

**Dunoon Presents
Town Centre
Business Improvement District
Business Proposal**

BID Term 15/04/2023 to 14/04/2028

Contents

Section	Content	Page(s)
	<u>BID Proposal - Compliance with Legislation</u>	1 – 6
1.0	Forward by BID Board Chair	7
2.0	Executive Summary	8
2.1	Mission Statement of the Dunoon Presents BID	8
2.2	Aims and Objectives of the Dunoon Presents BID	8
2.3	Key Findings	8
3.0	Introduction	8
3.1	What is a Business Improvement District (BID)?	8
3.2	Background to BIDs	9
4.0	Dunoon's Position	9
4.1	Why does Dunoon need a BID?	9
4.2	The History of BIDs in Dunoon	10
4.3	How does Dunoon benefit from a BID?	10
4.4	Local Authority Support	11
5.0	The BID Area	11
5.1	The BID Map and Streets	11
6.0	BID Management	16
6.1	BID Development Staff	16
6.2	BID Development BID Board	17
6.3	Management of the BID	17
7.0	The Consultation Process	18
7.1	Introduction	18
7.2	Business Survey	19
7.3	The Key Findings	19
8.0	Proposed Improvements	20
9.0	The BID Levy	20

9.1	Who will pay the levy?	20
9.2	Exclusions	22
9.3	The Levy Table	22
9.4	Collection of the BID levy	23
9.5	Enforcement	23
10.0	The Voting Process	23
10.1	Pre-Ballot	23
10.2	The Ballot	24
10.3	BID Timetable	25
11.0	PublicSector BID Involvement	28
11.1	Baseline Services	28
12.0	Measuring Success	29
12.1	Measuring the Success of the BID	29
12.2	Marketing Communications and Social Media	29
13.0	Finances	30
13.1	Estimated Income and Expenditure	30
13.2	Financial Management Arrangements	30
13.3	Dunoon presents' BID Projected Income and Expenditure	31
14.0	Contact information	31
Appendix 1	Support for the BID	
Appendix 2	Details of Consultation	
Appendix 3	BID Business Plan	
Appendix 4	Database of Properties and Persons Eligible to Vote	
Appendix 5	Instruction to Hold a Ballot (56-day notification letter)	
Appendix 6	Baseline Services	
Appendix 7	Board Agreement	
Appendix 8	Copy of Ballot Funding Letter - Dunoon Presents	
Appendix 9	Board Minutes - Signing Off and Agreement to the BID Area, BID Levy, Exemptions to the BID Levy, BID Business Plan and BID Proposal.	

Appendix 10	Draft Operating Agreement –to be updated following a positive ballot result.	
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Business Proposal

BID Proposal Compliance with Legislation

In accordance with Business Improvement District (Scotland) legislation we acknowledge, as the BID Proposer, we must submit to Argyll and Bute Council and Scottish Ministers the following in respect of BID Proposals, Renewal Proposals and Alteration Proposals: -

1.0 A document, which demonstrates a cross section of at least 5% of the electorate, within the BID area supports the BID Proposals.

Please refer to Appendix 1 (Support for the BID) and Section 7.2 Business Survey on page 19 of this Proposal. Following the surveys of the businesses our canvassing confirmed the number of eligible persons (those eligible to vote in the ballot) 7.79% by number and 14% by rateable value were in favour of the BID.

2. Summary of the consultation the BID has undertaken with those eligible to vote.

The Dunoon Presents BID Board oversaw the process of consultation with the businesses. The consultation took the form of hard copy surveys, meetings and events, letters, telephone calls, e-mails, website, social media and one to one consultation.

Please refer to Appendix 2 (Details of Consultation) and Section 7.0 The Consultation Process on page 18 of this Proposal for a summary of the consultation.

3. The Proposed Business Plan

A copy of the BID Business Plan will be issued to all those eligible to vote in the ballot. Please refer to Appendix 3 (BID Business Plan).

4. The Financial Arrangements of the BID body.

Please refer to Section 13.2 Financial Management Arrangements on page 30 of this Proposal.

5. The Arrangements for periodically providing the LA and billing body with information on the finances of the BID body (i.e., after a successful ballot)

The BID finances will form an integral part of a monthly report issued to the BID Board of Directors. 1 representative from Argyll and Bute Council will sit on the BID Board and will automatically be provided with the BID finance details. It is also expected that regular finance meetings with Argyll and Bute Council will be held. An independent review of the BID finances will also take place through an independent auditor.

6. The names and addresses of all those eligible to vote and a description (address) of each relevant property.

Please refer to Appendix 4 (Database of voters).

Business Proposal

7. A notice in writing requesting that the local authority hold the ballot.

In accordance with legislation, please find attached the notice in writing “requesting the local authority to instruct the ballot holder to hold a BID ballot.”

Please refer to Appendix 5.

8. Provide the LA and billing body with such information as they shall reasonably require satisfying themselves the BID Proposer or BID body has enough funds to meet the costs of the BID ballot.

Dunoon Presents has agreed in their letter of the Date 25.09.2022 to the Argyll and Bute Council to pay for the costs of the ballot. Please refer to Appendix 8.

9. A statement of the works or services to be provided, the name of the person responsible or body for the implementation (delivery) of these works and services and the status of such person/s; both on and after the date the BID Proposals come into effect.

Please refer to Appendix 3 (BID Business Plan) for the proposed works and services.

On a successful renewal ballot outcome, the Dunoon Presents BID Company (a not-for-profit company limited by guarantee with no share capital) will continue, as before, with directors elected from the eligible persons (the levy payers), limited to one eligible person from each eligible property. The directors will oversee and give direction to the delivery of the projects and services; and renew current staff contracts to ensure the continued delivery of the BID projects and services. For full details please refer to section 6.3 Management of the BID on page 17 of this Proposal.

10.0 A statement of existing baseline services provided by the local authority, police and other agencies.

Please refer to Appendix 6 (Baseline Services).

11.0 A precise description of the geographical area of the BID, including a map, which defines exactly the boundaries of the BID area.

Please refer to Section 5.1 The BID Map and Streets on page 11 of this Proposal for a GIS map and a list of the streets and roadways in the BID area.

