

ISLE OF BUTE BUSINESS PLAN 2021



WELCOME TO THE ISLE OF BUTE BID BUSINESS PLAN

THE BEAUTIFUL ISLAND



Contents

Message from Chair of the Steering Group	2
What is a Business Improvement District? (BID)	3
Why does the Isle of Bute need a BID?	
The background of BIDs	
Isle of Bute Mission Statement	5
Objectives	
The Consultation Process	6
Isle of Bute BID projects and services	9
Marketing and promotion	
Environment and image	
Business support, facilitation, and Advocacy	
Monitoring and evaluation of projects	12
Baseline Services	12
The Levy	13
Voluntary contributions	
How will it be funded	
The Levy table	14
Collection of the Levy	
The ballot process	15
What happens in the event of a no vote?	
BID Budget Plan and summary	16
Additional funding	
The BID Map	17
Governance of the BID	17
Monitoring success	18
Our Steering Group	20
Testimonials	21
What you said	22

Message from John Glen Chair of the Steering Group



I am delighted to present this proposal. It outlines your priorities and gives a taste of how we can improve and make Isle of Bute BID area better by working together.

Supporting the Isle of Bute BID is a great opportunity to work together and make the changes we all want. The cost to our businesses is low and through the Isle of Bute BID we can access external assistance and funding not available to individual businesses.

All the proposed improvements were ideas 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.

By getting involved in the Isle of Bute BID, we can work together to increase footfall, stimulate investment, and enhance the reputation of our Island. The purpose of the Isle of Bute BID is to support our businesses, increase trade and improve our business environment. You can find more information on our website www.isleofbutebid.co.uk, or for more general or national information refer to www.bids-scotland.com.

A notice of ballot will be sent to all eligible persons on or before 29/07/21. You will have 6 weeks to cast your vote before the ballot closes at 5pm on 09/09/21. Ballot papers received after this date and time will be null and void.

Finally, I have been involved in business on the Isle of Bute for several years as Managing Director of Bute Fabrics and through my role I know and understand the needs and wants of businesses and the Island.

I am convinced that the BID will bring much needed improvement to our island and would urge you all to vote YES so that we can work together to make the Isle of Bute better for allowing businesses to drive the changes.

What is a Business Improvement District (BID)?

A Business Improvement District (BID) is a geographically defined area, where businesses come together and agree to invest collectively in projects and services that the businesses 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 Argyll and Bute 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 the BID goes ahead.

If we do nothing, then nothing will be done!

GIVING YOUR BUSINESS A VOICE!

Why does the Isle of Bute need a BID?

As government and local authority budgets/ funds come under more pressure, and priorities of the national government and Local Authority are directed towards essential services, investment in non-essential requirements become more challenged. It is extremely important for the island to have a BID to ensure that local needs can be co-ordinated and deliver those essential local projects.

The Isle of Bute has experienced significant changes over recent years. In particular, the reduction in tourists from further afield than the West/central belt of Scotland and increased competition from, not only UK destinations, but also including those with operational BID companies, has led to new businesses locating elsewhere and a reduction in footfall.

As of the 31st of March 2021, there are 37 operational and with a further 30 developing BIDs in Scotland. Should the Isle of Bute not take advantage of this opportunity now?

Traffic management, logistics, and parking issues are a problem for many businesses. The continuing rise of energy costs is putting more pressure on businesses. The Isle of Bute BID requires a coordinated response from all businesses to address problems such as these.

All businesses on the Island have suffered greatly from the Covid 19 pandemic. It is now more important than ever that the Isle of Bute BID is the conduit to the post Covid recovery, working with all businesses, the Local Authority, Scottish Government, and as many stakeholder bodies as possible, to deliver a recovery plan, initially over five years. Rothesay is a Conservation Area, as is Port Bannatyne and the BID will be working with the Council regarding this. After consultations with businesses from a range of sectors and geographic locations, it became clear there was commonality in the problems that they experienced. Furthermore, there was a desire to see the Isle of Bute prosper and a real appetite to embrace a new way forward and to change and make improvements.

