



renewal  
ballot

# Third Term Business Plan

1st April 2018 to 31st March 2023



VOTE **YES** NOW  
FOR A THIRD TERM

# Why Business Improvement Districts are important



BID Business Award Winners



City Centre Floral Display



Best Bar None Award Winners

**A Business Improvement District (BID) is a geographically defined area where businesses come together and agree to invest collectively in projects and services that the businesses believe will improve their trading environment. Those improvement projects are funded by the money collected through an investment levy agreed to be paid by businesses in the BID area.**

**In spring 2008 the Inverness City Centre businesses voted with 73% in favour to create Inverness BID - one of the first to be formed in Scotland. And in 2013 those businesses voted to reconfirm that remit by voting 79% in favour of a further 5 year term for BID to March 2018.**

**Development of Business Improvement Districts is part of the Scottish Government's Economic Strategy and less than 10 years after the first BID was established in Scotland, there are now 38 BIDs fully operational in Scotland with another 22 in development.**

**This phenomenal growth is demonstrated throughout the UK where there are now 270+ BIDs.**

**This is because BIDs really do work as a tool for providing the improvements that businesses want for themselves, their staff, customers and clients.**

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# A Message from the BID Chairman



It is my privilege to introduce the Inverness City Centre BID Business Plan for the next five year term 2018-2023. As your Chairman, I have served on the BID Board since 2015.

What brought me to Inverness? My company, Caledonian Sleeper, established our head office here in Inverness in 2014, creating over 30 new jobs in the city centre.

Inverness is a great place to do business. And it's an even better place with a well established BID. Over the last 5 year term, the city centre BID has proved what a cohesive and effective BID can do.

The ambition to have a vibrant and thriving city centre here in Inverness is core to the BID mission. BID's coach ambassadors welcomed a record 2200+ coaches to Inverness last year, bringing over 90,000 new visitors to the centre of our city. BID continues to champion events throughout the year - attracting thousands of people to experience all that the city centre has to offer.

It's also about getting the basics right. BID's "Enhancing the City Centre" strategy is doing just that - working with other agencies to tackle some of the challenges any city faces - the nuisance of gulls and the need to balance waste collection for city centre businesses so that bins don't become the dominant feature of our streetscape.

BID is a proactive partner in driving forward the redevelopment of the Victorian Market. And we won't stop there. BID has a critical role to play in drawing together a range of agencies to make our city attractive to the private sector, through pressing for initiatives to enhance our retail mix, making the case for high quality office jobs and looking at ways to increase footfall in the city through creating attractive residential and student living accommodation.

Successful BIDs are the champion and advocate of the city's businesses. In Inverness, we have many businesses who without BID, would have difficulty in making their voice heard. I've been impressed with the partnership, with businesses both large and small working on issues to make our city centre better. BID's approach to car parking, leading to the 15 minute free parking trial, is an excellent example of our strategy to engage and champion the city centre.

We want our city to be safe and attractive, to be free from the anti-social elements of society which detracts from many modern cities. BID has been successful in working with Police Scotland to double police resources, with the creation of a dedicated group of officers to cover the city centre. We've already seen less anti-social behaviour and through BID's "Safe and Welcoming City Centre" strategy, we'll continue to work with a relentless focus on making the city safe and secure.

Your Inverness City Centre BID is offering an exciting five year business plan soundly based on a strategies to deliver the things you told us were important to you. Without BID, all of the work which BID has done on your behalf to create a vibrant and attractive Inverness would come to an end.

**The BID will only continue if a majority of businesses vote **YES** in the ballot at the beginning of 2018. A **NO** vote will mean that the BID will finish at the end of March 2018 and all the benefits will be lost.**

**So please vote **YES** to secure the future of the city centre as a vibrant, attractive and thriving city and share in its success.**

Peter Strachan  
Chairman, Inverness City Centre BID



BID Chairman Peter Strachan with Provost Helen Carmichael at the launch of the doubling of the city centre police officers

# Delivered in the Term 2013-18

## The City Centre Business's Aspirations were:

The BID Business Plan for 2013-18 reflected the comments, views and aspirations of the businesses to create a well promoted, safe, and vibrant and well managed City Centre for customers, employees, businesses and investors through the themes of:

- **A Better Promoted Inverness**
- **An Advocate for Inverness**
- **A Safer Inverness**
- **A More Attractive Inverness**
- **A Better Inverness for Business**

# EXAMPLES OF WHAT BID HAS HELPED DELIVER FOR THE BID AREA

## A BETTER PROMOTED INVERNESS

- Marketing of the City Centre Businesses and the area through social Media and other channels.
- BID Ambassadors welcomed visitors from 2200+ coaches in 2017 to "Coach Friendly" Inverness.
- Annual event programme designed to attract the public and move them around the City Centre.
- Welcome Package linked to and in support of major events in the City Centre.

## AN ADVOCATE FOR INVERNESS

- A strong voice representing the views of the City Centre businesses.
- Lobbied on proposals which could affect the BID area businesses.
- Changes to Planning Guidance re "Houses in Multiple Occupancy" in the City Centre.
- Effective and beneficial Partnership Working with other City Centre stakeholders.

