

Byres Road & Lanes BID Networking Event

26th July 2016

VISIT

WEST END.com

Be Here. Wander West.

WHAT IS A BID?

- Initiative within a geographical area
- Pooled resources - collaboration
- Statutory basis
- Part 9 of the Planning etc. (Scotland) Act 2006.
- Over 30 town and city BIDs in Scotland



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)
- Rosey Barnet (Shearer Candles)
- Karam Bhogal (The Hoodie Stop)



THE STAFF

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

WHY IS THE BID NEEDED?

- Byres Road 'isn't what it used to be'
- Very high rent and rates
- Western Infirmary closure
- Small and independent businesses move
- Poor parking provision and unattractive public spaces



THE BID'S ROLE: ADVOCACY & LOBBYING



- Acting as a voice of our businesses
- Acting as a conduit to businesses

IN PARTNERSHIP WITH:

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

OUR AIM



Overheads



Turnover



LOWERING COSTS

APPEAL AGAINST NON-DOMESTIC RATES



- Blanket appeal made citing 'material change of circumstance'
- Mandates needed – 33 so far
- Rates review next year

CHANGeworks RECYCLING

- Preferential rates for levy payers
- Increase recycling while reducing costs
- Flexible collections and tailored service



BUSINESS ADVISORY SUPPORT

- Can help businesses reduce utility costs
- 25-30% savings
- Works with BIDs around Scotland



CHRISTMAS DISPLAY

- Phase 1: Ashton Road Car Park 2015
- Phase 2: Cresswell, Ruthven & Dowanside Lane 2016
- Christmas tree on Vinicombe Street



ENVIRONMENTAL IMPROVEMENTS

- Ashton Road Car Park
- Vinicombe Street
- Banners
- Art murals
- Floral enhancements
- Shopfront improvement scheme



PARKING

- New parking charges
- Church Street Car Park proposal
- Petition
- Park & ride

Transport Museum-Partick Station-Botanics



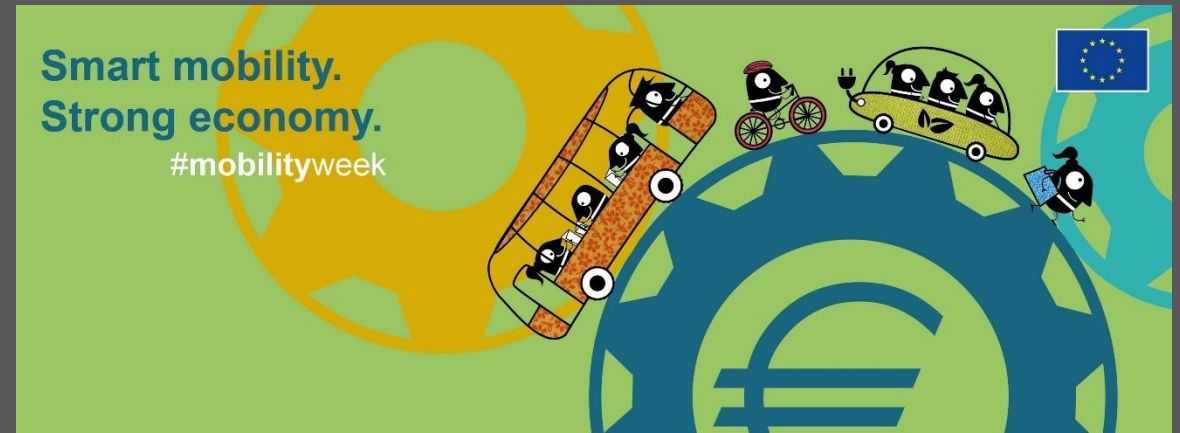
CHANCELLOR STREET

- Second Byres Road corners project
- Seed funding made available to Byres Road Improvement Group by GCC
- Further funding required
- Additional consultation to be undertaken with residents and businesses



EUROPEAN MOBILITY WEEK

- Active and sustainable travel
- £10,000 grant from BID Scotland
- Focus on lower end of Byres Road
- Encourage businesses to re-claim pavement
- Chancellor Street re-imagination
- Street play, bike try outs, Doctor Bike, walking tour and more



16 - 22 September 2016

MARKETING

- Website & blog
1,000+ visitors
- Social media
Daily posts
- Area guide
Destination marketing
- Events
Increase footfall
- Taxi
Liveried taxi
- Subway
Event advertising



GIFT CARD

- Launched in the autumn
- Ensures spending stays in BID area
- Pre-paid Visa
- No cost to trader



The Perth Gift Card

Available Now





EVENTS

SPRING CELEBRATION/PROMOTION WEEK



BYRES ROAD FASHION SHOW



FUTURE EVENTS

- Open Air Cinema
- Mini-Mela
- Chilli Festival
- European Mobility Week
- Book Festival
- Beer Festival



Other work in progress

- Environmental improvements – Euro bins / pavements
- Employee loyalty card
- Lobby for improvements to library





Please complete the feedback form. Thank you.