



we are



**INVERURIE**

business plan 2022

# Contents

## Foreword by Graham Matthews, BID Chair



I am delighted to present this renewal proposal, which outlines your priorities and gives a taste of how we can continue to improve and make Inverurie even better by working together.

A BID is where businesses, within a defined geographical area, vote to invest collectively in local improvements over and above those provided by statutory authorities. It is a partnership arrangement where the local business community and the statutory authorities work together on projects that will benefit the local economy and local businesses.

Continued support of Inverurie BID provides a great opportunity to work together and make the changes we all want. The cost to our businesses is low and through Inverurie BID we can maintain access to external assistance and funding not available to individual businesses.

All the proposed improvements were ideas initially from you, which came out in our surveys and consultations. Every business in the area has had the opportunity to let us know what their priorities are.

Supporting the Inverurie BID, means we can preserve what we have already put in place and work together to increase footfall, stimulate investment and enhance the reputation of our town centre. The purpose of the Inverurie BID is to support our businesses, increase trade, improve our business environment and promote the town in general.

You can find more information on our website [www.weareinverurie.co.uk](http://www.weareinverurie.co.uk) or for more general or national information refer to [www.improvementdistricts.scot](http://www.improvementdistricts.scot)

A notice of ballot will be sent to all eligible persons (those eligible to vote in the ballot) on or before the 12/05/2022 along with the ballot papers. Those eligible to vote will have 6 weeks to cast their vote before the ballot closes at 5pm on 23/06/2022. Ballot papers received after this date and time will be null and void and not be counted.

I have been involved in business in Inverurie for several years and know a lot of the businesspeople in the area. I would ask you all to vote YES so that we can work together to make the town centre better.

Positive Thinking for the town centre of Inverurie.

- 01 - Aims and Objectives of the Inverurie BID
- 02 - What is a BID?
- 03 - Why does Inverurie need a BID?
- 04 - How does Inverurie benefit from a BID?
- 05 - Projects delivered in the first term
- 06 - COVID-19 Response
- 07 - The BID Area
- 08 - The BID Board
- 09 - The Consultation Process
- 10 - Proposed Improvements
- 11 - Why vote YES
- 12 - What a NO vote could mean
- 13 - The BID Levy
- 14 - Exclusions
- 15 - The Voting Process
- 16 - Baseline Services
- 17 - Measuring the Success of the BID
- 18 & 19 - Finances



# Aims and Objectives of the Inverurie BID

## The objectives of the BID:

-  To improve the economic opportunities for the businesses in the town centre
-  To increase football
-  To make the BID "cost neutral" for each business
-  To address the issues of individual sectors
-  To improve businesses relationships with each other, the local authority and the community
-  To give businesses a strong, unified voice
-  To support local voluntary groups whose aims align with the BID
-  To improve customer knowledge of goods and services available in the town
-  Increased marketing to local, regional, national and global customers
-  To access funding and support not available to individual businesses

The principle aim of the BID is to deliver projects and services that will improve the trading environment of the BID area to benefit:



## Key Findings

The BID Board has overseen considerable research to discover what the businesses of Inverurie would like the BID to continue to deliver and future projects, services and initiatives. The research established the continued need for a BID and confirms the following key aspects to deliver a successful ballot and a successful BID are in place:

Local need for a BID to continue is strongly identified.

The BID area is logical and clearly defined.

Support of the Local Authority at both officer and political level.

Support of Police Scotland.

Support of Inverurie Community Council

## Mission Statement of the Inverurie BID



The aim of the We Are Inverurie BID is to deliver a series of projects and services that will continue to improve the trading environment in Inverurie to benefit businesses, their customers, clients, visitors, and local residents.

# What is a Business Improvement District (BID)?

A Business Improvement District (BID) is a geographically defined area, where businesses come together and agree to invest collectively in projects and services the businesses believe will improve their trading environment.

BID projects are new and additional projects and services; they do not replace services that are already provided by Aberdeenshire Council and other statutory bodies.