## A MORE ATTRACTIVE INVERNESS

- Gull Control Project to reduce their nuisance – 10,000+ eggs removed to SNH guidelines.
- Research into other city schemes to potentially reduce of number of waste bins on our streets.
- City Centre summer floral decorations with more than 770 baskets/displays annually.
- Focus on the need to improve customer access to the City Centre e.g. 15 minute free parking.

## A SAFER INVERNESS

- Gained recognition by agencies of the economic cost of anti-social and criminal behaviour in City Centre.
- Commitment by doubling the number of dedicated beat officers to the City Centre daily.
- Provision of BID Security Task Team and Taxi Marshals.
- Regular liaison group focused on City Centre issues with Police, Council & other stakeholders.

## A BETTER INVERNESS FOR BUSINESS

- Inaugural City Centre Business Awards highlighting 110+ businesses & attracting 14,000 public votes.
- A vision for the Victorian Market and the need for on-site professional management.
- Acting as "Eyes and Ears" for individual businesses on City Centre developments and activity.
- Free advice and skills training for the City Centre businesses.

# LOOKING TO THE FUTURE - 2018-23

## Consultation with BID Businesses

In the Autumn of 2017 BID circulated a detailed Business Questionnaire to all the businesses based in the City Centre as well as to the head offices of these national companies. We received back 148 questionnaires representing a response rate of 19.7% which compares favorably with other similar sized BIDs.

THE BUSINESS CONSULTATION DEMONSTRATED OVERWHELMING SUPPORT FOR BID TO CONTINUE FOR A FURTHER TERM:  
SUPPORT FOR THE BID TO CONTINUE 94%    DO NOT SUPPORT THE BID CONTINUING 4%    DON'T KNOW 2%

## Your Priorities for the Next 5 Years:

The responses to the Questionnaire provided a robust basis for this Business Plan. The priority issues and activities that the City Centre businesses said they want addressed in term 2018-23 to improve the BID area trading environment are:

- A Safer BID Area (34%)
- An Enhanced Retail Mix in the BID Area (19%)
- A More Attractive BID Area (18%)
- A Strong Voice for BID to Lobby and Speak on Issues Affecting BID Area Businesses (13%)

## FOCUS OF THE BID BUSINESS PLAN 2018-23:

In summary the focus of the BID Business Plan 2018-23 will be through:

**Our Mission Statement** will continue to be “to deliver a series of projects and services to improve the trading environment of Inverness City Centre to the benefit of the City Centre economy, the levy paying businesses, their customers, clients and visitors”.

### Our Core Themes to Deliver Your Priorities for the next Term are:

1. **Marketing the City Centre** – attracting people to a vibrant and thriving City Centre
2. **Enhancing the City Centre** – enhancing the experience and fabric for visitors & residents alike
3. **Engaging & Championing the City Centre** – engaging to champion the City Centre & its businesses
4. **Safe & Welcoming City Centre** – essential that the BID Area is viewed as Safe & Secure

### Our Objectives are to work to:

- Create a Friendly and Vibrant City Centre
- Expand the promotion of the City Centre area, its events and businesses
- Improve the Retail Mix on offer in the BID Area
- Attract more people to enjoy the facilities in the BID area
- Encourage tourists to the area
- Work with other stakeholders on strategic initiatives and investment
- Develop the Victorian Market as a footfall driver for itself and the whole of the Old Town
- Create a cleaner and more attractive City Centre
- Support businesses to develop a stronger economy
- Represent and act as the voice of the businesses on a range of issues
- Work with partner organisations to create a safe and welcoming City Centre

