



Business Improvement District

BUSINESS PROPOSAL

Byres Road, Glasgow

1/5/2015 – 30/4/2020

December 2014

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BID Proposal – Compliance with Legislation

In accordance with The Business Improvement District (Scotland) Regulations 2007 No. 202, it is acknowledged that, as the proposer, the VisitWestEnd.com Byres Road & Lanes Business Improvement District (BID) must submit a BID Proposal to Glasgow City Council (Glasgow City Council also assumes the role of the billing body) and Scottish Ministers containing details requested under The Business Improvement District (Scotland) Regulations 2007.

This document will contain the information requested in the Business Improvement District (Scotland) Regulations 2007, addressed in the sections outlined below.

Legislation 1.0: *A document, which demonstrates a cross section of at least 5% of the electorate, within the Business Improvement District (BID) area, supports the BID Proposals.*

Please refer to Appendix 1 (Support for the BID) where a list of business indicating a positive response in consultation and the BID Survey is provided. Regarding the percentage of those in favour of the BID 30% by turnout (62 unique businesses listed in Appendix 1 out of 67 units indicated positive support for the BID), 32% by number (67 units out of 204 indicated positive support for the BID) and 48% by rateable value (total rateable value of the 67 units listed in Appendix 1 (£4,211,750) as a percentage of the total combined rateable value of the BID area (£8,723,450))

Legislation 2.0: *Summary of the consultation the proposer has undertaken with those persons eligible to vote.*

The Visit West End - Byres Road BID Steering Group and Project Manager oversaw the process of consultation with the businesses (i.e. eligible voters). As a result of these consultations, Visit West End - Byres Road BID has been able to formulate a series of projects and services (additional to statutory and non statutory already provided), in which the businesses will vote on.

Please see section 7.0 which gives full details of consultation undertaken and Appendix 7 for evidence of consultation.

Legislation 3.0: *Proposed Business Plan*

A copy of the BID Business Plan which will be issued to all of the BID electorate is provided with this Proposal document – Please refer to Appendix 2 (BID Business Plan).

Legislation 4.0: *The Financial Arrangements of the BID body*

See Section 13.2 Financial Management Arrangements on page 30 within this Proposal document.

Legislation 5.0: *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.*

A monthly report will be issued to the BID Board of Directors which will contain a section detailing the current BID finances. A representative from Glasgow City Council (Economic Liaison Officer) will sit on the BID Board in a nonvoting role and will automatically be provided with the BID finance details keeping the appropriate LA billing department updated as to the state of the finances. It is also expected that regular finance meetings with Glasgow City Council will be held. A review of the BID finances will take place through an independent auditor where appropriate.

Legislation 6.0: *The names and addresses of all those eligible to vote and a description (address) of each relevant property.*

See database provided at Appendix 3 (Database).

Legislation 7.0: A notice in writing requesting that the local authority hold the ballot.

In accordance with legislation, the attached letter – Appendix 4 (Instruction to hold ballot, copy letter), was issued to GCC by Eddie Roscoe, Project Manager of the VisitWestend – Visit West End - Byres Road BID before September 25th 2014.

Legislation 8.0: *Provide the LA and billing body with such information as they shall reasonably require satisfying themselves that the BID Proposer, or as the case may be, the BID body has sufficient funds to meet the costs of the BID ballot.*

The VisitWestend – Visit West End - Byres Road BID has had sufficient confirmation from the Local Authority that they will cover the costs of the holding the ballot.

Legislation 9.0: *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 2 (BID Business Plan) for the proposed project listing.

Following a successful ballot outcome, a BID Company (company limited by guarantee) will be formed with elected directors. They will oversee and direct the delivery of all the projects and services (see full details in section 6.3 of the proposal document). They will recruit staff to deliver the day-to-day operations and BID projects and services.

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

See Appendix 6 (Baseline Services)

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

See map and list of streets in Appendix 6 of the BID Proposal.

Legislation 12.0: *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 s to be met and by whom.*

The BID Project Income & Expenditure (see page 30) has been calculated to deliver the projects as defined in the Proposed Projects section of the Proposal, without the requirement for additional contributions in years two to five. GCC have agreed to supplement the BID with a yearly contribution of £30,000 to cover staff costs for years one and two to be reviewed at the end of the end of the financial year (2016 – 2017) based on the success of the initiative. The local authority are also funding the ballot, collecting the levy as well as providing a value in kind office. The University of Glasgow is also providing a yearly contribution of £3,000. It is expected that the BID will attract

additional funding from other sources including the local authority and Scottish Government, however this has not been allowed for at this stage.

