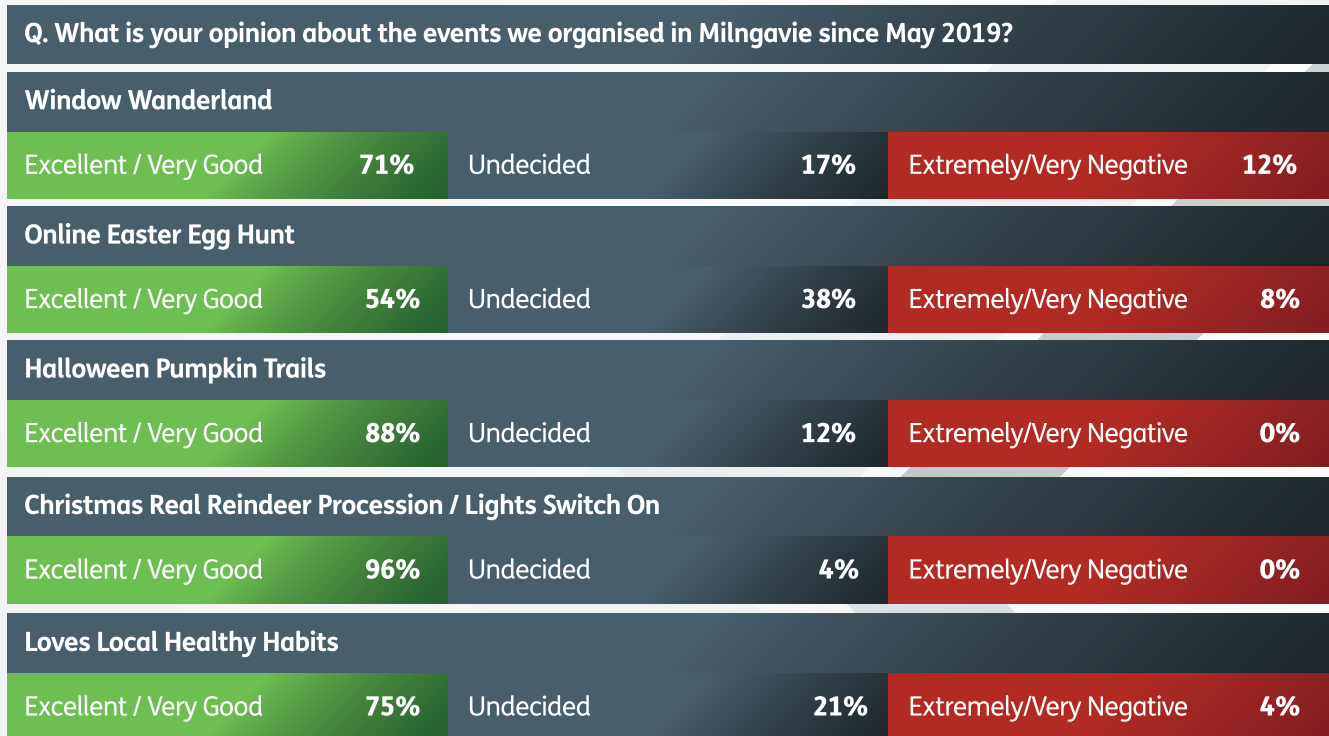
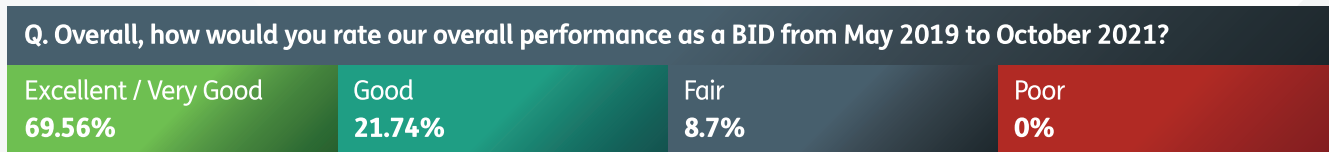


Tesco supporting all BID activities including the display of our flyer rack at their checkout for the LoadthisCard.com project.

Survey Results

In October 2021, the online survey link was emailed via MailChimp to all levy payers. This was followed up with the hand delivery to local businesses, with multiple return visits to collect completed responses.

24 responses were received. The sample results below are based on the responses.



Q. Did the events have any benefits for your business?

There was a surprising number of responses indicating “No Effect either way” with each event recording around 50% with this opinion. However, the negative feedback was very low, apart from 13% who indicated that Healthy Habits was extremely unbeneficial and the Christmas Event being ‘very unbeneficial for 9% of respondents.

Did you do anything to participate in any of the events or activities in 2019/21?

Most Participant

Displayed material supplied (pumpkin, elf, clue) by BID team **91%**

Decorated window **86%**

Put event poster in window to promote event **64%**

Medium Participant

Helped promote activities on your own social media pages (Facebook, twitter, Instagram) **50%**

Got dressed up in themed costume (you or staff) **23%**

Handed out flyers with a promotional offer for your business **27%**

Least Participant

Advertised a special offer **14%**

Took a free stand **9%**

Events to consider suggestions included:

Garden themed days with painters, street entertainers.

Food and Drink Festival with market stalls.

Annual Events in line with Fairtrade Fortnight.

Children's fun fairs.

Return of the classic cars show.

Themed events Valentines Day, Mother's Day, Fathers Day with Digital promotion through BID.

Invite pipe bands during championships in Glasgow.

Festive Event over 2 days.