12. A statement providing details of any additional financial contributions, or additional actions for the purpose of enabling the projects specified in the BID Proposals, i.e., where a BID project is expected to cost £X and the proposed levy raises a smaller amount £Y then the BID Proposals must state how that funding gap £X - £Y is to be met and by whom.

Business Proposal

The projects specified in the BID Proposal (Please refer to Section 13.3 Dunoon Presents BID Projected Income and Expenditure on page 30) have been identified and the levy calculated and apportioned to deliver the projects as defined in the Proposed Projects section of this Proposal.

It is expected that the BID will attract additional funding from other sources including the local authority however, this has not been allowed for at this stage.

13. A statement of which aspects of the BID Proposals and or Business Plan may be altered without the need for an alteration ballot to be undertaken.

The BID Board of Directors 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.

Please refer to section 6.3 Management of the BID on page 17 of this Proposal for the statement.

14. A statement of the proposed start and end dates of the BID Arrangements and the term of the BID. The BID arrangements must commence no later than a year after the date of the statement.

Following a successful renewal ballot on [02/03/2023] the Dunoon Presents BID will continue its activities to the end of the existing term [14/04/2023] and continue onto a third term from [15/04/2023]. As the Dunoon Presents BID will be for a term of five years, it will cease its activities on [14/04/2028].

15.0 BID Proposals shall specify the apportionment of BID levy in respect of relevant properties and who will be liable to pay the levy: - proprietors, tenants, occupiers or if appropriate a specific business sector or sectors or businesses who will participate. It is advisable to include caps, thresholds, or other arrangements reflecting local circumstances or ability to pay.

The BID improvement levy will be paid by the occupier (the eligible person liable to pay the non-domestic rate), however, the property owner will be liable to pay the levy where a property is vacant or empty on the day the levy invoice is issued and for all the period thereafter when the property is vacant.

Please refer to Section 9 The BID Levy on page 20 of this Proposal for full details of the BID Levy.

16. Confirmation the levy is to be calculated as a % of the RV or how the charge was arrived at.

It has been agreed by the BID Board, (please refer to the meeting minute dated [07/09/2022] - Appendix 9) the levy rate will be a fee structure based on the rateable value of the property on the day of the ballot, 02.03.2023 and throughout the 5-year term of the BID.

Please also refer to Section 9 - The BID Levy on page 20 of this Proposal for full details of the BID Levy and how the charge was arrived at; and to Appendix 10 - Operating Agreement.

Business Proposal

- 17. Confirmation the % levy or fee is to be calculated on the RV of the property on the date of the ballot or, if not, another date that is the date, which will be used to calculate the levy or fee over the term of the BID.**

The fee structure is based on the rateable value of the property on the day of the ballot 02.03.2023

Please Refer to Section 9 The BID Levy on pages 20 to 23 of this Proposal for full details of the BID Levy.

- 18. The apportionment of the levy between proprietors, tenants and occupiers – providing the BID is including tenants and proprietors in its proposals.**

The occupier (the eligible person liable to pay the non-domestic rate) will be liable for the payment of the levy.

The BID Proposal does not include proprietors (property owners) except where the eligible property is vacant or empty when the property owner will be liable for the payment of the levy.

Please Refer to Section 9 The BID Levy on pages 20 to 23 of this Proposal for full details of the BID Levy.

- 19. A statement as to how the BID Board arrived at who will pay the levy, the percentage levy and how the levy will be split between proprietors, tenants and occupiers.**

The BID Board set the levy fee; the streets included in the BID and voted on who will pay the levy. A copy of the minutes of the meeting 07/09/2022 at which this was decided is attached as Appendix 9. The geographic boundary is based on the whole town. The levy amount is based on the amount required to carry out the projects in the business plan and discussions with businesses on what they believe is reasonable. The levy will be paid by the occupier (the eligible person liable to pay the non-domestic rate).

The decision to adopt the levy table and BID area was taken with the agreement of all the members of the BID Board. Please refer to Appendix 9 (Board Minutes) and Appendix 7 (Board Agreement.)

Please also refer to Section 9 The BID levy on page 20 of this Proposal for full details of the BID Levy.

- 20. Whether any future re-assessment of RV of the property by the Rates Assessor will or will not be taken into account in the calculation of the levy**

It has been agreed by the BID Board, the levy will be calculated on the Rateable Value of the properties in the BID area on the day of the ballot. There shall be no increase in levy within the first two years of a third term, but consideration shall be given to an increase in years 3,4 and 5 that would be capped at a maximum of 10% of the levy amount.

Business Proposal

21. A statement on why groups or individual businesses are exempt or receive a levy discount

Please refer to Section 9.2 Exclusions on page 22 of this Proposal for full details of all exemptions to the levy. The BID Board agreed (please refer to Appendix 7 Board Agreement and Board Group Minutes Appendix 9) the properties exempted would receive no benefit from the BID projects and services.

22. A statement on whether the levy will be index linked.

The BID levy will not be index linked.

23. A statement on whether any of the costs incurred in developing the BID Proposals, holding of the ballot, or implementing the BID arrangements are to be recovered through the BID levy.

None of the above costs will be recovered through the BID levy.

24. The constitution of the BID Company and its legal status. A statement on who will administer the BID, details regarding the BID board and the BID body and those who drew up BID Proposals and Business Plan.

Please refer to section 6.3 Management of the BID on page 17 of this proposal for details on how the BID Company will continue to be administered.

The Dunoon Presents BID Company, A Company Limited by Guarantee and Not Having a Share Capital, will continue to be administered by the Board of Directors who will be drawn from the eligible persons (liable to pay the levy) but restricted to one eligible person per eligible property. 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 projects and services will continue to be delivered by the existing BID team. For full details please refer to Section 6.3 Management of the BID on page 17 of this Proposal document. Colin Moulson, the BID Manager prepared the BID Proposals and Business Plan in full consultation and support from the Dunoon Presents BID Board.

25. The methodology for BID levy payers to nominate themselves or others to the BID Board of Directors and the proposed make-up of the BID Board.

Every eligible person, who is liable to pay the levy, will have the opportunity to nominate themselves or someone else from within the BID area to be elected to the BID Board. Directors will be limited to one eligible person per eligible property. 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.

Please refer to section 6.3 Management of the BID on page 17 of this Proposal for full details on how levy payers can participate on the Dunoon Presents Company Board of Directors.

