



Chairman (centre) Craig Duncan with BID Security Marshals

City Centre Operation Respect underway

The now annual project to ensure a safe and welcoming City centre for shoppers and night time economy users is running in the period leading up Christmas and over the New Year.

Operating from 19th November 2010 to 2nd January 2011 the project is supported by a range of agencies including BID, the Highland Council and the Northern Constabulary.

There will be an BID Security Task Team, late night Taxi Marshals, increased Police controls, a Night Rider bus service and an increased presence from the volunteer Street Pastors.

Autumn Street Festival proves huge success

From grannies in shopping trolleys to an acrobatic manikin, some of the best European entertainers took to the streets at Inverness' first Autumn Street Theatre Festival.

Inverness BID and Eastgate jointly presented a packed programme of events. Main venues were created at the Eastgate Centre, the High Street and the Victorian Market.

The event demonstrated that working together to boost business by enhancing the visitors' experience, really pays dividends. The Festival brought life and excitement to the City centre during the busy half term period.

Mike Smith, BID Manager said "We are delighted to bring another free festival to Inverness. We lined up some great acts which entertained people of all ages. The event generated strong media attention, a buzz around the City centre, and strong pedestrian footfall".



Granny Turismo ... hanging out at the Victorian Market, Inverness.

Ho! Ho!.... Who wouldn't go!

Inverness BID have funded a Christmas radio campaign which is currently running on Moray Firth Radio.

The *Ho! Ho! Ho! Who wouldn't go!* creative focuses on presenting Inverness as the perfect Christmas destination.

Three adverts have been produced and focus on core themes of shopping, accommodation, leisure and socialising, they each promote the City and it's offers as the perfect destination for hour, a day or an overnight stay.

MFR was selected as the strongest advertising vehicle to take the message out to both local city residents and those in the wider catchment.

A total of 176 advert slots will run during the period from 24 November until 23 December giving audiences the chance to hear the adverts on average fourteen times.

Business Breakfast



Guest Speaker.
Local MP, Danny Alexander,
Chief Secretary to the Treasury.
Friday 28 January,
7.30 for 8am to 9am
at the Ramada Jarvis,
Church Street.
Free.

Sponsored by

RAMADA JARVIS

Inverness

BID

BUSINESS IMPROVEMENT DISTRICT

Inverness BID Ltd was formed in 2008 as a 'not for profit' company to represent retailers, pubs and clubs, hotels, offices and property owners in the Inverness City Centre BID (Business Improvement District)

area. It's remit is to develop in the BID area a strong, successful trading environment to enable all businesses within the City centre to maximise their trading potential.

New Board Appointments

Five leading Inverness business people have joined the BID Board of Directors. The new Board members are:

Kim Fearn – Manager of the Eastgate branch of national retailer Next.

Nick Harvey – Senior Store Manager at Debenhams

Steve Johnstone – Chief Executive of MacLeod & Macallum Lawyers

Don Lawson - Owner of Johnny Foxes and "Tartan Army" sports brand.

Fraser Peterkin – General Manager of Ramada Jarvis Hotel & Chair of Inverness Hotels Association

Craig Duncan, Chairman said, "We are delighted that the additional directors are joining the Board. They each have great experience in managing businesses in Inverness and we are confident that they will bring great expertise to the BID programme".



Inverness Best Bar None Awards 2010

The Best Bar None Awards, administered by Inverness BID, is a national scheme to raise the standards in the licensing trade to the benefit of customers, staff and the City alike.

15 venues entered for this years Awards compared to the 7 last year.

The comprehensive review and assessment of the applicants is currently underway.

The Awards Ceremony is scheduled to take place at the Town House on Tuesday 11th January starting at 1pm.

Craig Duncan appointed Chairman of BID Board



The appointment of Craig Duncan as the new Chairman of Inverness BID has been announced.

With former Chairman,

Garek Begg wishing to step down following the recent Annual General Meeting, Craig was unanimously invited by the Directors to fill the position.

Craig, a director of BID since April 2009, has been the McDonald's franchisee in Inverness, Elgin and Fort William since 2007, prior to that he worked in senior management positions within McDonalds since 1988.

Vice-Chairman Brian Philip will also step down being replaced by Jackie Cuddy,

Manager of Eastgate. Jackie a Director of Inverness City Centre Management has been a BID Director since it started in April 2008.

Craig Duncan commented on his appointment "As an organisation we are now in a position not only to represent our members but to champion and follow through on the priorities to help businesses thrive. "BID owes a huge debt of gratitude to both, Garek Begg, and Brian Phillips and if you pardon the pun, Garek does leave "very big shoes for me to fill".



City Centre Amenity Improvement

Inverness BID and The Highland Council have undertaken a joint project in Baron Taylor's, Drummond and Lombard Streets to improve amenities in the area.

As part of a joint project with local businesses work has now started on creating a cleaner and more attractive environment for the local businesses and the public.

The work being undertaken includes weeding at the upper building levels, deep street cleaning, installation of new

gating on "sensitive" alleys, removing waste bins from streets and the painting of business frontages.

Welcoming the project, Councillor Jimmy Gray, Provost of Inverness (above left) said "Members of the Council's City Committee were pleased to see this action being taken to raise the standard of amenity in our City.

BID Manager Mike Smith (red jacket) said "this project has been a successful partnership between local businesses, Highland Council and BID".

Marketing Initiatives

BID have been working with various partners to develop a co-ordinated marketing approach benefiting Inverness as a whole.

Mike Smith, Bid Manager represents BID members on both The Inverness Partnership Marketing Group and The Highland Council's Events & Festival Working group.

In addition joint ventures with Eastgate Shopping Centre have increased the budgets available for BID events as well as the depth and range of them.

In 2010 BID produced the first comprehensive guide of places to Eat & Drink in Inverness. This has been very successful with 25,000 copies distributed initially with a further 10,000 being produced.



Diary Date

Next year's Classic Vehicle Show will take place on Saturday 14th May 2011.

City Centre Development Regeneration Plan

BID and it's Directors are working with Highland Council's Planning & Development Department on the five year effective plan for economic regeneration.

This will have a co-ordinated approach with the public and private sector looking at key areas crucial to effective economic regeneration. The key areas include:

- Identification of development sites
- Improvement of access to the City Centre.
- Looking for further Streetscape opportunities

For further information on Inverness BID Ltd, please contact Mike Smith, BID Manager.

T: 01463 714550 F: 01473 715060 E: BIDmanager@inverness.uk.com www.invernessbid.co.uk