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# BYRES ROAD AND THE LANES: THE NEXT FIVE YEARS



**BUSINESS PLAN OF THE BYRES ROAD & LANES  
BUSINESS IMPROVEMENT DISTRICT  
01/05/2020 – 30/04/2025**



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# Chairman's Welcome

**WELCOME** to **Byres Road & The Lanes: The Next Five Years**, our business plan for the next phase of the life of the Byres Road & Lanes Business Improvement District.

In the next few pages you will find a reminder of some of the great things the BID has achieved since its inception, together with the key issues that you, our members, have told us are important to you as businesses operating in the BID area, and that we want to highlight over the next five years.



The last five years have seen major changes and challenges throughout Scotland and the rest of the UK economically, politically and socially. Hardly a week has gone by without some article or report appearing in the news about the “death of the high street”. Big household names have disappeared from our town centres, something that would have been unthinkable just ten years ago.

It would be easy to get despondent, but I remain convinced that as we work together, we can make a difference. As a business owner I had always been frustrated that I seemed to have no say, no voice in matters that concerned the area where I worked. Through the BID we have seen that our voice has been heard by the likes of the Council, SPT, bus companies and others, in matters such as the issues concerning bike lanes and parking as part of the City Deal plans for Byres Road, and our campaign to reinstate the No 15 bus route.

Our two main annual events – the Christmas Festival and the Cinema in the Botanics – have become major fixtures in the West End calendar, drawing in thousands of visitors, and we will continue to promote the area on our social media platforms and through other advertising media, in an effort to make the West End a “must see” destination for visitors and locals alike.

It has been my privilege to serve on the BID Board for two years and as the Chair since March 2019 and I want to express my thanks to my fellow Board members and to our amazing staff team, especially Deborah Murray our BID Manager, for their dedication and hard work.



I cannot end this welcome section without paying tribute to our late Chair, David Howat, whose passion and energy was so instrumental in the foundation and ongoing work of the BID. A proud Westender born and bred, David’s wit, charm and love for the area, its businesses and people shone through in all he did, and his sudden loss to us in March 2019 was a huge blow. Hardly a week goes by without my asking myself, “What would David have done here....” More than anything else, the continuation of the BID for a further term will be a fitting memorial to him.

Here’s to the next five years!

John Turner, BID Chair, Co-owner of Janet & John, De Courcy’s Arcade, Cresswell Lane



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# Our Philosophy

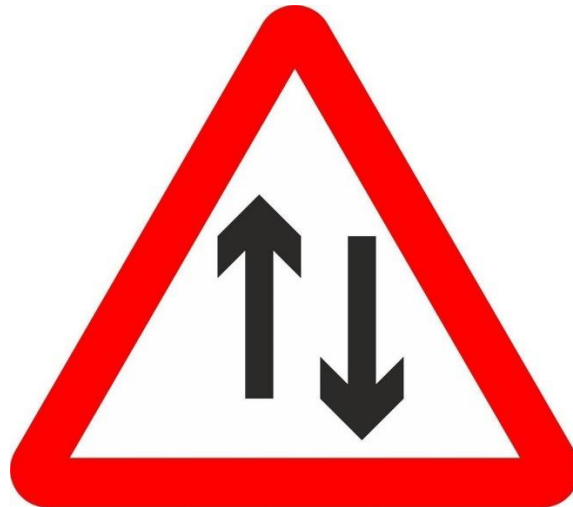
At a BID networking event some years ago, David Howat put a slide up on the screen showing a road sign with two arrows on it – one up, one down.

This, he said, was a pictorial representation of what the BID did.

The UP arrow represented increased visitor numbers, footfall and sales for the member businesses, generated through all that the BID did by way of marketing, advertising, putting on events and festivals, lobbying, working to improve the streetscape and the environment by reporting incidents of rubbish tipping and graffiti, etc, etc.

The DOWN arrow represented reduced costs to the member businesses through our links with our commercial partners, who have helped our members save hundreds and in some cases thousands of pounds per year on waste and rubbish collection costs, water rates and other utilities bills, mobile phone and internet service charges.

The Board has adopted this simple philosophy, and it provides the backdrop to everything that we do, and every decision that we make on your behalf.



## Contact Details

Please feel free to contact us at any time about any questions you may have in relation to the content of this Business Plan, or any other queries about the BID and what it does, details below:



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# Meet the team

## John Turner

John and his wife Janet have run a Scottish arts and crafts shop/gallery in Cresswell Lane for six years, called - with great originality - Janet & John. He has served on the Board for around 2 years and as Chair since March 2019. He is also a huge Star Trek fan.

## Derek MacNeill

Derek has an antiques and collectables shop, Trios, in Ruthven Mews which he shares with business partners Ron and Sheila. He has served on the board for around 3 years. His passion for promoting items from the past drew him to this vocation which he says is a million miles away from the 40 years he spent in the nursing profession.

## Colette French

Colette is the manager of home interiors store Time & Tide at the northern end of Byres Road. She has served on the board for two years.