BIDs are developed, managed and paid for by those who are liable to pay non-domestic rates (NDR) by means of a compulsory levy, which the eligible persons in the proposed BID area must vote in favour of, before the BID can be established.

Each eligible person liable to pay the BID levy will be able to vote on whether the BID goes ahead.

## Background to BIDs

The first BID was established in 1970, in Bloor West Village, Toronto, Canada, by the district's business community. The district's businesses were increasingly coming under pressure from new enclosed shopping malls being developed outside their area, diverting shoppers away from the traditional shopping area. As a result, some businesses were forced to cease trading and the area began to look tired and neglected

To stop the haemorrhage of deserting shoppers, local businesses fought back to revitalise the area. They successfully lobbied for legislation for all the businesses, in the proposed BID area, to pay a levy. The levy money was used to improve the physical appearance of the area, and then promote the district as a vibrant, attractive and safe place to work, shop and live. The strategy paid off and shoppers started to return to the district in large numbers.

The success of the Bloor West Village BID paved the way for future BIDs, not only in Toronto; but spreading throughout Canada, and the USA in the late 1960's and 1970's. Today there are well over 1800 successful BIDs worldwide.

An additional measure of BIDs success is in the renewal process. Most BIDs run for a period of five years with the vast majority continuing, for consecutive terms, when they come up for renewal. Currently in Scotland, there are 23 BIDs in their second or third BID terms equating to 34 successful renewal ballots demonstrating the businesses value the projects and services delivered by the BIDs.

The Scottish Government fully supports the development of BIDs in Scotland. As at 08/02/2022 there are 34 fully operational BIDs in Scotland with a further 30 in development.

## The History of BIDs in Inverurie

The Inverurie BID has been operating as a UK Limited Company (a not-for-profit company limited by guarantee with no share capital) run by a volunteer board of directors and one paid employee to deliver the 2017 to 2022 business plan, with a total budget of over £600,000. Many of the projects have been successfully delivered for the benefit of levy payers. The support of the Scottish Government, Aberdeenshire Council, Scotland's Improvement Districts, Event Scotland, Business Gateway and NESCOL has been integral to this development.

BIDs can support regeneration, grow local economies, create local employment and create a cleaner, safer trading environment.

A key element to their success is that the local businesses take ownership and responsibility for their trading environment, identifying the projects necessary to resolve common problems and issues, and overseeing their implementation, whilst also contributing to the future direction of the town and its future development.

**we are**  
**INVERURIE**





We 100% support BID because they support so many other businesses in the Town. And, the stronger the Town is, the stronger our businesses are.

It's thinking a bit wider than what's going to bring people in our shop on a day-to-day basis. It's about having a longer and strategic view about what's going to keep our Town thriving.

## KELLY ABEL - LAINGS INVERURIE

### Why does Inverurie Town Centre continue to need a BID?

If we do nothing, then nothing will be done; and the projects and services previously implemented by Inverurie BID during the first term will cease and be discontinued.

Traffic management and parking issues are a problem for many of our businesses. The continuing rise of energy costs is putting more pressure on businesses. We need to continue to call for a Transport Interchange to be delivered at Inverurie Railway Station. The town centre of Inverurie requires a continued coordinated response from all businesses to address these problems.

After consultations with businesses from a range of sectors and geographic locations, it became clear there was commonality in the problems that they had. There was a desire to see Inverurie Town Centre prosper and a real appetite to embrace a new way forward and to change and make improvements.

There are lots of voluntary groups in Inverurie Town Centre, there is no shortage of community spirit and can-do attitude! However, these groups can suffer from a lack of funds and dedicated staff time. The BID is the opposite of this. It can help local groups to achieve more with staff resources and access to funding.

There is a desire from a range of sectors to see Inverurie Town Centre improve its marketing activity. The BID would work alongside Visit Scotland, Business Gateway, Zero Waste Scotland, Keep Scotland Beautiful, Scotland Loves Local etc. and the local groups to deliver an increase in visitor numbers and an improved environment.

