



[Milngavie.co.uk](http://Milngavie.co.uk)

Milngavie Town Centre *BID* Ltd

# **BUSINESS IMPROVEMENT DISTRICT**

**2ND BID TERM**  
4 YEAR PROGRESS REPORT  
TO 30 APRIL 2023  
AND NEXT STEPS UPDATE



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## NOTE FROM THE CHAIRMAN

Welcome to our 4-year progress report for the Milngavie Business Improvement District (BID).

By 1st September 2023, there had been a BID in Milngavie for 9 years and 4 months, with the changes and developments bought about by your support and financial contributions. These efforts have put Milngavie in a prime position to continue to thrive in the years ahead.

This BID term to date has delivered over £758,000 of investment in the town, delivering on the business plan you voted on in 2019 despite a global pandemic.

We have detailed many of our major achievements since 2019 and would like your feedback on how we have performed as a volunteer board of directors and a part-time BID team.

### **Have we done enough for you to vote Yes to continue as a Business Improvement District until 2029?**

I hope that after reading our latest progress report, you will agree that the prosperity and vibrance of Milngavie will only have the best chance of success if a BID is in place for the town.

Based on your feedback this summer, we will produce a third business plan for 2024 to 2029.

All levy paying businesses will be able to cast their vote from mid-December until 25th January 2024.

As a local Milngavie business owner for over 20 years and volunteer director of Milngavie BID, I would like to invite you to vote Yes and support the ongoing development of Milngavie in the years ahead.

**Graeme Ross**  
Milngavie BID chair  
Local Business owner





# THE BID TEAM

We started working in Milngavie towards the end of the first BID term in 2018.

Despite being contracted in a part-time role, not a day goes by we don't think about, or work on, projects relating to Milngavie BID and the various tasks needed to deliver the business plan.

During the summer we're planning Christmas events, early in the new year it's the June Classic Car Show and summer Healthy Habits alongside the seasonal trails to attract families into the town.

All this as well as the day-to-day social media posts to try to keep Milngavie at the forefront of local people's minds. We've published thousands of social media posts, hundreds of news articles and worked together to build the Milngavie brand.

The first recommendation to the BID board was to secure the **Milngavie.co.uk** domain name as a digital and marketing focal point for the town. They heeded the advice, and it has shaped much of our marketing work since then.

**Milngavie.co.uk** is now an invaluable and developing resource for today and future generations.

As the pandemic took hold, the BID team were well placed digitally to help local retailers to start trading online quickly to develop online sales locally and further afield. It's certainly a challenging time to look back on as the BID team worked flat out from home throughout the pandemic. We also helped many businesses to navigate through the rapidly evolving business grant and loan funding to help them survive through lockdown.

As we work towards the development of a further business plan and earning your Yes vote for another 5 years, the BID team will continue to work on delivery of the plans to the end of this BID term in April 2024.

While we highlight our achievements in this report, we will not dwell upon them over the coming months. There will be new challenges facing all businesses in the years ahead and the BID team will welcome the opportunity to keep working and developing a Milngavie fit for the next five years and beyond.

**Tony I'Anson**  
**Maxine Irvine**

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  
Lorna Quinn  
Elaine Mosson  
Wendy Ross  
Cllr Jim Gibbons

Accountants: Bell, Barr & Co,  
Milngavie. BID Manager:  
Tony I'Anson  
Digital Communications:  
Maxine Irvine

# MILNGAVIE MAP







# FINANCIAL SUMMARY

1 MAY 2019 TO  
30 APRIL 2023

<b>LEVY INCOME</b>	£262,214
<b>LEVERAGED INCOME</b>	£531,495

<b>TOTAL INCOME</b>	£793,709
<b>TOTAL EXPENDITURE</b>	£766,221

Our accountants have provided figures from 01 May 2019 to 30 April 2023, that we have reported on throughout this document so you can see how much of the business plan has been delivered in the four years of our second BID term.

The leveraged funding total includes 4 payments of £30,000 from East Dunbartonshire Council as part of their five-year BID funding of £150,000 and in-kind support.



