

Dear Barrhead Business,

We want your input! Barrhead has over 10 years of capital investment through housing and commercial development. To ensure we are making the most of this golden opportunity and that our town centre has a vision and plan for the future based on our town centre economy, there is a proposal to develop a Business Improvement District.

**What is a Business Improvement District?**

BID’s are a business led initiative funded by the businesses within it to sustainably deliver a variety of agreed projects and services that will improve the local economy. We will develop a 5 year business plan that is specific to Barrhead Town Centre and will include projects that have been initiated from consultation and surveys within our town centre. Any project put forward would always be over and above any statutory service provided by the local authority. This plan would then be put to a vote. A yes vote would then see the implementation of that business plan.

**What do other BID’s do?**

There are currently 27 BIDs in operation around Scotland and another 19 in development. They range from town centre BID’s to tourism or business park BIDs. Projects BIDs can tackle can vary greatly but some examples of footfall driving projects are;

* Safety and security measures
* Marketing
* Community events
* Loyalty schemes

Examples of cost reduction measures are;

* Improved asset management
* Independent business assistance
* Succession planning
* European funding
* Property grants

**How are decisions made?**

A steering group has been established for the process of building the Barrhead Town Centre business plan consisting of a number of local business people, they are;

* Paul Santi, New Yorker
* Brian MacMillan, F&M Hairdressing
* Jeanette Park-Patterson Bluestone Design
* Eric Santi, Alpinos
* Kenny McFarlane, YES Hair and Beauty
* Bud Gauld, Brig Inn
* Stacey Devenney, Dolce Capelli
* John Park, Scott Stores
* Mandy Pattison, Clip Salon
* Doreen Rennick, The Knitting Bee
* Shirley Robison, Barrhead Housing Association
* Liz Sutherland, Boots
* John Higgins, Almond Florists

**What next?**

Please complete this short survey. Once we have gathered the information we will develop the Barrhead BID communication tools such as social media, a website and newsletter so that everyone can input on the process, get information on what is going on, and see what other BIDs are doing.

For more information contact your local Steering Group member or call Laura Molloy, RPL MKTG, on 0141 637 9358.