Legislation 13.0: *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.*

See section 6.3 on page 16 of the BID Proposal for a statement regarding the alteration to BID Proposal and Business Plan.

Legislation 14.0: *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 ballot on 26th February 2014, the Visit West End - Byres Road BID will commence its activities on 1st May 2015. As the Visit West End - Byres Road BID will be for a term of five years, it will cease its activities on 30th April 2020.

Legislation 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.*

Please Refer to Section 9 of this Proposal for full details of the BID Levy.

Legislation 16.0: *Confirmation that the levy is to be calculated as a % of the RV or how the charge was arrived at.*

Please Refer to Section 9 of this Proposal for full details of the BID Levy.

Legislation 17.0: *Confirmation that 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.

Please Refer to Section 9 of this Proposal for full details of the BID Levy.

Legislation 18.0: *The apportionment of the levy between proprietors, tenants and occupiers – providing the BID is including tenants and proprietors in its proposals.*

Please Refer to Section 9 of this Proposal for full details of the BID Levy.

Legislation 19.0: *A statement as to how the steering group arrived at who will pay the levy, the percentage levy and how the levy will be split between proprietors, tenants and occupiers.*

The Visit West End - Byres Road BID Steering Group set the levy fee; the streets included in the BID and voted on who will pay the levy. The geographic boundary is based on the Byres Road area and both the demand from businesses in the defined area and the benefits that the projects and services will deliver. 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 think is reasonable.

The decision to adopt the levy table and BID area was taken with the agreement of all of the members of the Steering Group. Please see Appendix 8 Steering Group Agreement.

Please Refer to Section 9 of this Proposal for full details of the BID Levy.

Legislation 20.0: *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 Visit West End - Byres Road BID Steering Group that the levy fee as calculated based on the RV of the properties in the BID area at the time of ballot will not change during the 5 year term of the BID.

Legislation 21.0: *A statement on why groups or individual businesses are exempt or receive a levy discount*

Please refer to section 9 for full details of all exemptions to the levy.

Legislation 22.0: *A statement on whether the levy will be index linked.*

The BID levy will **NOT** be index linked.

Legislation 23.0: *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 met through the BID levy.

Legislation 24.0: *The constitution of the BID Company to be formed 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.*

See section 6.3 Management of the BID for details on how the future BID Company will be formed and administered. In accordance with legislation all legally binding procedures will be adopted by the BID Company.

The BID will be administered by the Board of Directors and projects will be delivered by the BID team. For full details see Section 6.3 of the Proposal document. Eddie Roscoe prepared the Visit West End - Byres Road BID Proposals and Business Plan in full consultation and support from the Visit West End - Byres Road BID Steering Group.

Legislation 25.0: *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.*

See section 6.3 of the BID Proposal for details on how levy payers can participate on the future Visit West End - Byres Road BID Company Board of Directors.

Legislation 26.0: *A statement on how the BID Proposals will be publicised prior to the ballot.*

The Visit West End - Byres Road BID Proposer will send a copy of the BID Business Plan to all persons eligible to vote on the Proposals. Should any eligible person require a copy of the BID Proposal, a copy will be provided on request. The Proposal and Business Plan will also feature prominently on the Visit West End - Byres Road BID website at www.visitwestend.com/bid

1.0 Forward by Visit West End - Byres Road BID Steering Group Chair

On behalf of the Visit West End - Byres Road BID steering group I am delighted to be able to share with you our Business Proposal.

This document will hopefully help you understand how the BID will be funded and executed.

As a community of traders we have well over 200 businesses on Byres Road and the Lanes. By pulling together our resources we can work on increasing footfall, customer linger time and the overall customer experience. As we collaborate, we can work to make Byres Road the great destination it was not too long ago.

As a resident and a trader in the West End I would ask you to read this document and engage with us to make the BID happen. Together we can all make a difference. Vote **YES** for a better Byres Road.

Paul Reynolds



Chair – Visit West End - Byres Road BID Steering Group

2.0 Executive Summary

2.1 Mission Statement of the Visit West End - Byres Road BID

Visit West End - Byres Road BID – The local voice and actions for Byres Road and its lanes

2.2 Aims and Objectives of the Visit West End - Byres Road BID

The principle aim of the Visit West End - Byres Road BID is to deliver projects and services that will improve the trading environment of Byres Road and its Lanes in the defined BID area to benefit businesses, customers, residents and visitors.