## Chris Finnieston

Chris has lived in the West End all his life, and has been involved in West End businesses for the last twenty years, during which period Byres Road has changed dramatically. It is a place dear to his heart. He believes that the BID is a vehicle to improve businesses, offering them opportunities to continue to thrive, and encouraging new ventures to come to the area. He has been on the BID Board since its inception in 2015.

## Deborah Murray

Deborah has been the BID project manager since May 2015. With a background in economic development and tourism, she has worked in both the private and public sectors. She is fond of films, food and football and is a keen traveller, both at home and abroad.

## Jessica Stafford Cameron (plus Angus!)

Jessica has been the BID's Events and Marketing Executive since July 2018. She is currently on maternity leave with baby Angus who was born in August. She enjoys digital design and creating art. Before her pregnancy she enjoyed taking part in roller derby.

## Hannah Moore

Hannah joined the team in July 2019 to cover Jessica's role within the BID Team whilst she is on maternity leave. Hannah enjoys good food – both cooking and eating it – and spending long afternoons in galleries admiring art.

## Councillor Martha Wardrop

Martha has been a Councillor for the Hillhead ward since 2007 and has been engaging with the BID since its inception. She is passionate about the development of Glasgow's status as a UNESCO City of Music and giving support to local designers, artists and musicians who are crucial to the local economy.



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# The last five years

Here are a few reminders of the great things we have done together over the past five years:



Small Business Saturday and Snoopy Tour  
December 2015



West End Bike Street Day  
September 2016



Byres Road Book Festival  
2016 & 2017



Byres Road Fashion Show  
2016 & 2017



Networking Events  
throughout the BID term



The Visit West End Card  
launched 2016



Have a coffee on us  
2017



Shuttle bus to Riverside Museum  
2017



Mini Mela  
September 2016



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Spring Celebration  
April 2016 & 2017



Vinicombe Street Village Green  
2017



Summer Fayre and Land Train  
2018



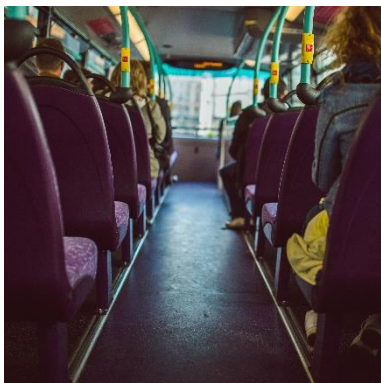
Business Watch Scheme  
Launched 2018



Cinema in the Botanics  
2016, 2017, 2018, 2019



Christmas Tree Lights Switch On event  
2016, 2017, 2018, 2019



Restoration of the no. 15 bus service  
August 2019



Successful campaign to stop all parking  
spaces being removed from Byres Road  
between Church Street and Great  
Western Road  
2019



Saving businesses money on refuse  
collection costs and other services  
throughout BID term



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# Testimonials

Here is what the fellow members of **your** business community had to say about the work of the BID:

## David Nicholls, Brett Nichols Associates

The BID team including its dedicated staff and voluntary board have delivered a range of excellent events in the area and have shown fairness in where these events have reached, meaning the whole street and its lanes can benefit.

The BID has become a vital conduit between businesses and virtually all interested parties in the area and wider city. They always seem to know what is going on and share information and advice to the member businesses regularly and clearly.



## Georgina Henderson, Inferno Studio

"I was setting up a business and a studio for the first time when a friend recommended I talk to the BID and have a conversation with the team to ensure I was set up properly into the community.

Having the BID's advice and knowing they were there were there as a drop in point for any help really did make a difference in my decision to set up my business in the area.

It helped me establish my business very quickly in the beginning weeks and now I have the best support from the team.

I really enjoyed the retail event at the Hilton (albeit I am fitness related the camaraderie & tips given were super useful for me!) it was a great networking event and very insightful on what is going on in the "high street" small business sector.

Thank you for all the support, I couldn't have done it without the BID team!  
Keep doing what you're doing!"







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### David Mullane, W2

Byres Road & Lanes Business Improvement District gives traders a collective voice when communicating with the local authority and our customers. Without the BID we would go back to isolation.

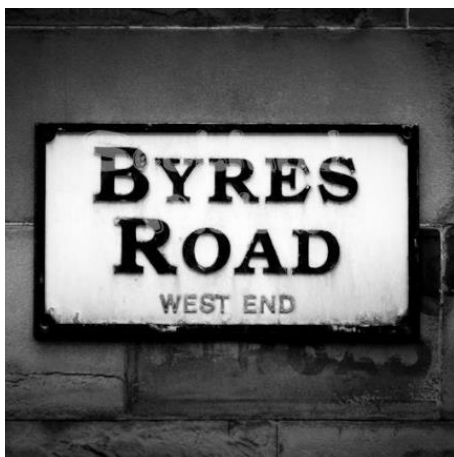
### Stewart Lorimer, Hilton Glasgow Grosvenor

I believe the BID have an important role to play in representing the needs and wishes of the wide variety of businesses operating within the West End of Glasgow. There are definitely more opportunities to forge partnerships and improve the marketing of the area to mutual benefit and for that reason I will be continuing to support the BID in their efforts.



