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Milngavie Town Centre *BID* Ltd

# BUSINESS PLAN

2024-2029



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## INTRODUCTION: FROM MILNGAVIE BID CHAIRMAN

I am delighted to present this renewal proposal, which outlines your priorities and gives a taste of how we can continue to improve and make Milngavie BID even better by working together.

A BID is where businesses, within a defined geographical area, vote to invest collectively in local improvements over and above those provided by statutory authorities. It is a partnership arrangement where the local business community and the statutory authorities work together on projects that will benefit the local economy and local businesses.

Continued support for Milngavie BID provides a great opportunity to work together and make the changes we all want. The cost to our businesses is low and through Milngavie BID we can maintain access to external assistance and funding not available to individual businesses.

All the proposed improvements were ideas initially from you, which came out in our surveys and consultations. Every business in the area has had the opportunity to let us know what their priorities are.

Supporting the Milngavie BID, means we can preserve what we have already put in place and work together to build on our achievements to date and enhance the reputation of our town. The purpose of the Milngavie BID is to support our businesses, increase trade, and improve our business environment. Since 2019 we have achieved that despite a global pandemic, but we must continue to work together to achieve even more.

You can find more information on our website [MilngavieBID.com](http://MilngavieBID.com) where you can find further detailed reports of all the work that has been completed. For more general or national information refer to - [ImprovementDistricts.scot](http://ImprovementDistricts.scot)

A notice of ballot will be sent to all eligible persons (those eligible to vote in the ballot) on or before the 14/12/2023, along with the ballot papers on or before the 14/12/2023. Those eligible to vote will have at least 6 weeks to cast their vote before the ballot closes at 5pm on 25/01/2024. Ballot papers received after this date and time will be null and void and not be counted.

I have been involved in business in Milngavie for over 20 years and know a lot of the business-people in the area. I would ask you all to vote YES so that we can work together to make the town centre even better. Positive Thinking for Milngavie town centre will bring ongoing support from the local community and groups.

**Chair – Graeme Ross,**  
Milngavie Town Centre BID Ltd, 2 Stewart Street, Milngavie, G62 6BW

*Footnote "Business" or variations of the word "business" are used throughout this document. The word "business" in this context refers to property owners or tenants and occupiers of properties who are liable to pay the non-domestic rate (NDR), whether they pay business rates or not. This includes all properties listed on the Scottish Assessors Association Portal (website) with a non-domestic rateable value, many of whom may be a charitable organisation, public sector organisation, social enterprise or community group who may not consider themselves to be a business.*



# WHAT THE BID MEANS FOR MILNGAVIE TOWN CENTRE

Our vision for Milngavie Town Centre is to continually improve Milngavie as a destination of choice for residents, visitors, employees, shoppers and service users and to make Milngavie a location where business and community can thrive.

The BID aims to build on previous project successes and promote the town centre as an attractive and welcoming place, where people of all ages choose to visit and spend time in shops, on services and where businesses will decide to locate and grow.

As BIDs mature to the next generation, the BID for Milngavie will provide an established and recognised way for local businesses to work together with other public and private sector partners to improve local economies and, by extension, local communities in a variety of contexts. We are already working with community and volunteer groups and aim to extend this over the next BID term.

# WHAT IS A BUSINESS IMPROVEMENT DISTRICT?

## What is a BID is:

A Business Improvement District (BID) is a geographically defined area where businesses and organisations come together and agree to invest collectively in projects and services which will improve their trading environment and future business prospects.

See the Scotland's Improvement Districts website for further details ([Improvementdistricts.scot](http://Improvementdistricts.scot)) about the new approach to BIDs that also lists all other active BIDs in Scotland.

BIDs are developed, managed and paid for by the private sector in the BID area through a modest but compulsory Levy. Every eligible business within the proposed BID area has a vote on whether or not the BID will continue: it is for you to decide. There are currently 156 levy paying businesses in Milngavie.

For the ballot in 2019, there was a 65.91% turnout of businesses with 61.18% of the votes cast (by number) in favour of the BID and 72.82% of the votes cast (by rateable value) in favour of the BID.

The ballot for the third Milngavie Town Centre BID is open from 14 December 2023 to 25 January 2024.

## The BID is NOT a way for the Council to save money

The BID is emphatically NOT about the Council removing existing services. A BID scheme provides NEW or ADDITIONAL activity and cannot replace statutory services delivered by East Dunbartonshire Council or Police Scotland.

In line with BID legislation, the Milngavie Town Centre BID Ltd will put in place a Baseline Service Agreement which is a legal document agreed by both parties which clearly sets out the statutory and any additional discretionary baseline services provided by East Dunbartonshire Council in the town. The BID Company will continue to monitor service levels outlined in the agreement, as it has done over the last five years.

Businesses should still expect to receive the services which the Council and Police currently provide for the benefit of business and the public such as cleaning, lighting, access and safety.

We have already through the first two terms of the BID, worked effectively with the local authority to encourage improvements such as lighting in the under pass, assist in the delivery of BID run events through continued support from services which relate to areas such as economic development.

In the second term, working in close collaboration with the Council, we were able to deliver a major public realm project "Community Hub" seating area that now has pride of place in the town centre for current and future generations.

Baseline agreements have been prepared for the following services:

### Statutory

- Environmental Health.
- Community Safety.
- Roads, Footways, Car Parks, Pedestrianised
- Precinct and Link Footpaths and Street Lighting.
- Street Cleaning.
- Trading Standards

### Policing

- 24/7 Policing of town centre area.

### Discretionary

- CCTV.
- Commercial Waste Collection.
- Horticulture Services.
- Business Support, Town Centre & Regeneration Services (incl Tourism)

## **A BID has nothing to do with Non Domestic business rates**

Business rates are a tax set nationally and distributed according to a national formula. Businesses have very little say about the way the rates funds are spent.

