

**BID4Oban**

March 2012

Funded and supported by



A BUSINESS IMPROVEMENT DISTRICT FOR OBAN

BID 4 Oban

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Chairman BID4Oban

## BID 4 Oban

# Agenda

- Introductions
- What is a 'BID'?
- BID Examples
- Survey Results
- What will a BID deliver for Oban?

## BID 4 Oban

What is a BID?  
What will it mean  
for Oban?

# BID 4 Oban

## Summary Definition of a BID

A geographically defined area where businesses have voted in a legally binding ballot, to invest collectively to make local improvements to their trading environment.

Improvements funded with money collected through a levy paid by businesses located within the BID area and not a replacement for services provided by the local authority or other public bodies.

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## The BID Process

- Steering Group
- Appointment of Co-ordinator
- Consultation with Business
- Surveys
- Newsletters & Website
- Open Business Meetings
- Liaison with Argyll and Bute Council
- Formulate Business Plan
- Go Ballot

# BID 4 Oban

## **BID4Oban Proposal**

- Includes all businesses in Oban within the 30mph speed limit zone.
- Includes all businesses/ properties with a rateable value of £3000 or above.
- First BID in Scotland that is all inclusive of the entire business community of a town.
- Excludes charitable & not-for-profit organisation (with exception of charitable retailers)

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## Successful BID's

Inverness

Edinburgh

Dunfermline

Aberdeen

Bathgate

Clackmannan

Clarkston

Kirkcaldy

Alloa

**Falkirk**

**Elgin**



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## Elgin

- Began 2010 - **£895,000 budget** over 5 years
- Retailers report **25% increased footfall** during BID events
- Events & Customer Loyalty schemes: **89% likely to visit** if similar event held (e.g. Music Mania live bands)
- Vacancy rate below Scottish average at 6.4% (12% average) – Empty Shop windows utilised to promote.
- Elgin '**Heritage Project**' supported by Historic Scotland and Visit Scotland – heritage trail, visitor info etc.
- Business **Frontage Improvement Scheme** - £34k to 18 BID members to date

# BID 4 Oban

## FALKIRK

Won second term in 2011 - budget £1m over 5 years

- Sourced **additional** funding worth £180k in first 'term'
- Initial focus on cleaner, safer, friendlier town, now more marketing
- **'Keep Scotland Beautiful'** cleanliness ranking greatly improved
- Christmas lights/events improved footfall by 32%
- **Extra 6000 shoppers** on day of 'themed event'
- **Retail rankings increased** in 2010 from 15th to 7th (CACI)
- Reduced costs through **collective purchasing** for telecoms
- Visit Scotland 'Growth funding' as **matched funding** for second term - events orientated