Business Proposal

26. A statement on how the BID Proposals will be publicised prior to the ballot.

The BID Proposer will send a copy of the BID Business Plan to all persons eligible to vote on the BID Proposals. Should any eligible person require a copy of the BID Proposal, a copy will be provided on request. The Business Plan will also feature prominently on the Dunoon Presents BID website at: - www.dunoonpresents.co.uk

“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.

Business Proposal

1.0 Foreword by Dunoon Presents BID

As the Dunoon BID board, we are delighted to present this third term renewal proposal which outlines the priorities of the business community. We are all passionate and optimistic about the future of the town and we are excited about how we can continue to improve Dunoon by working together.

The projects and ideas that are detailed in this business plan came from the levy payers, gathered from our surveys, meetings and consultations. They shaped the overall strategy that will allow us the opportunity to revitalise the town.

We have all been involved in Dunoon for many years between us now and know a lot of the local business people. The town in that time has become a regular host for major event activity which has stimulated hundreds of thousands of pounds into the local economy. These events have been the catalyst for new tourists and visitors to the area from across Scotland and further afield and we believe the town is on the cusp of major positive change in many ways. The work of the BID has been pivotal to the evident progress, and this now needs to be taken to the next level, with the BID working alongside key local stakeholders to bring about much needed progress in local infrastructure and public realm projects.

Supporting the Dunoon presents BID for a third term is a great opportunity to collaborate and make improvements that would not happen otherwise. We are asking you to commit to this at a time where many costs are rising however with this levy, we can access external funding not available to individual businesses and we can implement projects that will help Dunoon prosper.

Ballot papers will be distributed by post no later than 19 January 2023. You will have 6 weeks to cast your vote before the ballot closes at 5pm on 02 March 2023. Ballot papers received after this date and time will be null and void. We passionately believe that the town will continue to thrive and evolve with another BID five-year term.

Business Proposal

2.0 Executive Summary

2.1 Mission Statement of the Dunoon Presents BID

Dunoon Presents BID – Dunoon Presents mission is to build an identity that goes beyond its shoreline. To showcase our beautiful area and to be an economic success through events, outdoor pursuits, and collaboration with local groups who share this vision

2.2 Aims and Objectives of the Dunoon Presents BID

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.

The objectives of the BID are: -

- To improve the economic opportunities for the businesses in the town centre
- To increase footfall
- To improve businesses relationships with each other, the local authority and the community
- To market the area to a local, regional and national audience
- To give businesses a strong, unified voice
- To support local community groups whose aims align with the BID

2.3 Key Findings

The BID Board has overseen considerable research to discover what the businesses of Dunoon would like the BID to continue to deliver and future projects, services and initiatives. The research established the continued need for a BID and confirms the following key aspects to deliver a successful ballot and a successful BID are in place.

- Local need for a BID is strongly identified.
- The BID area is logical and clearly defined.
- Support of the Local Authority at both officer and political level.
- Support of The Dunoon Community Project

3.0 Introduction

3.1 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 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 those who are liable to pay non-domestic rates (NDR) 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.

Business Proposal

3.2 Background to BIDs

The first BID was established, approximately fifty-five years ago, in Bloor West Village, Toronto, Canada, by the district's business community. The district's businesses were increasingly coming under pressure from new enclosed shopping malls being developed outside their area, diverting shoppers away from the traditional shopping area. As a result, some businesses were forced to cease trading and the area began to look tired and neglected.

To stop the haemorrhage of deserting shoppers, local businesses fought back to revitalise the area. 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 area, and then promote the district as a vibrant, attractive and safe place to work, shop and live. The strategy paid off and shoppers started to return to the district 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. Currently, there are 26 BIDs in their second or third BID terms equating to 37 successful renewal ballots demonstrating 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.

The Scottish Government fully supports the development of BIDs in Scotland.

As at 15.09.2022 there are 35 fully operational BIDs in Scotland with a further 30 in development.

4.0 Dunoon's Position

4.1 Why does Dunoon continue to need a BID?

If we do nothing, then nothing will be done and the progress that we have made over the last 10 years will be lost.

Dunoon has started to emerge from a long period of decline but now the work to allow the town to keep progressing must intensify even more. The primary focus of Dunoon presents has been all about the events and we have curated a programme that is working well for the area however it is now time to diversify our business plan working with key local stakeholders to deliver a wider range of projects including shopfront/premises improvements, streetscape enhancements and improved marine facilities.

We are really excited about The Dunoon Community Project as it will have a positive impact on the retail businesses and holiday accommodation providers. We want to make sure that visitors coming to the area for these activities will spend as much time in our town centre as possible so we need to develop plans to make the most out of the opportunities that will arise. This multimillion-pound

Business Proposal

community led leisure development, progressing rapidly around Bishop's Glen was inspired by the work of the Dunoon Presents BID and made our team realise that this was the way forward for the future of the town. Dunoon Presents have and will continue to work closely with the consortium developing this major piece of infrastructure, to ensure real and lasting legacy

The BID board fully understands that times have been hugely challenging, and this is continuing with local businesses increasingly worried about the availability of staff and rising costs including energy and raw materials. Certain things we can't fix however what we can do is

- work together to increase footfall, encouraging more people to Dunoon who spend money in the local economy.
- Encouraging people to spend more time in the town by making sure it is looking clean and attractive
- Promote the businesses better through social media, advertising and on the website
- Improving the perception of Dunoon as a place to visit with a variety of marketing activities

We know that there is so much work still to do and the BID provides a unique opportunity for businesses across all sectors to work together, invest collectively and undertake projects which can contribute positively to improving the economic viability of businesses in Dunoon and securing investment in the area. The BID has levered over £2.8million into the Dunoon economy in the last nine and a half years. It's a winning formula that will see a further £1.75million of growth in the Dunoon economy over the next five years; providing the BID continues.

4.2 The History of BIDs in Dunoon

The Dunoon BID has been operating as a UK Limited Company (a not-for-profit company limited by guarantee with no share capital) run by a volunteer board of directors to deliver the second term, 2018 to 2023 business plan, with a total budget of £120,000. Many of the projects have been successfully delivered for the benefit of levy payers including the Argyll Rally, Dunoon 10k Coastal Road Race, Down the Watter Revival music festival, Dunoon Ultra marathon, the Punk on the peninsula festival and marketing campaigns for Dunoon. The support of the Argyll and Bute Council has been integral to this development.