There are many voluntary groups in the island and there is no shortage of community spirit and can-do attitude! However, these groups can suffer from a lack of funds and dedicated staff time. The BID is the opposite of this. It can help local groups to be more island inclusive to help achieve more with staff resources and access to funding. There is a desire from a range of sectors to see the island improve its marketing activity. The BID would work alongside Visit Scotland, Zero Waste Scotland, Visit Bute, Isle of Bute Trust, and the local environmental groups to deliver an increase in visitor numbers.

The BID will provide a unique opportunity for local businesses across all sectors to work together, invest collectively, and undertake projects which can contribute positively to improving the economic viability of businesses and securing investment in the town.

The background of BIDs

BIDs first started in Bloor West Village, Toronto, Canada nearly 50 years ago, by the town's business community. The town's businesses were increasingly under pressure from the new shopping centres that were being developed on the outskirts of the town, diverting shoppers away from the traditional town centre out to the new shopping malls. As a result, some businesses were forced to cease trading and the town started to look tired and neglected.

To stop the haemorrhage of deserting shoppers, local businesses fought back to revitalise the Town. They successfully lobbied for legislation for all the businesses in the proposed BID area to pay a levy. The levy money was used to improve the physical appearance of the Town, and then promote the town centre as a vibrant, attractive, and safe place to workshop and live. The strategy paid off, as shoppers started to return to the town centre in large numbers.

The success of the Bloor West Village BID paved the way for future BIDs, not only in Toronto; but spreading throughout Canada, and the USA in the late 1960's and 1970's. Today there are well over 1800 successful BIDs worldwide.

An additional measure of BIDs success is in the renewal process. Most BIDs run for a period of five years with the vast majority continuing, for consecutive terms, when they come up for renewal. In Scotland since 2008, there are 20 BIDs in their second or third term equating to 28 successful renewal ballots demonstrating that the businesses value the projects and services delivered by the BIDs. BIDs can support regeneration, grow local economies, create local employment, and create a cleaner, safer trading environment. A key element to their success is that the local businesses take ownership and responsibility for their trading environment, identifying the projects necessary to resolve common problems and issues, and overseeing their implementation, whilst also contributing to the future direction of the town and its future development.

BID legislation was passed in Scotland in 2006 with the Scottish Government funding 6 pilot projects in March 2006. The Scottish Government fully supports the development of BIDs in Scotland.

There are currently 37 fully operational BIDs in Scotland with a further 30 in development including our BID.

What are the benefits?

**BIDS OFFER A SUSTAINABLE
OPPORTUNITY TO WORK IN
PARTNERSHIP TO ENHANCE THE
BUSINESS ENVIRONMENT ON BUTE**

**WORKING TOGETHER FOR A
BETTER BUTE**

MISSION STATEMENT OF THE ISLE OF BUTE BID

MISSION STATEMENT

To establish the island as a thriving, vibrant place where visitors will want to visit and where new businesses will want to invest.

The principle aim of the BID is to deliver projects and services that will improve the trading environment of the BID area to benefit businesses, their customers, and visitors.

- To improve the economic opportunities for the businesses on the island.
- To increase footfall through external advertising and media.
- To make the BID “cost neutral” for each business. (Negotiating with utility providers for savings).
- To address the issues of individual sectors.
- To improve businesses relationships with each other, the local authority, and the community.
- To market the island to a local, regional, national, and international audience.

The consultation process – what you told us?

There has been extensive and detailed engagement with businesses across the island. There was a real desire to conduct, whenever possible, face to face meetings. Information and opinions were sought by means of Information Evenings, our website, paper copies of questionnaires, online questionnaire (Survey Monkey) and face to face drop in chats.