The Investment Levy income from a BID is kept locally and spent locally for the benefit of the local area based on projects identified through consultation with business owners in the area.

The income from the Levy and any other contributions secured by the BID will be used to fund local activities and services, as decided by businesses. The projects we have delivered include West Highland Way signage, the Healthy Habits Event, Classic Car Show and the Christmas Lights Switch-on would not have happened without BID funds or organisation in place.

A BID is managed and delivered by and for local businesses.

The first BID term was established as a not-for-profit limited company, Milngavie Town Centre BID Ltd, registered at companies' house, to deliver the Business Plan for Milngavie Town Centre. The company has been run for the last 9 years by a board of voluntary (unpaid) directors appointed from the local Levy payers to reflect all sectors in the local business community.

It has been accountable to local businesses for the way their money is spent. Everyone who pays has a say, reflected in the surveys that all levy payers have been invited to complete and open meetings to express their views.

The approach to the third term business plan will reflect the opinions and aspirations of the levy payers who have funded the BID.

# WHY MILNGAVIE TOWN CENTRE AND YOUR BUSINESS NEEDS A BID

***The bottom line is we are talking about at least £580,000 investment in Milngavie town centre over the next 5 years.***

Since 2014, the Milngavie BID has presented an opportunity for a continued collective voice and to work together as a business community to ensure our town centre can continue to prosper into the future.

For many years Milngavie Town Centre has been a good place to do business with both longstanding businesses sitting side by side with new businesses locating to the area.

Since the BID was launched, we have come a long way to helping Milngavie thrive as a place to do business and generate a community spirit that many towns across the UK will envy. We've come this far and now is not the time to stop in our efforts.

Your vote and your decision about whether to continue as a Business Improvement District is a decision about whether Milngavie will benefit from at least £580,000 of investment from 2024 to 2029.

For most businesses, this will cost from £200 to £420 per annum, depending on your rateable value.



# WHAT IF MILNGAVIE BUSINESSES VOTE 'NO' DURING THE RENEWAL BALLOT?

Despite the large amount of support feedback received, the BID has an obligation to spell out in detail what would happen in the event of a No vote at the end of January 2024. Below is a comprehensive list of what would happen.

If the BID is not supported with a Yes vote at renewal ballot, it will not be able to continue, and the opportunity will be lost to have at least £580,000 working directly for your business and your town centre, through Milngavie Town Centre BID Ltd.

- ▶ Milngavie will lose out on £180,000 grant Funding for businesses in the town centre from East Dunbartonshire Council, as there will be no organisation to facilitate and manage this funding over 5 years.
- ▶ No funding for the Christmas Lights Switch On & Reindeer Parade.
- ▶ No funding for the continuous improvement and investment in additional Christmas lights for the town centre.
- ▶ No funding for the Classic Car Show to launch Milngavie Week.
- ▶ No funding for the annual Healthy Habits Event.
- ▶ No funding for the popular Season Trails like the Halloween pumpkin trail, Elf on the Shelf and others.
- ▶ No help to facilitate third party events that also increase visitors to Milngavie.
- ▶ No funding for Milngavie In Bloom to purchase plants, fill and maintain all the planters twice a year in the town centre.
- ▶ No signage updates and maintenance to keep up to date and with the times.
- ▶ No BID funded environmental improvements in the town centre.
- ▶ No funding for basic maintenance like railings and key impact areas of the town centre.
- ▶ No funding to continue to develop and maintain a very strong social media presence for Milngavie reaching over 136,000 people a month on Facebook alone.
- ▶ No funding to manage the content on the town's website, Milngavie.co.uk that receives over 10,000 visitors a month.
- ▶ No funding for further shop front improvements to help improve the look of your business.
- ▶ No funding for further swinging signs or updates as businesses change hands.
- ▶ No funding to update the marketing messages on the 18 banners on the 9 poles around Milngavie and 14 planter wraps.
- ▶ No Mailchimp communications to inform business owners of vital information and advice during times of crisis.
- ▶ Greatly reduced opportunities to promote the Milngavie town centre as a destination in its own right and build on the achievements to date.
- ▶ No strong business voice to communicate effectively about issues of concern or collectively contribute and participate to future investment in the area.
- ▶ Remove opportunities for other sources of town centre funding to be leveraged. Between 2019 and 2023, the BID Team raised over £0.5 million additional funding over and above the BID levy for Milngavie to deliver projects.
- ▶ Lower footfall and less customers for many businesses.
- ▶ No funding to employ the services of the BID Team, Tony I'Anson and Maxine Irvine, who have worked tirelessly throughout the second term and a global pandemic, going above and beyond what is expected of them and what they are paid for.
- ▶ Milngavie town centre will start to fall behind other town centres and cities as they invest, regenerate and re-develop in order to keep up with a rapidly changing consumer.



**If a No vote is announced by the end of January 2024, there will be a period of 3 months' notice provided to the BID Team to close down the Milngavie Town Centre BID Ltd company and dispose of all company assets.**

**Company assets to dispose of would include the many physical items you can see in the town centre including:-**

all of the single and multi-tiered planters; all banner poles, all swinging signs and brackets; all additional festive lighting owned by the Milngavie Town Centre BID Ltd company.

All digital assets such as all social media channels and town website would need to be retired without a legal entity to take ownership of them.

Businesses and community groups would have the first opportunity to purchase the tangible assets if they wished to retain them in the event of a no vote.

# THE PROPOSED BID AREA



The proposed BID area for a third BID term incorporates all or part of the following streets:

Ashfield Road • Bridge Place • Claremont Drive • Douglas Street • Ellangowan Road • Fulton Road, Gavin's Mill Road • Hillhead Street • Main Street • Mugdock Road Station Road • Stewart Street • Woodburn Way

# THE BID PROJECTS

The budgets below have been benchmarked against the actual costs incurred during the second Milngavie BID term. This provides a much more realistic projection of how the BID levy and other funding will be invested.

