



we are



INVERURIE

business plan 2017

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INVERURIE BUSINESS PLAN 2017

MESSAGE FROM CHAIR OF WE ARE INVERURIE STEERING GROUP



Inverurie has always played an important part in my life. It's a great town with much to offer. However, so much more can be done to improve the town centre and its businesses opportunities.

Inverurie has a blend of national chains and long established local independent businesses. Our own family business has operated in the town for over 40 years. I'm delighted to present this proposal. It outlines YOUR priorities and gives a taste of how we can improve and make Inverurie better by working together.

Supporting the 'We are INverurie' BID is a great opportunity to work together and make the changes we all want. The cost to our businesses will be low and offers us a unique chance to access external assistance and funding not normally available to individual businesses.

All of the proposed improvements in this business plan are ideas from you, priorities that came out in our surveys and consultations. Every business in the area has had the opportunity to let us know what their priorities are.

By getting involved in the 'We are INverurie' BID, we can work together to increase footfall, stimulate investment and enhance the reputation of and promote our town. The purpose of the We are INverurie BID is to support our businesses, increase trade and improve our business environment.

You can find more information on our website www.weareinverurie.co.uk, or for more general or national information on BIDs refer to www.bids-scotland.com.

A notice of ballot will be sent to all eligible persons before the 27th April 2017, followed by the ballot papers on the 11th May 2017. You will have 6 weeks to cast your vote before the ballot closes at 5pm on 22nd June 2017. Ballot papers received after this date and time will be null and void and will not be counted.

As Chair of the 'We are INverurie' BID, I am convinced that it will bring much needed improvement to the town centre and help support your business. I strongly recommend that you take the opportunity to support the BID and vote YES, so we can work together to improve the town centre.

IAN SINCLAIR

We are INverurie BID Steering Group Chair

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Garioch Area Manager

Aberdeenshire Council is very supportive of the 'We are INverurie' BID. Inverurie has always been seen as a thriving town with a very active and engaged business community. In addition, Inverurie has many community, charity and third sector organisations operating effectively in the area. The creation of a BID in Inverurie will serve to capitalise on these existing resources and build a stronger more sustainable town.

With so many successful BIDs already operating within Scotland, it is clear to see the benefits they bring to an area, not only businesses but also to local residents and the wider community.

Aberdeenshire Council look forward to working with the BID and wish them every success at the ballot in June.

DOUGLAS MILNE,
Garioch Area Manager,
Aberdeenshire Council



"...Inverurie has a very active and engaged business community..."

What is a Business Improvement District (BID)?

A BID is where businesses in a defined area vote to invest collectively in local improvements over and above those provided by statutory authorities. It is a partnership arrangement where the local business community and the statutory authorities work together on projects that will benefit the local economy and local businesses.

The BID concept was developed over 40 years ago in Canada in a small town near Toronto. Local businesses were coming under increasing pressure from a new out of town shopping centre. With the town suffering from too many vacant units and a lack of investment, the local business community came together to form the first BID. The targeted investment from the funds raised paid off. This model has now been adopted in towns and cities across the world.

Their popularity has grown with over 270 active BIDs across the UK. Scotland now has 36 operational BIDs with 24 in development. A BID is about businesses working together and investing collectively to improve their business environment and bring about a better town centre.

Crucially the projects and services delivered by a BID cannot replace any of the services provided by Police Scotland or Aberdeenshire Council. They must be new and additional projects and services to those that are currently received through the payment of business rates.

The BID levy is an entirely separate levy to which the local authority has no access and is not a new funding stream for Aberdeenshire Council.

BY BUSINESS, FOR BUSINESS - WHY DOES INVERURIE NEED A BID?

For many years, Inverurie has been a great place to visit, shop, live and commercially invest. However in recent years a combination of global pressures and the ever increasing challenge from out of town shopping centres and the growth of online spend has hit the town. In addition, Inverurie town centre has seen a dramatic decline in the local economy following the recent Oil and Gas industry downturn. With increasing competition and depleting footfall, it is crucial that Inverurie sustains its local reputation and proactively enhances its customer offering, by creating a collective town centre vision.

Inverurie's retail centre has a range of local independents and national leading chains that bring a comprehensive range of products. It is distinguished from its competitors by the range of niche independents that help create a unique character for the town. However, post 2015 our High Street has seen higher vacancy rates within our prime retail properties than at any other time in living memory

We believe it is time for local businesses and organisations to work together to:

- » Create an attractive town
- » Raise Inverurie's profile
- » Increase footfall
- » Re-establish Inverurie as a desirable market town

we are
INVERURIE

WHAT ARE THE BENEFITS?