4.3 How does Dunoon benefit from a BID?

All businesses in the town benefit from the projects and services the BID currently delivers: -

- Support for existing groups and organisations
- An improved customer perception of accessibility and parking availability
- Improved customer knowledge of goods and services in the town centre
- Increased marketing to local, regional, national and global customers
- Cost reduction through collective investment and joint promotion
- An increased number of visitors
- Access to funding and support not available to individuals or businesses
- A local voice for businesses - business opinions included in local policy and local developments.
- Increased B2B sales opportunities
- Increased networking opportunities
- A continued safe trading environment with increased sense of security

Business Proposal

4.4 Local Authority Support

A BID is a business led regeneration strategy, which contributes to the wider regeneration aspirations of the public sector and the local community. It is essential the BID has the support of the local authority and access to its expertise over the BID term.

Argyll and Bute Council is supportive of the BID with one elected member attending BID Board meetings and support given by various council officers.

A crucial element of a BID is to review the current Baseline Service Agreement (an agreement on which services are already provided to the area by Argyll and Bute Council, to ensure any project or service provided by the BID is additional to the statutory services the local authority already provides.

The Argyll and Bute Council shall (under section 41 of the Representation of people Act 1983 and The Business Improvement Districts (Scotland) Regulations 2007) undertake and manage the postal ballot.

5.0 The BID Area

The BID area is generally focused on the town centre. Through one-to-one consultations, it became clear that there were common issues crossing different sectors.

The BID team have calculated that this equates to circa 430 properties, the eligible person of which will be entitled to vote on 02/03/2023. Following a successful ballot all eligible persons within the BID area will be required to pay the BID levy.

5.1 The BID Map and Streets

Why was this area chosen?

The following streets were chosen to be included in the BID area as consultations with businesses in this area highlighted several common issues of concern that could be addressed by a BID: -

Albert Crescent
Alexander Street
Alexandra Parade
Alexandra Place
Alexandra Terrace
Alfred Street
Allan Terrace

Ardenslate
Crescent
Ardenslate Road
Ardmhor
Ardtully Brae
Argyll Road
Argyll Street

Business Proposal

Argyll Terrace

Arthur Terrace

Ash Gardens

Ashcraig

Ash Croft

Auchamore Road

Avenue, The

Beechcroft

Belmont Lane

Bencorrum Brae

Bishop's Glen Brae

Bogleha Road

Brae Cottages

(Sandbank)

Brandon Street

Brooklyn Place

Broomfield Drive

Broughallan

Gardens

Broughallan Park

Broxwood Place

Bullwood Road

(Part)

Cammesreinach

Brae

Cammesreinach

Crescent

Carolina Lane

Castle Street

Cedar Grove

Cedarcroft

Charles Gardens

Charles Lane

Cherryhill

Church Square

Church Street

Clyde Street

(Dunoon)

Clyde Street (Kirk)

Coach Houses

Cowal Avenue

Cowal Place

Crawford Lane

Crochan Road

Cromlech Grove

Cromlech Road

Cromwell Street

Deercroft

Dhailing Avenue

Business Proposal

Dhailing Court
Dhailing Park
Dhailing Road
Dixon Avenue
Dixon Crescent
Dixon Park
Dixon Place
Douglas Cottages
Dunclutha Lane
Eaglecroft
Eccles Road
Edward Street
Edward Place
Elizabeth Avenue
Erichtbank Drive

Eton Avenue
Fairhaven
Ferguslie Place
Ferguslie Street
Ferry Brae
Ferry Road
Finbracken
Fir Brae
Fircroft
Fountain Quay
George Street
Gladstone Avenue
Glebe Avenue
Glebe,
The Glebe View
Cottages Glenallan
Glenmorag Avenue
Glenmorag
Crescent
Gordon Street
Gorsecroft
Greenbank Lane
Hafton Court
Hamilton Street
Hanover Street
Heathercroft
High Road (Part)
Highland Avenue
Hill Street
Hillfoot Street
Hunter Street
Hunter's Grove
James Street
Jane Street
Jaycroft

Business Proposal

Jessie Place
John Street
Johnson Terrace
Kilbride Avenue
Kilbride Road
Kimberley Terrace
King Street
Kirk Brae
Kirk Street
Kirn Brae
Kirn Court
Kirn Gardens
Ladysmith Terrace

