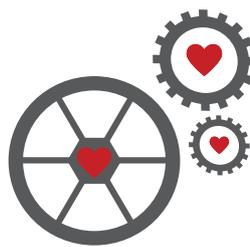




all about **Barrhead**



Developing Barrhead Business Improvement District

Business Plan

May 2016

Contents

Message from the Chair.	3
Why Barrhead Town Centre Needs a Business Improvement District	4
What is a Business Improvement District?	4
Aims of the BID	4
Meet the Steering Group	5
The BID Area Map	6
Consultations to date	7
Consultation Findings	12
BID Priorities	16
Existing Council services that the BID will not pay for	20
BID Income	21
BID Plan	22
Levy Arrangements	28
How will the BID be governed?	29
Ballot Arrangements	31
Contact details	32

Message from the Chair.

Dear Businesses and Organisation in Barrhead Town Centre BID area,

Barrhead town centre has a golden opportunity to shape its future as the town undergoes a period of significant change over the next 10 years. The Barrhead BID provides an opportunity to collectively develop our businesses and opens up opportunities for our organisations as a collective force.

With an estimated income of £ 101,950 per year for each of the planned 5 years of operation the BID will be able to deliver real and tangible benefits to our businesses and organisations, our customers and our town centre.

The BID levy can be used to attract additional funding and we will make this part of the business plan for Barrhead. The BID will give local businesses a voice on issues that concern them and we will work with East Renfrewshire Council and others to ensure that they meet their obligations and that services in the town are maintained or improved.

The BID will also be the main consultative body for the town centre and we will work with the authorities to ensure that our concerns and priorities are reflected in areas such as car parking, any new development of the town centre, developments of the town and their links to the town centre, protecting our businesses, local employment and the vitality of the town.

Most importantly one of the key aims of the BID will be to bring more customers to the area by raising perceptions of Barrhead. All of this can be done by and for the businesses through a BID.

The plans generated from our business and customer surveys (to which many of you contributed) form the starting point for our business plan. This plan is for you to contribute to, if you wish to influence the development of the BID area and make Barrhead into a successful and vibrant trading area for all the businesses and organisations involved.

Read this proposal and feel free to make comment, give us your valued input, make a difference and join in and support this project.

BID's have been establish across the world and Barrhead town centre BID is in the right place and at the right time to make a significant difference to the businesses in this area.

Paul Santi

New Yorker

Chair of the Barrhead BID steering group



Paul Santi
New Yorker
Chairperson



Why Barrhead Town Centre needs a Business Improvement District

Barrhead has a golden opportunity to shape its future. Barrhead has seen significant investment in the last 5 years including new civic and commercial buildings and street improvements. It recently won 'Scotland's Most Improved Small Town' at a regeneration award ceremony.

This momentum will continue as from 2016 there are 10 years of planned development including over 1500 new homes, a railway station, commercial and industrial development, and outdoor leisure and infrastructure improvements to the Dams to Darnley Country Park.

The businesses and organisations based in the town centre can collectively ensure the town centre reaps the benefits of this through developing a collective strategy, plan finance that maximises this opportunity and develops a town centre that is a vibrant and welcoming place to visit, shop and spend time for our people and the communities we serve.

If we do nothing to shape our Town Centre into the one we want it to be, make it fit for the future, then nothing will be done. The BID can provide cultural events and visitor entertainment, diversity in shopper offer, a cohesive approach to digital and traditional marketing and a collective approach to cost savings and strategic negotiations.

What is a Business Improvement District?

A Business Improvement District (BID) is a geographically defined area, where non domestic properties come together and agree to invest collectively in projects and services that the occupiers and property owners believe will improve their trading environment. BID projects are new and additional projects and services; they do not replace services that are already provided by East Renfrewshire Council and other statutory bodies.

BIDs are developed, managed and paid for by the non-domestic sector by means of a compulsory levy, which the eligible persons in the proposed BID area must vote in favour of before the BID can be established. Each eligible person liable to pay the BID levy will be able to vote on whether or not the BID goes ahead.

Aims of the BID

The aims of the Barrhead BID are as follows;

- To have a cohesive approach to encouraging the community to shop local
- Improve perceptions and experience of Barrhead town centre
- To support businesses through reducing costs and delivering grants to it members
- Improve the employment chances of the community
- Improve the visitor experience through a diversity of shopper offer
- Connect new developments to the town centre

Meet the Steering Group

The development of any BID is founded on the enthusiasm and efforts of its Steering Group, a collection of volunteers from the businesses within the BID area. The 'all about Barrhead' Steering Group have been actively speaking to the town centre businesses since April 2015 with the aim of ensuring every premises within the BID area has had information about the BID.