The business consultation confirmed that most business owners wanted to continue with the successful activities undertaken by the Milngavie BID.

There is a provision for the BID board to change where funds are invested, based on real world events, as clearly demonstrated during the pandemic years.



**£10,000**

## **Maintenance and Improving Green Spaces.**

There are also 14 single tiered and 4 multi-tiered planters that are owned by Milngavie BID. The budget allows for Milngavie in Bloom to plant seasonal plants twice per annum. The BID purchases the plants and new soil from local suppliers.

The continuous improvement and maintenance of greenery including existing small trees and shrubs in the town centre will encourage frequency and dwell time of visits in a pleasant and welcoming environment. It improves civic pride as a business led initiative and support for the Milngavie BID.

**£15,000**

## **Ongoing Property Facelift scheme and hanging signs.**

These highly popular services have been used to maintain and improve the standards of business signage, that positively affects the look of the whole town. Term two statistics show that the BID investment represents circa 25% of the total invested by businesses who receive a maximum of 50% or £750 for each shop front improvement project.

There are currently 56 Milngavie BID owned swinging signs and brackets in Milngavie for local businesses, creating a consistent and professional look. Over time as business names change, the signs are updated to maintain the standards of the previous 10 years of swinging signage.

**£25,000**

**Town Centre Dressing.**

The ongoing seasonal updates to the 18 banners on 9 large banner poles in and around the town centre, provide a distinctive welcoming message, along with the 14 planter wraps around the single tiered planters.

In uncertain times, in collaboration with landlords, window spaces in vacant units in the main precinct areas will continue to be used to enhance the look of the town centre.

The 4 information display boards in Main Street and Station Road provide a link to digital assets using QR Codes and the East Dunbartonshire Gift Card, as well as the key annual events. Maintaining these on-street communications tools are integral to a comprehensive communications strategy.

**£17,500**

**Maintenance of features introduced in terms 1 and 2.**

Following significant public realm investments, an annual budget to maintain these assets and the visual standards has been set to provide a consistent visitor experience during a third BID term. This includes the painting of railings, removal of graffiti on underpasses and repairs to the mural artworks.

It also includes painting of main visual areas such as the archway area on Main Street or the canopy on Douglas Street completed in the second BID term.

**£22,000**

**Additional CCTV camera Installation & annual maintenance.**

Following confirmation of the East Dunbartonshire Council improvements to the CCTV system across the region, an investment of £10,000 has been budgeted to purchase additional cameras to install on commercial buildings to cover blind spots in the town centre. An annual maintenance consideration is included in the budget, so cameras remain operational as much as possible.

The additional BID cameras are planned to link directly to the Local Authority systems as part of a collaborative project to maximize safety and security for business premises in Milngavie.

**£89,500**

**Total Maintenance and Improvements**





**£60,000**

**Christmas Events**

The annual Christmas lights switch on and reindeer parade in Milngavie has become an established date in the diary attracting thousands of people to Milngavie on the last Saturday in November. The event marks the launch of the festive buying period, with a range of family activities taking place on the run up to the lights switch on.

A stage in the precinct with singing performances throughout the day, face painting, balloon modelling, festive arts and crafts, festive trail and other additional attractions create a magical atmosphere that local people have now come to expect. Each year over 100 potted Christmas trees are decorated outside business premises and donated to the public each January for re-planting.

The aim in the third BID term is to continuously improve the event, such as the giant snow globe being introduced for the November 2023 event.

**£12,500**

**Classic Car Events as part of Milngavie Week**

Over 100 classic cars exhibiting in the town centre, with each car owner presented with a complimentary gift card to use in local businesses on the event day.

The event is arranged for the first Saturday in June to coincide with Milngavie Week and the BID have included the design of the weekly events schedule in the budget.

**£3,000**

**Halloween Event.**

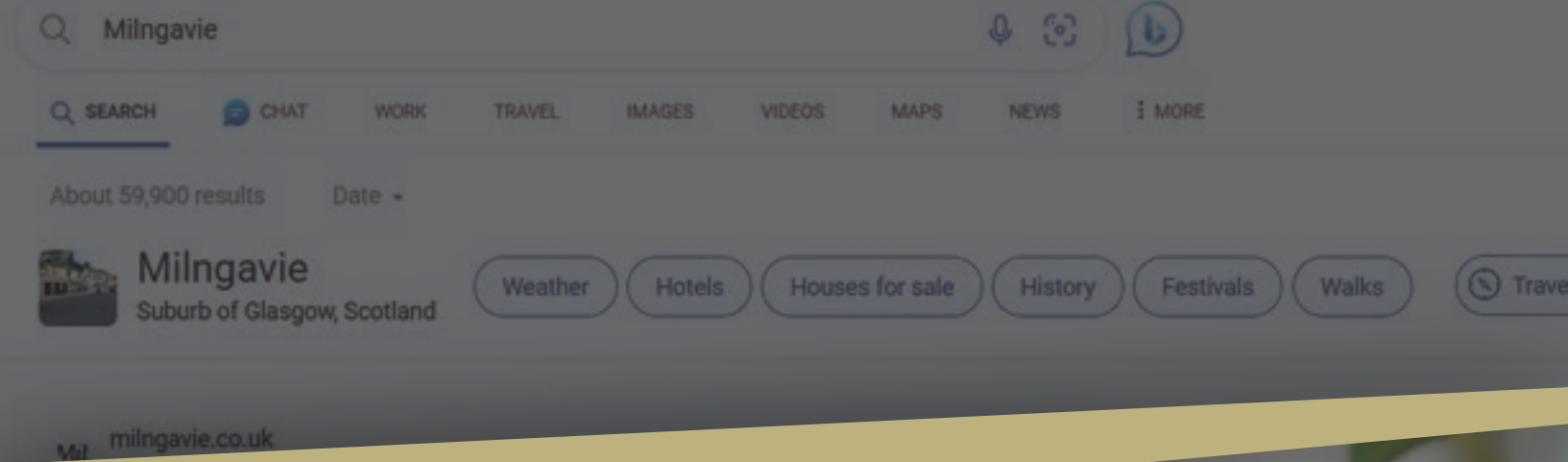
A well supported and established week-long trail during the last week in October. Over 50 businesses each year participate in the pumpkin trail, with carved pumpkins placed in business windows.