# SUMMARY OF BUDGETS

PUBLISHED IN THE 2019 - 2024 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
<b>Theme 1 Total Projected Investment. Budget Year's 6 to 10</b>	<b>160,000</b>

## 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
<b>Theme 2 Total Projected Investment. Budget Year's 6 to 10</b>	<b>130,000</b>

## 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
<b>Theme 3 Total Projected Investment. Budget Year's 6 to 10</b>	<b>30,000</b>

## 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
<b>Total Projected Investment. Overheads Budget Year's 6 to 10</b>	<b>185,000</b>
Contingency over 5 years	10,000

**Total Budget Milngavie BID Business Plan 2019 - 24** **515,000**

# FINANCIAL BREAKDOWN

1 MAY 2019 TO 30 APRIL 2023

## ACTUAL EXPENDITURE BY YEAR

436	Long term public realm and accessibility vision for the town centre
16,927	Maintenance / Improving Green Spaces:
14,988	Continue Property Facelift scheme (incl new Hanging Signs)
1,185	Town Centre Dressing
595	Maintenance of features introduced in term 1
299,382	Continuous WHW project development
41,837	Town Centre Linkges
0	New Town Enhancements - Main Street Garden Project
<b>375,349</b>	<b>SPEND TO DATE ON THEME 1</b>

56,609	Total Costs of Christmas Events
3,440	Total Costs of Classic Car Events (2 events 2022, 2023)
3,197	Total Costs of Music Event in Town Hall [allocated to Halloween Event]
726	Window Wanderland
14,484	Total Cost of Food and Drink Festivals [Healthy Habits]
19,445	Total Cost of Marketing and Branding
6,798	Other Events to generate large events programme (Advertising-Community Mag & Sky TV)
2,510	Additional Marketing Resources (Promo Videos in COVID)
<b>107,210</b>	<b>SPEND TO DATE ON THEME 2</b>

31,302	Total Cost of WiFi [Changed to Milngavie Gift Card]
8,902	Tailored programmes delivered by B Gateway. [Digital Support during Pandemic]
19,063	Training for Businesses
9,696	Reduce individual business operating costs [Change to 60% Levy fee Refunds]
<b>68,963</b>	<b>SPEND TO DATE ON THEME 3</b>

146,050	Staff Costs
64,865	Overheads, Levy Collection fee, Insurance, Rent, Software, Phones, Travel, bank charges
<b>210,915</b>	<b>SPEND TO DATE ON MANAGEMENT OVERHEADS</b>
<b>3,784</b>	<b>SPEND TO DATE ON CONTINGENCY OVER 5 YEARS</b>

**£766,221** **TOTAL SPEND BY MILNGAVIE BID LEVY 2019 - TO 30 APRIL 2023**

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

# WHAT WE SAID WE'D DELIVER AND WHAT YOU VOTED ON

Extract from the 2019 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 Town Centre as the heart of the community.**
- 2 A destination of choice and gateway to leisure.**
- 3 Helping Businesses.**



## 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.



Our second 5-year Business Plan outlined specific projects that we have now delivered such as the seating and display area in the centre of Milngavie.

We completed a further phase of this with an additional series of seating pods around the town centre.

Milngavie BID has worked closely with Scotland's Towns Partnership and other key agencies to ensure that Milngavie is also engaged at a national level of strategic thinking for the future proofing of our towns.





# TOWN CENTRE AS HEART OF THE COMMUNITY

TO 30 APRIL 2023, £375,349  
HAD BEEN INVESTED



## Precinct Development

The 'Gathering Hub' at the start of the West Highland Way 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 £299,382.

The development builds on the phase 1 information display boards that the BID funded in December 2018 that showcase each stop off point of the West Highland Way. Phase one cost £40,000.

In 2022 the final phase of the project was completed with additional seating and display structures located throughout Milngavie. The cost was £41,837.



## Small maintenance projects

The BID has implemented a maintenance programme that adds maximum positive impact to the town. On Main Street the arches were painted to brighten up a large part of the street.

On Douglas Street, the BID funded the re-painting of the 130m canopy overhang prior to the 2022 festive period. The facing wall of the building above and downpipes were also painted to achieve impact. The extra festive string lights along the canopy all added to the look of Milngavie for the festive buying season.