The BID provides a unique opportunity for local businesses across all sectors to continue to work together, invest collectively and undertake projects which can contribute positively to improving the economic viability of businesses in the town centre and securing investment in Inverurie.



## How does Inverurie Town Centre benefit from a BID?

**Cost reduction** through collective investment and joint promotion

**Increased marketing** to local, regional, national and global customers

**Access to funding and support** not available to individuals or businesses

**An increased number of visitors**

An improved customer perception of accessibility and parking availability

Improved customer knowledge of goods and services in the town centre

Support for existing groups and organisations

A continued safe trading environment with increased sense of security and less stock loss

Better trained staff to improve customer service

Increased networking opportunities

Cost reduction through professional negotiation on utility bills

Increased use of technology to solve local problems

Increased B2B sales opportunities

A local voice for businesses - business opinions included in local policy and local developments.

**Inverurie BID was successful in obtaining **£104,727** of outside funding during their first term.**



## Projects delivered in the first term:

Pride of Inverurie Awards 2017 to 2021

Fully funding Indoor Ice Rink in 2018

In-Tune Inverurie Music weekender 2019

Fake but FAB tribute bands festival 2019 & 2021

Fully-funding Cairngorm Reindeer Parades in 2019 & 2021

Inverurie Events Christmas Festivals 2017 – 2021

Purchase of new Christmas Lights to meet new regulations.

Ongoing promotion of individual businesses on social media.

General Inverurie marketing campaigns on press and radio supported online and via social media.

Commissioning of professional videos to promote the town centre online and on social media.

Cost saving for levy-payers on utilities, broadband and waste services.

Helping local businesses to sign up for the 'Scotland Loves Local' gift card scheme.



Regular Inverurie pull-outs inserted within The Press & Journal and Evening Express with advertising subsidised for levy-payers.

'Hidden Gems' project shining the spotlight on businesses that are not located directly on the immediate town centre.

Christmas & Seasonal Town Trails.

Funded Training Courses on Social Media, First Aid, Food Hygiene and Customer Service.

**INVERURIE**  
BUSINESS  
ASSOCIATION

Regular ongoing funding of IBA (Inverurie Business Association).

**INVERURIE**  
EVENTS

Regular ongoing funding and marketing support for Inverurie Events to help promote their various events.



Regular ongoing funding of Inverurie Environmental Improvement group to assist their work with the hanging baskets and planters etc in the town centre.

“ BID continue to support Evolving Inverurie SCIO ”



# COVID-19 Response

The final two years of our BID term have been challenging to say the least for our BID businesses, but Inverurie BID has been there to help them react and change to meet the demanding challenges that Covid has brought in a wide range of ways:



Hand Sanitising units were provided at a heavily subsidised cost to levy-payers.



An 'Inverurie BID Crisis' Facebook page was set up to keep members up to date with the latest information.



Support was given to businesses to navigate the various financial packages that were available to them.



BID successfully liaised with Aberdeenshire Council to exclude the closure of the long car park on Market Place as part of the 'Spaces for People' measures and successfully lobbied for the eventual removal of all measures.



Introduction of our regular newsletter as an extra tool to keep members informed of the up to date covid advice and regulations.



Provided A4 posters for businesses to advise customers on the wearing of Face Coverings within their businesses.



Promoted two separate town trails to encourage footfall back into the town centre post lockdowns.



Funded two professional videos to promote the town centre online and via social media.



Promoted individual businesses that were still operating during lockdown and others as they re-opened.

## Local Authority Support

A BID is a business led regeneration strategy, which contributes to the wider regeneration aspirations of the public sector and the local community. It is essential the BID has the support of the local authority and access to its expertise over the BID term.

Aberdeenshire Council is supportive of the BID with all 4 local elected members actively supporting the BID and ongoing support given by 3 council officers.

A crucial element of a BID is to review the current Baseline Service Agreement (an agreement on which services are already provided to the area by Aberdeenshire Council), to ensure any project or service provided by the BID is additional to the statutory services the local authority already provides.

The Aberdeenshire Council shall (under section 41 of the Representation of people Act 1983 and The Business Improvement Districts (Scotland) Regulations 2007) undertake and manage the postal ballot.