# MARKETING THE CITY CENTRE

## ATTRACTING PEOPLE TO A VIBRANT & THRIVING CITY CENTRE

ACTIVITY	FUTURE
<p><b>Promotion of the BID Area and its Businesses</b>            Attracting people to the City Centre is fundamental to ensuring that we have a thriving and vibrant trading area. Profiling the City Centre area and its businesses will underpin all of BID's programmes over the next term.</p>	<ul style="list-style-type: none"> <li>• BID will provide a co-ordinated approach to marketing offering a consistent message to increase the profile of the City Centre and its business community.</li> </ul>
<p><b>Coach Friendly</b>            BID Coach Ambassadors organised &amp; welcomed visitors from more than 2200 tourist coaches in 2017 (3 year total 5698) to the Ardross Street pick up/drop off facility. In 2017 a record 53 coaches used 11 bay facility in a day. Project jointly funded by the Common Good Fund &amp; BID. Following BID's application on behalf of Highland Council, Inverness was awarded national "Coach Friendly" status.</p>	<ul style="list-style-type: none"> <li>• BID to seek support from the Inverness Common Good Fund to ensure this important tourism project continues.</li> <li>• The City Centre businesses have confirmed their ongoing support for this project.</li> </ul>
<p><b>BID City Centre Business Awards</b>            The inaugural 2017 Business Awards attracted 110+ business nominations from the public for the 7 business categories. An amazing 14,000 votes were received for the 87 business finalists who all received Awards at a Presentation Evening. The Awards media partner was the Inverness Courier.</p>	<ul style="list-style-type: none"> <li>• The Business Awards are an important vehicle for promoting the City Centre and raising standards.</li> <li>• Planning is already underway for the 2018 Awards which are proposed to be extended to 9 categories.</li> <li>• Courier have confirmed that they will continue as the Awards media partner.</li> </ul>
<p><b>Social Media Marketing</b>            In recent years BID has developed as a resource to pro-actively promote both individual businesses and events as well as the City Centre as "a place to visit." BID's social media marketing delivers a much wider reach than many similar types of organisations. In support BID has run numerous free social media training courses.</p>	<ul style="list-style-type: none"> <li>• Ensure that BID social media presence continues to be the "go to place" to get information on City Centre activities.</li> <li>• BID to continue to promote a mix of the businesses, events and City Centre.</li> <li>• Continue to offer social media training.</li> </ul>
<p><b>Events in the City Centre</b>            Events are crucial to the ambiance and profile of the City Centre as well as benefitting the trading economy. BID organises a number of annual events such as the Easter Egg Hunt, Classic Vehicle, Street Festival and Elf on the Shelf attracting thousands to the BID area and encouraging them to move around and shop. BID also works with commercial promoters to attract and promote events into the City Centre. This includes working with concert promoters, the Snowman Rally etc</p>	<ul style="list-style-type: none"> <li>• BID is a member of Highland Council's Festivals Working Group and will continue to support its programme of events.</li> <li>• BID will encourage and support promoters to stage events in the City Centre to the benefit of the economy.</li> <li>• BID will annually review the events programme seeking to increase range of events.</li> </ul>
<p><b>Marketing Campaigns</b>            BID promotes the area and City Centre businesses to the wider Highlands by marketing campaigns. For example the 2017 Christmas/New Year festive campaign features radio advertising, social media promotions, newspaper adverts &amp; City Centre banners. opportunities to extend such campaigns.</p>	<ul style="list-style-type: none"> <li>• BID to review annually the content and campaign delivery vehicles.</li> <li>• BID to engage with stakeholders to explore opportunities to extend such campaigns.</li> </ul>
<p><b>Places to Eat &amp; Drink Guide</b>            Profiling more 115+ venues, BID's Guide is a prime source of information to visitors on the City Centre. The leaflet is on display at the airport and all major City Centre outlets – it is also available as a download.</p>	<ul style="list-style-type: none"> <li>• It is proposed to deliver a 50,000 print run of the Guide in 2018.</li> <li>• Downloadable version will also be available.</li> </ul>
<p><b>BID City Centre Business Directory</b>            BID profiles 472 businesses in free web directory</p>	<ul style="list-style-type: none"> <li>• BID to look to expand the well used directory's content and focus.</li> </ul>

# ENHANCING THE CITY CENTRE

## ENHANCING THE CITY CENTRE FOR VISITORS AND RESIDENTS ALIKE

ACTIVITY	FUTURE
<p><b>Driving Increased Footfall in the City Centre</b>            BID considers that it is vital to create higher footfall for the city centre, both for the daytime and night-time economy. This can be achieved through creating an improved and more attractive retail mix, attracting businesses with high quality office space and by opening up the city centre to new, residential opportunities &amp; student accommodation.</p>	<ul style="list-style-type: none"> <li>BID will work in partnership with the Highland Council, Highlands and Islands Enterprise, the private sector and other public-sector agencies to develop proposals and initiatives to attract retail, office and residential development in the city centre</li> </ul>
<p><b>Creating an Iconic Inverness</b>            Inverness has natural advantages but needs an iconic “must do” attraction of national &amp; international significance. Inverness Castle presents a unique opportunity to create such an attraction, provide a centrepiece for the city and a major boost to retail and hospitality businesses.</p>	<ul style="list-style-type: none"> <li>BID welcomes the Highland Council's development of the Castle and the surrounding area and will work in partnership with the Council and prospective investors to create an iconic attraction for the city.</li> </ul>
<p><b>“Access to the City Centre”</b>            BID recognises the need to have an accessible city centre through all modes of transport, including the provision of short, free parking on city centre streets where appropriate to do so. BID welcomes redevelopment of the Railway Station.</p>	<ul style="list-style-type: none"> <li>BID will work to make the 15 minute free parking trial, permanent.</li> <li>BID will work with the relevant agencies to improve the pedestrian, parking and traffic access for the station and adjacent streets.</li> </ul>
<p><b>Development of the Victorian Market</b>            BID has long urged that the Market should not only be a footfall generator in its own right but act as a catalyst to increase trading activity in the whole of the Old Town. BID has promoted the need for more professional management &amp; marketing arrangements for the Market.</p>	<ul style="list-style-type: none"> <li>BID supported the Highland Council decision to adopt a comprehensive development plan for the Market.</li> <li>As a member of the Victorian Market Stakeholder Group BID welcomes the appointment of a Market Manager.</li> </ul>
<p><b>Promoting Inverness ‘Old Town’</b>            The BID Directors are supportive of a major initiative to profile ‘Inverness Old Town’ as a defined marketed area. Aimed to encourage the growth of unique independents to compliment the offer elsewhere in the City Centre.</p>	<ul style="list-style-type: none"> <li>The City Centre businesses are supportive of this initiative.</li> <li>Engage with other stakeholders to seek consensus as to taking this initiative forward.</li> </ul>
<p><b>Summer Floral Displays</b>            BID arranges the much-complimented City Centre displays (775). Our role includes creating, installing, removing &amp; watering baskets at least a twice weekly. Inverness Common Good Fund is the main funder of the displays.</p>	<ul style="list-style-type: none"> <li>City Centre businesses are supportive of BID continuing this service.</li> <li>An application will be made for funding from the Common Good Fund and BID funding will continue</li> </ul>
<p><b>Gull Project</b>            Without intervention SNH projects that the Inverness gull population would rise by 7% annually. Over the past 6 years BID has been working to reduce the population by an annual nest &amp; egg removal programme. This has resulted in 10,000+ eggs being removed/destroyed. Jointly funded by BID levy &amp; Common Good Fund.</p>	<ul style="list-style-type: none"> <li>Businesses have agreed BID should continue to support this project.</li> <li>Propose a bi-annual gull census (subject to budget).</li> <li>Although businesses were generally supportive of a cull of gulls BID will consult further on the implications.</li> </ul>
<p><b>Waste Bins</b>            Edinburgh and Glasgow Councils have introduced schemes to reduce the number of bins on their streets. The Highland Council is currently consulting on introducing a similar scheme as a pilot in the City Centre.</p>	<ul style="list-style-type: none"> <li>The BID Directors share the desire to reduce the number of bins on the City Centre streets.</li> <li>However it agrees with the response from businesses that implementation of such a project must be sensitive to the business needs &amp; facilities available.</li> </ul>