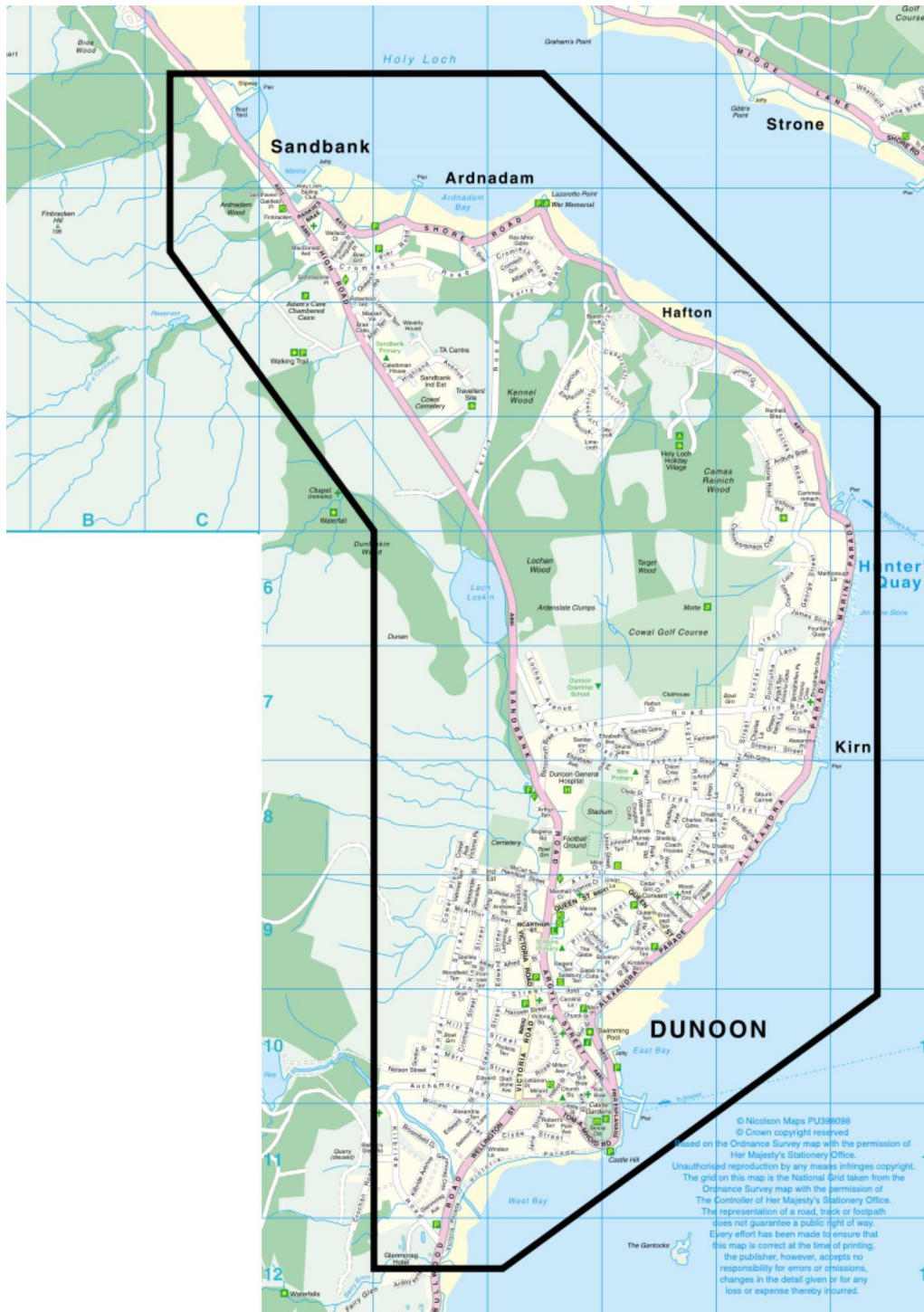
Lebanon Place
Leven Place
Lilyoak
Limecroft
Lochan Avenue
Lorimer Terrace
McArthur Street
McCall Terrace
MacDonald Avenue
Manse Avenue
Marine Parade
Marlborough Lane
Marshall Court
Mary Street
Massan View
Miller Court
Milton Avenue
Milton Road
Minard Place
Moir Place
Moir Street
Mount Carmel
Murrayfield
Nelson Street
Nile street
Oakfield Place
Oxford Lane
Park Avenue
Park Road
Pier Esplanade
Pier Road
Pilot Street
Port Riddell
Primrose Terrace
Prospect Avenue
Prospect Terrace
Queen Street

Business Proposal

Queen's Road
Queen's Terrace
Rankin's Brae
Regent Terrace
Renfield Brae
Robert's Terrace
Robertson terrace
Rockhill Terrace
Ros Mhor Gardens
Royal Crescent

St. Andrews Square
Salisbury Terrace
Sanda Gardens
Sandbank Road
Sanderson Drive
Sandhaven
School Brae
The Sheiling,
Shore Road
Shuna Gardens
Skye Court
Sommerville Place
Spence Court
Stanley Terrace
Stewart Street
Tom-A-Mhoid Road
Union Lane
Union Street
Valrose Terrace
Victoria Crescent
Victoria Gardens
Victoria Parade
Victoria Park
Victoria Road
(Dunoon) Victoria
Road (Hunter's
Quay)
Victoria Square
Victoria Terrace
Wallace Court
Waverley House
Wellington Street
West Street
William Street
Willow Quay
Windsor Lane
Woodfield Terrace
Woodford Grove

Business Proposal



There are circa 430 Properties located in the BID area.

6.0 BID Management

6.1 BID Staff

The BID Manager is Colin Mouslon and is accountable to the BID Board.

Business Proposal

6.2 BID Board

The BID Board, overseeing the renewal ballot, is made up from a cross section of the business community in the area and includes one locally elected councilor. Advice is also given by various Council officers. Ultimately all key decisions relating to the renewal of the BID have been taken by the BID Board, who are as follows:

Name	Sector	Name	Sector
Iain Cairns	Service	Ross Petro	Service
Alistair Baird	Services	Alison Girvan	Hospitality
Jamie Mulholland	Hospitality	Peter Ballard	Resident
Councillor Ross Moreland	Argyll and Bute Council	Finlay Currie	Services

6.3 Management of the BID

Following a successful yes vote, the management and operation of the BID will continue under the existing company structure and name.

The Company will continue to be managed by its Board of Directors operating in an open and transparent way and answerable to the businesses in the area. The Directors are committed to the highest standards of management, governance and accountability; recognising good governance helps deliver the strategic objects of the company.

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 Company.

There are currently 8 directors in office. An active campaign will be launched after the successful ballot to recruit additional directors to the Board. 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 to the Company Board but limited to one eligible person from each eligible property.

Nominations of directors, representatives, or advisors from outside 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 Company will continue to 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.

The Board will be representative of the businesses and stakeholders in the area. The Chair, Vice Chair and Finance Director will be elected from the directors of the Board. The Board will include 1 representative from Argyll and Bute Council. There may also be non-voting representatives from

Business Proposal

Police Scotland. 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.

Additionally, the BID Company Board reserve the right to consider creating a charitable arm of the company to enable it to secure additional funding, which can only be sourced with charitable status.

7. The Consultation Process

7.1 Introduction –

An initial consultation was undertaken with a cross section of businesses in the form of one-to-one interviews, which led to the creation of a bespoke Dunoon presents questionnaire, which was distributed to all businesses in the BID area.

Of the hard copy questionnaires distributed (135) - the businesses were also given the opportunity to complete the questionnaire on-line, 17.6% were completed.

The questionnaire survey was supported by one-to-one consultation with 173 businesses consulted, which equates to 40.2% of the businesses.