The objectives of the Visit West End - Byres Road BID are:

- To create a strong local partnership that gets things done and make our voice heard.
- To improve the economic opportunities and the trading environment for the businesses in the road and lanes.
- To increase customer footfall, customer linger time, customer spend and customer retention.
- To make the BID “cost neutral” by saving businesses money through collective working.
- To improve businesses relationships with each other, the local authority and the community
- To market Byres Road to a local, regional, national and international audience via consistent Marketing campaigns, a range of events, festivals and markets and branding the area as THE destination.
- To give businesses a strong, unified voice to engage with GCC on area improvements and lobby for changes.
- To support local voluntary groups who working in partnership with the BID.
- To act as a vehicle for attracting larger scale external funding.

2.3 Key Findings

The Visit West End - Byres Road BID Steering Group has overseen considerable research to discover what the businesses of Byres Road and its lanes would like a BID to deliver. The research established the need for a BID and confirms that the following key aspects have been completed to deliver a successful ballot:

- 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 Byres Road Improvement Group (local organisation)
- Support of Community Safety Glasgow
- Support of three community council’s (Partick, Hillhead and Dowanhill)
- The BID levy with local authority and potential University support is sufficient to deliver the projects in the business plan.

3.0 Introduction

3.1 What is a Business Improvement District (BID)?

A BID is an initiative where businesses invest collectively in additional local projects and services to enhance their trading performance and environment. An operational BID leads to reduced costs and a better area for everyone.

The projects and services are funded through an investment of additional money paid by all eligible persons (i.e. the eligible person—the person liable to pay to the non-domestic rates) in the defined BID area. BID projects are new and additional projects and services; they do not replace services that are already provided by Glasgow City Council and other public bodies.

Other contributions and sources of funding are also leveraged in post ballot if there is a levy fund in place. These include voluntary contributions, the Local Authority, the Scottish Government and Europe.

3.2 Background to BID's

BIDs first started in Bloor West Village, Toronto, Canada nearly 40 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 work shop 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 over 1700 successful BIDs worldwide.

An additional measure of BIDs success is in the renewal process. Most BIDs run for a period of three or five years and approximately 99% of businesses vote in favour of continuing the BID when they come up for renewal.

In Scotland all seven (7) renewal ballots have been successful.

BIDs can support regeneration, grow local economies and create a cleaner safer trading environment. A key element to their success is that the local businesses take ownership of their trading environment, identifying the projects necessary to resolve common problems and issues, and overseeing their implementation.

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.

As at October 2014 there are 28 fully operational BIDs in Scotland with a further 21 in development including our BID in Byres Road.

4.0 Byres Road and Lanes Position

4.1 Why does Byres Road need a BID?

You won't find anywhere like Byres Road and its lanes! We have a highly reputable and successful area serving people in and around Glasgow as well as tourists and visitors from further afield. We host a variety of unique businesses; from quality independent retailers, national chains, professional services, pubs, bars and restaurants to key neighbouring assets such as Kelvingrove Park and the Botanic Gardens.

However, in recent years, we've suffered from global pressures, the growth of online retailing, out of town shopping centres and competition from neighbouring areas such as the Finnieston.

With increasing threats as well as potential plans for BIDs in other areas e.g. Merchant City, it's crucial that Byres Road "ups its game" to compete, prosper and remain Glasgow's jewel in the crown.

After one to one consultations and a survey of businesses from a range of sectors and geographic locations, it became clear there was commonality in the problems that they had:

Key issues of concern were as follows:

1. Businesses felt the area was not well marketed to locals and visitors.
2. Businesses felt the quality of the environment and streetscape e.g. pavements, is nowhere near the standard it should be.
3. Businesses wanted more festivals, events and markets and especially things at Christmas.
4. Businesses felt the street was untidy and there are problems with business and customer waste and recycling.
5. Businesses had concerns about parking and accessibility.
6. Businesses felt rates and rent were not reflective of trade and you wanted to lower your costs.

A BID is the perfect vehicle to solve these issues and more. For a small collective investment, each business will have their ideas listened to, their concerns addressed and their voice heard. It will improve the area, drive footfall, reduce costs and make significant positive change for the overall business environment.

4.2 The history of BIDs in Byres Road

Byres Road Traders Association (BRTA), a self-funded group was formed in May 2012. After the concept of BID's in Scotland was introduced to the association by Ian Davison Porter (Director of Business Improvement Districts Scotland), the association decided to pursue the idea of setting up a BID for Byres Road and its lanes with the aim of maintaining the areas competitiveness and working with other organisations in the area to improve the trading environment, environment and streetscape and ultimately benefit businesses, customers and the local community.