# ENGAGING AND CHAMPIONING THE CITY CENTRE

## ENGAGING WITH STAKEHOLDERS TO CHAMPION THE CITY AND ITS BUSINESSES

ACTIVITY	FUTURE
<p><b>Promoting the Value of the City Centre</b>            BID positively promotes the City Centre area and its business community. BID also endorses the value of the City Centre both to residents and visitors alike. That the City Centre businesses contribute more than 10% of the non-domestic rates for the whole Highland area demonstrates their value and benefit to the economy.</p>	<ul style="list-style-type: none"> <li>• The City Centre businesses have approved BID's role in continuing to promote the importance of the City Centre and its trading economy to the City of Inverness and the Highlands.</li> </ul>
<p><b>Developing a Stronger City Centre Economy</b>            BID looks to work with all City Centre stakeholders (including the City Centre businesses) to recognise and exploit all opportunities to create a stronger City Centre trading economy.</p>	<ul style="list-style-type: none"> <li>• The BID Directors and staff will engage with all parties to progress any project which could benefit and strengthen the City Centre economy.</li> </ul>
<p><b>Ensuring Business is Involved in Decision Making</b>            By virtue of its formal mandate from the City Centre businesses in a statutory ballot, BID believes it should be engaged in all decision-making affecting the BID area. BID is able to act as the "Voice" for the collective group of City Centre businesses. Representatives of levy paying businesses can stand for election as one of the 16 BID directors.</p>	<ul style="list-style-type: none"> <li>• Businesses consider that it is important that BID is recognised as representing them and their views with regard to City Centre matters.</li> <li>• BID undertakes to liaise regularly with the City Centre businesses.</li> </ul>
<p><b>"Eyes and Ears"</b>            BID takes a proactive approach to ensuring it is aware of activity and developments in the City Centre which may potentially affect a business and/or the overall City Centre trading economy. It is increasingly difficult for individual businesses to keep abreast of such matters. Issues range from those specific to a group of businesses (e.g recent building works which restricted access &amp; visibility for customers by not according to the licence granted) to major work proposals for Millburn Road &amp; Academy Street which would have restricted future traffic flows in/out of City centre for customers &amp; service vehicles.</p>	<ul style="list-style-type: none"> <li>• Increasingly BID is contacted by businesses seeking advice on issues which they are concerned could affect their trading.</li> <li>• With public sector staffing being reduced previous contacts are often no longer available which is frustrating for business.</li> <li>• BID's experience and involvement not only helps the businesses but it also benefits the public sector agencies.</li> </ul>
<p><b>Partnership Working</b>            BID represents the interests of the City Centre businesses at numerous City Centre stakeholder forums including the Victorian Market Stakeholder Group, Inverness Community Safety Partnership, Academy Street Heritage Lottery Project, Operation Respect, Festivals Committee.</p>	<ul style="list-style-type: none"> <li>• BID values partnership working and will continue to engage with stakeholders on behalf of the City Centre businesses.</li> <li>• BID will continue to be a strong voice lobbying on behalf of the businesses.</li> </ul>
<p><b>Business Continuity</b>            BID is experienced in, and responsive to unforeseen incidents that can have a major effect on the City Centre. Examples include the Eastgate Hostel and M&amp;Co fires but there have been other important, less serious incidents. BID is able to present the business perspective into the multi-agency response group considerations. BID ensures that businesses are kept updated on matters.</p>	<ul style="list-style-type: none"> <li>• Previously the absence of BID's involvement has led to decisions being made which have disadvantaged individual businesses or the City Centre trading economy.</li> <li>• The businesses have approved BID continuing in this role.</li> </ul>
<p><b>Skills Training Support</b>            Appropriate training courses offered FREE to City Centre businesses.</p>	<ul style="list-style-type: none"> <li>• Businesses have agreed that BID should continue to offer this service.</li> </ul>