### Bridget McLaren, Pattison & Co

The Byres Road and the Lanes BID has done an exceptional job in driving customers to the area, particularly in its organised events such as Cinema in the Botanics and the Christmas Festival event. Add to this, the BID's fierce campaigning on behalf of all its members on local issues such as the City Deal improvements and cancelled bus routes, it is easy to see what an important function the BID plays in the local business community. Well done and thank you to the team and all who have worked tirelessly on all of the projects. Hopefully there will be even better things to come in the future!



### George Mewes, George Mewes Cheese

The BID provides a way for our businesses to be heard, giving us a voice and making sure that organisations such as Glasgow City Council and the University of Glasgow are listening to what we say. That will be increasingly important as the university continues to redevelop the old Western Infirmary and the roadworks come on site.



# Our pledge to you

Once re-elected, the Boards of Directors and the staff of the BID will continue to:

- ✓ **Promote** Byres Road & The Lanes as a prime “must go to” destination for locals and visitors alike, using a full range of social and other marketing media, and working closely with organisations such as VisitScotland, Glasgow City Council and others
  
- ✓ **Help reduce your overheads** and save you money on refuse collection, utility services and other costs through links with our chosen commercial partners such as eyebright solutions and Changeworks UK
  
- ✓ **Work closely** with Glasgow City Council, their designers and contractors on the delivery of the City Deal Project works to enhance Byres Road, to ensure that it is the best for businesses, residents and visitors alike, and that the works are carried out with the minimum of disruption to all concerned; and support the Council’s plans to change the Hillhead parking regime to release over 220 extra spaces for general use during the day
  
- ✓ **Build and maintain** closer links with the University as the work on the new campus continues, with the aim of encouraging students and staff to make more use of the facilities in the BID area, and to promote a closer working relationship for the benefit of both parties
  
- ✓ **Work closely** with the Council, landlords, agents and others to proactively encourage businesses to move into the area, whilst seeking to preserve its unique range of retail businesses, and to encourage innovative use of shops that have remained vacant for some time
  
- ✓ **Seek** additional funding to enable us to host a wider range of festivals and events in the BID area



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# What you have told us

During our recent consultations of members by email and in person, we asked you to highlight what you considered were the most important issues that the BID should work on over the next five years. The questionnaires covered a range of themes including getting here and getting around; working for our businesses; marketing, PR and promotion; events and festivals; clean, green and safe; and environment and streetscape.

## These were your Top Seven responses

**Note** - the percentage figures in brackets are an aggregate of those who said each matter was “very important” or “important” on the survey.

- **Availability of parking (88%)**
- **Working with the Council to ensure that the City Deal improvements to Byres Road are delivered in such a way that minimises business disruption as much as possible (84%)**
- **Working with the council to ensure that quality streetscape proposals are delivered (84%)**
- **Working with the Council, Landlords and others to encourage new businesses into vacant spaces on Byres Road & the Lanes (83%)**
- **Marketing and advertising campaigns (82%)**
- **The BID acting as a point of contact with the Council and its contractors during the construction phase of the City Deal works on Byres Road (81%)**
- **The BID providing a unified voice for businesses at both local and central government level, and to other organisations (80%)**

Now please turn over to the next few pages to read more details of the responses to the surveys, and our proposed Action Plan as to how the BID will address these issues over the next five years



# Action Plan 2020 - 2025

We asked you what was important to you, on a scale of 1 to 5, where 1 was not important and 5 was very important. Here's what you told us, and these are the themes that emerged as the most important from the survey

## Theme 1 – Getting here & getting around

- 88% of you thought that availability of parking was important or very important
- 78% thought that the Subway service was important or very important, especially on Sundays

Activity	Timeline	Key partners	Measurement	Cost
Continue to work to improve the availability of car parking, including supporting GCC in their application to change the parking regime in the Hillhead area to release 200+ additional parking spaces for use during the day	2020-2025	Glasgow City Council (GCC)	Successful and positive improvements to parking provision	Covered by staff budget
Act as the voice of business to lobby SPT over the extension of the Sunday service and service improvements	2020-2025	SPT, GCC	Extended Sunday travel times	Covered by staff budget
Work with residential and commercial owners of adjacent properties to improve surfacing and lighting in Ruthven Lane	2020-2025	Owners, businesses, GCC	Improved surfacing and lighting, increased footfall and dwell time	Covered by staff budget
Implement a strategy to highlight and promote all the Lanes	2020-2025	GCC	Increased visibility, footfall and dwell time	Covered by staff and marketing budgets
Continue to lobby for protection and extension of bus services	2020-2025	SPT, GCC, University of Glasgow, bus companies	Continuation and extension of bus services	Covered by staff budget



## Theme 2 – Working for our businesses

- 83% thought it would be very important to engage with landlords of vacant properties/relevant partners and devise a strategy to encourage fresh and unique businesses to Byres Road and the Lanes
- 81% thought it was important that the BID continued to act as the point of contact with Glasgow City Council and its contractor, through the City Deal construction works
- 80% recognised the importance of providing a unified voice for businesses to local and central government and other key organisations
- 75% thought that making applications for grant funding from local and central government and other funders was very important