Paul Santi (Chairperson)
New Yorker



Sara Park-Patterson (Vice Chairperson) Bluestone Design



Bud Gauld
The Brig Inn



John Park
Scott's Stores



Jeanette Park-Patterson
Bluestone Design



Doreen Rennick
Knitting Bee



Shirley Robison
Barrhead Housing Association



Rena McGuire
Barrhead Housing Association



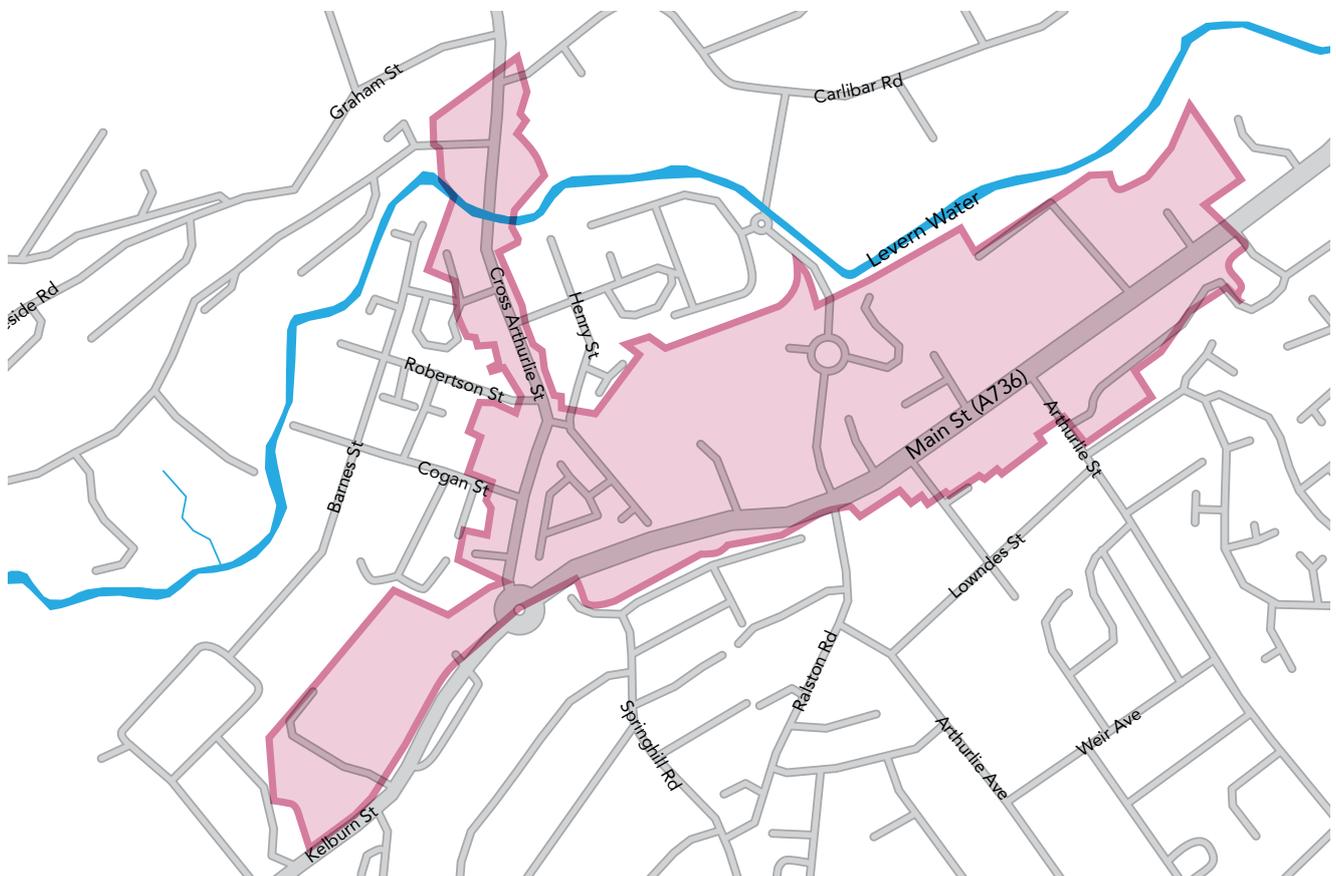
Brian MacMillan
F & M Hairdressers

The BID Area Map

The BID area will start at properties facing Barrhead Station on Carlibar Road, then extend South on Cross Arthurlie Street to the roundabout junction. It will then extend to the south to take in the properties within the Westbourne Centre at Kelburn Street including Lidl at one side and Tesco to the other. It will also extend from the north of the roundabout to include Main Street as far as the Health Centre. In addition it will include the properties that are adjacent to those areas including;

- Carlibar Road (number 2,4 and 6 only)
- Chappell Street
- Cross Arthurlie Street
- Kelburn Street (excluding numbers 70 and 72)
- Bank Street
- Cochrane Street
- Main Street
- Mill Road
- Water Road

The BID area is marked by the pink area on the map. There are circa **149 occupiable premises in this area.**



Consultations to date

The initial BID consultation was undertaken with a questionnaire to gather feedback on the key issues, opportunities and perceptions about the town. This was sent to all businesses and the steering group also conducted one-to-one interviews with a number of businesses. This led to the creation of town centre surveys that were sent to all businesses in the BID area by an independent company. The projects were then developed based on the findings and a final consultation was carried out by post and by face to face consultation on the proposed projects within a 'Next Steps' document.

As part of the overall BID process we have attempted to engage as fully as possible with every Non-domestic ratepayer within the area.

*To date the number of individual businesses and organisations stating support for the BID sits at **67 in favour and 21 against – 42% in favour by number and 13% against and 49% in favour by rateable value.***

An outline of the results of each are below;

- *Initial business survey carried out by the steering group in February 2015 and had 51 written returns out of 163 businesses and 32 were in favour and 4 against, 15 had no response. 155 business with 32 indicated a yes vote – 20.6% support.*
- *Independent survey carried out by ibp Strategy & Research in June and July 2015 and had 35 written responses with 30 in favour and 4 against, 1 unsure. 155 businesses with 30 indicating a yes vote – 19.4% support.*
- *Next Steps document posted to all persons eligible for non-domestic rates in Feb 2016. To date 18 have been returned with 10 in favour and 8 against – 7% support of total electorate.*



The overall aim of the consultation was to assess opinions on ways to enhance and improve the BID area and give more incentive to visit and invest in the town centre. The results of these surveys and consultations have been combined and form the basis of the Business Plan and BID Proposal.

Businesses have received letters, emails, social media updates, web updates, telephone calls, newsletters, newspaper articles, one-to-one visits throughout the BID development process to keep them informed of progress. The website www.allaboutbarrhead.co.uk has been kept fully updated with information throughout the development of the BID.

As part of the overall BID process we have attempted to engage as fully as possible with every Non-domestic ratepayer within the area. This has included the following activity;

- **Initial survey – 54 responses**
 - Posted to eligible rate payers and local managers March 2015
 - Steering group and project coordinator canvassing of initial survey with eligible rate payers May – June 2015

- **Independent shopper and business survey – 35 business and 100 shopper responses**
 - Ibp Strategy and Research undertake shopper and business survey June and July 2015

- **Next Steps document – 20 responses**
 - Next steps document sent by post and email to all eligible rate layers and local contacts for national chains Feb 2016
 - Door to door consultation by steering group and Project coordinator Feb 2016
 - Next steps consultation survey returns Feb 2015
 - » 20 responses – 12 in support and 8 against

- **Letters**
 - Invite to public meeting on 18th March 2015
 - Invite to public meeting 24th Nov 2015
 - Newsletter 4th September 2015

- **Social Media**
 - Twitter – 72 followers. 51 tweets between July 15 and Feb 16
 - » Visit Twitter page: www.twitter.com/barrheadBID
 - Facebook – 504 likes. 102 Facebook posts between July 15 and Feb 16
 - » Visit Facebook page: www.facebook.com/allaboutbarrhead