The overall aim of the consultation was to assess opinions on initiatives to further enhance and improve the BID area, determine what additional projects and services the businesses would like delivered over the next BID term to give an added incentive to visit and invest in the town centre. The results of these surveys and consultations have been combined and form the basis of the Business Plan and BID Proposal

Businesses received letters, e-mails, telephone calls, and one-to-one visits throughout the BID development process to keep them informed of progress. The website www.dunoonpresents.co.uk will be kept fully updated with information throughout the development of the BID. Full details of the consultation are shown at Appendix 2.

New businesses to the BID area received personal visits on a one-to-one basis to inform them about the BID.

Following feedback received during the consultation process, the board organised 2 'Next Steps' meetings at which the 'Next Steps' document was discussed. The Next Steps document was delivered to those businesses unable to attend the meeting. All eligible persons were invited by e-mail and social media.

As the ballot approaches it is planned to visit as many businesses as possible to discuss both the new and existing projects and services the businesses have indicated they would like the BID to deliver.

Sub appendices attached separately

- Questionnaire – 2A
- Survey Email – 2B
- Next Steps document – 2C
- Emails to businesses – 2 D

7.2 Business Survey

The survey questionnaires were hand delivered where possible, if not, emailed to the property within the proposed BID area on the 27th May 2022. The businesses were also given the opportunity to complete the questionnaire on-line. The purpose of the questionnaire survey was to consult with the businesses within the BID area and determine their issues and concerns. The survey also sought to establish views and opinions on specific identified issues relating to the area.

The BID Board considered the responses from the one-to-one consultations, questionnaire survey and public meetings as being sufficient to decide on the projects and services proposed in the business plan.

BID legislation requires that before a ballot can take place, a minimum of 5% of those eligible to vote must indicate that they are in favour of a BID. The results of the consultations (both one-to-one and questionnaire survey) indicate that 29 eligible persons e.g., 7.79% are in favour of the BID. In terms of rateable value this equates to 14 %.

Please refer to Appendix 1 (Support for the BID) for a list of the eligible persons who have indicated their support for the BID to continue for a further term.

7.3 The Key Findings

Sector Specific Survey

Overall, the most important areas the BID could improve included:

1. Communication
2. Footfall
3. Collaboratively working with community groups and organisations
3. Marketing and Promotion
4. Business Support
5. A Vibrant and Attractive place
6. Lobbying and a Business Voice

From the surveys it was determined that,

Businesses would like:

1. A well promoted and vibrant town centre
2. To attract more visitors and see increased spend
3. A raised profile of the area by improving people's perception of the town
5. To create a vibrant, more attractive area
6. To see fewer vacant units and improve their appearance
9. A more diverse town centre to attract customers
10. Improved business support and advice

Business Proposal

The businesses were given a final opportunity to comment on the projects and services, as detailed in the Next Steps document, to allow them to be included in the Business Plan. To date 6 responses have been received.

We asked what future projects for the town centre are most important

The following list represents what the businesses would like the BID to address:

- More business led projects
- Addressing unsightly vacant properties
- Better communication
- Improve the look of the town

8.0 Proposed Improvements

We believe that the best way to achieve lasting and sustainable change, and best value for money, is by working in partnership, so where appropriate we will work strategically with: - Visit Scotland, Police Scotland, Cal Mac, Western Ferries, Community Groups, Educational Institutions – Schools and Tourism Groups.

The proposed projects will be progressed over the five-year period of the BID. Some projects will be provided on an annual basis while others are one-off projects. The time frame for delivering the projects will be decided by the Board of Directors within the agreed budget.

The detailed projects costs are estimates only. The actual cost of the projects will depend on a variety of factors and will not be definitive until competitive tenders have been submitted where necessary. Some of the projects may be subject to planning permission and other statutory approval.

The projects and services will be based on the following themes: events, space, collaboration and Identity

The projects will be based on the following themes, individual projects and services are detailed in the Business Plan.

1. Events – continue develop existing events £347,500
2. Space – New plans to make the town center look more attractive £65,500
3. Collaboration – Work closer and form new bonds with local community groups £0
4. Identity – Raise profile of Dunoon and market the businesses better £56,000

9.0 The BID Levy

9.1 Who will pay the 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 430 commercial properties in the BID area which will generate a BID investment levy income of approximately £130,000 per annum and an estimated total levy income of £689,000 over 5 years.

Business Proposal

It has been agreed by the BID Board: -

- The levy structure will be based on a banded fee structure fixed on the rateable value (RV) of the property on the day of the ballot [02/03/2023]
- There shall be no increase to the levy within the first two years of a third term, but consideration shall be given to an increase in years 3,4 and 5 that would be capped at a maximum of 10% of the levy amount.
- 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 rate.
- 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 1 or 2 payments in June & December within 28 days from the date of the levy invoice or in 10 instalments by arrangement with the 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.
- The levy will apply to properties with a rateable value of £999 and above. Levy bandings will be applied with a maximum banding at £111,000 and above.
- The BID levy will **not** be index-linked to the Retail Price Index (RPI) or the Consumer Price Index (CPI) to take account of inflation, so that those liable to pay the levy can budget accordingly for the full five-year term.

Businesses outside of the BID Zone, or otherwise exempt from the BID Levy, can choose to make Voluntary Contributions. VCs from businesses will be determined by their Rateable values

Business Proposal

and will be paid on an annual basis. These businesses will thereafter be entitled to benefit from being members of Dunoon Presents. Any business making a VC will require to at least match the Levy threshold of £220 prior to becoming a member of the company. There will be no limit on Voluntary Contributions from individuals.

Together with the Levy Payers, organisations making VCs can become a Member of the Company. Membership benefits include access to Company information and log-in to the business section of the Dunoon Presents website. On becoming Members, suppliers of goods and services may be given consideration to trade with Dunoon Presents.

9.2 Exclusions

The BID Board decided to exclude premises that have a rateable value of less than £999.00. These premises can pay a voluntary levy and become an “associate member” should they wish, details of which are given in the BID Business Plan.

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 – schools, places of worship, non-retail charitable organisations with a rateable value of 15K or less, Hospital, Ambulance, Fire, Coastguard, Job Centre, Careers office, voluntary clubs, the Museum and social care establishments.

A further concession under this proposal is that all properties designated as stores, where no trade, commercial activity or direct operational/logistical support to a business takes place, will be exempt from the levy at all bands.