# A SAFE AND WELCOMING CITY CENTRE

A CITY CENTRE WHERE EVERYONE FEELS SAFE & SECURE AT ALL TIMES

ACTIVITY	FUTURE
<p><b>Policing in the City Centre</b>                      The BID Directors have long made the case for the need for a greater emphasis on reducing anti-social behaviour, crime &amp; fear of crime in the City Centre. The Police have now recognised BID's arguments by increasing their daytime resources allocated to the City Centre from 4 to 9 officers who will cover the City Centre from 7am to 10pm seven days a week. Equally importantly the Police have committed that these officers will be dedicated to the City Centre. BID Directors agree with the Police assessment that adequate resources are presently allocated to the night time economy.</p>	<ul style="list-style-type: none"> <li>• BID will continue to support the Police with the many successful safety and crime reduction initiatives below.</li> <li>• BID will actively work with the Police, Highland Council, other agencies and third sector organisations to address the underlying causes of these City Centre problems.</li> <li>• BID to monitor with the Police the needs of the night time economy and its businesses.</li> </ul>
<p><b>Task Team</b>                      BID organises the SIA trained Task Team which provides added security &amp; re-assurance plus an ambassadorial service for visitors and residents to the City Centre during the annual holiday &amp; festive periods. Jointly funded from BID levy and the Inverness Common Good Fund the Task Team dealt with 589 incidents over their 18 weeks operating in the past year (to Oct 2017).</p>	<ul style="list-style-type: none"> <li>• Businesses confirmed they want BID to continue to support the excellent work of the Task Team from bid levy.</li> <li>• BID will explore with partners any opportunities to widen the role and operation of the Task Team.</li> </ul>
<p><b>Taxi Marshal Service</b>                      BID currently provides Taxi Marshals at the 3 City Centre taxi ranks on monthly "pay" weekends funded from levy. This service is extended during the crucial festive period when it is funded jointly with the Common Good Fund.</p>	<ul style="list-style-type: none"> <li>• Businesses have confirmed they want BID to provide levy funding to continue the monthly reassurance that the Taxi Marshals offer the public.</li> </ul>
<p><b>Safe Inverness Business Crime Reduction Partnership</b>                      BID organises and offers businesses free membership to Safe Inverness the local crime reduction partnership and to the Inverness Retail Security Group. Under its auspices businesses are provided with:</p> <ul style="list-style-type: none"> <li>- access to secure online intelligence, information and image databases.</li> <li>- training in subjects such as retail &amp; cyber crime.</li> <li>- support in conjunction with Scottish Resilience Centre.</li> </ul>	<ul style="list-style-type: none"> <li>• Safe Inverness benefits city businesses by promoting business interests in Consultations and by representing at Partnership Groups.</li> <li>• There is significant support from businesses for BID to work with other similar organisations to seek arrangements to reduce begging on the City Centre streets.</li> </ul>
<p><b>"Best Bar None" Awards Scheme</b>                      BID co-ordinates this national scheme in the Inverness area to continually increase the standards in the licenced trade sector. BBN supports the Hospitality Industry and Licensed Trade venues to achieve national benchmarks and provides a platform for them to showcase their customer offer.</p>	<ul style="list-style-type: none"> <li>• The hospitality sector is of ever increasing importance to the City Centre economy.</li> <li>• BBN continues to raise standards.</li> <li>• Inverness BBN Awards Evening is now recognised as a major highlight of the hospitality sector calendar.</li> </ul>
<p><b>Inverness Pub Watch</b>                      The licensees come together to exchange best practice, set and enforce acceptable standards of behaviour and compliance to ensure a safe environment for all. BID provides administrative support to the member licensed premises liaising with Police and other agencies.</p>	<ul style="list-style-type: none"> <li>• Servicing of Pub Watch will continue to be an important part of BID's remit to ensure that Inverness continues to offer a safe evening economy.</li> </ul>
<p><b>Inverness Community Safety Partnership</b>                      A founder member of ICSP, BID works with other agencies including Police, NHS, Council &amp; the Third Sector to address crime and safety issues affecting our local area. BID acts as the servicing agent for ICSP.</p>	<ul style="list-style-type: none"> <li>• Given the business's priority is for a "Safe &amp; Secure City Centre" the BID Directors consider that it is important that BID continues to be actively engaged with ICSP.</li> </ul>

# The BID Area

During the preparation of the 2018-23 BID Business Plan the BID Directors did consider possible options to review the BID Area. Any proposal to expand the BID area would of course have needed to receive the support of both the new and the existing businesses. Whilst any such expansion may have had the potential to increase the bid levy income available at the same time, increased costs would have had to be incurred to service the new businesses which it was considered would have different priorities to the existing levy payers.

Given the synergy of the BID programmes to the dynamics of City Centre area, the Directors agreed that the City Centre businesses would be best served by maintaining the existing boundaries of BID for the third term.