The dilapidated and rotten fascia board in between retail premises were also upgraded to improve the overall look of the street.

## Banners and Planters

Early Investment was made in the installation of the 9 large 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. Through [Milngavie.co.uk](http://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, there are now 56 swinging signs that have been paid for and installed by Milngavie BID. Each sign provides a consistent look around the town, benefiting 56 businesses.

In this BID term £4,665 has been invested in new swinging signs.



## Maintenance / Improving Green Spaces

This term, the BID invested £16,927 to maintain the look and feel of the town. This includes the on-street re-print of seasonal banners and signage for main events as well as ongoing updates to swinging signs as new businesses locate in Milngavie. Graphics on vacant shop windows were also invested in to create a more positive outlook in the town centre.

The BID's relationship with Milngavie in Bloom has continued for the ongoing greening spaces in Milngavie. MiB volunteers complete the season updates in the planters, with plants and materials paid by the BID.

Milngavie BID has been a main supporter of the Milngavie Umbrella Group to ensure input and buy in to key projects, town promotion and a spirit of working together.







### **Festive Lights Improvements**

This term Milngavie BID have invested in ongoing upgrades of festive lighting installations to improve upon the existing set up from East Dunbartonshire Council.

The additional lighting is owned and managed by the BID as part of a phased improvement of festive lighting in Milngavie to 2024.

The lights have been located on the trees at the end of Station Road and Main Street, powered by local businesses.

In 2022, we added 130m of string lights the full length of Douglas Street on the canopy; replaced the lights on the large Tree in front of the precinct play park and took over the power for the Christmas tree lights.

The investment in purchase, installation, power set up and storage in additional festive lighting has been £16,292 to date.

The BID board has approved additional lighting along the length of Station Road, as well as the continuation of the new Douglas Street lighting into Mugdock Road. These further improvements are subject to agreement by all affected business premises.

### **Shop Front Grants**

18 completed applications have been returned who have collectively invested £25,735 in the improvement of their premises.

The Milngavie BID has contributed £6,766 towards this total, with 2 applications at the 'work in progress' stage. Once completed, this will bring the total BID contribution to £7,662.



# A DESTINATION OF CHOICE & GATEWAY TO LEISURE

TO 30 APRIL 2023, £107,210  
HAD BEEN INVESTED

## Christmas Lights Switch On

The total investment made for the festive buying season and main event is £56,609 that includes additional festive lighting purchases, maintenance, and storage costs.

The annual lights switch on event and Cairngorm reindeer parade has been improved upon year on year, attracting and exciting large crowds into Milngavie to start off the festive buying period, on the last Saturday in November.

At the next event, a giant snow globe will be located in the town to allow families to gather for their festive selfies and lasting memories.

This showcase event is an opportunity to portray Milngavie as a quality Christmas shopping destination.

Every year of this BID term, the mini-Christmas trees purchased for each business, have been recycled in early January, with the "Adopt a Tree" now an established idea. There have been over 400 Christmas trees re-planted since 2019.

## Classic Car Show

This event returned post pandemic in 2022 to launch Milngavie Week. Over 100 classic cars in Milngavie town centre.

The BID took over the design, branding and funding of the Milngavie Week brochure for 2023.

## Four Healthy Habits Events this term

This inaugural family attraction was the last event of the first BID term and a huge success, appealing to children of all ages and has become an annual date in the diary.

The 2023 event attracted an additional £7,825 funding from the Community Cycling Fund via Events Scotland, to enable additional cycling related activities to take place on the day. The event was re-scheduled for July on the build up to the UCL World Cycling Championships in August.

This also allowed over 60 children to try out cycling stunts for the first time, with trained experts.





## Marketing and Branding of Milngavie

The digital marketing of Milngavie has been developed since the start of the second BID term following the purchase and development of Milngavie.co.uk.

The town's official website generates over 10,000 pageview a month.

All print and digital communications have centered on this digital resource and associated social media channels.



### Facebook.com/milngaviebid

has also become a main platform for local engagement, especially during the pandemic.

Over 2,000 Facebook posts this BID term has generated 7,326 Facebook Followers, with a monthly reach of 136,000.