Activity	Timeline	Key partners	Measurement	Cost
Dedicated BID manager & staff to deliver business plan, with project management and marketing & events experience	2020-2025		Delivery of projects & activities	Staff budget £52,000 per year
Providing a unified voice for businesses to local and central government and other key organisations	2020-2025		Business voice heard and recognised	Covered by staff budget
Acting as a conduit for businesses throughout the implementation of the City Deal construction works	2020 - 2022	GCC	Works programming information communicated and impact on businesses minimised Positive promotion of the area throughout the works	Covered by staff budget
Work with landlords of vacant properties to encourage new and unique businesses to move to Byres Road and the Lanes	2020-2025	Landlords, letting agents, GCC	Reduction in empty units New and vibrant businesses in the area	Covered by staff budget
Apply for funding from various sources	2020-2025		Increased capital and revenue funding for projects	Covered by staff budget
Partnership working to deliver lower utility and commercial waste costs	2020-2025	Eyebright Changeworks Recycling And other selected partners	Cost reductions for businesses	Covered by staff budget



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Activity cont.	Timeline	Key Partners	Measurement	Cost
Promote various business support initiatives relevant to local businesses	2020-2025	Business Gateway, Skills Development Scotland, People Make Glasgow, VisitScotland, Green Tourism Business Scheme, private companies	Increased knowledge leading to upskilling, cost savings, new training opportunities, marketing initiatives	£5,000 per year
Establish sector-specific forums to increase collaboration, focus on opportunities and develop new initiatives	2020-2025		Number of productive forums New initiatives facilitated	Covered by staff budget

### Theme 3 – Marketing, PR & Promotion

- 77% of businesses thought a strong social media presence to be very important or important
- 82% of you recognised the importance of marketing & advertising campaigns

Activity	Timeline	Key partners	Measurement	Cost
Continue to use the social media platforms to drive footfall to the area and promote each individual business on a regular basis	2020-2025		Increase in social media engagement	Marketing budget £21,830 per year
Deliver marketing & advertising campaigns to drive footfall and spend	2020-2025		Number and effectiveness of campaigns	Covered by marketing budget
Continue to deliver the comprehensive use of the Visit West End brand	2020-2025		Increased recognition of the area as a destination	Covered by marketing budget
Continued production and distribution of the Byres Road area guide to visitors	2020-2025	VisitScotland	Increase in visitor numbers Longer dwell times	Covered by marketing budget
Devise a shop local loyalty scheme using traditional or digital methods	2020-2025		Number of subscribers Number of participating business Amount of new business generated	Covered by staff budget



### Theme 4 – Events & Festivals

- 80% of businesses thought new events & festivals were very important or important  
73% saw Christmas events as important or very important

Activity	Timeline	Key partners	Measurement	Cost
Continue to deliver new events and festivals throughout the year, and across the BID area in particular towards the southern end of Byres Road.	2020-2025		Number of events Visitor numbers Visitor satisfaction Increased promotion of the area Increased spend	Covered by £30,000 events budget
Continue existing Christmas event and extend activity throughout the area	2020-2025		Visitor numbers Visitor satisfaction Increased promotion of the area Increased spend	Covered by events and marketing budgets
Support to other events and festivals	2020-2025		Increased promotion of the area Visitor numbers	Covered by events budget
Explore opportunities to hold markets	2020-2025	GCC	Increased footfall	Covered by events budget

### Theme 5 – Clean, Green & Safe

- 71% thought that an improved environment with more space for people was important or very important
- 67% recognised a Business Watch scheme to protect people and property as important or very important.
- 61% saw the weekly audit and reporting of graffiti, fly tipping flooding etc as important or very important

Activity	Timeline	Key partners	Measurement	Cost
Continue to work for an improved environment on Byres Road through the City Deal works and the University of Glasgow expansion	2020-2025	GCC, University of Glasgow	Improved streetscape, increased amount of civic space and events space, more seating	Covered by staff budget
Weekly audit of graffiti, fly tipping etc	2020-2025	GCC	Speed of action	Covered by staff budget
Volunteer clean ups	2020-2025	GCC, local businesses & residents	Number of sessions Increased civic pride	Covered by staff budget
Continue to develop the Business Watch scheme to protect people and property	2020-2025	Police Scotland, GCC	Reduction in shoplifting Reduction in anti-social incidents	Covered by staff budget



## Theme 6 – Environment & Streetscape

- 84% thought that working with the council to ensure that high quality streetscape proposals are delivered is important or very important
- 84% of you thought that BID working with the council to ensure the City Deal improvements are delivered in a way that minimises impact to businesses is important or very important
- 75% thought that Christmas displays are important or very important