Thus the BID Area will be unchanged and again cover all separate rateable properties in the heart of Inverness City Centre – this includes retail, office, leisure and other commercial businesses.

The BID area extends from the Eastgate Centre to Bank Street at Ness Riverside and from Castle Street to High Street and up Friar's Lane.



## THE FOLLOWING STREETS ARE INCLUDED EITHER IN WHOLE OR IN PART:

Academy Street  
Academy Street Arcade  
Bank Lane  
Bank Street  
Baron Taylor's Street  
Bridge Street  
Castle Street  
Castle Wynd  
Church Lane  
Church Street  
Drummond Street  
Eastgate  
Eastgate Shopping Centre

Falcon Square  
Falconer Building  
Fraser Street  
High Street  
Inglis Street  
Lombard Street  
Manse Place  
Margaret Street  
Market Brae  
Market Close  
Market Hall  
Millburn Road  
Post Office Avenue

Queensgate  
Queensgate Arcade  
Railway Terrace  
Raining Stairs  
Rose Street  
School Lane  
Station Square  
Stephen's Brae  
Strothers Lane  
Union Street  
Victorian Market



- The BID ballot is a confidential postal ballot conducted by Electoral Reform Services and Highland Council on behalf of the Inverness BID and in accordance with Scottish BID Legislation.
- Both the owner of a property (the Property Owner) within the BID area and the organisation trading from that property (the Property Occupier) that are “eligible persons” are entitled to vote in the BID ballot.
- An “eligible property” is one based in the BID area that is registered with the Highland Council as having a rateable value of £10,000 or above as at 22nd January 2018 and which is not exempt from paying BID levy.
- As defined in the legislation the Property Owner and Property Occupier shall have the following voting rights:
  - A Property Owner will have one vote in the ballot by number (irrespective of the number of properties owned) and in the ballot by rateable value, will vote 50% of the rateable value of each property they own.
  - A Property Occupier will have one vote for each property they trade from in the ballot by number and in the ballot by rateable value, will vote 50% of the rateable value of each property they occupy.
- Where a commercial property is vacant the Property Owner will receive the ballot paper as the person eligible to vote but will be required to pay 100% of the levy of the property.
- Ballot papers will be issued by the Electoral Reform Society on behalf of the Highland Council (the election agent) to every eligible person in the BID area on Thursday 8th February 2018 ie 42 days before the final ballot date.
- The ballot papers, together with a copy of the BID Business Plan, will be posted to the 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 final date for all ballot papers to be returned is 5pm on Thursday 22nd March 2018. Ballot papers received after this date and time will be 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 business and returned in the pre-paid envelope.
- For the ballot to be successful there must be a minimum 25% turnout (the headcount) of the total number of businesses and minimum 25% turnout (the headcount) by combined rateable value.
- Of those that vote, over 50% by number and 50% by combined rateable value must then vote in favour of the BID for the vote to be successful.
- The ballot papers will be counted on Friday 23rd March 2018 and the results announced within one week.
- If successful at ballot, BID will recommence on 1 April 2018 and will run for a period of five years until the 31st March 2023.

## The BID Proposer

Inverness BID Ltd is a not-for-profit limited company that was established in 2008 to deliver the initial BID for Inverness City Centre for the 5 years to 31st March 2013. We will deliver the renewed business plan for the period 1st April 2018 to 31st March 2023 and represent the interests of all BID businesses through a dedicated Board of elected, voluntary, non-executive Directors elected from the BID levy payers together with a Highland Council's representative, the Leader of the City of Inverness Area Committee.

# BID Levy Arrangements

- As BID Proposer the BID Board of Directors propose that the BID levy arrangements for term 2018-23 are based on the rateable value of a property.
- Throughout the term 2018-23 the levy will continue to be based on the rateable values established at the revaluation in 2017 and as in force at the 1st April 2018 irrespective of any national revaluation ordered by Scottish Government during the new term.
- There will be no adjustments to the levy charged during a year to reflect changes in individual rating values due to a successful appeal. However any such changes in rating values (resulting in either a higher or lower value) will be reflected in a corresponding change to the levy for the appropriate properties in the year following a successful appeal.
- All eligible non-domestic properties with a rates valuation that are listed on the Inverness City Centre Valuation Roll by the Scottish Assessors on the day of the ballot will be liable for the investment levy for the duration of the BID subject to the exemptions detailed below.
- The levy payments are not linked to what levy payers actually pay in rates but are based on the rateable value of the property.
- For the year to 31st March 2019 the BID levy would be 1.03% on the rateable value of the property at the 1st April 2018 .
- For Year 2 (2019-20) and subsequent years, the BID Board will have the discretion to increase the levy annually by the rate of inflation (CPI) but any such increase will be limited to a maximum increase of 2% per annum.
- The BID levy payments will be made 50% by the Property Owner and 50% by the eligible person (the occupier, the eligible person liable to pay the non domestic rate) operating from the property (the Property Occupier) with the exception of vacant premises when it will be the responsibility of the Property Owner to pay the full levy.
- Any new commercial development or new property with a rateable value of £10k or more coming into the BID area during the 5-year term of the BID, will be liable for the BID investment levy although if a ratepayer (whether they pay rates or not) occupies the premise for less than a year the amount of BID investment levy will be calculated on a daily basis.
- Where a property is vacant, undergoing refurbishment or being subdivided on the date the levy is issued, the Property Owner will be liable for the levy amount which must be paid within 28 days.
- Highland Council as the billing body will continue to pursue any non-payment of the BID Investment levy using the available statutory powers to ensure fairness to those levy payers that have paid the levy. The Highland 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.