BIDs offer a unique, viable and sustainable opportunity to work in partnership and work together to enhance the business environment in which we trade.

A BID gives you a strong local voice, and gives you an input into the future development and direction of your town centre.

A BID MEANS:

- ▶ Led by businesses for the benefit of businesses, community and local economy
- ▶ Money is ring fenced to address local priorities
- ▶ Collective bargaining for potential operational cost savings
- ▶ It is additional and complements existing Public Sector services
- ▶ Giving your business a voice with real influence and accountability
- ▶ Enhancing our vibrant town, giving people more reason to visit and come back
- ▶ An opportunity to build on Inverurie's unique market town identity

After consultations with businesses from a range of sectors and geographic locations, it became clear there was a commonality in the problems faced. There is a clear appetite to embrace a new way forward, to change and make improvements, which will see Inverurie prosper.

There are lots of voluntary groups in the town, there is no shortage of community spirit and a 'can do' attitude! However, these groups can suffer from a lack of funds and dedicated staff time. The BID can help local groups to achieve more with extra staff resources and access to new funding.



**THERE IS NO SHORTAGE
OF COMMUNITY SPIRIT AND
CAN-DO ATTITUDE!**



JO ROBINSON | VisitScotland

VISITSCOTLAND IS SUPPORTIVE OF THE WORK OF BUSINESS IMPROVEMENT DISTRICTS (BIDS) IN HELPING BUSINESSES WORK AND INVEST COLLECTIVELY TO SUPPORT THE SUSTAINABLE GROWTH AND DEVELOPMENT OF THE LOCAL ECONOMY.

We will work in partnership with We are INverurie BID to help ensure the process has a positive impact on the local tourism industry and customer experience. We will assist them to maximise opportunities and therefore the benefits to the wider visitor economy – worth approximately £12 billion a year to Scotland. **We are very encouraged to see such a strong focus on tourism in the Inverurie BID business plan, and a recognition of the ripple effect of tourism, touching every industry, business and community across the region.** We welcome the strategic alignment of the We are INverurie BID business plan with the National Tourism Strategy: Tourism Scotland 2020.

VisitScotland is a catalyst for Aberdeen and Aberdeenshire's economic growth: working with partners to help make the region a destination of first choice for a high quality, value for money and memorable customer experience.

We look forward to working with the Inverurie BID to achieve these goals.

VOTE YES FOR INVERURIE

THE TOWN CENTRE'S FUTURE LIES IN YOUR HANDS!

INVOLVED INVERURIE

MISSION STATEMENT

THE AIM OF THE WE ARE INVERURIE BID IS TO DELIVER A SERIES OF PROJECTS AND SERVICES THAT WILL IMPROVE THE TRADING ENVIRONMENT IN INVERURIE TO BENEFIT BUSINESS, THEIR CUSTOMERS, CLIENTS AND VISITORS.



OBJECTIVES OF THE WE'RE IN BID

- ▶ Support for existing groups and organisations
- ▶ An improved customer perception of accessibility and parking availability
- ▶ Improved customer knowledge of goods and services in town
- ▶ Increased marketing to local, regional, national and global customers
- ▶ 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
- ▶ Better trained staff to improve customer service
- ▶ Increased use of technology to solve local problems
- ▶ Projects to increase shop diversity
- ▶ A continued safe trading environment with increased sense of security and less stock loss

THE CONSULTATION PROCESS - WHAT YOU TOLD US

There has been extensive and detailed engagement with all businesses/organisations within Inverurie. There was a real desire to ensure wherever possible face to face meetings to explain the mechanics of BID and identifying the Town's business community's key issues and concerns.

SEP - DEC 2016

CONSULTATION SURVEY

APR - JAN 2017

SEPTEMBER 2016 – DECEMBER 2016

90+ interviews were conducted by the Project Coordinator with a broad range of business sectors including large and small retailers, professional services, hospitality and leisure operators.

CONSULTATION SURVEY

A survey issued to 243 businesses within the BID area offering the opportunity to every business to highlight their areas of concern. Each business received the questionnaire by post with the options of completing the survey online/returning the paper copy by mail or completing face to face with the Project Coordinator. 26.33% were returned. The questionnaire was designed in-house following extensive one to one interview with businesses within the area, and the results analysed using Survey Monkey.

APRIL 2016 – JANUARY 2017

The Steering Group had several events throughout this period with a very good attendance at each event. The purpose of these events was to explain the BID.

CONTINUED 

TIMELINE OF EVENTS

▶▶ 27/04/16

An official Launch Night at Porterhouse, Thainstone Mart

▶▶ 01/06/16

Acorn Centre with various representatives from the Third Sector

▶▶ 08/09/16

Next Generation Open Night at Inverurie Loco Works

▶▶ 25/10/16

Community Council at the Community Centre

▶▶ 14/11/16

Nationals Presentation held at M&S Coffee Shop, Inverurie

▶▶ 10/01/17

Open Consultation Night, Inverurie Town Hall. This was the final part of the official consultation process.