Participants complete the trail and hand completed entries into Tesco with a chance to win a gift card. Winners from hundreds of entries are drawn. Event branding around the town and extensive social media coverage.

An excellent community engagement activity encouraging families to spend a few extra hours in Milngavie town centre.

<p><b>£32,500</b></p>	<p><b>Healthy Habits Event.</b></p> <p>A well-established free family event in the summer that encourages physical activity with challenging and fun attractions such as a 60-foot climbing wall, bungee run and trampolines, assault course, cycling activities, and more. The free to attend event attracts thousands of people. No outside catering stalls are provided so visitors are encouraged to shop in local outlets who fund the event via their levy.</p>
<p><b>£20,000</b></p>	<p><b>Marketing and Branding.</b></p> <p>The budget has been set to cover marketing costs incurred by the in-house BID team for the marketing and promotion of Milngavie and businesses within.</p> <p>Established digital assets such as Milngavie.co.uk and the social media platforms will be continually developed with ongoing content; targeted marketing messages; event promotions; and individual business promotions.</p>
<p><b>£35,000</b></p>	<p><b>Advertising in Community Magazine; Park Life; Leaflet Print &amp; Distribution</b></p> <p>Locally established print communications platforms have proved to be effective communications tools as part of the marketing mix.</p> <p>Additional print marketing will target short-stay visitors to Scotland with leaflet printing for distribution by Landmark Press. They operate over 500 information leaflet racks across central Scotland in high footfall areas. Regular campaigns will promote Milngavie under a range of themes from healthy days out and a quality shopping and eating destination.</p>
<p><b>£15,000</b></p>	<p><b>Additional Marketing Resources such as Promotional Videos.</b></p> <p>The Sky TV video will be re-produced for broadcast on the run up to the festive buying season for 2024.</p> <p>Local business videos will also be produced to reflect the quality and diverse nature of the shopping and eating out offer that Milngavie has available. Videos can be used by local businesses in their own marketing efforts.</p>
<p><b>£178,000 Total Events, Marketing &amp; Promotion</b></p>	





**£10,000**

**Digital Support**

Helping businesses to improve their digital footprint and online sales to complement their retail businesses.

Assistance will be offered around improved digital footprint, search engine optimisation efforts and digital auditing to provide measurable benefits.