## Exemptions to Paying BID Levy

**The current BID Board of Directors as the BID Proposer, propose that the following BID levy exemptions operate for term 2018-23:**

- Any property with a rateable value of less than £10,000 shall be exempt from paying levy. However such businesses may pay a voluntary contribution to become a member of BID.
- Churches & other established places of worship shall be exempt from paying BID levy as shall non-retail charities and stand-alone ATM's.
- For clarity charity retail shops will be liable to pay BID levy as they will benefit from the improved trading environment created by BID.
- Properties in the Eastgate Shopping Centre and the Victorian Market will contribute the levy as defined above but as they already pay a service charge for safety, marketing and promotional services they will again be subject to a reduction in levy payable (Eastgate 35% and Victorian Market 30%) in return for their offering "in kind support" to the BID Project.

# Financials for 2018 -2023

The BID Board of Directors will continue to seek to use the money raised through the BID levy to lever additional project support and sponsorship to add value to the contribution from businesses. In the year 2017/8 a total of £105k of such additional funding was achieved to invest along with the BID Levy in the City Centre

The Board shall have the ability 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 and which are in the best interests of the businesses providing that the BID aims and objectives remain adhered to.

Budget	2018/19	2019/20	2020/21	2021/22	2022/23
<b>Income:</b>					
• BID Levy *	£211,800	£215,900	£220,100	£224,400	£228,700
• Project Funding **	£94,590	£94,590	£94,590	£94,590	£94,590
<b>TOTAL</b>	<b>£306,390</b>	<b>£310,490</b>	<b>£314,690</b>	<b>£318,990</b>	<b>£323,290</b>
<b>Expenditure</b>					
• Marketing the City Centre	£102,000	£103,000	£104,000	£105,000	£106,000
• Enhancing the City Centre	£98,000	£99,000	£100,000	£101,000	£102,000
• Safe & Welcoming	£43,000	£43,500	£44,000	£44,500	£45,000
• Engaging & Championing	£14,390	£15,490	£16,690	£17,990	£19,290
• Organisational Costs	£49,000	£49,500	£50,000	£50,500	£51,000
<b>TOTAL</b>	<b>£306,390</b>	<b>£310,490</b>	<b>£314,690</b>	<b>£318,990</b>	<b>£323,290</b>

\* Net Levy is based on levy being invoiced at rate of 1.03% for 2018/19 plus for 2019/20 onwards, projected annual cost of living (CPI) increases but limited to an additional 2% per annum. The levy invoiced annually is netted by the 96% rate of collection achieved in previous terms.

\*\* BID has received project funding from the Inverness Common Good Fund during the current BID term to undertake projects (including floral decorations, community safety & amenity) and these projects are expected to continue in the five year period to 2023. The funding shown for 2018/19 has been confirmed and it is proposed that annual applications will be made for future years funding. Should this support not be available in any of the years 2019/20 to 2022/23 above, then the project(s) would be reviewed to either be funded by alternative sources or to be reduced or cancelled.

## What will the Levy Cost my business?

The proposal is that the BID levy for 2018/19 will be 1.03% of your business premises rateable value with the cost being shared equally between the Property Owner and the Property Occupier.

On that basis the cost to business is shown in the following table:

Rateable Value of Business	Annual Cost of Levy to Property Owner (50%)	Annual Cost of Levy to Property Occupier (50%)	Monthly Cost	Daily Cost
<b>£10,000</b>	£51.50	£51.50	£4.29	14p
<b>£15,000</b>	£77.25	£77.25	£6.44	21p
<b>£20,000</b>	£103.00	£103.00	£8.58	28p
<b>£50,000</b>	£257.50	£257.50	£201.46	69p
<b>£100,000</b>	£515.00	£515.00	£41.66	£1.41
<b>£250,000</b>	£1,287.50	£1,287.50	£107.29	£3.53
<b>£500,000</b>	£2,575.00	£2,587.00	£215.58	£7.06

# The BID Directors



**BID Chairman:  
Peter Strachan**  
(Serco Caledonian Sleeper)



**BID Vice-Chair:  
Jackie Cuddy**  
(Eastgate Centre)



**Cllr Helen Carmichael**  
(Inverness Provost –  
The Highland Council)



**Duncan Chisholm**  
(Duncan Chisholm  
& Sons, Kiltmaker)



**Craig Duncan**  
(McDonald's  
Restaurant)



**Bill Fraser**  
(Duncan Fraser  
& Son, Butcher)



**Malcolm Fraser**  
(Duncan Fraser  
Fishmonger)



**Corra Irwin**  
(Macleod &  
MacCallum)



**Charlie Lawrence**  
(Graham &  
Sibbald)



**Don Lawson**  
(Johnny Foxes)



**Gordon McIntosh**  
(Munro & Noble)



**Owen McManus**  
(Marks & Spencer)



**Brian Philip**  
(The Music Station)



**Graine Riach**  
(Edinburgh Woollen  
Mill)



**Graham Thomson**  
(Coffee Affair)

## Governance

Inverness BID Ltd, a not-for-profit limited company, will continue and deliver the renewed Business Plan for the period 1st April 2018 to 31st March 2023 through its Board of Directors and a management team lead by the BID Manager.