- **Press Articles**

- Barrhead News – 10 large press articles from May 2015 to Feb 2016
- Website updates
 - Website www.allaboutbarrhead.co.uk launched July 2015
 - 14 news updates and 18 governance updates (meeting minutes) published July 15 – March 2016
 - » Visit site here: www.allaboutbarrhead.co.uk
- Public meetings
 - **Sept 2014**
 - » Pre-set up meeting: Informal meeting for anyone interested in joining the steering group 24th Sept 2014
 - **March 2015**
 - » Two meetings: one for anyone interesting in becoming a steering group member and one for all
 - **September 2015**
 - » Christmas Fayre and BID update meeting 21st Sept 2015
- Individual consultations





- Awareness and engagement activity

- **Nov 2014**

- » Letters of introduction to BID and contact information handed to all premises in BID area Nov 2014

- **Feb 2015**

- » Letter of invite and initial survey, emailed and posted, to public meeting to all businesses and organisations to Feb 2015

- **April 2015**

- » First Steering Group meeting 21st April 2015

- **May-June 2015**

- » Initial survey continues with face to face consultations by steering group and project coordinator May – June 2015
- » BIDs Scotland brochures distributed to businesses by steering groups while canvassing door to door

- **July 2015**

- » Facebook and Twitter launched July 2015

- **August 2015**

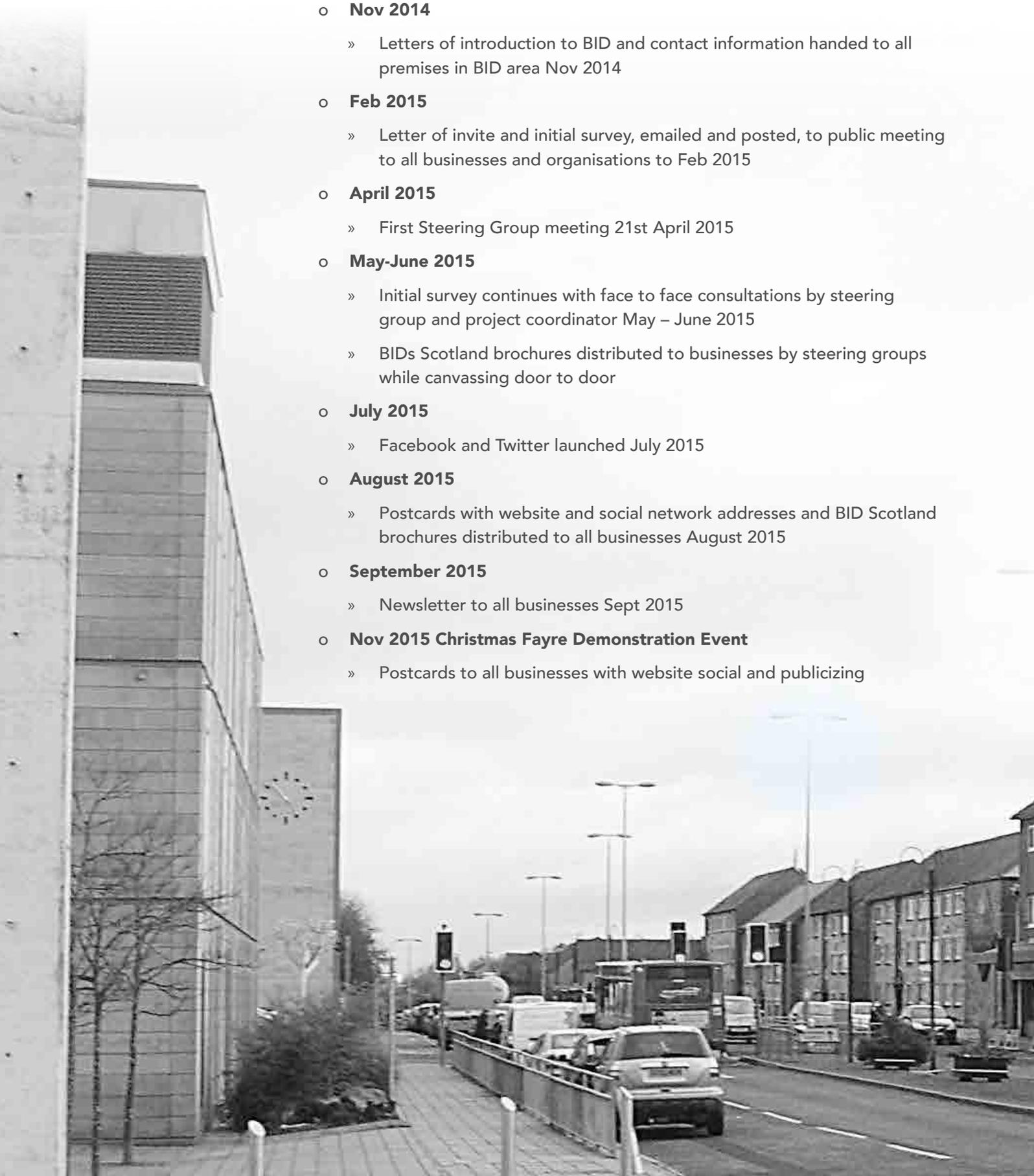
- » Postcards with website and social network addresses and BID Scotland brochures distributed to all businesses August 2015