Timeline

December 2019 – March 2021 (pre-Covid)

The Steering Group held 4 information evenings around the Isle of Bute. In total over 90 businesses were involved and the evenings were an excellent forum for questions to be asked and answered. The project co-ordinator led the evenings and invited the Oban Chief Executive to talk to businesses. At the time of delivering the questionnaire details outlining the purpose and opportunities for a BID were explained. On collecting the questionnaire any relevant questions were answered and any concerns addressed.

Consultation Questionnaire/Survey

The questionnaire was completed by 135 businesses within the BID area on the island (67.5% return rate of those distributed on the island) offering the opportunity to every business to highlight their areas of concerns. A further 72 were sent to off island owners with 2 responses. Each business on the island received the questionnaire by post or by hand with the option of completing it online. The results were analysed by Survey Monkey and used to prepare the Business Plan and Proposal.

THESE WERE THE TOP 3 KEY THEMES

MARKETING AND PROMOTION
PERCEPTION AND IMAGE
ENVIRONMENTAL

March 2021 – June 2021

No face-to-face meetings or events could take place. However, the project co-ordinator kept the businesses up to date via email throughout Lockdown disseminating all relevant information relating to Covid restrictions and funds available provided by the Scottish and UK Government, Scottish Chamber of Commerce, Scottish Tourism Alliance, and the Local Authority.

July 2021 – October 2021

No consultations or meetings could take place. Although the BID has not been formally established through a ballot process, the Steering Group and its co-ordinator have been working tirelessly to ensure businesses and the community are aware of the BID and kept up to date about the BID. The group disseminated daily and weekly bulletins from the Scottish and UK Governments, Local Authority, Scottish and Ayrshire Chambers of Commerce and the Scottish Tourism Alliance. This allowed business to be aware of grants and funds available during the pandemic.

By accessing funds from the Scottish Towns Partnership (STP) the BID was awarded £10,000 under the Covid recovery programme to assist businesses. The Steering Group purchased 25 tables and chairs and various other items for the purpose of creating an alfresco area within the amphitheatre area on Montague Street (with the permission of Argyll and Bute Council). Over 4000 people used that facility during a 14 week period. It is also important to remember that in providing the facility, several coffee shops/eateries could still open and retain their staff.

The BID also provided nine market stalls on the three Saturdays prior to Christmas, again this was a huge success with over 300 people visiting the market on each day. With good sales being achieved by the island-based businesses and charities, it ensured several thousands of pounds remained on the Island.

A second grant of £5K was awarded to the BID under the Scotland Loves Local initiative. This went towards maintaining the Alfresco area (and hopefully in additional areas) and employing, initially on a part time basis, 1 or 2 people to look after the alfresco area/s. During the pandemic, the alfresco area has been a vital place for people to meet safely allowing them to enjoy and relax in the outdoors which must be beneficial from a mental health aspect.

April 2021 – September 2021

The Business Plan, Proposal and Operating Agreement will be submitted to the STP Officer by 6th May, 2021.

It will then progress to the Argyll and Bute Council and Scottish Government Department for approval for a ballot to be held on 9th September, 2021.

Isle of Bute BID Projects and Services

The tables below outline key projects to help the Isle of Bute BID deliver on the priorities identified in the consultation. The activity column shows the overall theme of the project the BID will focus on over the five year period and outlines the specific activities the BID will focus on in year 1

1. Marketing and promotion

Activity	Key Performance Indicators	Benefits to Levy payers	Timings
<p>Marketing and promotion Create a website and brand for the Island to adopt, use and promote.</p> <p>In collaboration with Visit Bute, create and deliver a marketing and communication strategy to site alongside the 5 year business plan.</p>	<p>Website hits and number of participants.</p> <p>Individual monitoring will be put in place for each event.</p>	<p>Help will be centralized and convenient for visitors.</p>	<p>2021 - 2026</p>
<p>Tourism Working with Calmac, Visit Scotland and Argyll & Bute Council to target specific markets to increase visitors to the island.</p>	<p>Individual monitoring will be put in place for each specific target market.</p>	<p>Increase footfall and town centre promotion.</p>	<p>2021 – 2026</p>
<p>Events Support IoB Events and create business and event opportunities for local businesses.</p>	<p>Success of events and number of events across the island.</p>	<p>Increased participation of local businesses.</p>	<p>2021 – 2026</p>