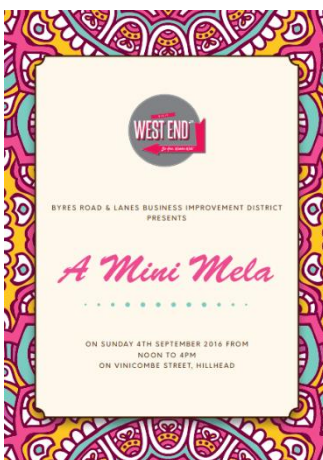
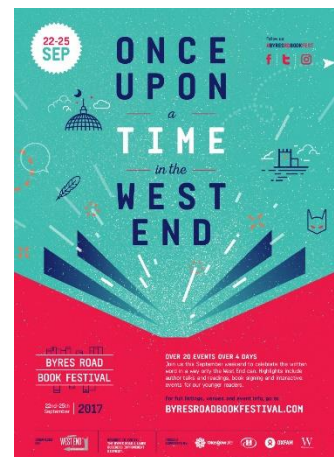
Activity	Timeline	Key partners	Measurement	Cost
Work with the Council to ensure that the high quality streetscape proposals are delivered	2020-2022	GCC	Completed high quality project	Covered by staff budget
Work with the Council to ensure the City Deal improvements are delivered in a way that minimises impact to businesses	2020-2025		Business satisfaction with advance information, amelioration measures and business promotion throughout works	Covered by staff budget
Continue to develop the Christmas display across all of Byres Road & the Lanes, using traditional and digital technology	2020-2025		Business satisfaction Visitor satisfaction	Covered by staff budget
Vinyl displays to enliven long term vacant units	2020-2025	Landlords, GCC	Number of vinyl displays Number of vacant units let	Covered by marketing budget
Redevelopment of Church Street Baths and adjoining building to secure long term viable future use of the Church Street triangle site	2020-2025	GCC, Glasgow University, Glasgow Building Preservation Trust and others	Securing funding for feasibility studies on the condition and future uses of the buildings, and investigating funding sources for renovations and repairs	Covered by staff budget





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# A trip down memory lane...



A **huge** thank you to everybody who has contributed, attended and helped spread the word about our events over the past five years – here's to many more!



# The legal stuff

**In the next few pages we will be setting out some important information about the BID, the extent of the BID area, the BID levy and how it is charged, how the BID is governed and how the ballot will work, which we are required to give you under the rules and regulations that govern the BID.**

If you have any further questions about anything then please get in touch with the office.

## WHAT IS A BID?

A Business Improvement District (BID) is a precisely defined geographical area of a town, city or commercial district where property ratepayers are invited to vote to invest collectively in local improvements that are additional to those currently provided by local government.

Collected investments will be held in a ring-fenced account and released as required by the BID to finance delivery of projects, services and activities as set out in the business plan.

A BID can only exist if it receives a clear majority of votes from eligible business properties and organisations from within the defined BID area. BIDs operate for a period of five years and are developed, managed and paid for by member businesses through a compulsory BID levy. A BID is about all businesses in the defined area working together and investing collectively to improve their business environment and bring about a better town centre.

The BID does not replace any services currently provided by the Local Authority, Police Scotland or others. It is an entirely separate funding stream to which the local authority has no access.

**Definitions: “Business”** or any variations of that word are used throughout this document to refer to property owners or tenants and occupiers of properties who are liable to pay Non-Domestic Rates (NDR), whether they actually pay them or not (for example if their properties are exempt due to their size, charitable status or otherwise). The word “business” refers to all properties listed in the Scottish Assessors website database, which includes properties where the occupier or eligible person liable to pay the NDR may be a charitable organisation, public sector or social enterprise and not necessarily a commercial enterprise.

**“Eligible persons” or “eligible voters”** are the individuals liable to pay the NDR within the BID area. They will have one vote, or where a person is liable to pay the NDR for more than one property, that individual shall be eligible to cast one vote for each eligible property. However, they will be required to pay the levy for each of the properties they represent.



# Who pays the levy?

A BID levy is an equitable and fair way of funding additional projects and services, which the local authority and other statutory bodies are not required to provide. There are approximately 235 commercial properties in the BID area which will generate a BID investment levy income of approximately £129,810 per annum and an estimated total levy income of £649,050 over 5 years.

It has been agreed by the BID Board that the levy rate will be a banded fee structure based on the rateable value (RV) of the property on the day of the ballot 26<sup>th</sup> March 2020 and throughout the 5-year term of the BID and: -

- The BID levy will be paid by the occupier (the eligible person liable to pay the non-domestic rate), however, the property owner will be liable to pay the levy where a property is vacant on the day the levy invoice is issued and for all the period thereafter when the property is vacant.
- There will be no increase in the levy amount throughout the term of the BID or as a result of a non-domestic rateable revaluation occurring during the BID term.
- All eligible occupiers (of eligible properties) i.e. the eligible person liable to pay the non-domestic rate that are listed on the Local Assessors Valuation Roll on the ballot date will be liable to pay the levy.
- The levy payments are not linked to what businesses actually pay in rates but are based on the rateable value of the property.
- The levy must be paid either in one payment within 28 days from the date of the levy invoice or in 10 instalments by arrangement with the billing body.
- If there is a change, in occupier to a property, until a new occupier is found, the property owner will be responsible for paying the levy.
- Any new commercial development, subdivision of existing properties or merging of properties or new business with a non-domestic rateable valuation coming into the area during the 5-year term of the business improvement district will be liable for the BID Improvement Levy.