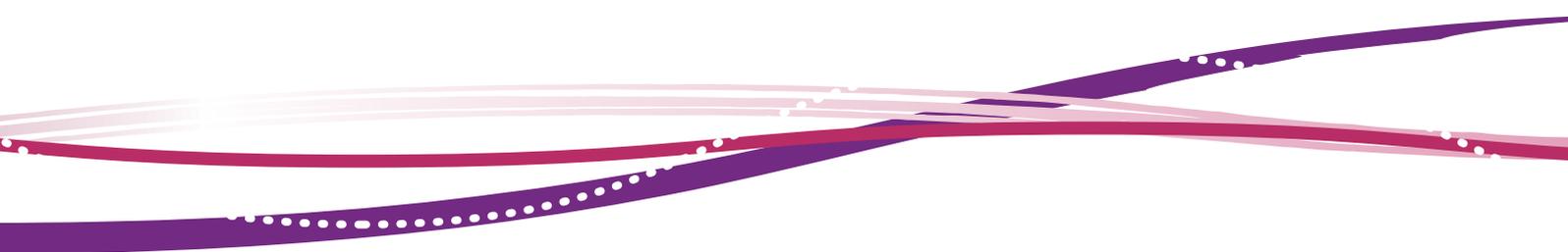
- **September 2015**

- » Newsletter to all businesses Sept 2015

- **Nov 2015 Christmas Fayre Demonstration Event**

- » Postcards to all businesses with website social and publicizing



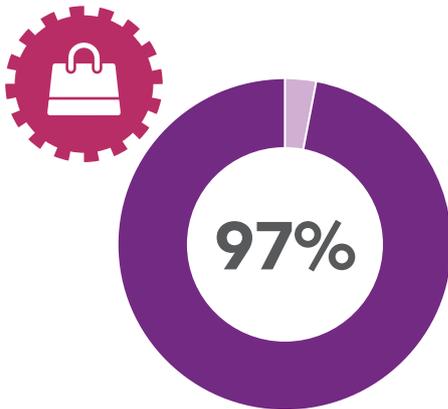
- 
- Christmas demonstration event Nov 2015
 - » Email campaign with information on Christmas Fayre Nov 2015
 - o **Christmas Fayre demonstration event marketing materials;**
 - » Video of event posted on Facebook page has viewed 1100 times and shared 26 times.
 - » 200 A3 posters for shops windows
 - » 6 x large outdoor vinyls placed in central locations
 - » 10,000 a5 colour leaflets placed in school bags, in shops including Leisure Centre, Asda and Tesco at checkouts
 - » 2 x radio interviews in Local Pulse FM
 - » 200 santa hats distributed to businesses
 - » 500 branded balloons
 - » 4 x pop up banners for use at stalls and stage for event
 - » Christmas Fayre and lights switch on 28th Nov 2015
 - » Survey by volunteers on feedback for Christmas event January 2016
 - o **Feb 2016**
 - » Next Steps document by post email and face to face consultation



Consultation findings

Key strengths

The town's development is creating a sense of promise and enthusiasm for the future with words such as 'vibrant', 'potential' and 'improving' appearing in 24% of the strengths statements.



97% of our surveyed shoppers visited Barrhead once a week or more with 45% on a daily basis.

Shoppers spent an average of £31.59 per visit.

£ 31.59p

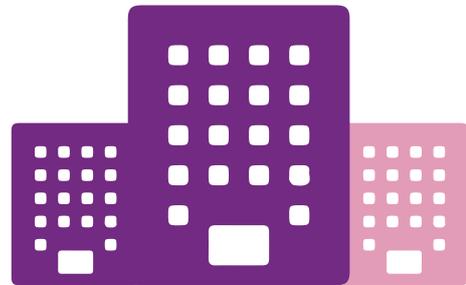


Key areas of improvement



Areas for improvement from businesses were highest for parking and footfall...

...followed by a lack of variety in the town centre.



Concern over costs and a desire for the businesses to work together on common areas such as marketing, events, and lobbying the council.

The feeling of safety and physical appearance of the town centre could also be improved. The latter were also the shoppers' main issues, with 47% of respondents stating lack of variety and a feeling of unsafety as their main concerns.



Ideas for initiatives from businesses and shoppers

Businesses' top 10 ideas to bring 'significant benefit' to Barrhead;

1. Improvement to parking 82%
2. Shop local campaigns 77%
3. Improvement to shabby buildings and clean ups 71%
4. Good PR about Barrhead 60%
5. Social media and website about Barrhead 57%
6. Help toward job prospects for local school leavers and job seekers 57%
7. Training, marketing, consultancy support for businesses 43%
8. Promotional banners and press advertising 43% and 37%
9. Bulk buying deals 38%
10. Community events 34%

Shoppers top three preferred ideas;

1. events and festivals to attract people to Barrhead 62%
2. businesses working in partnership with local schools and other organisations to help school children become better prepared for the workplace 36%
3. improvements to the look and feel of the area 33%



82%

Improvement to parking



77%

Shop local campaigns



34%

Community events



71%

Improvement to shabby buildings and clean ups



43%

Promotional banners and press advertising

60%

Good PR about Barrhead

33%

improvements to the look
and feel of the area

62%

events and festivals to
attract people to Barrhead

36%

businesses working in
partnership with local schools
and other organisations to help
school children become better
prepared for the workplace