All traffic generated to the Facebook channel is generic, without the use of paid for Ads Manager features.



### Twitter.com/Milngavie

We have posted 9,692 tweets on @milngavie twitter handle, generating 2956 followers and over 700,000 annual tweet impressions.



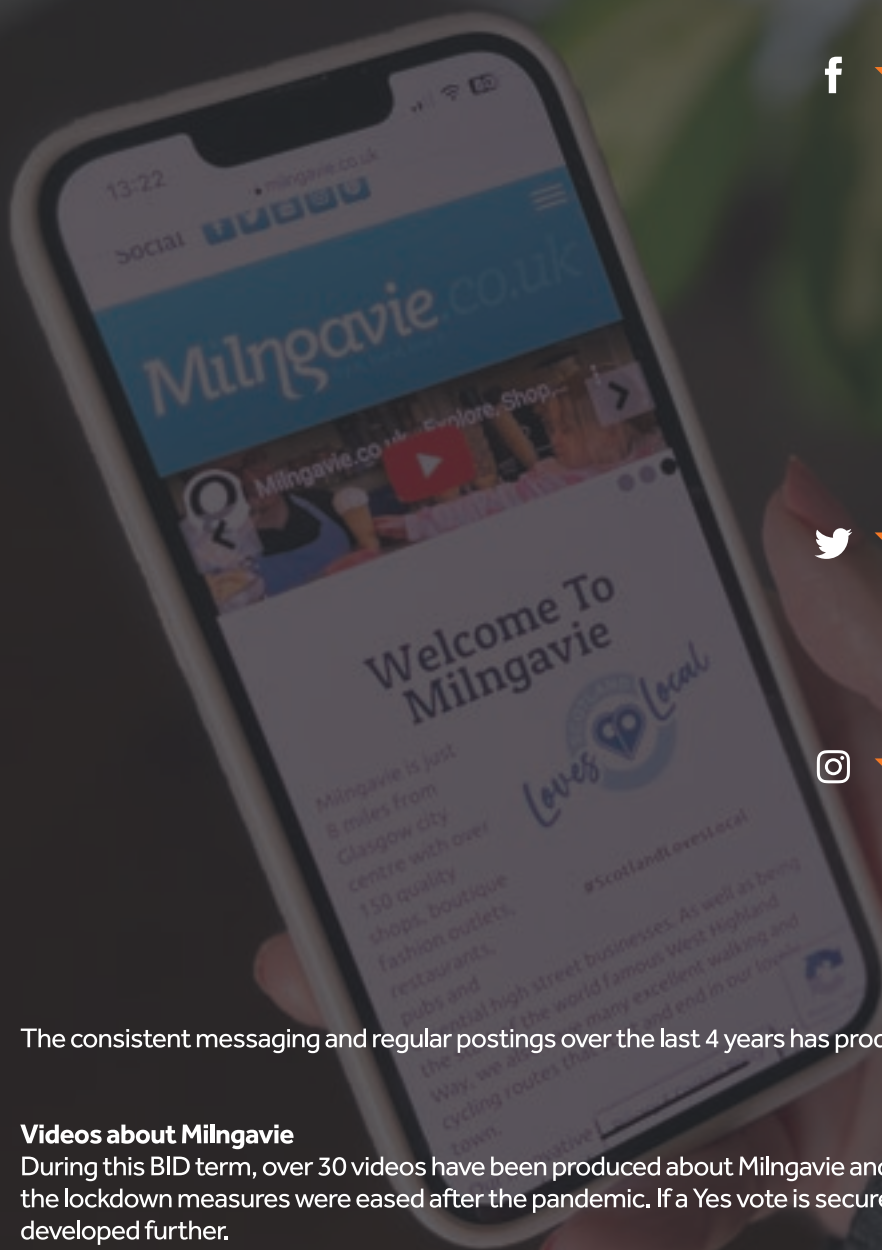
### @Instagram/milngaviecouk

- 869 posts
- 2,286 followers
- 318 following

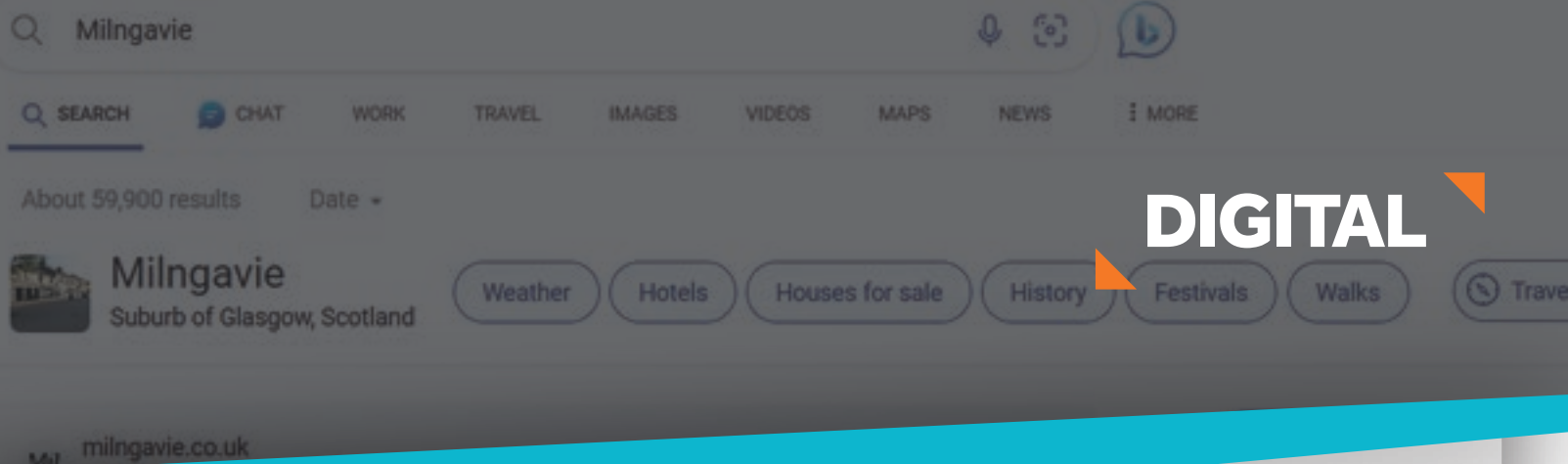
The consistent messaging and regular postings over the last 4 years has produced an extensive reach locally and beyond.