**£15,000**

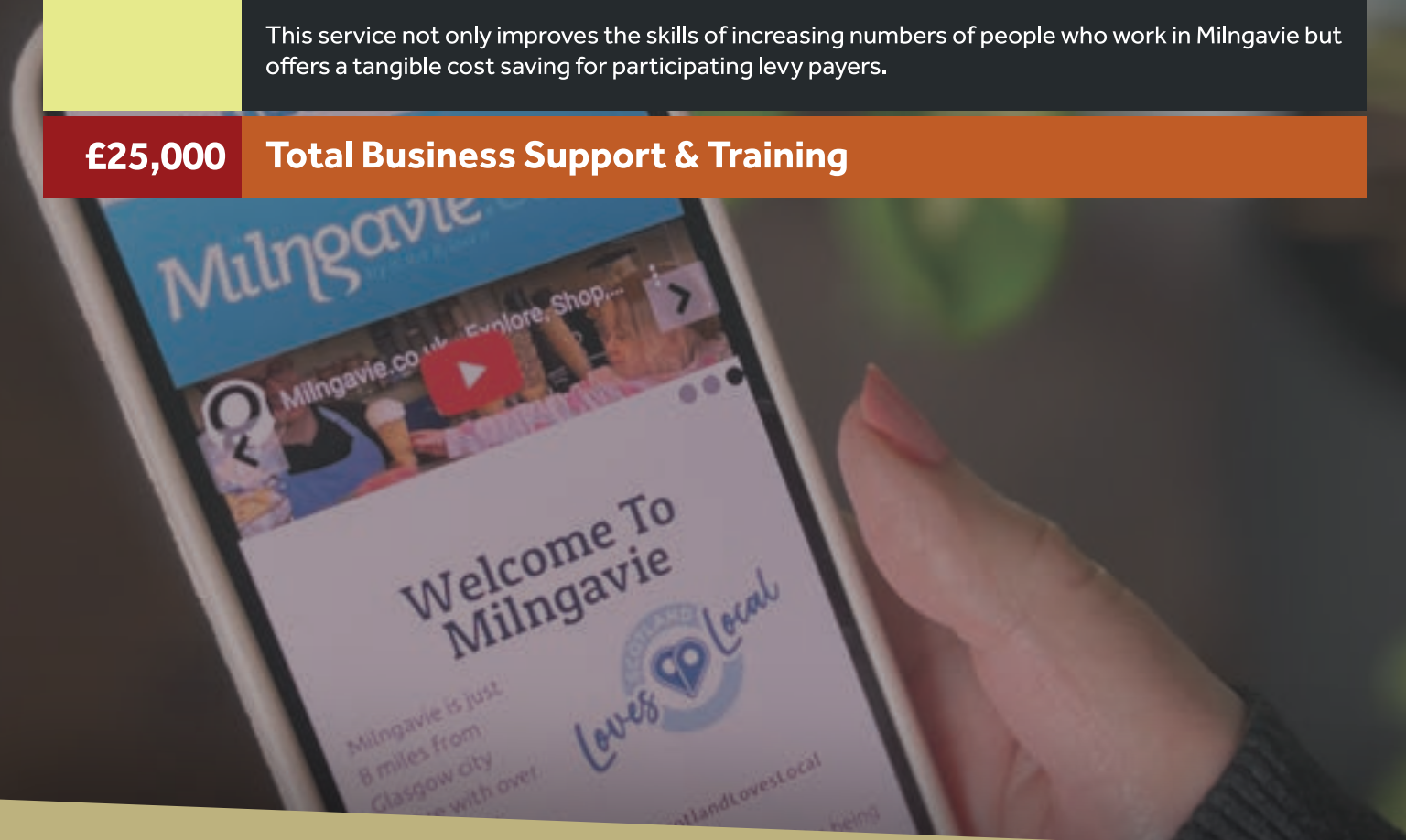
**Training for Businesses.**

Building on the well-received training programmes that had over 50 people trained in Food Hygiene, Personal Licence, Emergency First Aid at Work and social media.

This service not only improves the skills of increasing numbers of people who work in Milngavie but offers a tangible cost saving for participating levy payers.

**£25,000**

**Total Business Support & Training**





<p><b>£196,000</b></p>	<p><b>Staff Costs</b></p> <p>The BID Team have delivered on the 2019-24 business plan, providing in-house skills in the following areas:- 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; Levy payer communications; Renewal ballot process; full business plan delivery.</p> <p>Since 2019 they have also built up an extensive network and relationships with MSPs and Councillors; property owners; Senior Local Authority Officers in many departments; Police Scotland; 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 Milngavie 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.</p> <p>Their experience and track-record provides excellent value for money for the Milngavie BID, that means the BID directors can focus their attention on decision making and ensuring the business plan is being delivered.</p>
<p><b>£33,000</b></p>	<p><b>Accountants</b></p> <p>To ensure all levy funds and expenditure are monitored monthly, Milngavie based accountants, Bell Barr &amp; Co are contracted to deliver not only annual accounts but provide a real-time auditing service for the BID directors. They also offer a monthly payroll, quarterly VAT submission and annual accounts submission service.</p>
<p><b>£26,425</b></p>	<p><b>Levy Collection fee, EDC charge</b></p> <p>East Dunbartonshire Council are the authorised body legally obliged to invoice and collect all BID levies. There is considerable time and effort to implement these tasks and ensure levy fees are paid in a timely manner. The annual fee for this service is £5,285.</p>
<p><b>£22,500</b></p>	<p><b>Other: Insurance, Rent, Software, Phones, Travel, bank charges</b></p> <p>A BID is a business like all others that incurs fixed overheads as itemised. While there is no permanent fixed BID office, there a small amount of paid storage for items owned by the BID.</p>
<p><b>£277,925 Management Overheads</b></p>	
<p><b>£9,575</b></p>	<p><b>Contingency over 5 years</b></p> <p>Contingency funds will be applied to projects as required throughout the course of the BID term, determined by the BID directors. It is considered a sensible consideration to have some contingency funds reserved to cover unforeseen expenses.</p>
<p><b>£580,000 Total Milngavie BID Expenditure 1 May 2024 to 30 APRIL 2029</b></p>	

# HOW WE IDENTIFIED THE PROJECTS YOU WANT.

The BID Team and Board has undertaken ongoing consultation activities to identify the issues that businesses experience trading in the town centre and the priorities and projects business owners would like to be delivered.

By having ongoing conversations with business owners over the last 5 years, problems have been identified and rectified where possible throughout the BID term. This included issues like removing offensive graffiti; painting of railings; improving visitor signage; reporting of dangerous paving; repair of lighting; applying for Small Business Rates Relief (SBBRR) and Transitional Rates Relief; liaison with Police Scotland about youths on the roof of commercial premises; uncollected commercial waste bins; CCTV performance and much more.

## The consultation has included:

- Face to face meetings by the BID Team and directors to almost all business premises in 2023 and throughout the second BID term.
- In June 2023, initial informal face-to-face conversations with 25 business owners specifically about voting intentions resulted in the following: 68% indicated voting Yes. 0% No voters. 12% Undecided voters. 20% It's a head office decision, but if they call to ask, would recommend they vote Yes.
- The main consultation Survey Monkey business questionnaire was sent out with three reminders in September 2023. All businesses received the survey by email using Mailchimp, which has been the regular communication tool to all businesses. Following this, door-to-door visits by the BID Team to businesses who had not completed the survey were made, resulting in 50 questionnaires returned in total.
- The questionnaire asked about all the projects delivered in the second term; what issues currently faced businesses; and what priorities should be for improving our centre during a third BID term. Businesses were also asked about their voting intentions. 84% indicated they would be voting Yes during a renewal ballot. 8% No voters and 8% undecided.
- An email consultation exercise updating and inviting feedback from the head offices of national businesses and chains as part of the Mailchimp communications. This included a link to the digital copy of the 4-Year progress report available to download from [MilngavieBID.com](http://MilngavieBID.com)
- Businesses were invited to an open meeting in October 2023 to find out what the Milngavie BID had achieved over the last 4.5 years and heard from guest speakers from industry stakeholders about how their services could help individual businesses. This exercise was also undertaken as part of the "half-way" through report and open meeting.
- Email newsletters were sent to all those with an email address provided to the BID. In the last 4.5 years of this BID term, 115 email announcements were sent to levy payers via Mailchimp, with a high email 'open rate'.

## Engagement with the wider community and business interests

A feature news article in the Bearden & Milngavie Community Magazine was published in the October 2023 edition (20,500 local circulation), inviting further business feedback and comments for the consultation.

The BID's aim has been to identify where the BID members share the same ideas and agree on areas were working together will benefit town centre businesses and the wider community.

The BID Team have spoken with other stakeholder organisations including the West Highland Way Management Group, Milngavie Community Council, Dunbartonshire Chamber of Commerce, and Heritage Society as well as attending quarterly meetings over the last 5 years organised as part of a 'Milngavie Umbrella Group (MUG).

