



## Dear colleagues,

Spring is on its way and we are looking forward to our first event of the year, the April spring promotion. You can read more about this and other news further down in the email. This month, we'd like to welcome our two newest businesses, Toaty Wee Angel and Music Alchemist. Both have just opened in De Courcy's Arcade, so do pop in and say hello to them.

We are hosting a networking event for all levy payers next month, so keep an eye out for the invite, which will be sent out by email once we have set a date.

Kind regards,

**The Byres Road BID Team**

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### Spring celebration

We are hosting on a series of events in April to celebrate the arrival of

### Lower your business rates

Did you know that more than 50% of the businesses in the BID might be

spring. Our promotional period runs from 9th-17th of April and all businesses will have the opportunity to put an offer in our promotions booklet free of charge. Participating businesses can stock these ahead of the period, and our friendly helpers will also be distributing them among shoppers. In addition to this, we are bringing family-friendly activities to Byres Road *and* lanes during this time, and would like to encourage businesses to come forward with ideas of their own. A meeting arranged for businesses who would like to be involved.

### **Google Business View**

BID members can still sign up for Google Business View and receive a £200 discount, as advised in the previous newsletter. It's an opportunity to become more visible on Google's many platforms (Maps, Search and Plus), with prices starting at £95 after discount.

[Read more](#)

### **Social Media**

Make sure to keep in touch with us on Facebook, Twitter and Instagram so that we can share your events and posts.



Facebook



Twitter



Instagram

eligible for the Small Business Bonus Scheme? We've put together a fact sheet that tells you about lowering your rates and helps you find out if you qualify for relief.

[Tell me more](#)

### **Shopfront Improvement Scheme**

The BID offers a grant scheme to help business owners with the cost of improving their shopfront appearance. The scheme was announced in our December newsletter and is part of the BID's vision to improve the general appearance of the street.

[Read more](#)

### **Promote your business**

Our website directory is a great way stop for customers to find businesses on Byres Road. Please take the time to fill in your details so that we can promote you as well.

[Submit your business](#)

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