

Byres Road & Lanes BID Networking Event

6th April 2016

VISIT

WEST END.com

Be Here. Wander West.

THE BOARD

- David Howat (Pattison & Co)
- David Nicholls (Brett Nicholls Associates)
- Liz Williams (Ubiquitous Chip)
- Bruce Finnie (By Distinction Art)
- Chris Finnieston (DiMaggios/Café Andaluz)



THE STAFF

- Deborah Murray (Project Manager)
- Elisabeth Norberg
(Marketing & Events Co-ordinator)

WHAT IS A BID?

- Initiative within a geographical area
- Pooled resources
- Statutory basis
- Part 9 of the Planning etc. (Scotland) Act 2006.



WHY WAS THE BID NEEDED?

- Byres Road 'isn't what it used to be'
- Very high rent and rates
- Small and independent businesses move
- Lost interest, diversity, and appeal
- Poor parking provision and unattractive public spaces



FORMING THE BID

- Steering group
- Ballot – 83% in favour
- Established in May 2015; operates until April 2020
- Budget
 - £115,000 levy
 - £30,000 from GCC (2 years)
 - £3000 from GU (1st year)
 - Benefit in kind from GCC
 - Glasgow Guarantee
 - Possibility of additional grant funding





COLLABORATION

TURNOVER



OVERHEADS





Please complete the feedback form. Thank you.

THE BID'S ROLE: ADVOCACY & LOBBYING



- Acting as a voice of our businesses
- Acting as a conduit to businesses
- Western Infirmary redevelopment

IN PARTNERSHIP WITH:

Glasgow City Council | Glasgow Life | Glasgow City Marketing Bureau (GCMB) | Byres Road Improvement Group (BRIG) | Ruthven Lane Action Group

LOWERING COSTS

- Waste and recycling
- Utilities
- Rates – discounts and rates review



APPEAL AGAINST NON-DOMESTIC RATES



- Blanket appeal made citing 'material change of circumstance'
- Need business evidence to support the application
- Assistance for individual businesses to claim discounts & reduce exposure to NDR

ENVIRONMENTAL IMPROVEMENTS

- Vinicombe Street
- Chancellor Street
- Placemaking report – consultation open







(CHRISTMAS) LIGHTS

- Phase 1: Ashton Road Car Park
- Phase 2: Ruthven & Dowanside Lane

→ Next?



PARKING

- Church Street Car Park
- Not in use at weekends
- Boost for lower end
- Advanced discussions
- Investigating other options



ALTERNATIVE PARKING

- Park and ride
- Transport Museum-Partick
Station-Botanics
- Increase accessibility
- Reduce traffic



VISIT WEST END: A UNIFIED BRAND

- Launched on Small Business Saturday (December 2015)
- Dual functionality:
 - Promotes the area
 - Creates awareness of website
- Inclusive and well received



WEBSITE



[HOME](#) [WHAT'S ON](#) [DISCOVER](#) [FIND A BUSINESS](#) [BLOG](#) [THE BID](#)

DISCOVER BYRES ROAD AND LANES

IT'S FINDING THAT HIDDEN GEM...

THERE IS AN ABUNDANCE OF UNIQUE TRADERS HIDING IN THE MANY LANES OF GLASGOW'S WEST END

- Marketing tool for the whole area
- 25% monthly growth
- Content generation

SOCIAL MEDIA



1,572 followers
5-10% monthly growth



267 followers
8% monthly growth



73 followers
20% monthly growth



- Daily activity
- Share posts
- Events
- Positive stories





EVENTS

SMALL BUSINESS SATURDAY/SNOOPY





BYRES ROAD

SPRING

CELEBRATION

KIDS **GAMES & ACTIVITIES**
12-4PM, 9TH APRIL

SPECIAL OFFERS IN 40+
SHOPS & RESTAURANTS



Go to VISITWESTEND.COM for full program

BYRES ROAD SPRING CELEBRATION



- Took on board feedback from pilot event in December
- Family-friendly activity in the lanes
- Greater uptake from businesses – crucial for success
- Will be evaluated to improve future campaigns

FUTURE EVENTS

- Fashion Show
- Summer event (Mini-Mela?)
- Chilli Festival
- Book Festival
- Ideas?



GIFT CARD

- Pre-paid Visa
- Shop locally
- Response to competitors – Buchanan Galleries
- Great offering for customers
- No extra charge or hassle for businesses



The Perth Gift Card

Available Now



Work in progress

- Area guide
- Employee loyalty card
- Advertising campaign(s)



Work in progress



- Events programme
- Vinicombe Street as events space
- Improvements to Ashton Road Car Park
- Lobby for improvements to Library
- Environmental improvements – Euro bins / pavements