The MUG group report on each others work and activities, looking for opportunities to collaborate where possible for the betterment of Milngavie. , The MUG have taken a particular interest in the restoration of the iconic clock in the centre of Milngavie.

## Results of the Business Consultation

Responses are based on the feedback from 50 businesses in Milngavie to mid-October 2023. The Survey Monkey and hard copy questionnaire were open until 14th October 2023 to add comments and opinions.

### 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 83%. No 10%. Undecided 7%.  
Interested in shaping the future direction of Milngavie 54%

# HOW MUCH WILL THIS COST AND WHO PAYS?

The BID Board decided to continue to use a fee structure, as detailed above, based on the property NDR value, to calculate the levy fee. The reasons behind this are as follows: -

- The last nine years of financial records show that levy payments enable the BID to deliver the business plan.
- A banding system was chosen as it represents a simple and easy way for businesses to identify their levy payment, provides for ease of collection and represents a fair and reasonable methodology. Everybody benefits therefore everybody pays. This approach was widely accepted during the first BID term. The costs per banding have not been changed.
- A minimum payment of £200 (£3.85 per week or less than one cup of coffee per week) is believed to be affordable for the smallest businesses as they will have the opportunity to benefit from cost reduction projects and make the BID cost neutral.
- Through consulting with the businesses, a maximum of £5,000 is believed to be affordable for the businesses at the higher end of the banding.
- Businesses have been faced with increasing costs of running their business, such as energy bills, that are outwith their control.

BANDING	RATEABLE VALUE	WEEKLY COST	MONTHLY COST	ANNUAL LEVY COST	NUMBER OF BUSINESSES	TOTAL
	0 to 999	Voluntary	Voluntary	Voluntary	Voluntary	£0.00
<b>A</b>	1000 to 6,000	£3.85	£16.67	£200	27	£5,400
<b>B</b>	6,001 to 10,300	£5.00	£21.67	£260	41	£10,660
<b>C</b>	10,301 to 13,400	£6.53	£28.33	£340	25	£8,500
<b>D</b>	13,401 to 22,000	£8.07	£35.00	£420	30	£12,600
<b>E</b>	22,001 to 40,000	£10.38	£45.00	£540	22	£11,880
<b>F</b>	40,001 to 80,999	£23.07	£100.00	£1,200	8	£9,600
<b>G</b>	81,000 to 200,000	£38.46	£166.67	£2,000	1	£2,000
<b>H</b>	200,001 to 700,000	£76.93	£333.33	£4,000	1	£4,000
<b>I</b>	700,001+	£96.15	£416.67	£5,000	1	£5,000
					<b>156</b>	<b>£69,640</b>

It is important to note that following the YES vote, the Investment Levy will be paid by all eligible businesses within the BID area, including the local authority.

## **The BID Investment Levy.**

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. There are approximately 156 commercial properties in the BID area which will generate a BID investment levy income of approximately £70,000 per annum and an estimated total levy income of £350,000 over 5 years.

It has been agreed by the BID Board:-

- The levy structure will be based on a banded system fixed on the rateable value (RV) of the property on the day of the ballot 25/01/2024 and remain the same throughout the 5-year term of the BID.
- There will be no increase in the levy throughout the BID term because of a non-domestic rateable revaluation occurring during the BID term.
- The BID levy will be paid by the property occupier - the person liable to pay the non-domestic rates.
- 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 East Dunbartonshire Council 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, subdivision 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 a property is vacant on the day the levy invoice is issued or any subsequent vacant periods, the property owner will be liable to pay the levy.
- Self-catering holiday accommodation which is not the sole or main residence of any person, and which is available (or intended to be available) for letting on a commercial basis, with profit in mind, for short periods totalling more than 140 days in the financial year remain liable for non-domestic rates for the whole year and will be included and liable to pay the levy.
- The levy will apply to properties with a rateable value of £1,000 and above. Levy bandings will be applied with a maximum banding at £700,000 and above.
- The BID levy will not be index-linked to the Retail Price Index (RPI) to take account of inflation, so that those liable to pay the levy can budget accordingly for the full five-year term.



### **Levy payers and exemptions.**

The BID Board decided to exclude premises that have a rateable value of under £1,000. These premises can pay a voluntary levy and become an "associate member" should they wish, by contacting the BID team or a Board director.

The BID Board decided that there is no benefit from being part of the BID to the following categories of property and therefore are exempt from paying the levy:- Ad-spaces, Fishing Lodges, Nursing Homes, Non-Retail Charities, Places of Worship, ATM's, Food Banks, War Veterans Associations, Girl Guiding, The Scouts, The Boy's Brigade.

### **Involving everyone who wants to see a better future for the town centre.**

Milngavie BID want to ensure that all interested organisations and businesses which care about the future of the town centre are involved in the BID's activities and will offer Associate Membership of the BID Company to any businesses or organisations with an interest in the future of Milngavie town centre (but which do not lie within the BID area or are exempted from payment). A minimum annual subscription of £150.00 will apply for Associate membership of the Milngavie Town Centre BID Ltd company.

# FUNDING AND MANAGEMENT

The current BID for Milngavie is active. Any variations within budgets will be reported to the BID Board of Directors by the BID Team and appointed accountants.

The Board will agree on an annual basis how funds for subsequent years will be allocated, directed by the approved Business Plan and real-world events as they happen.

This was clearly apparent during the second BID term as the first COVID-19 lockdown took place, when the BID Board had to make key strategic decisions to keep the BID operational and in a position to assist many local businesses during a time of crisis.

During a third BID term, budget variations will be based on business feedback during the previous year and priorities for the coming year, which allows the BID the flexibility to respond to changing business needs and requirements.

East Dunbartonshire Council will provide a levy collection service to collect the levy payments on behalf of the BID and will retain these funds in a separate "BID revenue" account until the BID Board calls these funds down.