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

As the ballot date approaches the Steering Group will continue to visit as many businesses as possible to remind them of the benefits of the BID and to discuss the proposed projects and services that the businesses have indicated they would like a BID to deliver.

KEY FINDINGS

Analysis of the surveys showed the following ranked as 'most important' by local businesses:

1. Marketing and Promotion
2. Pride in Inverurie
3. Accessibility
4. Business Support, Facilitation and Advocacy
5. Environmental, Safety and Security
6. Digital

WE ARE INVERURIE PROJECTS AND SERVICES

The tables below outlines key projects to help the 'We are INverurie' BID deliver on the priorities identified in the consultation. The activity column shows the overall theme of the project, BID will focus on over the five year period and outlines the specific activities BID will focus on in year one.

1. MARKETING AND PROMOTION

ACTIVITY	COSTS	KEY PERFORMANCE INDICATORS	BENEFITS TO LEVY PAYERS	TIMINGS
<p>MARKETING AND PROMOTION Creating a centralised website and 'We are INverurie' brand for the town to adopt, use and promote</p> <p>Create and deliver a marketing and communication strategy to sit alongside the five year business plan</p>	<p>£5,000</p> <p>£75,000</p>	<p>Website hits and number of participants</p> <p>Individual monitoring will be put in place for each activity</p>	<p>Centralised hub for all, easy for visitors to access. Business directory will direct additional footfall</p>	<p>2017 - 2022</p>
<p>TOURISM Working with ScotRail, Visit Aberdeenshire and Visit Scotland to target specific markets to increase visitors to the area</p>	<p>£25,000</p>	<p>Individual monitoring will be put in place for each activity</p>	<p>Increase footfall and town centre promotion</p>	<p>2017 - 2022</p>
<p>EVENTS Support Inverurie Events on delivering their planned events for the next five years. With particular emphasis on three main town centre events</p>	<p>£50,000</p>	<p>Success of events</p> <p>Recorded footfall of each event</p> <p>Independent assessment of impact on business</p>	<p>Increase awareness of businesses</p> <p>Increase footfall to town centre</p> <p>Marketing and promotion of the town</p>	<p>2017 - 2022 Year 1</p>

2. PRIDE IN INVERURIE

ACTIVITY	COSTS	KEY PERFORMANCE INDICATORS	BENEFITS TO LEVY PAYERS	TIMINGS
<p>RAISING THE PROFILE Commission a town centre Gap Analysis which will allow a Town Centre Prospectus to be written to:</p> <ul style="list-style-type: none"> Identify gaps in the market Attract local independent investment Attract Key Anchor Stores Work with stakeholders to deliver Local Enterprise Schemes Market development land 	£6,000	<p>Number of empty units in town centre.</p> <p>% of Start up businesses</p> <p>Improved image of town centre, working towards Keep Scotland Beautiful attainments</p>	<p>Improvement to aesthetics of town centre</p> <p>More variety, which in turn will attract more footfall</p> <p>Relationship with landlords in line with town centre prospectus</p>	2017 - 2018 Year 1
<p>DEVELOPING OUR YOUNG PEOPLE Create a working partnership with the local schools for young business apprenticeship schemes.</p> <p>Tap into the knowledge of our youths to encourage young volunteers to assist community groups with newsletters and social media.</p> <p>Educate and encourage a healthy and proud next generation Entrepreneurs to create diverse new ideas first on 'our high street'</p>	<p>Nil Cost</p> <p>£15,000</p> <p>Nil Cost</p>	<p>Number of:</p> <ul style="list-style-type: none"> Applications and interest for work placements Actual work placements Business mentors Young volunteers Young enterprise initiatives 	<p>Student placements</p> <p>Close relationship with Academy</p> <p>Increase in job creation and calibre of students for work</p> <p>Reduced behavioural issues and improved relationships</p>	2017 - 2022 Year 1
<p>Town Hall Working with friends of the town hall</p>	Nil Cost			