The initial development of the BID was championed by BRTA with the integral support of the Scottish Government, Glasgow City Council (Development and Regeneration Services and a local

councillor). In the lead up to the ballot and to deliver a thorough process of consultation, a decision was made to employ a dedicated member of staff (BID Project Manager), create a new and representative BID steering group and run the BID as a separate entity to BRTA.

4.3 How will Byres Road and its Lanes benefit from a BID?

All business, other local organisations, residents and customers in the area will benefit from the projects and services that the BID will deliver. BID benefits include:

- Strong local partnership that gets things done!
- Creates a powerful voice to represent business to council and government agencies – business opinions included in local policy and local developments e.g. Parking changes.
- Funds a set of targeted projects and services that drives footfall, sales and improves the areas reputation.
- A safer area trading environment with increased security and a reduction in theft.
- Increased Marketing to local, regional, national and international customers.
- An increased number of visitors.
- Improved business to business sales and networking opportunities.
- Saves many businesses money through initiatives such as collective waste contracts and bulk procurement.
- Assists in leveraging public and private resources / funding for further projects, programme activities and major public realm improvements.
- Unifies businesses in working together, towards a common goal.
- Improves the physical surroundings of the BID Area.

4.4 Local Authority and Local Community Support

It is important to remember that whilst a BID is led and primarily financed by Businesses liable to pay the non-domestic rate, it contributes to wider regeneration aspirations of the local authority, the Scottish Government and local community.

Glasgow City Council has been supportive of the developing BID:

- One elected member (Cllr Martha Wardrop) and one council officer (Keri Isdale) attending BID steering group meetings and supporting in terms of time and basic resources.
- GCC provided a value in kind working office on Byres Road that will continue to be used when the BID becomes operational.
- The initial BID discussions from BRTA agreed with GCC as a regulatory body (subject to external scrutiny) will manage the formal ballot on behalf of the Visit West End - Byres Road BID – the BID proposer.

- The BID steering group agreed that GCC will manage the levy collection on behalf of the Visit West End - Byres Road BID.

The local community has been supportive of the Visit West End - Byres Road BID:

- Hillhead Community Council and Partick Community Council provided two grants which contributed to the development of the BID in the form of project manager salary, expenses and research for the BID (e.g. Ekos Byres Road Viability and Vitality Report).
- Byres Road Improvement Group (BRIG) has linked up with the developing BID / BRTA on a collaborative pre ballot project to light trees in time for Christmas and organised a carol concert on December 8th at both locations with participation from Hillhead Primary and Notre Dame Primary. In addition, the BID project manager and vice chair regularly attend BRIG meetings and are in talks regarding future collaborations of joint projects affecting Byres Road.

5.0 The BID Area

The Visit West End - Byres Road BID area is focused on Byres Road and its adjacent laneways, streets and around corners where relevant and logical connectivity and representative benefits were evident. Following one to one consultations and business survey responses, the initial BID area was cut down where the Steering Group felt that areas would not receive sufficient benefits.

The BID team have calculated that this equates to circa 204 eligible properties liable to pay the non-domestic rates, who will be entitled to vote on 26th February 2014. Following a successful ballot, all eligible persons within the BID area will be required to pay the additional investment (BID levy).

5.1 The BID Map and Streets

Why was this area chosen?

The following streets were chosen to be included in the Visit West End - Byres Road BID as consultations with businesses in this area highlighted several issues of concern that could be addressed by a BID.

Primary Zone

BYRES ROAD (MAJORITY PART)
 GROSVENOR TERRACE (PART)
 CRANWORTH STREET (PART)
 GREAT GEORGE STREET
 VINICOMBE STREET
 CRESSWELL STREET
 CRESSWELL LANE
 ASHTON LANE
 RUTHVEN LANE
 DOWANSIDE LANE
 HIGHBURGH ROAD

GREAT GEORGE STREET
HAVELOCK STREET (PART)
WHITE STREET (PART)

THERE ARE CIRCA 204 ELIGIBLE PROPERTIES LOCATED IN THE BID AREA THAT WILL BE ENTITLED TO VOTE.

Please see Appendix 6 for a map of the proposed BID area.

6.0 BID Management

6.1 BID Development Staff

The Project Manager for the Visit West End - Byres Road BID is Eddie Roscoe. He was accountable initially to BRTA and is now in addition accountable to the Visit West End - Byres Road BID Steering Group.