In carrying out this role the Board will take all steps to minimise any risk associated with the BID (financially or otherwise), adopting best practice whilst being open & transparent. It will report annually to the BID levy payers at an AGM.

The Board will also enter into a new Service Level Agreement with the Highland Council to ensure that the projects & services that BID delivers are additional to those delivered by the Council.

## Measuring Success

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 delivering 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.



Inverness BID Limited, 17 Queensgate, Inverness IV1 1DF  
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www.invernessbid.co.uk



**Cllr Margaret Davidson**  
(Leader of the Highland Council)



"Inverness Bid have made a real difference to the City and have contributed

**Drew Hendry**  
(Local MP)



"The development of our City Centre is vital to support our local economy,

**Chief Superintendent George Macdonald**

(Police Scotland - Divisional Commander Highland and Islands)



"Inverness City Centre is a key destination locally and in many respects the gateway to the wider

to enhancing our experience of the City through a wide range of initiatives. They have acted as a catalyst for change and have given a voice to local businesses as together we promote the economic growth of Inverness. I am therefore delighted to give my support to the BID Directors as they seek a further 5 year term."

and to drive our thriving tourism sector. BID provides a voice for the business community. Over the past five years, much great work has been done to improve our city offering but there is still a lot of work to do. I have no hesitation in supporting BID in their efforts and I am sure they will continue to play a key role in delivering a better vision for the future."

Highlands for those visiting the area. We need to ensure that the City Centre continues to develop as a positive, welcoming and safe destination for those who live, work, shop and socialise there. Partnership working with the Business, Voluntary and Public Sectors is the only way to achieve sustainable outcomes. Working alongside the Business Improvement District (BID) we have made significant inroads to ensure that the collective approach to Safety and Security is high on all agendas. There are excellent long standing workstreams, covering the Daytime and Evening Economies, which provide solid foundations for the future. With the support of BID, an enhanced recent focus on Antisocial Behaviour and Crime Prevention provides the platform we can all build upon for the future to further promote safety and security for the City Centre."

**Graham Cole**

(Principal) Scoop Asset Management, Owners of Eastgate Centre



"As the London based asset manager of Eastgate Centre I have been most impressed at how Inverness BID champions local issues which affect all of us the City Centre businesses. BID very effectively links the needs of all the differing types and sizes of businesses."

**Don Lawson**

(Owner of Johnny Foxes)



"As Chairman of Pubwatch I know how supportive BID is of the hospitality sector businesses which are so crucial to both the day and night-time economy. BID is proactive in working with the licensed premises promoting a Safe & Secure City Centre. I am pleased to endorse the proposal for a further 5 year term for BID."



**VOTE YES NOW**  
**FOR A THIRD TERM**

# WHAT HAPPENS IF?

If majority support is not achieved when the ballot result is announced on Friday 23rd March 2018, BID will cease and close down on the 31st March. All BID projects and initiatives will terminate immediately and the company wound up.

## AND IF THERE ISN'T A BID, THE CITY CENTRE IN THE FUTURE WON'T BENEFIT FROM

- The BID Coach Friendly Ambassadors who organise and welcome the 2,200 tourist coaches each year with their 90,000 visitors.
- The FREE BID "Places to Eat & Drink" Visitor Guide promoting 115 City Centre hospitality venues.
- Marketing of the City Centre, its businesses and events to visitors and residents alike.
- One voice ensuring that the views of businesses are listened to on City Centre decision-making issues. e.g. a strategic vision for the City Centre, Houses of Multiple Occupation, Policing and 15 minute free parking.
- Security & re-assurance for visitors and residents to the City Centre through the BID Security Task Team and Taxi Marshals.
- The Gull Reduction Project which has removed 10,000 eggs over the past 6 years – without it the gull population would be expected to increase by 7% each year.
- BID campaigning for an accessible City Centre for all modes of transport – which resulted in the Highland Council agreeing 15 minute free parking.
- The "BID Business Awards" which profiled the City Centre businesses with the public registering an amazing 14,000 votes.
- FREE pro-active social media marketing promoting both individual businesses and the City Centre. BID facebook likes increased 66% in 2017.
- City Centre Summer Floral Displays (775) delivered and part funded by BID.
- The "Best Bar None Awards Scheme" in Inverness which reflects increasing standards in the licensed trade sector.
- The only "City Centre Business Directory" profiling all businesses available – provided FREE in the BID web directory.
- A seasonal events programme designed to attract and move visitors and residents around all areas of the City Centre.



VOTE **YES** NOW  
FOR A THIRD TERM