3. ACCESSIBILITY

ACTIVITY	COSTS	KEY PERFORMANCE INDICATORS	BENEFITS TO LEVY PAYERS	TIMINGS
Working with Garioch Sports Trust to run a shuttle bus to improve connectivity with out of town events and town centre.	£5,000	<p>Actual numbers using facility</p> <p>Frequency of buses</p>	Improved connectivity relationship with out of town businesses	2017 - 2022 Year 1
Working with Aberdeenshire Council to review and introduce improved signage within BID area	£5,000	Independent assessment of consumer opinion	Improved accessibility throughout the town	2017 - 2022 Year 1
Work with Aberdeenshire Council to review traffic management and parking issues within the town	Nil Cost	Changes within the area for traffic management	Improved through traffic and congestion	Year 1
Partner with Aberdeenshire Council, Network Rail and ScotRail to work to review and implement additional parking bays at the train station	£8,000	Placement of additional spaces	Free up car parking spaces to allow visitors to park	Ongoing
Working to review and improve signage within this area	Nil Cost	Placement of new signage	Increased footfall	Year 3
Working with Aberdeenshire Council to review and improve accessibility and connectivity for walking and cycling	£10,000	<p>Number of changes implemented</p> <p>Independent assessment of end users</p>	Increased: footfall, dwell time and marketing	2017 - 2022 Year 1
Working with Aberdeenshire Council and Network Rail on the development of the transport interchange	Nil Cost	Independent assessment of consumer opinion	Improved accessibility throughout the town	2017 - 2022 Year 1

4. BUSINESS SUPPORT, FACILITATION AND ADVOCACY

ACTIVITY	COSTS	KEY PERFORMANCE INDICATORS	BENEFITS TO LEVY PAYERS	TIMINGS
<p>COST REDUCTION Aiming to make the BID levy cost neutral for all businesses through exploring options for collective projects, e.g. waste, renewables, broadband, etc.</p>	Nil Cost	<p>Business feedback</p> <p>Number of participants</p> <p>% savings to businesses</p>	Reduction in utilities and overheads	2017 - 2022
<p>BUSINESS SUPPORT Work with Inverurie Business Association to deliver ongoing support to the businesses, e.g.:</p> <ul style="list-style-type: none"> • Liaise with Business Gateway to explore various sector needs • Increase business networking opportunities • Create a knowledge sharing hub • Identify business training needs, facilitate and implement where required • Shop local campaigns • Work with businesses through the 2022 rates assessment <p>Install electronic footfall counter in town centre</p>	<p>£60,000</p> <p>£25,000</p>	<p>Annual review of the Business Association</p> <p>Monitoring and evaluation of delivered projects</p>	<p>24/7 business support</p> <p>Proactive delivery of projects as matters arise</p> <p>Distribution of data</p> <p>Identify footfall trends and highlight areas for promotion</p>	2017 - 2022
<p>ADVOCACY Collective Business voice to lobby on business issues as they arise</p> <p>Working with business enterprises to identify showcase events</p>	Nil Cost	<p>Focused collaboration with local authority, Historic Scotland, Visitor Groups and Tourist Attractions</p>	Improved representation of business views with public sector partners. Increased business influence in local decision making	2017 - 2022

5. ENVIRONMENTAL, SAFETY AND SECURITY

ACTIVITY	COSTS	KEY PERFORMANCE INDICATORS	BENEFITS TO LEVY PAYERS	TIMINGS
<p>CLEANLINESS Implement suggestions from the 2016 Keep Scotland Beautiful proposal.</p> <p>Create a strategy not only to introduce clean up days and litter days but to work with the Schools and other organisations and education on litter</p>	<p>£10,000</p> <p>Nil Cost</p>	<p>Monitor and evaluation from further assessments</p>	<p>Maintain high levels and improvements of cleanliness</p> <p>PR from award attainment</p>	2017 - 2022
<p>INVERURIE ENVIRONMENTAL IMPROVEMENT GROUP (IEI) Support delivery of their Environmental Strategy to maintain and enhance existing floral arrangements centre</p>	£50,000	<p>Annual review of the IEI Group monitoring and evaluation of delivered projects</p>	<p>Proactive delivery of projects as matters arise. Inclusive of costs for floral enhancements</p>	2017 - 2022
<p>SAFETY AND SECURITY Support Police Scotland to:</p> <ul style="list-style-type: none"> • Deliver Aberdeenshire Retail Crime Initiative • Support Business Crime Reduction Schemes • Give retailers with necessary training to raise awareness on how to avoid and deal with crime • Additional policing as and when required 	Nil Cost	<p>Statistics of reduced crime at local level</p>	<p>Reduce the number of criminal offences</p>	2017 - 2022

TABLE CONTINUED 

5. ENVIRONMENTAL, SAFETY AND SECURITY (CONTINUED)

ACTIVITY	COSTS	KEY PERFORMANCE INDICATORS	BENEFITS TO LEVY PAYERS	TIMINGS
THIRD SECTOR PARTNERSHIPS • Work with the Garioch Community Planning Partnership Group to raise awareness and support their initiatives i.e. keep safe scheme • Create working relationships with Aberdeen Voluntary Action (AVA) and other 3rd Party Sectors to support and promote awareness of issues and concerns	Nil Cost Year 1 £2,000	Number of organisation partnerships created.	Collaboration, awareness of social responsibilities and initiatives Centralised hub freeing up prime retail premises Facility accessible for our vulnerable community	2017 - 2022