57%

Help toward job prospects
for local school leavers and
job seekers

43%

Training, marketing,
consultancy support for
businesses

57%

Social media and website
about Barrhead

38%

Bulk buying deals

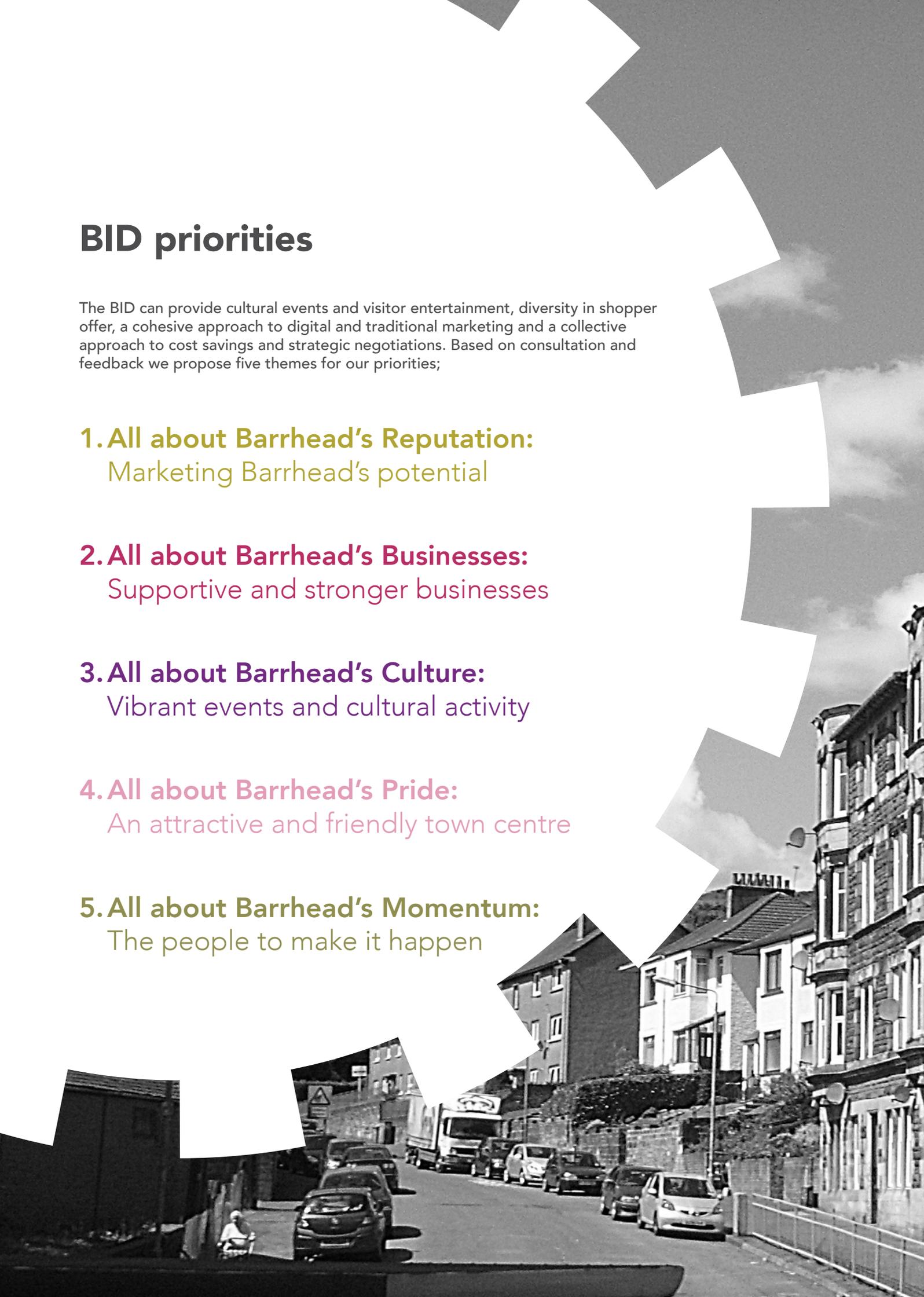
**3% /
37%**

Additional banners and
mass advertising

BID priorities

The BID can provide cultural events and visitor entertainment, diversity in shopper offer, a cohesive approach to digital and traditional marketing and a collective approach to cost savings and strategic negotiations. Based on consultation and feedback we propose five themes for our priorities;

- 1. All about Barrhead's Reputation:**
Marketing Barrhead's potential
- 2. All about Barrhead's Businesses:**
Supportive and stronger businesses
- 3. All about Barrhead's Culture:**
Vibrant events and cultural activity
- 4. All about Barrhead's Pride:**
An attractive and friendly town centre
- 5. All about Barrhead's Momentum:**
The people to make it happen





CO-OPERATIVE

PAISLEY

Bus Stop

Theme 1 all about Barrhead's Reputation: Marketing Barrhead's potential

To establish a strong and coordinated 'shop local' marketing campaign for Barrhead across digital, print and to improve Barrhead's reputation as a great place to work, live and visit.

1. Shop local campaign
 - ✓ Deliver a marketing plan targeting new homes and existing residents to highlight the shopping and visitor offer within BID area across dedicated a digital site, digital promotional activity, print and advertising promotion, newsletters and press to deliver the shop local message
2. Barrhead in the News
 - ✓ Bring in PR expertise to promote good news
3. Ask our visitors about their experience and perception of the BID projects and measure progress against KPI's

Theme 2 all about Barrhead's Businesses: Supportive and stronger businesses

Utilise the strength of the town centre network improve the bottom line through a cooperative and coordinated approach to business costs and shared grant funding programmes.

1. Reduce business costs
 - ✓ Facilitate shared waste and energy buying
 - ✓ Subsidised Rate Assessor appeals in 2017
2. Targeted applications for shared grant funding
 - ✓ Identify and apply for appropriate grants
 - ✓ Establish grant dispersal method for activity that improves the attractiveness and experience of the town centre
3. Improve the employment chances of our people
 - ✓ Employability programme within the BID member businesses

Theme 3 all about Barrhead's Culture: Vibrant community and cultural activity

Improve the experience of visitors to Barrhead BID area and enhance the variety of offer through a range of local events, large and small, and cultural offer that seeks to bring together the social and cultural heart of the town for the benefit of everyone.

1. Events and markets
 - ✓ Large seasonal events for the community
 - ✓ Regular local street entertainment rotated across the 3 primary areas (Westbourne, Main St and Cochrane St/ Cross Arthurlie St) to generate positive word of mouth and increase perceptions
2. Improve the diversity of BID area's offer through utilising community groups and empty gap sites
 - ✓ Work with the third sector to develop variety of shopping offer and cultural activity

- ✓ Deliver diverse uses for gap sites in the town centre

Theme 4 all about Barrhead's Pride: An attractive and friendly town centre

Barrhead Town Centre will be seen as safe, friendly and lively where there is easy access for residents and visitors which is visually attractive. We will achieve this through:

1. Influence planning for routes into the BID area
 - ✓ Ensure there are direct routes into town centre from new housing developments
 - ✓ Influence partners to ensure safe and improved walking routes into the town centre
 - ✓ Monitor and gather evidence of parking developments and lobby Council where appropriate
2. Visually Interesting
 - ✓ Replacement or production of entry signage for BID area which is modern and appealing
 - ✓ Coordinate community clean ups and grants to improve appearance of the BID area
3. Safe and Friendly
 - ✓ Promotion of safety tactics such as radio link up schemes and cardboard police posters
 - ✓ Work with partners to deliver highly visible safety and health activity on streets

Theme 5 all about Barrhead's momentum: The people to make it happen

Gather together the right team to deliver the projects, build the momentum and create the impact for its members and the community it serves.

