Byres Road & Lanes BID Networking Event 6th April 2016



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
- o £115,000 levy
- £30,000 from GCC (2 years)
- o £3000 from GU (1st year)
- Benefit in kind from GCC
- Glasgow Guarantee
- Possibility of additional grant funding

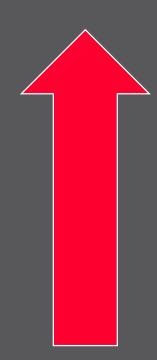


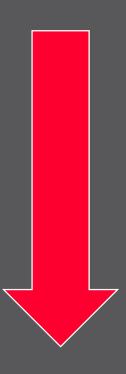


COLLABORATION



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

WEST END.COM
Be Here. Wander West.

- Vinicombe Street
- Chancellor Street
- Placemaking report consultation open







(CHRISTMAS) LIGHTS

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

Next?





PARKING

WEST END.COM
Be-Here. Wander West.

- 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-PartickStation-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





- 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









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

SPECIAL OFFERS IN 40+ SHOPS & RESTAURANTS 9_{TH-17th} APRIL

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

VISIT

WEST END.COM

Be Here. Wander West.

- 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



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