6. DIGITAL

ACTIVITY	COSTS	KEY PERFORMANCE INDICATORS	BENEFITS TO LEVY PAYERS	TIMINGS
DIGITAL SUPPORT Explore the need for Town centre free WiFi access for visitors	£28,000	Customer log ins customer downloads Using the web	Business feedback Increased footfall Increased dwell time Increased desirability Decreased costs for Business	2018 - 2022 Year 4-5
Identify a need for digital training for social media and e-commerce	£5,000	Number of participants	Increase awareness for end user	2017 - 2022
Create a digital innovative online centre – an online collaborative space for the group.	£5,000	Number of participants log ins, downloads % of forum users	Improved relationships	2017 - 2022
Investigate and work towards creating a 'We are INverurie' App	£8,000	Number of participants usage	Raise profile	Year 2
Working with Visit Aberdeenshire and Visit Scotland in addressing and delivering digital tourism for the area.	Nil Cost	Amount of training events / projects attended and number of attendees	Increased digital presence and business tourism opportunities	Year 4-5

PHILIP BEATTIE
Director / Designer
CP&Co



BID is an opportunity to look beyond the business needs and look at ways to ensure the town remains on the map! Having a feasibility study looking into an outdoor sports facility on our door step wouldn't be happening if it wasn't for BID.





The INverurie BID will:



Promote Inverurie town centre as a place to visit and invest in



Attract more customers



Increase the number and scale of promotional events



Provide a safer place to visit both day and night



Help businesses make cost savings



Represent the voice of the town centre businesses and organisations



Help deliver a cleaner, more attractive town centre

Vote YES for INverurie

MONITORING AND EVALUATION OF THE PROJECTS

IN THE EVENT OF A YES VOTE A COMPREHENSIVE MONITORING AND EVALUATION PLAN WILL BE DEVELOPED TO BE APPROVED AND OVERSEEN BY THE BOARD OF DIRECTORS. THIS WILL INCLUDE BASELINE AND ONGOING MEASUREMENTS ON INDICATORS OF SUCCESS (FOOTFALL, PERCEPTION OF THE TOWN AND OTHER INDICATORS RELEVANT TO THE OUTCOME OF THE INITIAL CONSULTATIONS).

This measurement will be carried out in a variety of forms including surveys, online and paper copies, face to face and group events, including the surveys to the levy payers on the themes in the activity plan above and surveys to the wider community and local groups measuring and aware and perception of BID. Regular reports on the findings of these surveys will be submitted to the Board of Directors to ensure good governance and close evaluation of the success of the projects.

▶ MAKING SURE THE BID ADDS VALUE

To ensure that the projects and services provided by the BID are additional to those currently delivered by Aberdeenshire Council and Police Scotland, there will be a service level agreement between these two parties.



The baseline agreement establishes the services that will continue to be delivered by Aberdeenshire Council and Police Scotland. It reassures the levy payer that the current provision of services will not be reduced as a result of a successful BID vote. The BID Board of Directors will monitor the services delivered by Aberdeenshire Council and the Police to ensure that they will be delivered to the agreed standard.

BASELINE SERVICES

Aberdeenshire council provides the following services (both statutory and discretionary) within the BID area:

COMMUNITY SAFETY

Licensing and permits (street traders, public entertainment, etc.), Food Safety, Trading Standards, Environmental Health

CLEANSING

Refuse Collection, Recycling (Kerbside), Street Cleansing, Public Toilet, Environmental Wardens

ECONOMIC DEVELOPMENT

Town Centre Management, Business Gateway

GROUNDS MAINTENANCE

Drainage, Structures, Road/Pavement/Lanes Maintenance, Winter Maintenance

LIGHTING

Street lighting, Christmas lights

TRAFFIC

Traffic Management, Traffic Lights, On-Street and Off-Street Parking

STREET FURNITURE AND SIGNAGE

Street Furniture, Signage, Bus Shelters

PLANNING

Development Management

POLICY AND STRATEGIES

Conservation issues

THE SERVICES ALREADY PROVIDED BY POLICE SCOTLAND:

- 24/7 policing response
- Dedicated policing during peak times
- Enhanced policing levels during special events
- Operation and control of the town centre CCTV system
- Liaison with partner agencies and other groups
- Crime prevention - advice

THE LEVY

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

The BID levy will be paid by the occupiers (the person liable to pay the non-domestic rates), who will be liable for the levy payment.