2. Environment and image

Activity	Key Performance Indicators	Benefits to Levy Payers	Timings
<p>Raising the profile of the island</p> <p>Attract local independent investment</p>	<p>Number of empty units reduced</p> <p>New promotional material</p> <p>Improved image of town centre</p>	<p>Improved environment for visitors and locals</p> <p>Increase footfall</p>	<p>2021-2025</p>
<p>Work with stakeholders to deliver local enterprise schemes</p>	<p>% of start up businesses increased over time</p>	<p>Additional businesses on the island, reduced vacant business premises, and increased levy income</p>	<p>2021-2025</p>
<p>Work with Calmac and Argyll and Bute Council to improve signage and information for the island.</p>	<p>New signage and new promotional material (digital and paper)</p>	<p>Improved accessibility and connectivity</p>	<p>2021-2025</p>
<p>Cleanliness</p> <p>Work with local environment groups (e.g. Bute Wombles and Beach Watch) to improve the cleanliness of the island</p>	<p>Improve the overall perception and image of the island</p>	<p>Increase footfall within a brighter environment</p>	<p>2021-2025</p>

ISLE OF BUTE BUSINESS PLAN 2021

3. Business support, facilitation, and advocacy

Activity	Key Performance Indicators	Benefits to Levy Payers	Timings
<p>Cost reduction</p> <p>Aiming to make the BID levy cost neutral for all businesses through exploring options for collective projects e.g. broadband, waste etc.</p>	<p>Number of Participants</p> <p>Target of 5-10 % of savings to businesses</p>	<p>Reduction in utilities and overheads</p>	<p>2021-2026</p>
<p>Networking events with guest speakers.</p> <p>Increase business networking opportunities</p> <p>Shop local campaigns</p>	<p>Number of participants Attendees.</p> <p>Gaining knowledge from each other business leaders</p>	<p>Sharing of ideas, increased footfall and turnover. Collaborative and supportive business environment</p>	<p>2021- 2025</p>
<p>Advocacy</p> <p>Collective business voice to lobby on business issues</p>	<p>Focused Collaboration With Local authority visit Scotland & tourist attractions</p>	<p>Improved representation of business views with public sectors and other stakeholders</p>	<p>2021-2026</p>
<p>Investigate and work towards create a Bute BID app</p>	<p>User feedback and number users</p>	<p>Raising the profile of the bid as a body and the businesses on the island</p>	<p>2021-2023</p>
<p>Identify a need for digital training for social media and e-commerce</p>	<p>Number of participants</p>	<p>Increase awareness for the end user</p>	<p>2021-2025</p>

Monitoring and Evaluation of the Projects

In the event of a yes vote, a robust and comprehensive monitoring and evaluation plan will be developed to be overseen by the Board of Directors. Throughout the lifetime of the BID, all work on the BID projects will be monitored to ensure the projects proposed in the BID Business Plan achieve a high level of impact and are progressing to the satisfaction of the businesses that voted for the BID.

The BID will undergo an independent evaluation of its activities at the halfway point and towards the end of the second term.

The BID will undergo Assessment and Accreditation Interim Review (AAIR) for Scottish BID Companies.

The Assessment and Accreditation Interim Review is recommended by Scotland's Improvement Districts (SIDs) as good practice and is included as one of the good practice elements of any Scottish BID Proposal and BID Business Plan.

The evaluations will be made by using evidence from other areas such as surveys, online and paper copies, and group events (when restrictions allow).

Baseline Services

Argyll and Bute Council provides the following services (both statutory and discretionary) within the BID area.