6.2 BID Development Steering Group

The Visit West End - Byres Road BID Steering Group is made up from a cross section of the business community representing both food/drink service, professional service and retail based sectors. In addition the group includes on locally elected councillor, a representative from Glasgow University and a Glasgow City Council Economic Development Officer. The Steering Group provides direction to the development of the BID and BID development staff. All key decisions relating to the Visit West End - Byres Road BID have been taken by the following members of the Steering Group:

Name	Organisation	Organisation
Paul Reynolds (Chair)	Service	Cup Tea Room
Mark Tracey	Service	Booly Mardy's
Jessica Nikola	Service	Ubiquitous Chip
Bruce Finnie	Retail	By Distinction Art
Carrie Hay	Retail	Demi John
Tracey Kinnaird	Retail	Pink Poodle
Sebastien Denommee	Service	Avenue G
David Howat	Professional Service	Pattison Sim
Liz Williams	Service	Ubiquitous Chip
Karam Bhogal	Retail	Tribeca Group
Keri Isdale	Glasgow City Council	Glasgow City Council
Cllr Martha Wardrop	Glasgow City Council	Hillhead Ward
Jen Russell	University of Glasgow	University of Glasgow

6.3 Management of the BID

Following a successful YES vote, the management and operation of the Visit West End - Byres Road BID will be transferred to a company which will operate from May 1st 2015.

This company will be managed by the Visit West End - Byres Road BID Steering Group until a Board of Directors is elected but, for no more than three months after the ballot date. The company will operate in a transparent way, answerable to the businesses in the area. There will be a detailed set of protocols relating to this transparency e.g. publishing all meeting minutes / key actions on the **visitwestend.com** website and in suitable email / newsletter formats. In addition, there will be a detailed set of protocols which will cover the management of the Visit West End - Byres Road BID and billing, collection and transfer of the Levy.

The Board of Directors will be fully constituted when established and will consist of up to 12 directors. Each and every levy payer (or relevant representative) has the opportunity to sit on the board of this new company. This company will be run by the businesses for the businesses. The board will be responsible for all decisions relating to staff, contracts and other activities generated by the Visit West End - Byres Road BID.

‘The Chair, Vice Chair(s) and Treasurer will be elected from the directors of the board. The board will also include non-voting representatives from Glasgow City Council (including an elected member). There will also be non-voting members co-opted onto the board at the board’s discretion (for example representatives from BRIG, Hillhead and Partick Community Councils etc.)’

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, changes to the business environment or opportunities that arise. This is in the best interests of the businesses and without recourse to an alteration ballot.

7.0 The Consultation Process

7.1 Introduction

A large amount of consultation was via one to one consultations which informed the content for a BID business survey that was delivered to all businesses in the 1st proposed BID area.

The aim of the one to one consultation was to engage opinions on Byres Road and its lanes i.e. The problems negating the town centre and the potential solutions that would increase customer foot flow and benefit the BID area. The results of the one to one consultations and the proceeding business survey formed the basis for the Business Plan and BID Proposal.

Businesses have received letters, emails, telephone calls, newsletters, newspaper articles, one to one visits and web presence throughout the process.

In July, a BID focused website was launched: www.visitwestend.com which houses information on BID’s, all documents from steering group meetings as well as the Business Survey, results and Business Plan summary.

New businesses to the BID area have received personal visits on a one-to-one basis or via email to inform them about BID's.

There was an introductory BID's session as part of a Byres Road Traders Meeting on Tuesday 11th March. Businesses on Byres Road received a hard copy invite and email (where possible). BID Project Manager Eddie Roscoe and Mark Tracey (Chair of BRTA) introduced the BID.

On 29th April 2014 all businesses were invited to an open session at the BRTA meeting. Eddie Roscoe gave an update on BID work to date and reiterated the values and benefits of the BID. A question and answer session followed.

On 27th May, 2014, a BRTA meeting was held with a discussion and question and answer session on the BID and ideas for pre ballot demonstration projects.

On 23rd June, 2014 a talk from Danny McKendry (Project Manager for the Clarkston BID) was delivered on BID's in Hillhead Library as part of the West End Festival program. All businesses were invited by email to this event.

There were further BID updates and question and answer sessions at the BRTA meeting on 26th August 2014.

A next step document which gave a summary of the vision, projects and services and proposed levy was delivered to all businesses in the BID area between October 17th 2014 and October 30th. This document also contained a chance for businesses to provide feedback via an in built link on visitwestend.com or via email and phone.

On November 4th 2014, a BID meeting, with all businesses invited with the chair of the BID Steering Group (Paul Reynolds) delivered a BID presentation followed by a Q + A session.