9.3 The Levy Table

Rateable Value (RV)	Each Week	Each Month	Annual Levy	No of Businesses	Total
0 to 999	Voluntary	Voluntary	Voluntary		£0.00
1,000 to 9,999	£4.23	£18.33	£220.00	331	£72,870.00
10,000 to 15,999	£6.88	£29.83	£358.00	50	£17,900.00
16,000 to 23,999	£10.06	£43.58	£523.00	18	£9,414.00
24,000 to 39,999	£12.60	£54.58	£655.00	8	£5,240.00
40,000 to 48,999	£16.83	£72.92	£875.00	3	£2,625.00
49,000 to 63,999	£22.98	£99.58	£1,195.00	5	£5,975.00
64,000 to 110,999	£31.63	£137.08	£1,645.00	2	£3,290.00
111,000 +	£42.21	£182.92	£2,195.00	6	£13,170.00
					£130,484.00

Business Proposal

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

- The levy payments add up to the amount required 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.
- A minimum payment of £4.23 per week is believed to be affordable for the smallest businesses.
- Through consulting with the businesses, a maximum of £2195 is believed to be affordable for the businesses at the higher end of the banding.

9.4 Collection of the BID 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.

9.5 Enforcement

In the event of any non-payment of the BID improvement levy, it will be strongly pursued by Argyll and Bute Council (as the billing body) using the recovery powers available to the Council to ensure complete fairness to all the businesses that have paid. Argyll and Bute Council will be entitled to charge an additional fee to the levy amount to meet any additional costs incurred in the recovery of the levy.

10. The Voting Process

10.1 Pre-Ballot

The BID Proposer must submit, at least 98 days in advance of the ballot date, the BID Proposals to the Local Authority, the Scottish Ministers and the billing body along with a letter detailing their intention to put the BID Proposals to ballot. The local authority has then, 28 days in which to veto or not veto the BID Proposals. i.e., $98 - 28 = 70$ – under the legislation the prescribed period is 70 days prior to the day of the ballot.

The local authority is required, under legislation, to notify the BID proposers and the Scottish Government, in writing, if the authority is or is not vetoing the BID proposals.

A 'Notice of Ballot' will be issued at least 42 days before the day of ballot.

The BID Proposer will make available a copy of the BID Proposal to any person, who is eligible to vote on the BID Proposals, who requests a copy.

Business Proposal

10.2 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 Argyll and Bute Council on behalf of Dunoon Presents 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 the Dunoon Presents BID case, voting papers will be issued no later than 19/01/2023.
- The last date for all ballot papers to be returned is 5pm on 02/03/2023. 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.
- 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 03/03/2023 and the results announced by the Argyll and Bute Council within one week.
- Following a successful ballot, the BID will commence on 15/04/2023 and will run for a period of five years until the 14/04/2028.

Business Proposal

10.3 BID Ballot Timetable

Item	B-n	Procedure	Time	Date	Comments
1	B-154	Last day for notice of intention to put BID proposals to ballot.	Regulation 4 At least 154 days before the ballot date.	By 25.08.2022	
2	B-126	BID Review.	BID proposals reviewed and agreement reached as to whether a positive ballot result is achievable. If not achievable, then the BID should not go to ballot.	By 28.09.2022	
3	B-98	Last day for the submission of the BID proposal to the local authority and Scottish Ministers.	Regulation 5 (2) (a) (i) At least 98 days* before the day of the ballot in accordance with regulation 4. *This would give the local authority at least 28 days to consider proposals before deciding whether to exercise their veto.	By 12.10.2022	
4	B- 70	Local authority to confirm it is or is not vetoing the BID proposals.	Regulation 14 (1) For the purposes of section 42(2) of the 2006 Act, the prescribed period is 70 days prior to the day of the ballot.	By 25.11.2022	
5	B-56	At least 98 days after item 1 the BID Proposer requests local authority to instruct ballot holder to hold ballot.	Regulation 5 (2) (a) (ii) and (b) The request to hold a ballot should be at least 56 days* before the ballot date. *To allow time to put in place ballot arrangements, before issuing ballot papers (at least 42 days before the day of ballot), it is recommended that the request to hold a ballot should be made at least 56 days before the ballot date.	By 05.01.2023	

Business Proposal

6	B-56	The local authority instructs the ballot holder to hold BID ballot.	Regulation 6	By 05.01.2023	
	B-42	Ballot holder puts in place arrangements to hold BID ballot.	Regulation 8 <u>On receiving instruction under Regulation 6 to hold ballot</u> the ballot holder puts in place the <u>formal arrangements</u> to hold ballot, including: - Securing ballot date, publishing notice of ballot, and preparing list of persons entitled to vote.	By 19.01.2023	
7	B-42	Publication of notice of ballot (by ballot holder).	Schedule 2, para. 3a The ballot holder shall at least 42 days before the day of ballot, publish the notice of ballot.	By 19.01.2023	
		Issue of ballot papers. Spoilt ballot papers.	Schedule 2, para. 3 42 days before the ballot date Schedule 2, para. 11 Spoilt ballot papers may be replaced at any time from the issue of ballot papers.	By 19.01.2023 From 19.01.2023	
8	B-42	Last day for postponing the day of the ballot by up to 15 days.	Schedule 2, para. 2 (2) - No later than 42 days before the day of the ballot, the ballot holder may postpone the day of the ballot by up to 15 working days.	By 5pm 19.01.2023	
9	B-10	Last day for the appointment of a proxy.	Schedule 2, para. 5 (5) An application to appoint a proxy shall be refused for the purposes of a particular ballot if the ballot holder receives it after 5 p.m. on the tenth day before the day of the ballot.	By 5pm 20.02.2023	