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- If a property is vacant on the date the levy is issued and for any subsequent vacant periods, the property owner will be liable for the full levy amount, which must be paid within 28 days.
- The BID Board of Directors has agreed that the levy would be applied to eligible properties within the BID area, regardless of their rateable value. Various band levels have been applied with a maximum banding at £500,000 and above.
- The board has also decided not to index-link the BID Levy to either Retail Price Index (RPI) or the Consumer Price Index in order to take account of inflation, so that those liable to pay the levy can budget accordingly for the full five year term.

### **Exemptions**

The BID Board has agreed that the following properties within the BID area should be exempt from the levy payment:

- Hillhead Library
- Any garage premises used solely for storage or the parking of vehicles
- Places of worship
- Non-retail charity offices (there are currently none in the BID area)
- Advertising hoardings

### **Collection of the levy**

The levy is collected on behalf of the BID by Glasgow City Council. This is the most efficient, safe and cost-effective method of collection and is a statutory function delivered by the Council to support the BID. The monies collected are ring-fenced and cannot be accessed by the Council or used by it as an additional source of income. The BID applies to the Council to draw down funds for its own use as required to deliver the Business Plan.

In the event of non-payment, the Council as the billing body will strongly pursue any outstanding amounts using the recovery powers available to it as the billing body, to ensure complete fairness to all the businesses that have paid. The Council will be entitled to charge an additional fee to the levy amount to meet any additional costs it may incur in the recovery of the levy.



# What will it cost you?

## The BID Levy

Band	Rateable value	Each week	Each month	No. of businesses	Annual levy	Levy by bandings
A	Arcade	£2.31	£10.00	38	£120	£4,560
B	£1,000 - £10,000	£5.77	£25.00	25	£300	£7,500
C	£10,001 - £20,000	£8.65	£37.50	34	£450	£15,300
D	£20,001 - £30,000	£10.58	£45.83	33	£550	£18,150
E	£30,001 - £40,000	£11.54	£50.00	33	£600	£19,800
F	£40,001 - £55,000	£12.50	£54.17	25	£650	£16,250
G	£55,001 - £80,000	£14.42	£62.50	25	£750	£18,750
H	£80,001 - £100,000	£15.38	£66.67	7	£800	£5,600
I	£100,001 - £120,000	£21.15	£91.67	4	£1,100	£4,400
J	£120,001 - £160,000	£26.92	£116.67	6	£1,400	£8,400
K	£160,001 - £500,000	£32.69	£141.67	3	£1,700	£5,100
L	£500,000 +	£57.69	£250.00	2	£3,000	£6,000

**ANNUAL  
TOTAL**

**£129,810**

The BID Board has chosen to use a fee structure as above to calculate the levy charged. The reasons behind this are as follows:

- The levy payments must add up to the amount required to deliver the business plan.
- A banding system was chosen as it represents a simple and easy way for businesses to identify their levy payment, provides for ease of collection and represents a fair and reasonable methodology. Everybody benefits therefore everybody pays.
- A minimum payment of £120 (£2.30 per week or less than the cost of one cup of coffee) is believed to be affordable for the smallest businesses situated in the unique arcades in Ruthven and Cresswell Lanes.
- Through consulting with the businesses, a maximum of £3,000 is believed to be affordable for the largest businesses at the higher end of the banding.
- After careful consideration of the current economic climate the Board have decided not to increase the amounts payable in each band from the amount charged in its previous five year term. However, due to the non-domestic rates revaluations in 2017, some businesses may find that they have moved to a higher band than previously – others may have moved down a band. We calculate that around 23 out of the 235 businesses in the BID area may see an increase in their levy payments, and 19 may see a decrease. If you are uncertain as to whether your business may have been affected by such a change, then please get in touch with the BID office for further information.



# How will the money be spent?

Please see the estimate for the annual breakdown of expenditure below:

EXPENDITURE	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Staff costs & overheads	£52,000	£52,000	£52,000	£52,000	£52,000	£260,000
Office & operational costs	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
Accountancy costs	£3,000	£3,000	£3,000	£3,000	£3,000	£15,000
Business support & networking	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
Events	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
Marketing, advertising & social media	£21,830	£21,830	£21,830	£21,830	£21,830	£109,150
Contingency	£12,980	£12,980	£12,980	£12,980	£12,980	£64,900
<b>TOTAL</b>	<b>£129,810</b>	<b>£129,810</b>	<b>£129,810</b>	<b>£129,810</b>	<b>£129,810</b>	<b>£649,050</b>

**NOTE:** some of the BID events – such as the cinema event in the Botanic Gardens – will generate ticket income for the BID, which will be refunded into the operational budget, but as these figures are unknown they have not been included in the income/expenditure estimates listed above.

Please refer to the Action Plan above for more details of the themes that will be covered by the staff, events and marketing budgets.