## Videos about Milngavie

During this BID term, over 30 videos have been produced about Milngavie and local businesses. This was most prominent as the lockdown measures were eased after the pandemic. If a Yes vote is secured for another BID term, this activity will be developed further.





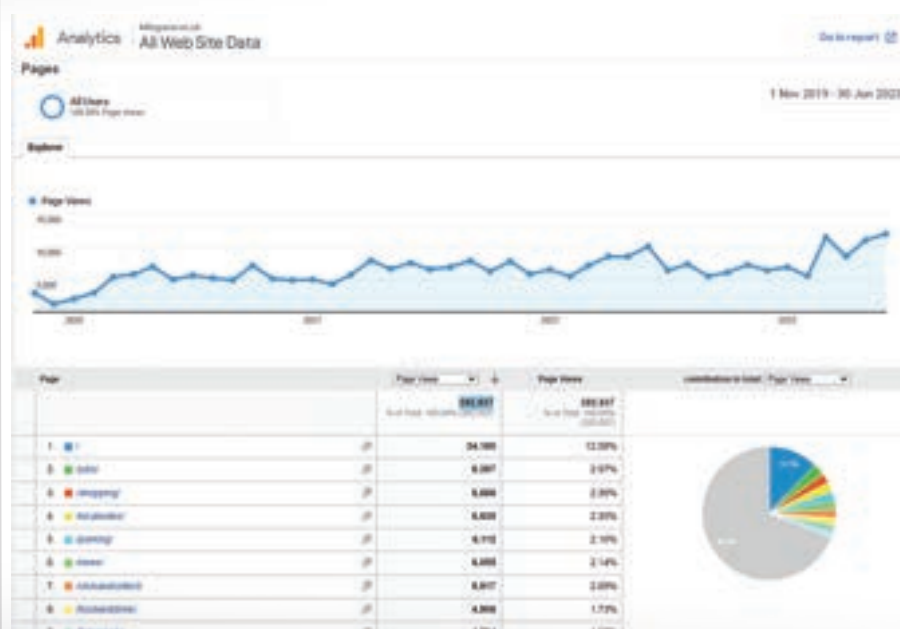


## Milngavie.co.uk

The website was launched on 1st Oct 2019 and has recorded 282,837 Pageviews to 30 June 2023 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 10,000+ 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.