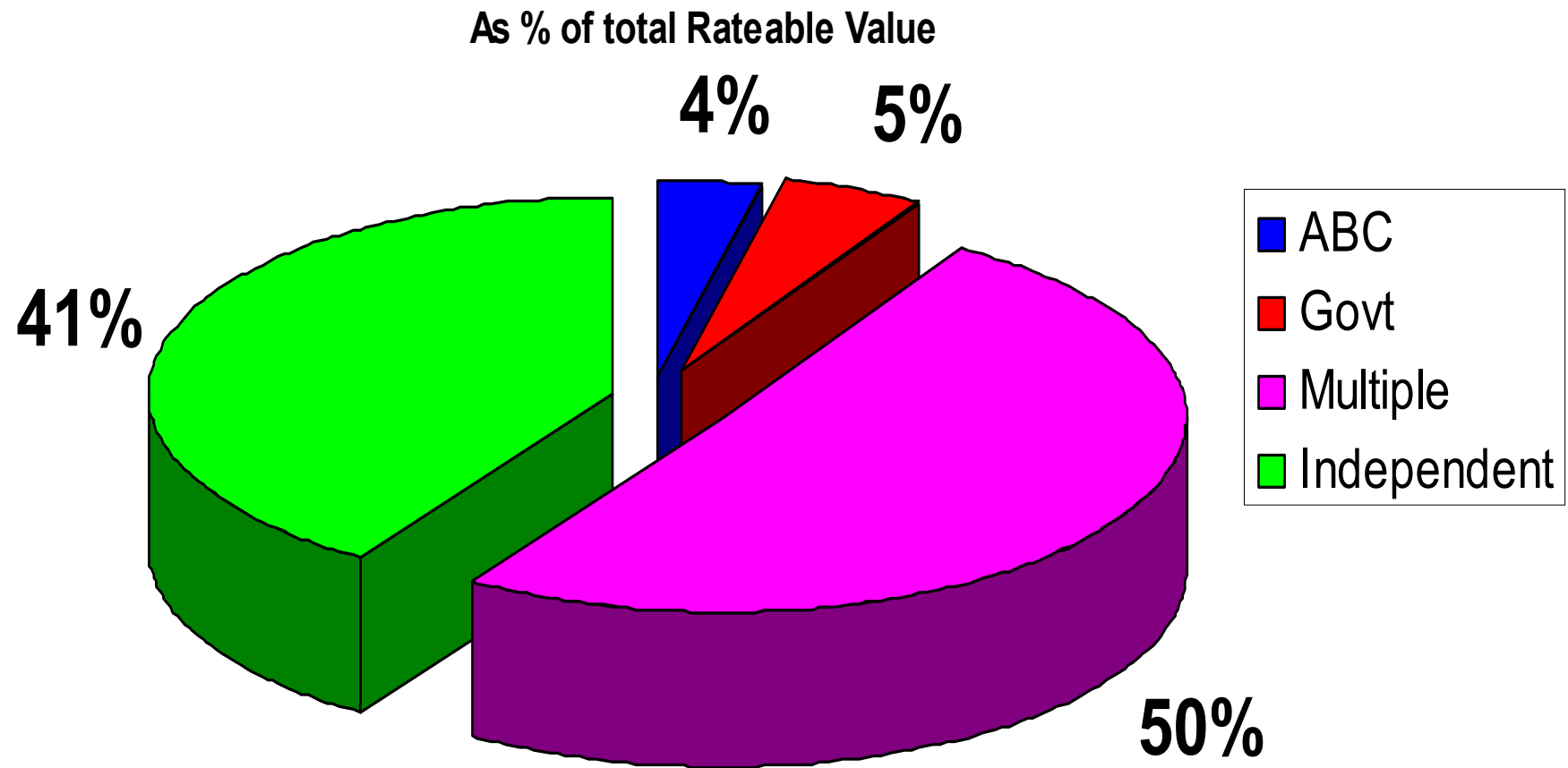


## BID 4 Oban

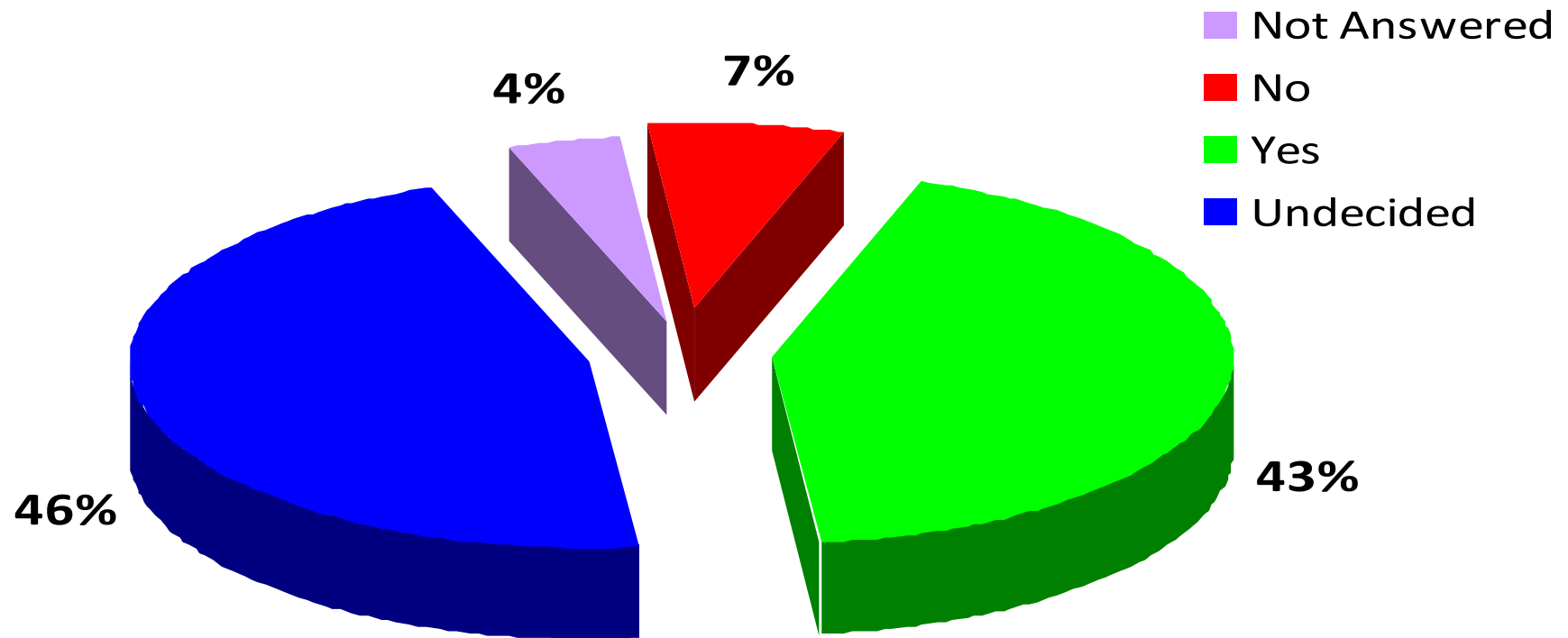
# Survey Results

- Information **businesses** provided from surveys completed so far.
- What **businesses** have told us about Oban.
- Our Strengths and Weaknesses.

# BID area Composition



# Business Constituency Likely Voting



# BID 4 Oban

## What's Good About Oban?

- People feel safe **77% agree**
- Town centre well lit **67% agree**
- Easy to find your way around **63% agree**
- Enough police patrols
- Reasonably well presented shops
- Good general range of shops

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## What's Not So Good About Oban?

- Roads & Pavements infrastructure poor **67% disagree**
- Plenty of good car parking **66% disagree**
- Area has lots of tourist attractions **51% disagree**
- Plenty events throughout year **51% disagree**
- Well marketed to shoppers & visitors **39% disagree**



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## What are our assets? (Top 5)

1. Hub for West Highlands and Islands / location
2. Scenic surroundings / environmental assets
3. Tourist destination / volume of visitors
4. Friendly locals / Strong community
5. Trade opportunities / business potential / economic benefits

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## What are our Liabilities? (Top 5)

- Lack of car parking / cost of charges
- Traffic congestion / access into town centre
- Local economy dependent on season
- Cost of living - high rent, rates & rural fuel costs
- Isolation from cities / limited population

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## **What should a BID do for Oban?**

### **Most importance given to:**

- Increase number of visitors & shoppers to the town.
- Providing opportunity to improve our business performance.
- Improve ambiance of the town.

# BID 4 Oban

## What should a BID focus on?

- Promote & encourage more events (66%).
- Improve marketing as tourism & commercial centre (63%)
- Town centre parking (61%)
- Attractiveness of the town as a shopping centre (52%)
- More facilities for families (all weather) (58%)

# BID 4 Oban

## Top BID Priorities

- Effective **Marketing & Promotion** to the local & tourist population
- Maximise Assets: **Scenic beauty and transport hub**
- Oban 365: **extending season** and keeping town sustainable.
- Making the best 'First impression'

## Initial Ideas

- Effective **events management** and co-ordination.
- Potential new events or **enhancing** of existing events.
- Potential for a customer **loyalty scheme**.
- **Marketing**
- **Enhancements to physical environment – entry to town**