Community Safety	Lighting
Cleansing	Traffic
Economic Development	Street Furniture and signage
Grounds Maintenance	Planning
	Policy and strategies
<p>The services already provided by Police Scotland</p> <ul style="list-style-type: none"> 24/7 policing response Dedicated policing during peak times Enhanced policing levels during special events Operating and control of the town centre CCTV system Liaison with partner agencies and other groups Crime prevention advice 	

The Levy

A BID levy is an equitable and fair way of funding additional projects and services which are not provided by Argyll and Bute Council.

The BID levy will be paid by the occupiers (the persons liable to pay the non-domestic rates), who will be liable for the levy payment	The levy payments are not linked to what businesses actually pay in rates but are based on the rateable value of the property.	Where a property is taken out of rating (due to demolition or a split or merger) the BID levy for that individual property up to the date of the removal from the Rating List and the annual BID levy will be apportioned accordingly
The businesses within the BID area (2K and above) will generate a total levy of £132,515 per annum which equates to an income of £662,575 over the five year duration	The levy must be paid either in one payment within 28 days from the date of the levy invoice or in instalments for businesses paying quarterly by arrangement with the billing body	
All eligible occupiers (of eligible properties) e.g. the person liable to pay the non-domestic rate will be liable to pay the Levy	Any new commercial development, sub-division of existing properties or merging of properties by a company /owner with a non-domestic rateable valuation coming into the BID area during the five year period of the BID will be liable for the BID Levy	

Voluntary contributions and other funding.

Businesses who are below the Levy threshold of £2,000 are still able to join the BID on voluntary basis paying the minimum fee. However, as they are voluntary, they do not have a vote under the rules. Businesses who are in a position to pay an additional voluntary contribution are also welcome. We encourage both sectors to do so. We would also encourage those organisations who are relieved of a Levy payment to make a voluntary payment and help fund the benefits of a BID.

How will it be funded?

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 314 commercial properties in the BID area which will generate a BID investment levy income of approximately £132,515 per annum and an estimated total levy income of £662,575 over 5 years.

It has been agreed by the BID Steering Group that the levy rate will be a fee structure based on the rateable value (RV) of the property on the day of the ballot 09/09/2021 and throughout the 5-year term of the BID.

The Levy Table

Rateable Value (RV)	Each Week	Each Month	Annual Levy	No of Businesses	Total
0 to £ 1,999	Voluntary	Voluntary	*£ 260:00	20	£ 5,200:00
£2,000 > £4,999	£ 5:00	£ 21:66	£ 260:00	184	£47,840
£5,000 > £8,999	£ 9.13	£ 39:58	£ 475:00	69	£32,775
£9,000 > £15,999	£12:50	£ 54:16	£ 650:00	36	£22,750
£16,000 > £21,999	£16:82	£ 72:91	£ 875:00	10	£ 8,750
£22,000 > +	£24:52	£106:25	£1,275:00	16	£20,400:00
				314	£132,515

- *NB: The voluntary amount is not included in the total income. Solely a projection.

Collection of the Levy

Argyll and Bute Council will collect the investment levy on behalf of the BID, as this will be an efficient, safe, and cost-effective method of collection. Argyll and Bute 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 Argyll and Bute Council nor can it be used by the Council as an additional source of income.

The Ballot Process

- Ballot papers will be posted to the eligible person responsible for casting a vote within their business 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 Argyll and Bute Council on behalf of the Isle of Bute 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 Isle of Bute BID case, voting papers will be issued on or before 29/07/2021.
- The last date for all ballot papers to be returned is 5pm on 09/09/2021. 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 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 combined 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 13/09/2021 and the results announced by the Argyll and Bute Council within one week.
- Following a successful ballot, the BID will commence on 01/10/2021 and will run for a period of five years until the 30/09/2026.

What happens in the event of a no vote?

The projects and services detailed above will not be delivered.

Issues highlighted by businesses such as marketing and promotion, cleanliness, attracting visitors etc. will not be addressed and could get worse.

ISLE OF BUTE BUSINESS PLAN 2021

There will be no co-ordinated voice for businesses on the island.

It is possible that the Isle of Bute will fall behind areas with established BIDs and be less able to compete for new business.