## Individual Business Listings

All Milngavie BID levy paying businesses are provided with a dedicated page on Milngavie.co.uk about their business with direct 'do follow' backlinks to their own website, all social channels, offers, videos and any material they have to promote their business.

Backlinks are important to help with Search Engine Optimisation.

## 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.

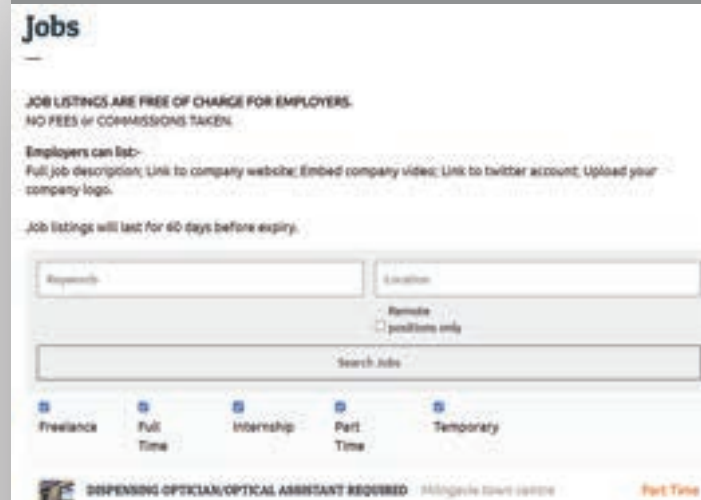
Milngavie also featured in the national TV campaign that ran on STV, national radio and press coverage, with local business owners provided with a high profile during the campaign. The BID continues to use the Scotland Loves Local campaign that recently launched a campaign in Milngavie with Government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



## Jobs in Milngavie

One of the unsung heroes of our day-to-day efforts has been the posting 113 local full-time and part-time jobs available in Milngavie. Jobs are posted on [Milngavie.co.uk/jobs](http://Milngavie.co.uk/jobs) with direct links to the businesses. Each job is then published on our social media channels to attract new talent to work in Milngavie.

This has been a real success story with most jobs advertised resulting in a job opportunity filled with a local business.



## Communications

The BID team have been able to maintain direct lines of communication with paid up levy payers through the use of Mailchimp. This proved priceless during lockdown and as restrictions were eased.

The BID were able to digest the large amount of information being published to help businesses, and point you all to the information that really mattered.



## Milngavie Gift Card

Accepted by over 100 Milngavie businesses across East Dunbartonshire.

Self-loaded card from [LoadThisCard.com](http://LoadThisCard.com) once collected from the rack in Tesco and other local retailers.

The gift card was upgraded to the East Dunbartonshire Gift Card in early 2023, as product improvements alongside Scottish Government funding of £250,000 were announced, to provide a digital version of the Loves Local gift cards across Scotland.

Development, set up and implementation of the Milngavie Gift Card project was funded from the start of this BID term, as part of a wider digital marketing campaign for Milngavie.

The early success of the Milngavie Gift Card and similar in other Scottish BID areas, helped prove the business case for a national roll out of the Scotland Loves Local Gift Cards by the Scottish Government via each Local Authority area.





Welcome

to

Milngavie

### 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 streets with a QR Code link to each street on Milngavie.co.uk

This means any business directory changes on the website, will show up when users scan the QR Code for each street.

We also the upgraded East Dunbartonshire Gift Card outlets who accept the card in Milngavie.

### Advertising in Community Magazine

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.

### Re-run of Sky TV campaign

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-targeted.

The 2021 Campaign on Sky TV was re-run in the summer of 2023 with excellent local reach. The combined views of the two campaigns was 362,414 views over a period of 42 days for each campaign.