1. Gather the right team
 - ✓ Employ a BID Manager
 - ✓ Establish a proactive board of Directors
 - ✓ Gather marketing info from BID members and provide information via BID ambassadors
 - ✓ Create partnerships with Town Centre stakeholders in business, residents, community and health
2. Build momentum and create impact
 - ✓ Be transparent and open
 - ✓ Shout about success

Existing council services that the BID will not pay for

A range of services are provided by the Local Authority, a full list is available in appendix 'Baseline Services East Renfrewshire Council'. This document sets out the baseline services that you are due and pay for through rates. The monies raised by the Bid ley must not and does not pay for these services.

Statutory

Roads, parking, lighting, winter maintenance and public transport

- Road and footway maintenance
- Parking and car parks
- Road safety
- Network Management

Cleansing

- Litter bins
- Manual street sweeping
- Mechanical pavement sweeping
- Roads channel sweeping

Trading standards, Environmental health, legal and administrative services

- Trading standards inspections
- Environmental health
- Library Services

Non-Statutory

Economic Development and Regeneration

- Coordination of public realm improvements
- Business liaison, support and training
- Economic analysis and development
- Town centre management
- External funding applications
- Liaison with community councils, BIDs, politicians, chambers, local authority departments

Mix of Statutory and Non Statutory

Community Safety Unit

- CCTV monitoring, dog fouling, domestic noise, smoking
- Anti-social behaviour monitoring and helpline
- Telecare services
- Out of hours homelessness

- Housing repairs
- Decriminalised parking

Police Scotland

Policing services

- Provision of response and community policing services

BID income

The Steering Group believe Places of Worship (meaning places where people gather to pray), ATM's, Advertising Stations and Hub Stations should have an exemption from the levy to ensure the fairest approach to the levy. The levy value will not be changed during the 5 year lifetime of the BID regardless of any changes to rateable values during this period.

The BID are proposing to utilise a banding system. Based on the projects proposed within the draft business plan, a levy of £101,950 is required.

What will it cost me?

Table 1: The Levy Table

Band no.	RV	No. of businesses	£ Levy by band	Cost per week	Cost per day	Amount raised
1	0-9999	84	£250	£4.81	£0.68	£21,000
2	10-14,999	26	£400	£7.69	£1.10	£10,400
3	15-19,999	11	£550	£10.58	£1.51	£6,050
4	20-29,999	10	£700	£13.46	£1.92	£7,000
5	30-39,999	6	£850	£16.35	£2.33	£5,100
6	40-49,999	3	£1,000	£19.23	£2.74	£3,000
7	50-99,999	2	£1,500	£28.85	£4.11	£3,000
8	100-149,999	2	£1,700	£32.69	£4.66	£3,400
9	150 - 300,000	2	£5,000	£96.15	£13.70	£10,000
10	301 - 500,000	2	£10,000	£192.31	£27.40	£20,000
11	501+	1	£13,000	£250.00	£35.62	£13,000
Totals		149			Year 1	£101,950
					Year 1-5	£509,750

BID plan

Table 2: The BID Projects and estimated expenditure

Project	Activity	Measurement	Benefit	Cost
Theme 1 all about Barrhead's REPUTATION: Marketing Barrhead's potential				
Shop local campaign	Info pack in every new home with events and directory x 1500 Quarterly newsletter to every residence with event listing, directory and offers x 8200 Website, social and digital promotional platform.	Annual survey of shoppers KPI = awareness score No. of businesses using digital promotion. Redemptions for digital promotions	Co-ordinated marketing New awareness and promotional opportunities Increased footfall and basket spend	£15,000 Year 1-2 £20,000 Year 3-5
Barrhead in the news	Bring in expertise to build momentum and promote good news	Annual survey of shoppers KPI = Increased positive perceptions of Barrhead as place to live and shop. Equivalent Advertising Value	Coordinated PR Increased visits to town centre	£3,600 Year 1-4 £4,000 Year 5
Measuring success	Shopper survey to monitor and evaluate progress against KPI	Achieve 100% of KPI's.	Action taken to increase revenues	£1500 year 1-5

Project	Activity	Measurement	Benefit	Cost
Theme 2 all about Barrhead's BUSINESSES: Stronger and supportive businesses				
Reduce Business Costs	Facilitate shared waste and energy buying	Value of reduced bills for BID members	Bulk buy to reduce business costs	£0
	Subsidised Rate Assessor appeals in 2017. 50% of cost for premises put forward for appeal joint funded by BID	Value of reduced NDRV's for BID members	Reduced business costs	£5000 year 2 £5000 year 3
Targeted Applications for Shared Grant Funding	Identify and apply for appropriate grants that improve experience and attractiveness of BID area	Value of grants raised by BID manager	Grant income to assist with premises improvements	£0 (BID manager salary see MOMENTUM)
	Establish grant dispersal method between BID members for activity that improves the attractiveness of the town centre and improves the visitor experience	% of businesses aware of grants No. of grant applications % of members successfully obtaining grants	Grant based funding capital investment Improved customer experience	£0
Improve the employment chances of our people	Employability programme within the BID member businesses, providing a supportive and flexible network for school leavers and job seekers in Barrhead.	Number of interventions delivered by the BID per year including volunteering, work experience, short hour contracts, industry or sector based training, part time jobs, vacancy advertising.	Work ready pool of potential staff within Barrhead for recruitment and skills requirements	£1000 year 1-5.

Project	Activity	Measurement	Benefit	Cost
Theme 3 all about Barrhead's CULTURE: Vibrant cultural and community activity				
Events and markets	2 x Large seasonal community events per year	Shopper survey KPI: improved perception of BID area as a place to visit Footfall for events	Increased footfall	£20,000
	Small bi-weekly or weekly street performance rotated across the 3 primary areas all year. Event listing promoted through quarterly newsletter, digital and press.	Shopper survey KPI: improved perception of BID area as a place to visit	Increase footfall	£1500 year 1 £1200 year 2-5
Improve range/diversity of offer	Work with the third sector, places of worship and gap sites to establish a new and different shopping offer and/or cultural activity	Shopper survey KPI: improved perception of range of offer in BID area	Increased footfall Attendance at new offer Press coverage	£12,000 year 1 £10,000 year 2-5