As the ballot date approaches, as many businesses / eligible person(s) as possible will be visited to discuss the proposed projects and services that the businesses indicated they would like to see the BID deliver.

A BID Newsletter was sent electronically to all businesses on 2nd September 2014.

7.2 Business Survey and One to Ones.

One to one consultations were carried out with eligible persons. 98 one to one consultations were carried out representing 48 % of those eligible to vote. These eligible persons were given verbal and written information on BID's.

This informed a business survey with a purpose of consulting with businesses in the BID area and determining the issues of concern of the businesses. The survey also sought to establish views and opinions on specific identified issues relating to the area.

The survey was hand delivered to over 90% of eligible properties (10% represents vacant properties and refusals) in June and early July 2014 to businesses in the first proposed BID area and then collected over the proceeding weeks by the BID project manager as well as members of the BID Steering Group. 110 responses were received giving a response rate of 43%.

The Steering Group considered the response from the one to one consultations, surveys and public meetings as 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 the electorate must indicate that they are in favour of a BID. According to the completed surveys, 53% of respondents are in favour of the BID.

Please refer to Appendix 1 where a list of businesses indicating a positive response in consultations and the BID Sector Survey is provided.

7.3 The Key Findings

Overall, the most important areas a BID could improve on were ranked by businesses in order of importance as:

1. Accessibility (53%)
2. Advocacy Facilitation (40%)
3. Marketing, Events and Promotion (39%)
4. Environment and Streetscape (30%)
5. Community and Partner Involvement (29%)

Within these themes, commonalities and priorities of suggested projects were also ranked. Please see Appendix 1 where the business survey has been included.

8.0 Proposed Improvements

8.1 Proposed Improvements – Introduction

The proposed improvement projects for the BID are based on the feedback that was provided within the business consultations (one to ones and business survey) as well as an independent report the area completed by Ekos which includes an in street consumer survey.

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 on by the Board of Directors within the agreed budget.

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

The projects are detailed in the Business Plan in Appendix 2.

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 are not required to provide. It has been agreed by the Visit West End - Byres Road BID Steering Group that the levy rate will be a fee structure based on rateable value of the property at the time of the ballot (26th February 2014) and throughout the 5-year term of the BID. 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 on the day the levy invoice is issued and for all the period thereafter when the property is vacant.

There will be no increase or reduction in the levy amount as a result of the revaluation during the BID term.

- There are approximately 204 commercial properties in the BID area which will generate a BID investment levy income of approximately £115,710 and an estimated total levy income of £653.550 over five years.
- All eligible non-domestic properties (i.e. the eligible person, those 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 one payment 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, sub division 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 Byres Road business improvement district will be liable for the BID Improvement Levy.

- If the property is vacant on the date the levy is issued and for any subsequent vacant periods, the property owner will be liable for the full levy amount, which must be paid within 28 days (within the agreed levy collection payment structure).
- 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.

9.2 Exclusions

The Visit West End - Byres Road BID Steering Group decided to make certain exemptions for payment of the levy due to a perceived lack of benefits from being part of the Visit West End - Byres Road BID.

- Advertising Billboards
- Non-retail charities*
- Garage Storage Spaces
- Places of Worship
- Nursing Homes

*Non retail charities in this case are defined as

9.3 The Levy Table

Band	Rateable Value	Each Day	Each Month	Number of Businesses	Annual Levy
A	Arcade*	£0.41	£12.50	38	£120
B	£1,000 – £10,000	£0.82	£25.00	16	£300
C	£10,001 – £20,000	£1.24	£37.50	19	£450
D	£20,001 – £30,000	£1.50	£45.83	36	£550
E	£30,001 – £40,000	£1.64	£50.00	24	£600
F	£40,001 – £55,000	£1.78	£54.16	27	£650
G	£55,001 – £80,000	£2.05	£62.50	21	£750
H	£80,001 – £100,000	£2.19	£66.67	7	£800
I	£100,001 – £120,000	£3.01	£91.66	6	£1,100
J	£120,001 – £160,000	£3.83	£116.67	5	£1,400
K	£160,001 – £300,000	£4.66	£141.67	3	£1,700
L	£300,000+	£8.24	£250	2	£3,000

*Ruthven Mews and adjacent arcades (37, 47, 55–57 Ruthven Lane) and De Courcey's arcade (5 Cresswell Lane)

The Visit West End - Byres Road BID Steering Group has chosen to use a fee structure as above to calculate the levy charged. The reasons behind this are as follows:

- The levy payment must add up to the amount required to deliver the business plan.
- A banding system was chosen as it is a fair and easy way for businesses to identify their levy payment.
- A minimum of £120 is believed to be affordable for the smallest businesses.
- A maximum of £3,000 is believed to be affordable for the businesses at the higher end of the banding.
- Everybody benefits, therefore everybody in the BID area should contribute.