### Pole Banners

9 Pole banner frames, provide 18 large banners in key footfall areas around Milngavie that promote the town.

### 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 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.

A relatively low key, family activity with pumpkin trails, festive and Easter trails around the precinct. This is an opportunity for customer-facing businesses to place people in front of their shop windows. They attract 100's of families to visit many shops in the precinct throughout the year.

### Single Tier Planter Wraps

12 planters around the town promoting annual events and reflecting the welcoming place that Milngavie is. The planter wraps are update seasonally and to promote the main events in the town.

### Window Graphics

Peacocks windows were vacant for the early part of this BID term. Following engagement with the new landlord, the BID received permission to place Milngavie branded graphics on the outside of the windows to provide a more visual welcome to Milngavie.





# HELPING BUSINESSES

TO 30 APRIL 2023, £68,963 HAD BEEN INVESTED.

ORIGINAL BUDGET: £30,000

This investment has been offset with additional resilience and Scotland Loves Local funding of £48,610

Efforts were made to get high street retailers trading online at the start of the pandemic.

Follow up training was provided about how to integrate e-commerce into current business practices.

We helped businesses to recover after lockdown and to remind local people about the importance of shopping locally, supporting the businesses who had gone above and beyond to help local communities when faced with the biggest challenge of this generation.

Ongoing training to ensure e-commerce remains part of their business model and future business resilience.

## Business Training

In early 2023, £3,225 funding was committed to the delivery of specific training for businesses. This has included courses in:

- **Food Hygiene**
- **Personal Licence**
- **Social Media**
- **Emergency First Aid At Work**

50 people representing businesses from a range of sectors took up the funded training offer that was delivered throughout the summer months.



# MANAGEMENT, ADMIN, OVERHEADS AND CONTINGENCY

TO 30 APRIL 2023, £214,699  
HAD BEEN INVESTED

Management costs of the part-time BID team in this term have covered the cost of the BID manager, Tony l'Anson, for 2.5 days a week.

Maxine Irvine 2 days a week on all social media communications and event management for Milngavie.

Remote working continued throughout the pandemic, as a focus on digital became critical. This approach has continued along with face-to-face engagement with business owners and managers. No staff were placed on furlough during the pandemic as they continued to work full-time.

## The in-house tasks completed by the BID team include:

- Digital marketing and communications.
- Media and promotional activity.
- News articles for print in local media.
- Sourcing of leveraged funding.
- Event organizing and management.
- Local Authority liaison.
- Full business plan delivery.
- Levy payer communications.
- Renewal ballot process.
- Local community engagement.
- Local management of the gift card roll out.
- Content management of all of Milngavie.co.uk
- Print distribution of leaflets to businesses.

## Kickstart

The 6 month fully-funded Kickstart employees, provided an invaluable resource to assist the BID team deliver the business plan.

Both Kickstart trainees have now secured long-term employment in the local area after being provided with an initial opportunity to work with the Milngavie BID team.

Other administrative overheads including accountancy, levy collection, insurance, software, phone charges, travel, bank charges and storage have been incurred.

Efforts have been made to keep these costs to the bare minimum, to ensure maximum resources were invested in delivering the projects and services listed in the business plan.

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





# SOCIAL CAPITAL

One key element of running a business improvement district over several years is the built-up expertise, experience, contacts and knowledge of the BID board and BID team.

Milngavie BID has managed to retain the services of Tony I'Anson and Maxine Irvine throughout our second term that has been used to our best advantage for Milngavie.

During this time, they have built up a knowledge base and effective way of working that continuously produces tangible results for the town.

Excellent multiple stakeholder relationships have developed with elected politicians and councillors; property owners; local authority officers in many departments; the Police; the West Highland Way Management group; the Milngavie Umbrella Group and other community groups; Scotland's Towns Partnership and industry experts; the Dunbartonshire Chamber of Commerce; Visit Scotland; the Community Magazine; Event contractors; Graphic design, video and print suppliers; BID manager's from other Scottish BIDS to share best practice; managers of national retail operators in the town; as well as the many owner-managed and operated businesses in Milngavie.