BID BUDGET PLAN AND SUMMARY

EXPENDITURE	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Marketing & promoting Isle of Bute	£32,000	£32,000	£32,000	£32,000	£32,000	£160,000
Supporting Growing Business	£15,815	£15,815	£15,815	£15,815	£15,815	£79,075
Alfresco and Markets Street Scene & Environment	£22,000	£22,000	£22,000	£22,000	£22,000	£110,000
Management, presence & Running costs	£54,000	£54,000	£54,000	£54,000	£54,000	£270,000
CONTINGENCY	£8,700	£8,700	£8,700	£8,700	£8,700	£43,500
TOTAL	£132,515	£132,515	£132,515	£132,515	£132,515	£662,575

Additional Funding

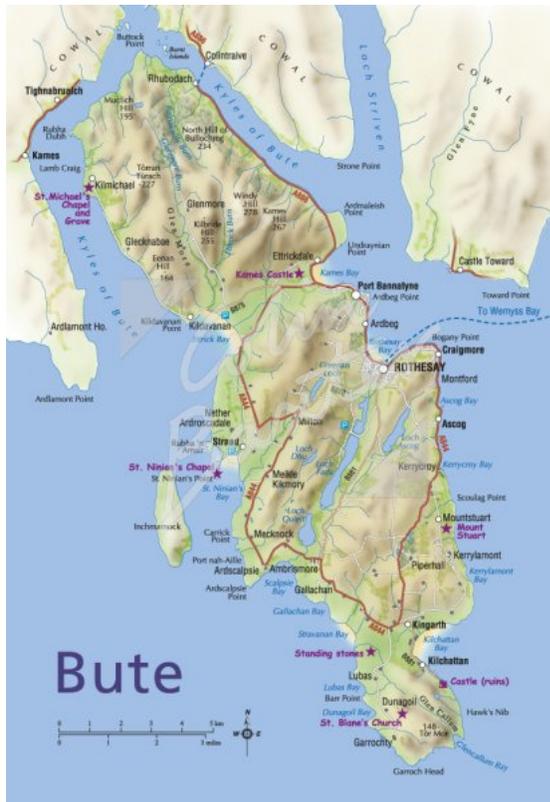
At the time of writing, the business plan, no additional funding has been secured. Discussions are taking place with stakeholders to secure funds upon a successful ballot. At that time applications will also be made for appropriate grants which are directly applicable to the BID priorities.

The BID Map

Why was this area chosen?

The entire Island was chosen after the initial exploratory meeting. This decision was made to ensure that every business had access to the BID and the benefits of a BID.

There are 540 premises with a non-domestic rate-able value (NDR) properties located in the BID area. 183 of these falls below the Levy starting point of £2000. A further 43 will not pay the Levy as their organizations are exempt from the Levy as detailed in the Bute Business Proposal.



Governance of the BID

Following a successful ballot, the management and operation of the BID will be transferred to a not-for-profit limited liability company, [Company Limited by Guarantee and Not Having a Share Capital] which will operate from 01/10/21.

This Company will be managed by the BID Steering Group until a Board of Directors is elected, but for no longer than three months after the ballot date. 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, as well as other items, the billing, collection, and transfer of the levy to the BID Co.

A Board of Directors will be established, consisting of a minimum of six (6) and a maximum of ten (10) 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 on to the Company Board but limited to one eligible person from each eligible property. The new 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, representatives, or advisors 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 of Directors will recruit [one] Full time BID manager, one part time administrative assistant to ensure the efficient delivery of the projects and effective communications with the levy payers including social media and marketing.

The Board will be representative of the businesses and stakeholders in the area. The Chair, Vice Chair and Treasurer [or alternatively Finance Director] will be elected from the directors of the Board. The Board will include two representatives from Argyll & Bute Council. Other non-voting members or local groups 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.

Monitoring success

It will be the role of the Board of Directors to monitor, oversee and evaluate the efficient delivery of the BID projects. The evaluation plan will feature measurement indicators of

success and key delivery points will be agreed upon and monitored by the Board of Directors.