There are 199 businesses within the BID area that will generate a total levy of £100,360 per annum which equates to an income of £501,800 over the five-year duration.

- All eligible occupiers (of eligible properties) i.e. the person liable to pay the non-domestic rate 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 instalments for businesses paying above £300 by arrangement with the billing body.

- Any new commercial development, sub division of existing properties or merging of properties or new property with

a non-domestic rateable valuation coming into the BID area during the five-year of the business improvement district will be liable for the BID Levy.

- Where a property is taken out of rating (e.g. due to demolition or a split or merger) the BID levy for that individual property will be due up to the date of the removal from the Rating List and the annual BID levy will be apportioned accordingly.

VOLUNTARY CONTRIBUTIONS AND OTHER FUNDING

The We are INverurie BID will endeavor to secure voluntary contributions from owners of properties out with the BID area, as well as other external funding partners where possible. These voluntary contributions, which will inevitably vary from year to year, will be paid into the We are INverurie BID Revenue Account. The We are INverurie BID will aim to match the levy payers contributions through securing external funding.

HOW WILL IT BE FUNDED - THE LEVY TABLE

The BID will be funded by a levy payable by all non-domestic properties within the BID area. For many properties it will be a matter of only a few pounds each week. The Steering Group made the decision to use the new Rateable Values effective from Revaluation on 1st April 2017 and to keep the levy at an affordable level for all businesses and organisations.

The table below shows the band levels that will be assigned to the properties.

THE LEVY TABLE

RATEABLE VALUE	EACH WEEK	EACH MONTH	ANNUAL LEVY	No. OF BUSINESSES	TOTAL
0 - 9,999	£5.76	£25	£300	53	£15,900
10,000 - 19,999	£7.69	£33.33	£400	58	£23,200
20,000 - 49,999	£9.61	£41.66	£595	61	£36,295
50,000 - 99,999	£11.53	£50	£795	17	£13,515
100,000 - 199,999	£14.42	£62.50	£995	7	£6,965
200,000+	£17.30	£75	£1,495	3	£4,485

*Due to the current economic climate the BID Steering Group have agreed not to increase the levy over the five-year period in line with the Retail Price Index.

THE WE ARE INVERURIE BID AREA

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.

PRIMARY ZONE

- Burn Lane
- Constitution Street
- Harlaw Road
- High Street
- Inverurie Station
- Jackson Street
- Market Place
- North Street
- Oldmeldrum Road
- Rose Lane
- Souterford Road
- Souterford Avenue
- Station Road
- Wallace Road
- West High Street

THE BID AREA MAP

Below shows the expanse of the BID Inverurie area.



COLLECTION OF THE LEVY

Aberdeenshire Council as the billing body will issue all included non-domestic properties within the BID area with a separate Levy invoice, under the heading Business Improvement District Levy.

All income collected under the 'BID Levy' will be kept in a separate BID Revenue account and will be passed to the 'We are INverurie' BID Company to be used ONLY for BID projects and services.

The BID Levy cannot be used as an additional source of revenue for Aberdeenshire Council.

In the event of any non-payment of the BID improvement levy, it will be strongly pursued by Aberdeenshire Council (as the billing body) using the recovery powers available to the Council to ensure complete fairness to all the businesses that have paid.

Aberdeenshire 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.

WHAT HAPPENS IN THE EVENT OF A NO VOTE?

- The projects and services detailed above will **not** be delivered
- The money ear-marked by Aberdeenshire Council will **not** be made available for Inverurie Town Centre
- Issues highlighted by businesses such as parking provision, parking costs, traffic management, cost reduction and attracting more choice of retail to the town centre will **not** be addressed and **could get worse**
- There will be **no coordinated voice** for business in the town
- It is possible that Inverurie will fall behind the surrounding towns with established BID Companies (Aberdeen and Peterhead) and be **less able to compete** for new businesses.

THE BALLOT PROCESS

Under the legislation, all eligible persons in the BID area will have the opportunity to vote on whether they want a BID in Inverurie.

- 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 Aberdeenshire Council on behalf of We are INverurie 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 We are INverurie BID case, voting papers will be issued 11th May 2017.

THE BALLOT PROCESS CONTINUED 

THE BALLOT PROCESS (CONTINUED)

- Aberdeenshire Council are the ballot holders and have contracted Electoral Reform Services who will conduct the six week postal ballot
- The final date for all ballot papers to be returned is 5pm on 22nd June 2017. 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” (head count) by number of eligible persons and by combined rateable value.
- Of those that vote, over 50% by number of ballots and 50% by combined rateable value must vote in favour of the BID.
- 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 AND all ballot papers must be returned for each vote to count.
- The ballot papers will be counted on 22nd June 2017 and the results announced by the Aberdeenshire Council within one week.
- Following a successful ballot, the BID will commence on 23rd August 2017 and will run for a period of five years until the 22nd August 2022.