# BID 4 Oban

## Top Issues for work with the Council

- Access to and from town
- Traffic congestion
- Ease of access around town centre
- Car Parking – potential for BID4Oban to control.
- Other issues:
  - Impact of Christmas lights on event
  - CCTV – lack of comprehensive coverage, broken cameras
  - public toilets (availability/ signage)

# BID 4 Oban

## What will BID4Oban Deliver?

- Business Plan (June 2012) – 5 years with approx. budget of £150K PA
- BID Management Board (unpaid) – delivering plan
- BID Coordinator and Support staff
  - projects, deliver Business plan & Liaise with council, OLTA etc.
- Projects, events, one stop shop – BID could co-ordinate on behalf of the community.

# BID 4 Oban

## What will BID4Oban Deliver?

- Vehicle to attract and pursue **additional funding** for town projects and events.
- Work closely with council officers and lobby them to **contribute financially** towards the BID.
- One stop shop for **Projects & Events**, – BID could co-ordinate on behalf of the community.



# BID 4 Oban

RV range	Levy per business	Cost per week	Businesses in band	total levy income	
£3 - £8.3k	£150	£2.90	186	£27,900	
<b>£8.4 - £13.3k</b>	<b>£250</b>	<b>£4.23</b>	<b>92</b>	<b>£23,000</b>	<b>Median</b>
£13.4 - £39k	£380	£7.30	133	£50,540	
£40 - £65k	£530	£10.20	20	£10,600	
£66 - £100k	£890	£17.12	18	£16,020	
£100 - £180k	£1,030	£19.80	8	£8,240	
£180k+ - £499k	£2,300	£44.23	3	£9,200	
£500k+	£5,000	£96.15	1	£5,000	
			461	<b>£150,500</b>	

# BID 4 Oban

## **Baseline Information Agreement**

- What is already provided by Council/ TranServ/ Police
- Planting and grounds maintenance
- Waste removal
- Roads, pavement and street lighting
- Street cleaning/ litter bins
- Policing
- Public toilets

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## Potential BIDS partners

- OLTA – Excellent organisation that markets our spectacular town
- Argyll & Bute Council – Fully committed to our BID
- Other partner organisations who can contribute : SNH/ SAMS etc.

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**Roddy McCuish** – “I am 100% behind BID 4 Oban and will do all I can to support the steering group to a successful BID ballot.”

**Mary-Jean Devon** – “On Mull we hope to have a BID & it is hoped we can work in partnership with BID 4 Oban on many joint ventures”

# BID 4 Oban

## **BID4Oban Demonstration Projects**

March Towards the Season!

- Town Centre Clean-up.
- Entrances to town to be inspiring and tidy on A85 and A816
- Hanging Baskets project – Financial support required.
- Town Centre Flowers Project – Financial support required.
- Shop Front tidy-up support.
- Jacobs Ladder – Clean up.
- Pressure washing the sea wall.
- Festival of the Sea.
- Railing painting.
- The Big Strip

# BID 4 Oban

## **What will a successful BID mean for Oban?**

- We will be a “One Stop Shop” for all sectors of our business community covering Retail, Support services, Hospitality, Leisure
- We will be a credible self funding organisation that represents the business community of Oban
- Safety in numbers and a strong voice under one umbrella

# BID 4 Oban

## **What are the next steps for BID?**

- Intention to go to ballot declared by 2<sup>nd</sup> April 2012
- Costed projects for BID to deliver by April 2012
- Business Plan with costed projects, Council Services Baseline Information and proposed levy over 5 year period by end May 2012
- Ballot paper issued by late July 2012
- Proposed ballot date 3<sup>rd</sup> September 2012

# BID 4 Oban

## Help & Support

- Many ways for Council and its community planning partners to support the BID
- Voting 'yes' in the ballot if your property falls within the area!
- Supporting the BID's activities: in-kind or funding to help us deliver more effective projects with maximum impact



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**Thank You**