In addition, the BID management team will continue their ongoing work on the following projects:

- PR, marketing and promotion of the area through online and other media
- Encouraging greater cooperation and collaboration between member businesses
- Encouraging sector-specific offers and promotions
- Arranging and promoting networking and training events
- Carrying out weekly area inspections and reporting fly-tipping, rubbish and graffiti to the relevant Council departments, and making sure those reports are followed up and actioned
- Visiting member businesses and welcoming new businesses into the BID area
- Proactively encouraging new businesses to take up vacant units in the BID area

The BID Company will enter into a Baseline Services Agreement with Glasgow City Council to give assurance to the businesses that the levy payment will only be used for **additional** projects which they voted on in the BID ballot. Additionally, a baseline agreement avoids the risk that public agencies including Glasgow City Council will not reduce its statutory level of service to the BID area following a successful ballot



Vote *yes* to invest in the West End

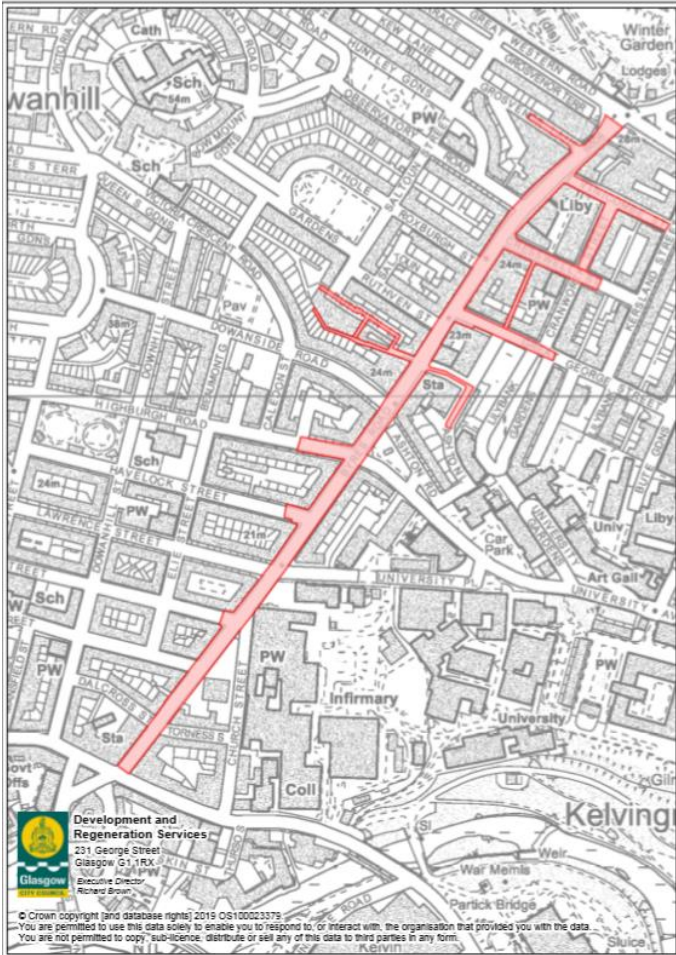
**“Having been in this role for the last nine months, I have realised that a BID is a lot like an iceberg, as there is so much going on under the surface or behind the scenes that is not immediately obvious!” - John Turner, BID Chair**





Vote *yes* to invest in the West End

# The BID area



**Ashton Lane**

4 – 46 Ashton Lane

**Ashton Road**

3 Ashton Road

**Byres Road East**

10 – 404 Byres Road

**Byres Road West**

5 – 381 Byres Road

**Cranworth Street**

12 Cranworth Street

**Cresswell Lane**

2 – 8 Cresswell Lane

**Cresswell Street**

50 – 61 Cresswell Street

**Dowanside Lane**

1 – 23 Dowanside Lane

**Dumbarton Road**

142 – 148 Dumbarton Road

**Great George Street**

167 – 174 Great George Street

**Great Western Road**

731 Great Western Road only

**Grosvenor Terrace**

1 Grosvenor Terrace

**Havelock Street**

2 – 10 Havelock Street

**Highburgh Road**

5 – 6 Highburgh Road

**Ruthven Lane**

8 – 63 Ruthven Lane

**Vinicombe Street**

14 – 28 Vinicombe Street

**White Street**

3 White Street

**NOTE:** In its early planning stages in 2014, the BID was initially developed to include all the businesses along the whole length of Byres Road, from the junction with Great Western Road in the north to Dumbarton Road in the south. After consultations with businesses and the local authority at that time, the steering group decided that the BID area would terminate at Chancellor Street on the west side and University Place on the east side of Byres Road.

When considering its plans for the next five years of the BID, the current Board have agreed to extend the BID area along the whole length of Byres Road, and to invite the businesses that were previously not included to join the BID “family”. This will allow them to enjoy the advantages provided by the BID in terms of cost savings, marketing and events, and will be crucial in enabling the BID to represent them over the next two to three years in discussions with the Council and their contractors as the Byres Road City Deal improvement works get underway in 2020, and with the University as the campus development continues on the former Western Infirmary site over the next five years.