The 'We are INverurie' BID will adopt the best practice in its procedure and will be open and transparent in its operation.

GAVIN LAWSON
Store Manager
Tesco Inverurie



BID is a fantastic opportunity for both large and small businesses to collaborate collectively with the aim to build a better Inverurie for both residents and visitors.



BID BUDGET PLAN AND SUMMARY

THEME EXPENDITURE	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	TOTALS
MARKETING AND PROMOTION	£35,000	£30,000	£30,000	£30,000	£30,000	£155,000
PRIDE IN INVERURIE	£9,000	£3,000	£3,000	£3,000	£3,000	£21,000
ACCESSIBILITY	£5,000	£1,000	£19,000	£1,000	£1,000	£27,000
BUSINESS SUPPORT FACILITY AND ADVOCACY	£17,000	£17,000	£17,000	£17,000	£17,000	£85,000
ENVIRONMENTAL, SAFETY AND SECURITY	£14,000	£12,000	£12,000	£12,000	£12,000	£62,000
DIGITAL	£2,000	£10,000	£2,000	£16,000	£16,000	£46,000
TOTAL THEME SPEND	£82,000	£73,000	£83,000	£79,000	£79,000	£396,000

TOTAL EXPENDITURE	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	TOTALS
THEME SPEND	£82,000	£73,000	£83,000	£79,000	£79,000	£396,000
STAFF COSTS	£45,000	£45,000	£45,000	£45,000	£45,000	£225,000
OTHER OPERATING COSTS	£8,760	£8,760	£8,760	£8,760	£8,760	£43,800
OVERALL TOTAL	£135,760	£126,760	£136,760	£132,760	£132,760	£664,800

FUNDING SOURCES	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	TOTALS
BID LEVY	£100,360	£100,360	£100,360	£100,360	£100,360	£501,800
AGREED AND CONFIRMED FUNDING	£1,495	£1,495	£1,495	£1,495	£1,495	£7,475
POTENTIAL ADDITIONAL PROJECT INCOME	£33,905	£24,905	£34,905	£30,905	£30,905	£155,525
TOTAL	£135,760	£126,760	£136,760	£132,760	£132,760	£664,800

•PENDING SUCCESSFUL APPLICATION

Additional Income

£10,000 - VisitScotland - Advertising and Marketing Growth Fund application

Match funding from Abellio up to £15,000

Aberdeenshire Council Area Committee fund up to £10,000

2017-2018

2018-2019

£10,000 - from Aberdeenshire Council Common Good Fund

£10,000 - from Zero Waste

£10,000 - Year of Youth from VisitScotland

Working with Aberdeenshire Council and Network Rail to secure up to £200,000 for infrastructure works planned in the town centre.

Working in partnership with the BID will contribute towards the communication and marketing of the BID projects

2019-2020

Partner with Scottish Government, Aberdeen City Region Deal and other town centre agencies for funding for both town centre WiFi and Training and Development within the area.

Up to £40,000 VisitScotland for Digital Tourism

2020-2021



£10,000 - Aberdeenshire Council Area Committee

Bright Green Partnership up to £5,000

Adopt an Apprentice up to £5,000

£5,000 Nestrans

£5,000 Sustrans

2021-2022

The BID will endeavour to leverage additional monies for specific projects throughout the five year period as and when they become available.



For every pound invested by you a pound will be leveraged in from external funding.

we are **INVERURIE**

Governance of the BID

Following a successful ballot a new Company will be registered as a Limited Company (Limited by Guarantee and Not Having a Share Capital) with the responsibility of delivering the We are INverurie BID Business Plan.

A Board of Directors will be established, consisting of up to 14 directors, two of these positions will be allocated to voluntary representation.

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 onto the new Company Board, but limited to one eligible person from each eligible property

Nominations of Directors from outside of the BID area and of people who do not pay the levy will be strictly at the discretion of the Board of Directors. The new Company will be run by the businesses for the businesses. This Board will be responsible for all decisions relating to staff, contracts, the delivery of the approved business plan and other activities generated by the BID.

The Company will operate in an open and transparent way, answerable to the businesses in the area. The Board of Directors will ensure that a Code of Conduct (including a Register of Interests) and Management and Governance will be created and agreed as

policy by the Directors. There will be a detailed set of protocols (the Operating Agreement), which will cover the management of the BID Company and billing, collection and transfer of the levy.

The We are INverurie 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.