The BID Board will manage the levy funds that are collected by the Council. This arrangement will ensure that projects are delivered, and any financial liabilities of the BID are transparent.

In the event of any non-payment of the BID improvement levy, it will be strongly pursued by East Dunbartonshire Council (as the billing body) using the recovery powers available to the Council to ensure complete fairness to all the businesses that have paid.





## **The Milngavie Town Centre BID budget**

It is calculated that there are circa 156 commercial properties located within the Milngavie town centre BID area. The BID Levy income is calculated to be approximately £70,000 per year.

Existing UK collection rates for the Milngavie BID Investment Levy are c 97%. A 4% contingency has been set aside to allow for bad debt. Following ongoing discussions with East Dunbartonshire Council about ongoing funding, the local authority has confirmed additional funding of £36,000 per annum over 5 years of a second BID term (£180,000) upon a successful Yes vote being achieved.

Police Scotland is contributing in-kind support through the provision of the Community Police Officer who will liaise directly with businesses in the town centre via Milngavie BID comprehensive communications channels.

The BID team work on a flexible basis without the overhead of fixed office accommodation. This direct saving for the BID allows maximum funds to be invested in projects of direct benefit to levy payers.

The BID expects to raise further income and sponsorship from external funding sources to maximise the Investment. Examples of this include, Event Scotland, the Glasgow Flight Path Fund and funded Internships through Scottish Government, like the Kickstart programme.

In the first BID term Milngavie BID raised £59,000 external income over and above the levy. In the second BID term significant leveraged funding was raised from the COVID-19 Resilience fund, Scotland Loves Local funds, the Kickstart programme, the Cycling Fund (via Events Scotland), as well as the Town Centre Fund. Total leveraged funding in the second BID term was £531,495 which included a major public realm investment project with East Dunbartonshire Council.





► **PROJECTED INCOME**

	2024-25 Y11	2025-26 Y12	2026-27 Y13	2027-28 Y14	2028-29 Y15	TOTAL	
Levy Income	£70,000	£70,000	£70,000	£70,000	£70,000	£350,000	
EDC Contribution	£36,000	£36,000	£36,000	£36,000	£36,000	£180,000	
Leveraged Income	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000	
	<b>£116,000</b>	<b>£116,000</b>	<b>£116,000</b>	<b>£116,000</b>	<b>£116,000</b>	<b>£580,000</b>	<b>TOTAL INCOME, 3RD BID TERM TO 30 APRIL 2029.</b>



► **PROJECTED EXPENDITURE**  
THEME 1: MAINTENANCE AND IMPROVEMENTS

2024-25 Y11	2025-26 Y12	2026-27 Y13	2027-28 Y14	2028-29 Y15		
2,000	2,000	2,000	2,000	2,000	10,000	Maintenance / Improving Green Spaces
3,000	3,000	3,000	3,000	3,000	15,000	Continue Property Facelift (incl new Hanging Signs)
5,000	5,000	5,000	5,000	5,000	25,000	Town Centre Dressing
3,500	3,500	3,500	3,500	3,500	17,500	Maintenance of features introduced in terms 1& 2
10,000	3,000	3,000	3,000	3,000	22,000	Additional CCTV camera Installation & annual maintenance
<b>23,500</b>	<b>16,500</b>	<b>16,500</b>	<b>16,500</b>	<b>16,500</b>	<b>89,500</b>	<b>Total</b>

► **THEME 2: EVENTS, MARKETING & PROMOTION**

2024-25 Y11	2025-26 Y12	2026-27 Y13	2027-28 Y14	2028-29 Y15		
12,000	12,000	12,000	12,000	12,000	60,000	Christmas Events
2,500	2,500	2,500	2,500	2,500	12,500	Classic Car Events / Milngavie Week
600	600	600	600	600	3,000	Halloween Event
6,500	6,500	6,500	6,500	6,500	32,500	Healthy Habits Event or Equivalent
4,000	4,000	4,000	4,000	4,000	20,000	Marketing and Branding
7,000	7,000	7,000	7,000	7,000	35,000	Advertising-Community Magazine; Park Life; Leaflet Print
3,000	3,000	3,000	3,000	3,000	15,000	Additional Marketing Resources eg Promo Videos
<b>35,600</b>	<b>35,600</b>	<b>35,600</b>	<b>35,600</b>	<b>35,600</b>	<b>178,000</b>	<b>Total</b>

► THEME 3: BUSINESS SUPPORT & TRAINING

2024-25 Y11	2025-26 Y12	2026-27 Y13	2027-28 Y14	2028-29 Y15		
2,000	2,000	2,000	2,000	2,000	10,000	Digital Support
3,000	3,000	3,000	3,000	3,000	15,000	Training for Businesses
<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>25,000</b>	<b>Total</b>

► ADMIN, MANAGEMENT & OVERHEADS

2024-25 Y11	2025-26 Y12	2026-27 Y13	2027-28 Y14	2028-29 Y15		
39,200	39,200	39,200	39,200	39,200	196,000	Staff Costs
6,600	6,600	6,600	6,600	6,600	33,000	Accountants
5,285	5,285	5,285	5,285	5,285	26,425	Levy Collection fee, EDC charge
4,500	4,500	4,500	4,500	4,500	22,500	Insurance, Rent, Software, Phones, Travel, bank
<b>55,585</b>	<b>55,585</b>	<b>55,585</b>	<b>55,585</b>	<b>55,585</b>	<b>277,925</b>	<b>Total</b>

► CONTINGENCY

<b>1,915</b>	<b>1,915</b>	<b>1,915</b>	<b>1,915</b>	<b>1,915</b>	<b>9,575</b>	<b>Total</b>
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<b>£121,600</b>	<b>£114,600</b>	<b>£114,600</b>	<b>£114,600</b>	<b>£114,600</b>	<b>£580,000</b>	<b>TOTAL SPEND BY MILNGAVIE BID 01/05/24 - 30/04/29</b>
2024-25 Y11	2025-26 Y12	2026-27 Y13	2027-28 Y14	2028-29 Y15		

The BID would expect to raise further income and sponsorship from external funding sources to maximise the Investment Levy. For example, Event Scotland, the Glasgow Flight Path Fund and funded Internships through Scottish Government, Scotland Loves Local. In the first BID term Milngavie BID raised £59,000 external income over and above the levy and £531.495 during the second BID term

## **BID management and delivery**

Following a successful yes vote, the management and operation of the BID will continue under the existing company name of Milngavie Town Centre BID Ltd which will operate from 01/05/2024.