Project	Activity	Measurement	Benefit	Cost
Theme 4 all about Barrhead's Pride: An attractive and friendly town centre				
Ensure direct route into town centre from new developments	<p>BID to lobby ERC Local Development Plan team and SPT/ Local Transport providers to insert transport provision into commitments for the new LDP areas (Local Development Plan).</p> <p>Joint planning with Green Network who are managing walking and cycling routes in LDP's by joining management meetings and invite GN member onto BID Management Group.</p>	<p>Approved walking and cycling routes from LDA's into town centre.</p> <p>Agreement with Public Transport providers on inclusion into Strathclyde Passenger Transport planning provision for new LDP areas.</p> <p>Green Network on BID committee and vice versa Shopper survey KPI: ease of access to town centre</p>	Footfall	£0
Parking	Monitor member attitudes to parking issues. Gather data and evidence to lobby ERC where issues arise.	KPI: Annual parking usage survey	Maximum spaces made available to shoppers and visitors.	£0
Visually interesting	Replace unattractive shopper and visitor signage with that which is modern and appealing	Shopper survey KPI: 'How attractive is Barrhead Town Centre?' Improved score from baseline in 2016 post vote survey.	Increased footfall	£10,000 year 1 £8000 year 2 £5000 Year 3-5
	Community clean ups and appearance improvement activities Access funding and partner with local third sector or employability groups to implement two creative appearance improvement schemes per year.	Shopper survey KPI: 'How attractive is Barrhead Town Centre?' Improved score from baseline in 2016 post vote survey.	Increased footfall	£500 year 1-5
Safe and Friendly	Promotion of 'Safety' via increased community safety presence in business hours and early evening. Marketing of Radio Linkup scheme and use of tactics such as cardboard policeman, signage, and wardens.	Shopper survey KPI: improved satisfaction on safety	Maintain shopper frequency and spend across lifetime of BID	£500 year 1-5
	Partner with Health Centre to deliver disruptive and highly visible activities in known hot spots e.g. drugs awareness teams on street, classical music near Boots.	Shopper survey KPI: improved satisfaction on safety	Maintain shopper frequency and spend across lifetime of BID	£500 year 1-5

Project	Activity	Measurement	Benefit	Cost
Theme 5 all about Barrhead's MOMENTUM				
Gather the right team	Employ a BID Manager with experience of grant application and fund raising	Delivery of the business plan	Action taken to increase revenues	£25,000 year 1-5
	Establish a proactive management team including businesses, public sector, community and health representatives	Delivery of the business plan	Action taken to increase revenues	£0
	Professional Fee's	Accurate and legal processes	Legitimate and credible management	£2100 year 1-5
	Employ street ambassadors to liaise with members, gather promotion and news info, and engage with public	Delivery of monthly content	Man hours in delivering promotional content to BID marketing channels	£6429 year 1-5
		Shopper survey KPI for of visibility of the BID		
	Rent office premises with storage within the BID area to keep spend within the area. IT equipment and telephone line.			£5000 in year 1 Grant funded by ERC
				£3500 year 2-5
	Be transparent and open. Publish accounts, governance and management on the website. Publish annual expenditure and income	Evidence of where money spent and actions taken updated monthly	Collective strength of working together to benefit all members	£0
Shout about success	1 positive article published per month	Barrhead seen as credible shopping offer by residents	See REPUTATION	
	Partnership with Barrhead News and ER Press with 1 article per month			
	Shopper survey KPI: increase in positive perception			

Table 4: Summary of income and expenditure

Income	Year 1	Year 2	Year 3	Year 4	Year 5	Total
BID Levy	£101,950	£101,950	£101,950	£101,950	£101,950	£509,750
Council	£5,000	£0	£0	£0	£0	£5,000
Total Income	£106,950	£101,950	£101,950	£101,950	£101,950	£514,750

Expenditure	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Marketing	£18,100	£18,100	£23,100	£23,100	£23,600	£106,000
Business support (excluding grants)	£1,000	£6,000	£6,000	£1,000	£1,000	£15,000
Culture, events, and range of offer	£33,500	£31,200	£31,200	£31,200	£31,200	£158,300
Attractive, safe and accessible	£11,500	£10,500	£7,500	£6,500	£6,500	£42,500
Management	£35,220	£33,720	£33,720	£33,720	£33,720	£170,100
Contingency	£7,630	£2,430	£430	£6,430	£5,930	£22,850
Total Expenditure	£106,950	£101,950	£101,950	£101,950	£101,950	£514,750

Levy Arrangements

A BID levy is an equitable and fair way of funding additional projects and services, which the local authority and other statutory bodies are not required to provide. It has been agreed by the BID Steering Group that the levy rate will be a fee structure based on the rateable value of the property on the day of the ballot (27/06/2016) and throughout the 5-year term of the BID. The BID improvement levy will be paid by the occupier (the eligible person liable to pay the non-domestic rate), however, the property owner will be liable to pay the levy where a property is vacant on the day the levy invoice is issued and for all the period thereafter when the property is vacant.

There will be no increase in the levy amount during the term of the BID or as a result of the non-domestic rateable revaluation in 2017.

- There are circa 149 commercial properties in the BID area which will generate a BID investment levy income of approximately £101,950 per annum and an estimated total levy income of £509,750 over 5 years.
- All eligible occupiers (of eligible properties) i.e. the eligible person liable to pay the non-domestic rate that are listed on the Local Assessors Valuation Roll on the ballot date will be liable to pay the levy.
- The levy payments are not linked to what businesses actually pay in rates but are based on the rateable value of the property.
- The levy must be paid either in one payment within 28 days from the date of the levy invoice or in 10 instalments by arrangement with the billing body.
- If there is a change, in occupier to a property, until a new occupier is found, the property owner will be responsible for paying the levy.
- Any new commercial development, sub division of existing properties or merging of properties or new business with a non-domestic rateable valuation coming into the area during the 5 year term of the business improvement district will be liable for the BID Improvement Levy.
- If the property is vacant or empty on the date the levy is issued and for any subsequent vacant periods, the property owner will be liable for the full levy amount, which must be paid within 28 days.