Business Proposal

10	B-7	First day for the request for issue of replacement of LOST ballot paper.	Schedule 2, para. 12 Where a voter has not received their ballot paper by the seventh <u>working day</u> before the day of the ballot, that voter may apply (whether or not in person) to the ballot holder for a replacement ballot paper.	From 21.02.2023	
11	B-5	Last day for cancellation of proxy.	Schedule 2, para. 5 (10) A notice under sub-paragraph (9) by a person entitled to vote cancelling a proxy's appointment shall be disregarded for the purposes of a ballot if the ballot holder receives it after 5 p.m. on the fifth day before the date of the poll at that election.	By 5pm 25.02.2023	
12	B	<u>Ballot Day</u>	Schedule 2, para. 2 N.B. The time-period in which a ballot can be secured in relation to the date the ballot holder published the "notice of ballot is detailed under Schedule 2, paragraph 2 – (1) (c) "at least 42 days after, but no more than 90 days after, the date on which the ballot holder published the notice required by paragraph 3 (a)." (See also Item 7).	02.03.2023	
13	B+1	The Count	Schedule 2, paras. 14-16 As soon as practicable after the day of the ballot, the ballot holder shall make arrangements for counting the votes cast on such of the ballot papers as have been duly returned (in accordance with paragraph 13) and record the number counted.	By 03.03.2023	

Business Proposal

14		Declaration of results.	Schedule 2, para 17 (2) The ballot holder, having made the certification under subparagraph (1) Shall: (a) forthwith make a declaration of the matters so certified; and (b) Give public notice of the matters so certified as soon as practicable and within 7 days after the counting of the votes.	From 03.03.2023 By 09.03.2023	
	B+1				
	B+8				

11.0 Public Sector BID Involvement

11.1 Baseline Services

A baseline service agreement ensures the BID does not use the levy money to duplicate any services provided by Argyll and Bute Council & Police Scotland. The services directly delivered by the BID additional to any statutory services. The baseline services agreement gives an assurance to businesses that the levy payment will only be used for **additional** projects which they voted on in the BID ballot. Additionally, a baseline agreement avoids the risk that public agencies including Argyll and Bute Council will not reduce its statutory level of service to the BID area following a successful ballot.

For a full and detailed list of services provided in the BID area by Argyll and Bute Council, please refer to Appendix 6 Council Baseline information and Baseline Agreement.

The services already provided by Argyll and Bute Council

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

- **Trading standards and advice Services**
- **Street Cleansing and Bin Emptying**
- **Commercial Waste** – collection and recycling
- **Strategic Transportation**
- **Economic Development** – Business Gateway
- **Horticulture & Grounds Maintenance** – Open Space Maintenance – Playing Fields
- **Roads Maintenance** – Roads, pavements and car park maintenance
- **Street Lighting and Maintenance**
- **Planning**, Housing, Regulatory Services and Building Standards

The services already provided by Police Scotland:

- 24/7 Policing response
- Crime prevention

Business Proposal

12.0 Measuring Success

12.1 Measuring the Success of the BID

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 Board of Directors will monitor and oversee the efficient delivery of the BID projects.

The BID will undergo an independent evaluation and or Assessment and Accreditation Interim Review (AAIR) of its activities at the halfway point and towards the end of the third term.

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 AAIR 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.

12.2 Marketing, Communications and Social Media

To ensure openness and transparency in the management of the BID company, following a successful ballot, the BID Board have agreed the BID Business Plan should include, but not limited to; - one to one business engagement, business briefings, social media engagement, newsletters for those businesses (preferring hard copy information or with no access to IT), business forums, business networking meetings etc.

Additionally, the following information is to be displayed on the Dunoon Presents BID website: -

- The current BID business plan.
- The annual accounts
- The BID ballot result.
- The contact details for the BID manager and other staff members.
- The names of BID board members and either the name of their business or the sector they represent.

Business Proposal

- BID board governance structure with specific reference to how decisions are agreed and actioned.
- Details of director Meetings the agenda and minutes - abridged where necessary
- The methods levy payers can provide feedback to the BID e.g., at the annual AGM and/or other regular meetings.
- An annual report detailing the BIDs the projects/services/initiatives delivered and the cost of each; and the Dunoon Presents achievements and the value the BID provides to levy papers.

13.0 Finances

13.1 Estimated Income and Expenditure

There are circa 430 eligible properties located within the BID area (this figure may change as businesses move, expand or close). The BID levy income is calculated to be approximately £130,000 per annum.

An amount has been set aside in the budget under 'contingency' to allow for any bad debt.

The improvement levy will make it easier to obtain other sources of funding for specific projects and these opportunities will be pursued. The BID aims to attract other investment, sponsorship and trading income to increase the amount available to spend on your projects as they develop. Funds will be sought from but not restricted to Visit Scotland and Argyll and Bute Council.

As the BID progresses, more income will be attracted, and this will be invested in improving the town centre for the benefit of the businesses and local community.

13.2 Financial Management Arrangements

Any variations within budgets will be reported to the Board of Directors.

The Board will agree on an annual basis how funds for subsequent years will be allocated. This will be based on business feedback during the previous year and the priorities for the coming year, which allows the BID the flexibility to respond to changing business needs and requirements.

Argyll and Bute Council will collect the levy payments on behalf of the BID and will retain these funds in a separate 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.

Business Proposal

13.3 Dunoon Presents BID Projected Income and Expenditure

INCOME	YEAR 1	YEAR 2	YEAR 3*	YEAR 4*	YEAR 5*	TOTAL
BID LEVY	£130,000	£130,000	£143,000	£143,000	£143,000	£689,000

EXPENDITURE	YEAR 1	YEAR 2	YEAR 3*	YEAR 4*	YEAR 5*	TOTAL
EVENTS	65,000	65,000	72,500	72,500	72,500	347,500
SPACE	11,000	11,000	14,500	14,500	14,500	65,500
COLLABORATION	0	0	0	0	0	0
IDENTITY	10,000	10,000	12,000	12,000	12,000	56,000
OPERATING COSTS	38,000	38,000	38,000	38,000	38,000	190,000
CONTINGENCY	5,000	5,000	5,000	5,000	5,000	25,000
KPI INDICATORS	1,000	1,000	1,000	1,000	1,000	5,000
TOTAL	130,000	130,000	143,000	143,000	143,000	689,000

*The income and expenditure tables show figures if a 10% increase in levy is made by the BID board in years 3.4 and 5

14.0 Contact Information

Full details of the voting and levy arrangements will be available online prior to the postal ballot www.dunoonpresents.co.uk/members/documents; or can be requested by email colin@dunoonpresents.co.uk.

If you would like more information, please visit our website www.dunoonpresents.co.uk or contact the BID Manager by telephone, e-mail or make an appointment to see them.
Colin Moulson, BID Manager

T: 07765770858

E: info@pa23.org.uk.