This Company will be managed by the BID Board until a new Board of Directors are elected, but for no longer than three months after the ballot date. The existing board members can all stand for re-election. The Company will operate in an open and transparent way, answerable to the businesses in the area. The Board of Directors will ensure that a Code of Conduct (including a Register of Interests) and Management and Governance will be created and agreed as policy by the Directors. There will be a detailed set of protocols (the Operating Agreement) which will cover the management of the BID Company and billing, collection and transfer of the levy.

A Board of Directors will be established, consisting of up to 12 directors. Every eligible person that pays the levy will have the opportunity to nominate themselves or someone else from within the BID area to be elected onto the existing Company Board, but limited to one eligible person from each eligible property. The Company will be run by the businesses for the businesses. This Board will be responsible for all decisions relating to staff, contracts, the delivery of the approved business plan and other activities generated by the BID.

Nominations of directors from outside of the BID, who do not pay the levy and who may or may not represent those making voluntary or other financial contributions toward the BID, will be strictly at the discretion of the Board of Directors.

The Board will be representative of the businesses and stakeholders in the area. The Chair, Vice Chair and Treasurer will be elected from the directors of the Board. The Board will include one elected and one non-voting officer from East Dunbartonshire Council. There may also be non-voting members or local groups which may be co-opted onto the Board at the Board's discretion.

The BID Company Board will have the authority to adapt or alter the projects and services from year to year to reflect any change in economic circumstances or any new opportunities that may arise. This will be in the best interests of the levy payers and without recourse to an alteration ballot. The BID Company Board is committed to ongoing development and improvement.

This will include work by the Board to seek advice, and training (CPD) relating to best practice in BID Board structure and capacity, skills, project planning and governance. The BID Company is committed to working with the local authority, Scotland's Towns Partnership and other supporting agencies to undertake this.

Following a successful renewal ballot, the current suitably experienced and skilled, dedicated BID Manager will be invited to continue to manage and deliver the projects and finances of the BID detailed in the Business Plan, including the management and delivery of an effective BID Business Forum for the town.

The Company will also seek to retain staff existing support for the BID project delivery of all digital communications.

## **Performance Monitoring**

Milngavie BID will continue to formally measure performance through reporting on:

- Output measures: for example, the number of activities achieved within budget. See MilngavieBID.com for our 'Half-Way' and 4-Year Progress reports benchmarking all activities against the 2019-24 business plan.
- Monitoring of compliance with Baseline Service Agreements (East Dunbartonshire Council and Police Scotland) and
- Key Performance Indicators (KPI s).

### **KPI s reported on will include:**

- Footfall research at key periods each year
- Safety: Incidence of crime statistics for the BID area
- Consumer perceptions: customer and visitor satisfaction surveys
- Levy payer perceptions of trading performance: annual surveys
- Tenant mix within town centre
- Occupancy rates for commercial premises
- Positive media coverage
- Transportation usage (mode of) and Car parking statistics.
- Expenditure in town centre
- Impact on the economy through events
- Evening economy activity levels

The level of progress made on all projects will be continuously assessed and reported back to Levy payers on a regular basis by the Board of Directors through the following channels:

- An Annual Review of progress and performance.
- Annual General Meeting.
- Quarterly newsletters.
- Regular website updates.
- Monthly e-bulletins and press releases to local media and levy payers.

# THE BALLOT

- Ballot papers will be posted to the eligible person responsible for casting a vote within their business at least 42 days before the day ballot. In the case of national companies, the responsibility for voting may lie with head office.
- Prior to or on the date the ballot papers are issued the BID Proposer will provide to all those eligible to vote in the ballot, with a copy of the BID Business Plan.
- The BID ballot is a confidential postal ballot conducted by East Dunbartonshire Council on behalf of Milngavie 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 Milngavie BID case, voting papers will be issued no later than 14/12/2023.
- The last date for all ballot papers to be returned is 5pm on 25/01/2024. Papers received after this date and time will be deemed null and void and not be counted.
- 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.
- Some eligible persons may receive more than one ballot paper. Each ballot paper should be completed, signed and returned in its pre-paid envelope.
- For the ballot to be successful there must be a minimum turnout of 25% (the headcount) by number of eligible persons and by combined rateable value; and of those who turnout, the majority must vote in favour by number and rateable value.
- 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 25/01/2024 and the results announced by East Dunbartonshire Council within one week.
- Following a successful ballot, the BID will commence on 01/05/2024 and will run for a period of five years until the 30/04/2029.

## BID BOARD & CONTACTS

Current board members of the Milngavie Town Centre BID Ltd are:

Graeme Ross  
Ian Lavrie  
Wendy Ross  
Elaine Fleming  
Eleanor Barron  
Elaine Mosson  
Lorna Quinn  
Cllr Jim Gibbons

### **BID TEAM**

Tony I'Anson, BID Manager.  
Maxine Irvine, Digital Communications.  
East Dunbartonshire Council (officer representation).

Milngavie Town Centre BID Ltd.  
Registered office: 2 Stewart Street, Milngavie, G62 6BW. Company reg no. SC475864





*Milngavie.co.uk*