

Mull, Iona and Ulva BID Business Plan

1. Context

- 1.1. This paper presents to the Council the Mull, Iona and Ulva Business Improvement District (BID) Business Plan. The BID Business Plan and the case for Argyll and Bute Council support as developed by the Mull, Iona and Ulva BID initiative are attached.
- 1.2 The BID area will encompass the islands of Mull, Iona, Ulva, Gometra, Erraid, Calve, Staffa and the Treshnish Islands. If the ballot is successful, the BID will run from March 2013 to March 2018.
- 1.3 At the Council meeting on 28th June, it was agreed that a Policy Framework to decide support for BID proposals would be developed. The proposed framework is also being considered by the Council at its December meeting. The Mull, Iona and Ulva Business Improvement District (BID) Business Plan is compliant with this proposed framework.
- 1.4 To meet the timescales of the Mull, Iona and Ulva BID process, this paper needs to be considered at the Council's December meeting.

2. RECOMMENDATIONS

2.1 The Council agrees:

- That subject to due diligence by Strategic Finance, Support and Customer Services, Governance and Law and Development and Infrastructure, the Executive Director for Development and Infrastructure will respond on whether to support or veto the formal submission from Mull, Iona and Ulva BID, in consultation with the Leader, Depute Leader, Chief Executive and the Executive Director for Customer Services.
- That subject to the Council's support and a successful ballot the Council will provide c.£7.5k per annum for five years in terms of the Council's contribution (based on its property holdings) to the annual levy of c.£125k.
- That subject to the Council's support and a successful ballot that Council will provide a financial contribution of £5K per annum for five years in order to deliver projects relating to the promotion of tourism and quality food and drink industries and that align with the Council's Economic Development Action Plan (EDAP) and CPP/SOA ambitions.

3. Mull, Iona and Ulva BID Business Plan

- 3.1 The draft Business Plan is attached at Appendix 1. The draft business Plan represents the business community's proposals, as represented by the Mull, Iona and Ulva Steering Group, for the utilisation of the BIDS levy to support economic development on the island via the promotion of tourism and the visitor economy. The suite of supporting documentation to the draft Business Plan is available from the Development and Infrastructure Directorate.
- 3.2 The Mull, Iona and Ulva BID proposals directly support a number of the Council's EDAP priorities. The BID's focus on Tourism and Quality Food and Drink aligns with the Council's ambitions regarding the development of Argyll and Bute's sustainable economic assets. The detailed rationale for Council support as developed by the BID initiative is detailed in Appendix 2.

4. CONCLUSION

Approval is sought for officers of the Council to consider the Mull, Iona and Ulva BID proposal and either accept or veto the proposal in consultation with the Leader and Depute Leader. If the ballot is successful, the Council will provide c. £7.5k per annum in terms of the Council's contribution (based upon its property holdings) and £5k per annum for activity that will promote the Council's economic development objectives. If successful at ballot, the BID initiative will commence in the 2013/14 financial year and the provision for the council contribution and the levy will be made within the 2013/14 budget.

5. IMPLICATIONS

5.1 The implications for Argyll and Bute Council are as outlined in **Table 5.1** below.

Table 5.1: Implications for Argyll and Bute Council	
Policy	As per recommendations.
Financial	c.£12.5k per annum for five years. This will be built into the budget process for 2013/14 onwards.
Legal	As per recommendations.
HR	As per recommendations.
Equalities	None.
Customer Service	As per recommendations.

Sandy Mactaggart
Executive Director
Development and Infrastructure
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