

Appendix 2

29/8/2022. Details of Consultation Process

Consultation of the BID4Oban renewal ballot is ongoing. This will continue between now and the publishing of the full business plan which is expected to be published in draft by 31/08/2022 with a full version being sent to those eligible to receive ballot papers and therefore vote on the proposal by 27/10/2022.

Initial conversations have taken place with 59 local businesses (appendix 1) who are fully supportive of what we have achieved and what we plan to do in a third term.

As an active BID we are in regular contact with all our levy payers via direct face to face contacts, direct emails, social media and MailChimp emails to all levy payers.

At our AGM of 20th April 2022, there was resounding support for the BID to continue as a result of COVID recovery and the work undertaken by the BID company.

We have engaged the services of a media company Innes and Campbell who are actively producing a communications strategy as soon as the draft Business Plan is produced. This will highlight all our achievements over the last ten years and our exciting proposals for our third term.

As series of roadshows/meetings will be undertaken for the 42 days between sending out of ballot papers and the ballot date.

Given that Oban is a highly seasonal town, the majority of consultations and communication of proposals will be one to one, face to face. We are working with AITC (Argyll and the Isles Tourism Cooperative) to highlight the benefits of the BID Company.

We have a close working relationship with our Area Committee of Councillors, MP and MSP's. They are fully supportive of our BID for a third term.

Our work with our local newspaper, Oban Times is testimony to some of our successes and we feature weekly with support for business and events etc.

All consultations have been logged and are available for scrutiny in the following Appendices:

2.1 Oban BID Renewal Ballot Survey.

2.2 Mailchimp Campaign Results for 122 emails to Levy payers.

2.3 Oban BID Re-Ballot, 21 July 2022. Details of Email posted.

2.4 Oban BID Re-Ballot - Consultation Reminder Rockfield Centre

2.5 BID4Oban Re-ballot Survey - Urgent Survey Request

2.6 Oban Times BID4Oban 20 page review pullout

2.7 Oban Times News from BID4Oban - The Oban Times 13 April 2022

2.8 Oban Times BID4Oban News - The Oban Times 16-06-2022

2.9 Oban Times BID4OBan-Ballot-ToExtendObanBIDfor5yearsAPPROVED-07-07-2022

2.10 Oban Times BID4Oban ballot update - The Oban Times 13-07-2022

2.11 Oban Times Have your say at BID4Oban consultation meetings - 01-08-2022

2.12 Google Analytics Oban.org.uk 1 Nov 2017 to 30 Aug 2022 – 8.9 million pageviews

2.13 Facebook Statistics August 2022.

2.14 Next Steps Document.

Andrew Spence
BID4Oban Chief Executive.