The Board of Directors will reserve the right to consider creating a charitable arm of the company to enable it to secure additional funding that can only be sourced with charitable status.

Once the We are INverurie BID is operational, any variations within budgets will be reported to the 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 BID the flexibility to respond to changing business needs and requirements.

BARRY GIBB
Owner
Gibbs Menswear



A great opportunity that can't be missed - Inverurie has always been at the forefront of the Shire and we need to be involved to keep it there.



Monitoring Success

THROUGHOUT THE LIFETIME OF THE BID, ALL WORK ON THE BID PROJECTS WILL BE MONITORED AND EVALUATED TO ENSURE THE PROJECTS PROPOSED IN THE WE ARE INVERURIE 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. A comprehensive evaluation plan, featuring measurement of indicators of success and key delivery points will be agreed on and monitored by the Board of Directors.

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

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

The AAIR

- Is a bespoke review which recognises and accords with the Scottish BIDs legislation and the public and private sector environment in Scotland

- Gives confidence to businesses and the Board of Directors that the practices of the BID Company are robust and accord with good practice
- Supplies an audit trail to support any future evaluation of the BID Company.

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.

MINIMISING RISK

The Board will take all steps necessary to minimise any risk associated with We are INverurie BID (financially or otherwise) by only using reputable contractors to deliver projects.

**RUN BY THE
BUSINESSES,
FOR THE
BUSINESSES**

OUR CURRENT STEERING GROUP

NAME	COMPANY	SECTOR
IAN SINCLAIR	SINCLAIR'S JEWELLERS	RETAIL
WILLIE LIPPE	LIPPE ARCHITECTS	ARCHITECTURE
COLIN HEPBURN	DM HALL	CHARTERED SURVEYORS
GRAEME HAY	G HAY PROPERTIES	PROPERTY
AUDREY MICHIE / SUSAN ADAMS	ABERDEENSHIRE COUNCIL	LOCAL AUTHORITY
ASHLEY WILSON	WE ARE INVERURIE	BID PROJECT
KELLY ABEL / ANDY WALKER	LAINGS	RETAIL
CARA MUNRO	PRESS & JOURNAL	NEWS AND MEDIA
GAVIN LAWSON / MICHELLE FERRIES	TESCO INVERURIE	RETAIL
DAWN BROWN / NORMAN WRIGHT	GARIOCH PARTNERSHIP	COMMUNITY SUPPORT
GRAEME ROSS	J.G. ROSS	BAKER
ELIZABETH COBBAN	KELLAS PARTNERSHIP	SOLICITORS / ESTATE AGENTS
LAIRD PARKER	EDWARDS INVERURIE	PUBLICAN
ANNE MAGARIN	CANCER RESEARCH	RETAIL
CLLR. BRYAN STUART	ABERDEENSHIRE COUNCIL	ELECTED MEMBER
NEIL BAILLIE / JOHN SANGSTER	INVERURIE COMMUNITY COUNCIL	COMMUNITY COUNCIL

"Let's rock the town!" - PATRICK SERRELL, THE KILTIED FROG DELICATESSEN





"Inverurie has been Laings' home since the business first opened its doors in 1862. We are part of the history of the town and it is a part of us- so we are delighted to support the We are INverurie BID with its aims of nurturing and developing the town into a social and economic hub for the North-East.

We work in partnership with a number of other local companies, for our Laings Showroom Events for example, and we have seen the benefits of collaboration. For us, that's what BID is about first and foremost - working together to create something better than any of us could create on our own.

We have seen how the BID process has worked for other towns and we believe it can bring the same benefits to Inverurie."

KELLY ABEL
LAINGS, INVERURIE

OUR PROPOSAL SURVEY YIELDED THE FOLLOWING RESULTS:

72% 

agreed or strongly agreed that there is a need for an increase in **marketing and promotion** of the town centre

70% 

agreed or strongly agreed for an increase in the frequency of **town events**, with particular focus on a **Christmas Festival**

83% 

agreed or strongly agreed for 'We are INverurie' BID to address **car parking facilities** within the town centre

76% 

agreed or strongly agreed to the 'We are INverurie' BID to address a **reduction of through traffic**

91% 

agreed or strongly agreed there is a need within the town centre to become **more pedestrian friendly**

71% 

agreed or strongly agreed for better **tourism promotion**

80% 

agreed or strongly agreed for a **collective business voice** for the businesses and organisations within the town centre

77% 

agreed or strongly agreed on collective town centre promotions to reduce **advertising costs**

71% 

agreed or strongly agreed for the need to proactively apply for **grants and local funding opportunities** for the town centre.

84% 

agreed or strongly agreed to have a **Keep Scotland Beautiful** in-depth assessment



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CONTACT US

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