MONITORING SUCCESS

DURING THE TERM OF THE BID, THE PROJECTS WILL BE MONITORED AND EVALUATED TO ENSURE THAT THE ISLE OF BUTE BID BUSINESS PLAN PROJECTS ACHIEVE THE DESIRED HIGH LEVEL OF IMPACT. IT IS VITAL THAT THE PROJECTS PROGRESS IN WAY THAT IS SATISFACTORY TO THE BUSINESSES THAT VOTED FOR THE BID.

The BID will undergo an independent evaluation of its activities at the halfway point and towards the end of the second term.

The BID will undergo Assessment and Accreditation Interim Review (AAIR) for Scottish BID Companies,

The AAIR

- is a bespoke review which recognises and accords with the Scottish BIDs legislation and the public and private sector environment in Scotland
- gives confidence to businesses and the Board of Directors that the practices of the BID Company are robust and accord with good practice and
- supplies an audit trail to support any future evaluation of the BID Company.

In developing the Interim Review, a consultation was undertaken with,

- key stakeholders and organisations
- key UK national businesses
- the Scottish Retail Consortium

and reviewed existing Assessment and accreditation frameworks, including existing documents used to assess BID Proposals in the UK, to identify key lessons.

The Assessment and Accreditation Interim Review is recommended by Scotland's Improvement Districts (SIDs) as good practice and is included as one of the good practice elements of any Scottish BID Proposal and BID Business Plan.

Steering group

The BID Steering Group is made up from a cross section of the business community in the area and includes one locally elected councillor. The Steering Group provides direction to the development of the BID and BID development staff. Advice is also given by one Council Officer. Ultimately all key decisions relating to the developing BID have been taken by the BID Steering Group, who are as follows:

Name	Sector	Name	Sector
John Glen	Manufacturing	Sophie Reid	Retail
Billy Shaw	IT support services	Aynsley Stewart	Hospitality
William Glen	Retail	Jennifer Dougal	Retail
Keith McIntyre	Retail	Donna Chisholm	Tourism and Leisure
Dale Sommerville	Education	Alisdair Johnston	Business support.
Julie Tait	Arts and Culture	Marilyn Rieley Economic Development Officer	Argyll & Bute Council
Jim Findlay	Retired Argyll and Bute nominated Councillor		

Testimonials

A few examples of what you have told us.....

*The Bute Community
Amphitheatre and its Alfresco
Seating has been a lifeline for
Harry Haw's in that it provides the
ability for our customers to take
out food and eat it in a pleasant
setting just outside the restaurant.*

*Sara Goss
Harry Haws.*

*At long last a group (the BID) has
delivered on a promise of
providing the outdoor alfresco
bringing a great social aspect to
the town centre. Bring on more.*

Nicola Jones Highland Dancer.

*The Bid has kept businesses up to
date with lots of relevant
information
during lockdown proving it is a
great
asset now and for the future.*

Robbie Cameron Glenburn Hotel

*The BID group has already
supported
my business with the provision
tables and
chairs for outdoor use.
Wendy Ross The Taverna.*

*I do hope all the businesses will
unite behind
the BID to allow it to become
stronger given
What it has achieved this far.
Fabulous.*

What businesses said

THESE ARE THE RESULTS LISTED AS 'VERY IMPORTANT' AND PRIORITY THEMES OF THE BID PROPOSAL QUESTIONNAIRE AND SURVEY MONKEY

77% Marketing and promotion

to increase marketing/media activity to boost visitor numbers. Increase media advertising and frequency of events. Creation of an Isle of Bute brand and Independent Traders' Day.

85% Perception and Image

Creating a positive image for Bute. Christmas lights. Proactively promote the Isle of Bute with property owners, landlords and developers.

78% Environment

Cleanliness, shopfront improvement schemes etc.

54% Employment and skills

Support for recruitment to attract new workers and help to identify and access workforce skills training