

8 Feb 2019

To all levy payers

Milngavie BID Quarterly Update

In November we appointed an experienced BID campaign manager, Tony I'Anson, to focus on the renewal ballot process for Milngavie. During this intensive period of work, we documented feedback from many business owners about issues concerning your business; we produced a Next Steps progress report summarising our achievements over the last 5 years; and produced a business plan for 2019 – 2024, which is currently being graphically designed. You will be receiving a copy with your renewal ballot papers from **7th March 2019**.

After submitting all relevant documentation about the renewal ballot to the Scottish Government, we invited Tony I'Anson to work with us beyond the ballot date on an interim basis to 31 May 2019, to assist with existing project commitments and the running of the BID Company.

Tony can be contacted at the following email address: tony@milngaviebid.com

Below is a brief summary of BID projects and activities currently underway.

9th and 10th Feb

Window Wanderland 6pm to 9pm.

This weekend the windows of many business premises and private homes in Milngavie will be decorated with imaginative and creative images for the public to come and see. Throughout January, working with the Milngavie Community Development Trust, our intern Maxine Irvine has taken on this project with great enthusiasm, organising evening workshops in the Fraser Centre inviting business owners and the community to create their window masterpieces. The event has been promoted on Facebook, the Community magazine and the Milngavie Herald and in many local retail outlets.

See <https://www.windowwanderland.com/event/milngavie-2019/> for more information.

Flyers have been produced and distributed to many local shops to hand out to local people, as there is a competition for children to find West Highland Way themed "clues" in shop windows. Tesco are providing healthy goodie bags to all completed entries, and a voucher for the prize draw. Garvie & Co have also donated a Valentine's meal for two for mum and dad, for one lucky winner.

We would encourage you to show support by attending this event with family and friends over the weekend. We decided to put on this event after your feedback requested more events throughout the year. If it is a success we anticipate repeating it next February, subject to a successful renewal ballot in April.

Thursday 7th March.

Business Plan and Ballot Papers

All eligible persons who will vote in the BID renewal ballot will receive their voting papers and a copy of the business plan for 2019 – 2024, sent directly from East Dunbartonshire Council electoral team who are running the ballot.

In the case of them being sent to a head office location outwith Milngavie, we will provide a copy of the business plan to all local managers to affected businesses to ensure you are fully informed of all plans. Thereafter, all eligible persons have until 18th April to cast their vote, when ballot papers must be returned to East Dunbartonshire Council.

The result of the ballot will be announced within 7 days of the ballot date.

If a successful result is achieved, the Milngavie Town Centre BID Ltd Company will continue to operate for another 5 years to deliver the business plan.

Mon 11th March

Levy Payer Open Meeting

We will be holding an evening open meeting from 6pm in the Fraser Centre to discuss the business plan for the next five years. You will have the opportunity to put questions directly to the board of directors, based on the business plan.

7th March to 18th April

Milngavie BID Renewal Ballot Campaign

42 days of one to one consultations with business owners and managers.

By 30th March

Wi-Fi Back On

Given that we have already invested in the Wi-Fi infrastructure and recent fibre digital communications advances, the board have decided to switch on the free public Wi-Fi once again to measure performance over a 12 month period. This is the minimum contract time for a Virgin 250mb download connection. We will be running a Facebook community campaign for local people to use the service and provide us with their honest and frank feedback. Based on this, the board will make a decision whether to continue with it or otherwise, subject to a positive ballot result.

By 30 March

Town Centre Banners

We will be replacing the town centre banners with a range of new versions, to provide a more varied yet focussed message for visitors to Milngavie. The banners will form part of our more holistic marketing strategy, to maximize the benefit we have of being located at the start of the West Highland Way.

Sat 27th April

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 performances and stands to attract the public around this theme to ensure people are well entertained throughout the day. A one day Public Entertainment licence is being submitted to EDC.

Estimate April/May

Milngavie Gift Card Scheme

The BID board have spent considerable time researching the benefits of a Milngavie gift card programme, powered by MasterCard. The programme is run by Perth based company called Miconex, who have successfully implemented gift cards in many areas including Glasgow and Edinburgh working with other BIDS. See <https://www.mi-cnx.com/>

The Miconex gift card programme will enable Milngavie to create a place-centred gift card programme using the MasterCard infrastructure. 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.

Christmas 2019

In order to ensure the Cairngorm Reindeer were booked in for the 2019 Christmas event, the board have pre-booked the reindeer this month. The scale of the 2019 Christmas event is dependent on the renewal ballot result.

Milngavie in Bloom

Milngavie BID continues to work with Milngavie in Bloom to fund flowers for village.

Property Improvement Scheme

There are still limited funds available in the improvement scheme budget, so any business owners who are interested in new signage or improving their premises frontage should get in touch.

That's all for now.

If you have any questions, please contact Tony I'Anson by email tony@milngaviebid.com

Milngavie BID board