9.4 Enforcement

In the event of any non payment of the BID improvement levy, it will be strongly pursued by Glasgow City Council (as the billing body) to ensure complete fairness to all the businesses that have paid. GCC will be entitled to charge an additional fee to meet any additional costs incurred in the recovery of the levy.

9.5 Collection of the Levy

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

The levy can either be paid in a fixed one off payment or in 10 instalments over each year of the BID.

10.0 The Voting Process

10.1 Pre Ballot

The BID proposer must notify the local authority, the Scottish Ministers and the billing body 98 days in advance of the ballot date of their intention to put the BID Proposals to ballot. The local authority then has 28 days in which to veto or not the proposal.

Prior to the ballot taking place, a 'Notice of Ballot' will have been issued to all eligible properties in the BID area.

The proposer must make available a full copy of the BID Proposal to any person who is eligible to vote on the BID Proposals who requests a copy. A copy of the BID Proposals and BID Business Plan must also be sent to the Scottish Ministers and the Chief Executive of the local authority 98 days in advance of the final ballot date.

Prior to, or on the date the ballot papers are issued the BID Proposer must provide all those eligible to vote in the proposed BID area with a detailed BID Business Plan.

10.2 The Ballot

- Ballot papers will be issued to every eligible person in the BID area 42 days before the final ballot date.
- Ballot papers, together with a copy of the BID Business Plan will be posted to the eligible person responsible for casting a vote within their business. In the case of national companies the responsibility for voting may lie with head office.
- The BID ballot is a confidential postal ballot conducted by Glasgow City Council on behalf of the Visit West End - Byres Road BID and in line with Scottish BID legislation.
- Where a property is vacant the voting papers will be sent to the property owner.
- In Visit West End - Byres Road BID's case, voting papers will be issued on **Thursday 15th January, 2015**.
- The final date for all ballot papers to be returned is 5pm on Thursday 26th February 2015. 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 of 25% “turn-out” (headcount) by number of businesses and by combined rateable value.
- Of those that vote, over 50% by number and 50% by combined rateable value must vote in favour of the BID.
- All eligible voters (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 Friday 27th February 2015 and the results announced within one week.
- Following a successful ballot, the BID will commence on Friday 1st May 2015 and will run for a period of five years until the 31st March 2020

10.3 The BID Timetable

Please see below for the BID 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 ballot	25/9/14	
2	B-120	BID Review	BID project should be reviewed and agreement reached as to whether a positive ballot is achievable or not. If a positive ballot is not achievable, then the BID should not go to ballot.	24/10/14	
3	B-98	Last day for the submission of the BID proposal to the Council 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 GCC at least 28 days to consider proposals before deciding whether or not to exercise veto.	20/11/14	
4	B- 70	Local authority to confirm that 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.	18/12/14	
5	B-56	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 ballot), it is recommended that the request to hold a ballot should be made at least 56 days before the ballot date.	01/01/15	(At the latest but recommended on 19/12/14 due to council offices being closed)
6	B-56	The local authority instructs the ballot holder to hold BID ballot.	Regulation 6	19/12/14	

	B-42	Ballot holder puts in place arrangements to hold BID ballot.	Regulation 8	19/12/14	
7	B-42	Issue of ballot papers. Spoilt ballot papers. Publication of notice of ballot (by ballot holder).	Schedule 2, para. 3 42 days before ballot date. Schedule 2, para. 11 Spoilt ballot papers may be replaced any time from the issue of ballot papers. Schedule 2, para. 2 (c) and 3- At least 42 days before the day of the ballot but no more than 90 days before the date of the ballot.	15/1/15 Between 15/1/15 28/11/14	
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.	15/01/14	
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.	16/02/14	
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 working day before the day of the ballot, that voter may apply (whether or not in person) to the ballot holder for a replacement ballot paper.	19/02/15	
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.	21/02/15	BY 5PM
12	B	Ballot Day	Schedule 2, para. 2 Not earlier than 42 days, and no later than 90 days, from the date on which the ballot holder	26/02/14	

			published the notice required by paragraph 3 (a) (see item 7)		
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.	27/02/15	
14	B+1 B+8	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.	By: 27/02/14 6/02/14	

11.0 Public Sector BID Involvement

11.1 Baseline Services

A baseline service agreement ensures the Byres Road Town Centre BID does not use the levy money to duplicate any services provided by Glasgow City Council, Police Scotland, Community Safety Glasgow and other organisations. The services directly delivered by the BID must be an effective and efficient use of the levy funds. The baseline services agreement gives an assurance to business owners that the levy payment will be used for **additional** projects which they voted on in the BID ballot. Additionally, a baseline agreement avoids the risk that public agencies including Glasgow City Council will not reduce its current 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 Glasgow City Council, please see Appendix 6.