# How is the BID governed?

The Byres Road and Lanes BID Company Limited is a company limited by guarantee. It is governed by a Board of up to 12 directors (there are currently four) all of whom are owners or managers of businesses within the BID area, and are unpaid volunteers. The Board is charged with overseeing and delivering the delivery of projects within the BID area. The Board will elect a Chair, Vice Chair and Finance Director, and will include at least one representative from Glasgow City Council sitting as an observer.

Nominations to join the Board are welcome at any time, and a recruiting drive for new directors will be launched after a successful rebalot. Every eligible person from within the BID area may nominate themselves or some other eligible person to sit on the Board, but this is limited to one eligible person by property. The Board may also appoint other directors and representatives from outside the area in an advisory capacity at their discretion.

The Board agrees on how funds will be best spent to further the provisions of the business plan, and to respond decisively to any change in circumstances to best bring this about. The Board has the authority to make relevant variations to planned projects as and when necessary for the efficient operation of the company and to comply with best business practice.

**The Management Team** consists of a BID Manager and an Events and Marketing assistant. Other staff may be hired from time to time as required, for example to help run major events.

**Minimising risk:** The Board will take steps to minimise any risk associated with the BID by only using reputable contractors to deliver projects. All efforts will be taken to use locally-based businesses where appropriate and possible. The Board will adopt best practices in governance and operational procedures whilst being open and transparent in its operation.

**Communications:** The Board will communicate regularly with BID members and other stakeholders by way of newsletters, ebulletins, media coverage and staff visits, and hold regular networking events to ensure continual engagement with its members. An Annual General Meeting will be held each year to approve the previous year's accounts, appoint directors and auditors and deal with other relevant business.

**Monitoring:** There will be a series of Key Performance Indicators to ensure that the performance of the BID can be accurately monitored

**Auditors:** The BID accounts will be monitored continually and audited annually by the duly appointed accountants, who are currently Brett Nicholls Associates based in Ruthven Lane



# How does the ballot work?

All eligible voters within the BID area will have the opportunity to vote on whether they want the BID to continue its work over the next five years. Some members will have more than one qualifying property and will therefore have more than one vote. Every vote will count!

A Notice of Ballot and ballot papers will be posted to the eligible person responsible for casting a vote within their business 42 days before the final ballot date which is the 26<sup>th</sup> March 2020. In the case of national companies, the responsibility for voting may lie with head office.

Prior to or on the date the ballot papers are issued, the BID will provide all those eligible to vote with a copy of the Business Plan.

The postal ballot will commence on the 13<sup>th</sup> February 2020 and end at 5pm on the 26<sup>th</sup> March 2020. Ballots received after this date and time will be void and will not be counted.

The vote is a confidential postal ballot conducted by the Glasgow City Council returning officer on behalf of the Byres Road and Lanes BID in accordance with current Scottish BID legislation.

Voting papers will be issued to all eligible properties within the BID area addressed to the person responsible for casting a vote for that business. Where a property is vacant, voting papers will be sent to the property owner.

Voting papers are easy to complete. Simply place a cross against either “Yes” or “No” to the question “Are you in favour of the BID?” on the ballot paper, sign it and return it in the enclosed pre-paid envelope.

For the ballot to be successful there must be a minimum turnout of 25% (the headcount) by number of eligible persons and by combined rateable value; and of those who turnout, the majority must vote in favour by number and by combined rateable value.

The ballot papers are due to be counted on the 27<sup>th</sup> March and the result will be announced by Glasgow City Council within 7 days. Following a successful ballot, the new “term” for the BID will commence on the 1<sup>st</sup> May 2020 and run for five years.

Eligible voters will be liable to pay the corresponding levy for each of the properties they represent through ownership or occupation, and will be eligible to cast one ballot vote per property they represent.



Vote *yes* to invest in the West End

# Ballot – 26<sup>th</sup> of March 2020

Are you in favour of the continuation of Byres Road & Lanes Business Improvement District?

Place a cross (X) in the box of your choice

YES

Signed .....



**VOTE YES to enable the BID to continue the vital work that it does for the area**





**DAVID HOWAT**

**1962 – 2019**

**Chair of the BID from 2015 – 2019**

**Much loved, hugely missed**

At an event in 2017 David summed up the amazing diversity of Byres Road & the Lanes in a very long “shopping list” – here is a short extract:

“Where else could you find....a Charlie Parker LP on 12 inch vinyl...fresh donuts...a dive in the deep end...the new Arcade Fire CD...a book that you can borrow but have to take back later....a night at the dancing...a cheap flight to Las Vegas...an overdraft...cream for that rash...a low interest mortgage...a fish supper...rhubarb vodka liqueur in your own wee bottle...sushi...nautical stripe baby dungarees...the Duke of Wellington wearing his traffic cone hat in the shape of a wooden brooch...a Greggs sausage roll without VAT...a diamond engagement ring...a divorce...a key cut...your books balanced...someone’s old sporan...a filling for your upper left molar...a short back and sides with a No 2 razor...a cappuccino...a pound of link sausages...designer spectacles...your bikini line waxed....Try getting all that at Silverburn, Braehead or the Buchanan Galleries!”

The Directors and Staff of the BID would like to dedicate this Business Plan in his memory and honour.