Exemptions

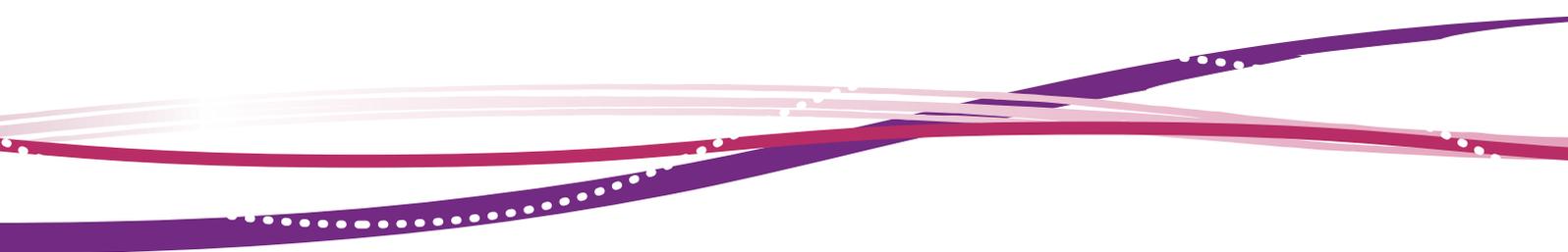
Place of Worship will be exempt from the levy within the BID area. This includes Gospel Hall, Barrhead Evangelical Church, Salvation Army and Bourock Parish Church plus any other place of worship within the BID area. ATM's, Advertising Stations, and Hub Stations shall also be exempt.

Enforcement

In the event of any non-payment of the BID improvement levy, it will be strongly pursued by East Renfrewshire Council (as the billing body) using the recovery powers available to them to ensure complete fairness to all the businesses that have paid. East Renfrewshire Council will be entitled to charge an additional fee to the levy amount to meet any additional costs incurred in the recovery of the levy.

Arrangements

East Renfrewshire Council will collect the investment levy on behalf of the BID, as this will be an efficient,



safe and cost effective method of collection. East Renfrewshire Council will lodge the levy within a BID Revenue Account. The BID levy can only be drawn down by the Board of Directors of the BID to allow the delivery of the business plan.

The BID Revenue Account and levy cannot be accessed by East Renfrewshire Council nor can it be used by the Council as an additional source of income.

How will the BID be governed?

Following a successful yes vote, the management and operation of the BID will be transferred to Barrhead BID Company which will operate from 19/09/2016.

The Management Team

A Manager will be employed and will report directly to the Board of Directors. They will implement the projects and services detailed in this Business Plan. Part-time ambassadors will underpin the work of the management team.

Minimising Risk

The Board will take steps to minimise risk by only using reputable contractors to deliver projects. The Board will also adopt best practice in governance and operational procedures whilst being open and transparent in its operation.

The Company will undergo an independent evaluation, as Assessment and Accreditation Interim Review (AAIR) at two and four years, developed for Scottish BID Companies.

Management and Governance

The Board of Directors undertakes to adhere to an official Directors' Code of Conduct, which sets out, openly and clearly, the standards Directors must apply when carrying out their BID business duties. Any allegations of contraventions of the Codes by Directors will be independently investigated in order to give assurance to the businesses and the public that their elected Directors are acting in accordance with the highest levels of professionalism and integrity in the discharge of their roles.

Each Director will complete a Register of Interests and these will be displayed on the Barrhead BID website.

Communication and Consultation

Effective communication is a basic business requirement irrespective of the sector or economy. Recognising this, Barrhead BID will use a variety of media to communicate with levy payers:

- Newsletters
- Emails (please let us know your email address if you haven't already)
- Attending multi-agency partnership meetings with a focus on the town centre
- Regular updates on social media channels @allaboutbarrhead and @BarrheadBID
- BID website www.allaboutbarrhead.co.uk

- Local newspaper articles
- One to one meetings with levy payers and stakeholders via ambassadors and Manager
 - Annual forum
 - Networking events

Openness and Transparency

The principles of openness and transparency lie at the heart of Barrhead BID policy of communication with businesses and the public. The Board of Directors will fully support the dual ethos of openness and transparency, with newsletters and documents relating to, or arising from official business meetings and forums in future being published on the company's website.

Recognising also the need for, and value of face to face dialogue, Barrhead BID will operate an 'open door' policy for businesses, with levy-payers or their representatives welcome to visit the offices to discuss their issues or concerns.

Ballot Arrangements

Pre-ballot

The BID Proposer must notify the local authority, the Scottish Ministers and the billing body 98 days in advance of the ballot date of their intention to put the BID Proposals to ballot. The local authority then has 28 days in which to veto or not the proposal.

Prior to the ballot taking place, a 'Notice of Ballot' will have been issued to all non-domestic properties in the BID area.

A full copy of the BID Proposal is available as a hard copy by post and as an electronic copy by email to any person who is eligible to vote on the BID Proposals who requests a copy. A copy of the BID Proposals and BID Business Plan will also be sent to the Scottish Ministers and the Chief Executive of the local authority 98 days in advance of the final ballot date.

Prior to, or on the date the ballot papers are issued the BID Proposer must provide all those eligible to vote in the proposed BID area with a detailed BID Business Plan.

The Ballot

- Ballot papers will be issued to every eligible person in the BID area 42 days before the final ballot date
- Ballot papers, together with a copy of the BID Business Plan will be posted to the eligible person responsible for casting a vote within their business. In the case of national companies the responsibility for voting may lie with head office.
- The BID ballot is a confidential postal ballot conducted by East Renfrewshire Council on behalf of Barrhead BID and in accordance with Scottish BID legislation.
- Where an eligible property is vacant the voting papers will be sent to the property owner.

- In Barrhead BID's case, voting papers will be issued on 16th May 2016.
- The final date for all ballot papers to be returned is 5pm on 27/06/2016. Papers received after this date and time will be deemed null and void.
- Voting papers are easy to complete, simply place a cross on either "yes" or "no" to the question "are you in favour of a BID?" The ballot paper must then be signed by the person eligible to vote and returned in the pre-paid envelope.
- For the ballot to be successful there must be a minimum of 25% "turn-out" (headcount) by number of eligible persons and by combined rateable value.
- Of those that vote, over 50% by number of ballots and 50% by combined rateable value must vote in favour of the BID.
- All eligible persons (i.e. those persons liable to pay non domestic rates) will have one vote or where a person is liable for non-domestic rates for more than one property, that individual shall be eligible to cast more than one vote however they will be required to pay the levy for each of the properties that they occupy.
- The ballot papers will be counted on 28/06/2016 and the results announced by East Renfrewshire Council within one week.
- Following a successful ballot, the BID will commence on 19/09/2016 and will run for a period of five years until the 18/09/2021.

Contact details

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