12. 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 eligible persons 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 of its activities at the half way point and towards the end of the second term to ensure it is delivering all the projects and services as detailed in the business plan.

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, BIDs Scotland consulted with,

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

and reviewed existing Assessment and Accreditation Frameworks, including existing documents used by businesses to assess BID Proposals in the UK to identify key lessons for transfer to the Scottish context.

The Assessment and Accreditation Interim Review is recommended by BIDs Scotland as good practice and is included as one of the good practice elements of any Scottish BID Proposal and BID Business Plan.

13. Finances

13.1 Estimated Income and Expenditure

It is calculated that there are circa 204 eligible properties located within the Byres Road BID area (this figure may change as businesses move, expand or close). The BID levy income is calculated to be approximately £115,710.00 per annum. A consideration of what other BID's contingency budgets were used to set the rate of bad debt. With this in mind, an amount (7%) has been set aside in the budget under 'bad debt' to allow for any bad debt as well as an additional contingency for further unforeseen circumstances as well as an additional contingency for flexibility in initial project delivery.

Glasgow City Council has agreed, in addition to paying the levy for eligible properties, to provide a fixed contribution of £15,000 per annum for the five year term. In addition, the local authority is providing a value in kind office based on Byres Road.

Applications for additional grant funding from the Council for specific projects would also be considered based on their merit.

The University of Glasgow have agreed to provide a fixed contribution of £3,000 per annum to be reviewed with the possibility of increasing at the end of each financial year.

The improvement levy will make it easier to obtain other sources of funding for specific projects and these opportunities will be pursued. The Visit West End - Byres Road BID aims to attract other investment, sponsorship and trading income to increase the amount available to spend on your projects as they develop (e.g. Visit Scotland, the BIG Lottery, and Zero Waste Scotland).

As the Visit West End - Byres Road BID progresses, more income will be attracted and this will be invested in improving the town centre for the benefit of the business community.

13.2 Financial Management Arrangements

Once the Visit West End - Byres Road BID is operational, any variations within budgets will be reported to the Visit West End - Byres Road BID 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 your priorities for the coming year, which allows the Visit West End - Byres Road BID the flexibility to respond to changing business needs and requirements.

Glasgow City 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 projects are delivered and any financial liabilities of the BID are transparent and answerable to the business levy payers in the BID area.

13.3 Visit West End - Byres Road BID Projected Income and Expenditure

INCOME	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
BID LEVY	£115,710	£115,710	£115,710	£115,710	£115,710	£578,550
GCC	£30,000	£30,000	£0	£0	£0	£60,000
UNIVERSITY	£3,000	£3,000	£3,000	£3,000	£3,000	£15,000
INCOME TOTAL	£148,710	£148,710	£118,710	£118,710	£118,710	£653,550
EXPENDITURE	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
THEME 1 - Accessibility	£5,000	£50	£50	£0	£0	£5,100
THEME 2 - Facilitation and New Business	£35,190	£36,360	£35,592	£35,193	£35,190	£177,525
THEME 3 - Marketing, Promotion and PR	£32,115	£27,325	£21,555	£21,430	£22,140	£124,565
THEME 4 - Events, Festivals and Markets	£35,655	£35,262	£31,200	£31,840	£31,275	£165,232
THEME 5 - Clean, Green and Safe	£13,650	£15,650	£11,650	£11,846	£11,824	£64,620
THEME 6 - Environment and Streetscape	£17,500	£24,500	£9,100	£9,000	£9,000	£69,100
Bad Debt (7%+)	£8,100	£8,100	£8,100	£8,100	£8,100	£40,499
Additional Contingency	1,500	1,463	1,463	1,301	1,181	6,908
	£148,710	£148,710	£118,710	£118,710	£118,710	£653,549

14. Contact Information

If you would like more information, please visit our website www.visitwestend.com or contact Eddie Roscoe by telephone, email or make an appointment to see him.

Edward Roscoe

BID Project Manager

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