The value of this extensive range of interactions and collaborations cannot be underestimated as they are key to being able to deliver all projects detailed in this report.

## 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.

Milngavie was awarded Business Champion in the 2021 Scottish Walking Awards.







Station Road, Milngavie (2015)



# TANGIBLE & DIGITAL ASSETS

ASSETS	STREETS					
	MAIN STREET	DOUGLAS STREET	STEWART STREET	STATION STREET	MUGDOCK STREET	GAVIN'S MILL RD
Milngavie.co.uk domain name and associated social media platforms.	✓	✓	✓	✓	✓	✓
Gathering Hub at Start of the West Highland Way & wayfinding display boards.		✓				
Seating pods located around town centre.	✓			✓		✓
9 Banner Poles throughout Milngavie and 18 changeable banners attached to poles.	✓	✓	✓	✓	✓	
6 Multi-tiered planters and single tiered planters & flowers.	✓	✓		✓	✓	
12 Seasonal banners around planter.	✓	✓	✓	✓		
56 Swinging Signs and bracket.	✓	✓	✓	✓	✓	✓

Information Point Gazebo (4m x 3m) – white covering.  
 Two further gazebos (3m x 3m) with sandbags to hold down.



# KEY STATISTICS

**282,837** milngavie.co.uk website page views.

Over **2,000** Facebook Posts, creating **7,326** Facebook Followers, with a monthly reach of **136,000** people.

**9,692** Tweets, creating **2955** Twitter followers.

**869** Instagram posts, **2286** followers.

**115** Mailchimp news announcements  
**18,039** successful email deliveries to levy payers.

**114** Local Jobs advertised and roles filled.

**47,500** event flyers, posters, banners printed.

**19** Main events and seasonal trails.

**18** Shop front grants issued.

**56** Swinging signs installed.



# PROJECTS

## MAY TO JULY 2023



In the final year of this BID term, the team has continued to focus on delivering the promises of the business plan.

We only have 9 months to the end of our second BID term, and 6 months away from your decision to continue with the BID.

During the first 3 months of this financial year, we have delivered business training, the Classic Car Show, Healthy Habits event and started planning for the festive season with Christmas lights improvements; Santa and the Cairngorm Reindeer as well as booking a giant snow globe.

All with the aim of increasing footfall, dwell time and spending in your business.

## WHAT YOU'VE TOLD US SO FAR

Responses below are based on the feedback from 37 businesses in Milngavie to mid-September 2023. The survey on [SurveyMonkey.co.uk/r/MilngavieBID2023](https://www.surveymonkey.co.uk/r/MilngavieBID2023) will be open until 14th October 2023 to add comments.

**The general feedback is that the vast majority (85%+) agree with:**

- Running the Shop Local Campaigns.
- Premises Improvement Grants.
- Ongoing improvements of public space areas.
- Milngavie.co.uk as a digital resource for the town.
- Expansion of Milngavie social media presence.
- Christmas Lights Switch on & Reindeer Parade.
- Classic Car Show & Healthy Habits events.
- Floral planters in the town centre.
- Sourcing additional funding to improve Milngavie.

**Variations included:**

- Funded Business Training courses 77% agreed.
- Greatly improved CCTV 93% agreed.

**Voting Intentions**

Yes 84%. No 8%. Undecided 8%.

Interested in shaping the future direction of Milngavie 54%



## NEXT STEPS



We need your feedback.

Do you want a Business Improvement District to continue in Milngavie from 2024 to 2029?

Let us know what you would like the BID to achieve for a third term and spend a few minutes completing our short survey

<https://www.surveymonkey.co.uk/r/MilngavieBID2023>

## KEY DATES

<b>September 2023:</b>	Collect feedback from business owners.
<b>October 2023:</b>	Produce a 5-year business plan 2024 to 2029 based on feedback.
<b>December 2023:</b>	Voting papers posted with business plan.
<b>25th January 2024:</b>	Voting period ends. Results announced within 7 days.
<b>30th April 2024:</b>	End of Second BID Term for Milngavie Town Centre BID Ltd.
<b>1st May 2024:</b>	Start of a Third BID term if a Yes vote is achieved.







*Milngavie.co.uk*