The BID team has been working to help enhance Milngavie. How much do you believe Milngavie town centre has benefitted from the following:

Shopfront Improvements

Extremely/Very Positive **75%** No affect either way **25%** Extremely/Very Negative **0%**

Swinging business signs

Extremely/Very Positive **79%** No affect either way **21%** Extremely/Very Negative **0%**

Painting railings around precinct

Extremely/Very Positive **92%** No affect either way **8%** Extremely/Very Negative **0%**

Painting arches on Main Street

Extremely/Very Positive **87%** No affect either way **13%** Extremely/Very Negative **0%**

Milngavie Banners around the precinct

Extremely/Very Positive **100%** No affect either way **0%** Extremely/Very Negative **0%**

Graphics around the Planters

Extremely/Very Positive **92%** No affect either way **8%** Extremely/Very Negative **0%**

Art Mural at underpass to Tesco

Extremely/Very Positive **67%** No affect either way **25%** Extremely/Very Negative **8%**

West Highland Way display boards on ramp at start of the walk

Extremely/Very Positive **84%** No affect either way **16%** Extremely/Very Negative **0%**

The current Precinct development is creating a 'Gathering Hub' for local people and visitors. How do you think this will of DIRECT benefit to businesses?

Attracts more people into Milngavie

Strongly Agree/Agree	65%	No affect either way	26%	Strongly Disagree/Disagree	9%
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Helps people stay longer and spend more in the local businesses

Strongly Agree/Agree	83%	No affect either way	13%	Strongly Disagree/Disagree	4%
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Makes Milngavie more welcoming, which can only reflect well on everyone

Strongly Agree/Agree	91%	No affect either way	9%	Strongly Disagree/Disagree	0%
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Creates a more positive first impression for West Highland Way walkers

Strongly Agree/Agree	87%	No affect either way	13%	Strongly Disagree/Disagree	0%
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Helps attract more people to start and finish their walking and cycling routes from Milngavie

Strongly Agree/Agree	78%	No affect either way	22%	Strongly Disagree/Disagree	0%
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The clock in the main Precinct was gifted to Milngavie in 1981 and needs restoration. Please tell us how you consider the way to achieve this.

Crowdfund the full cost from the Community

Strongly Agree/Agree	56%	No affect either way	13%	Strongly Disagree/Disagree	31%
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Crowdfund from the Community with the BID contributing any shortfall of funds

Strongly Agree/Agree	14%	No affect either way	22%	Strongly Disagree/Disagree	64%
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Crowdfund from the Community with the Council and the BID contributing any shortfall of funds

Strongly Agree/Agree	61%	No affect either way	11%	Strongly Disagree/Disagree	28%
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East Dunbartonshire Council should pay for the restoration

Strongly Agree/Agree	85%	No affect either way	5%	Strongly Disagree/Disagree	10%
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In November 2021 the BID contractors will be installing additional Festive Lighting in trees that will be viewable from the main road though Milngavie. Please tell us your thoughts about this.

The BID should invest funds to buy, install and control festive lighting

Strongly Agree/Agree	53%	No affect either way	29%	Strongly Disagree/Disagree	18%
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The BID should implement a phased improvement of festive lighting throughout the precinct

Strongly Agree/Agree	63%	No affect either way	26%	Strongly Disagree/Disagree	11%
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The BID should work with the Council to improve all the festive lights in Milngavie

Strongly Agree/Agree	95%	No affect either way	5%	Strongly Disagree/Disagree	0%
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East Dunbartonshire Council should invest in new festive lighting for Milngavie

Strongly Agree/Agree	84%	No affect either way	11%	Strongly Disagree/Disagree	5%
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How often does your business share content and/or engage with followers on social media?

Multiple time per day	14%
Once a day	24%
Weekly	33%
Monthly	0%
Inconsistently	29%

Did the BID team ever share any of your social media posts onto our Channels?

	YES, MOST OF THEM	YES, SOME OF THEM	NOT SURE / CAN'T REMEMBER	YES, ONLY ONCE	NO NEVER
Facebook	29%	52%	0%	5%	14%
Twitter	0%	29%	21%	0%	50%
Instagram	20%	50%	10%	0%	20%

Can you tell us how aware you are of the Scotland Loves Local campaign and where you have seen it referenced?

Loves Local campaign on STV	55%
Loves Local campaign on Social Media	20%
Loves Local campaign in the Community Magazine	0%
Loves Local campaign on Milngavie.co.uk	15%
Loves Local campaign in the national press reports	5%
Loves Local logo on the street graphics	5%

What is your opinion about a single point of information website via Milngavie.co.uk?

Excellent idea, great project.	30%
Good idea but needs more content	39%
Indifferent. Not sure how it can benefit my business	30%
Don't agree with the community getting involved	0%
Poor idea, as everyone is on social media nowadays	0%
Terrible idea, waste of time	0%

The Milngavie Gift Card was launched in late October 2019 with funds "locked" into the local Milngavie economy. What is your opinion about the Milngavie Gift Card?

Excellent idea, great project.	23%
Good idea but needs more card sales.	41%
Indifferent. Not sure how it can benefit my business.	32%
Don't agree with the gift card project.	0%
Poor idea, as not enough appeal from participating businesses	0%
Terrible idea, waste of time and money	4%
I've not heard about the Milngavie Gift Card	0%

The BID supported businesses during Covid-19 to set up e-commerce websites and promoted existing local businesses who were already selling online. How much do you support this emergency initiative?

Extremely / Very Supportive 62%	No opinion either way 21%	Extremely / Very Unsupportive 0%	Other Comments 17%
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Do you believe the BID team did all possible to keep you updated throughout Covid-19; accessing grants and loans; furlough; and lockdown rules.

Totally Agree 75%	Partially Agree 8%	Don't Know 17%
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