# The BID Area

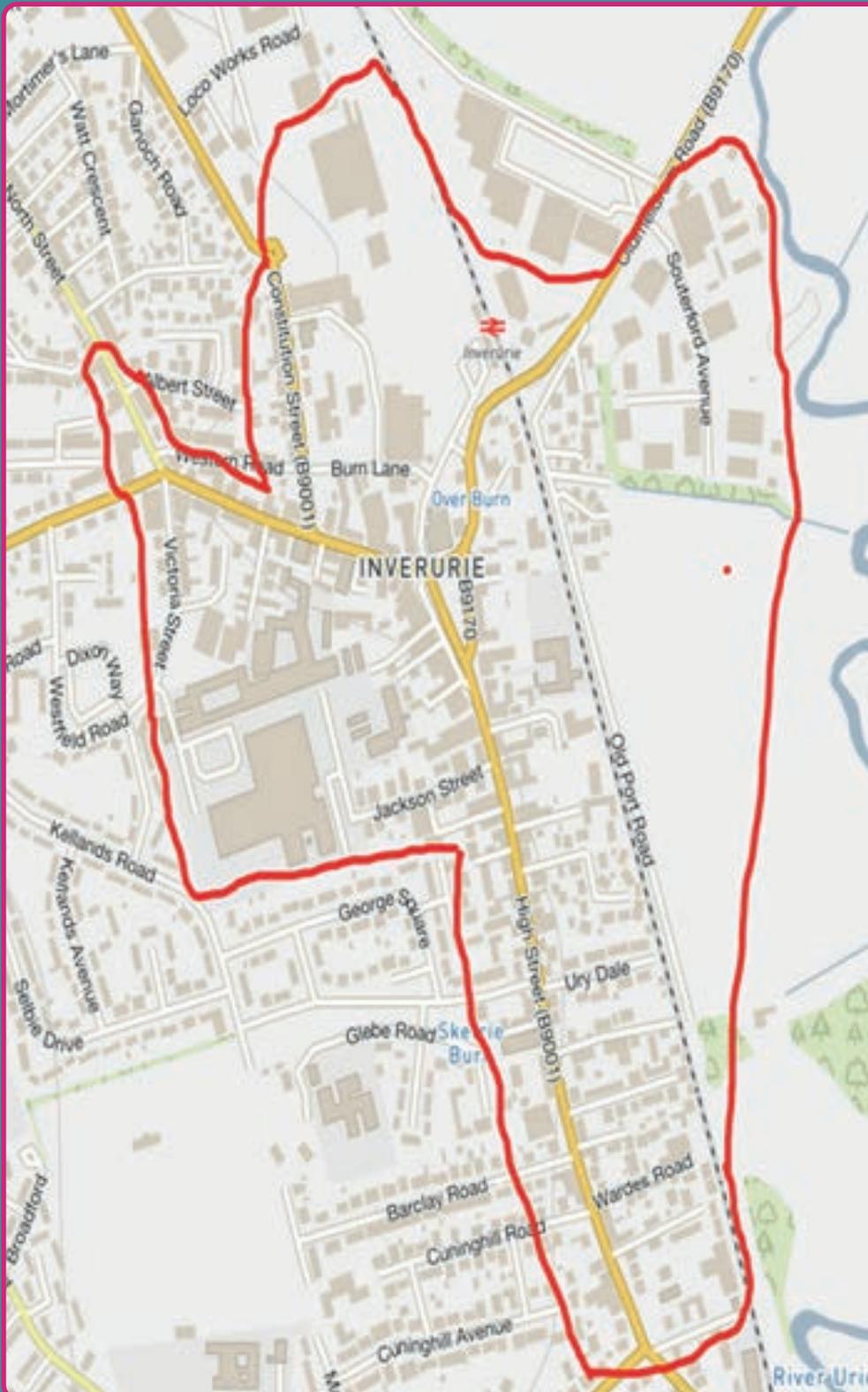
The BID area is generally focused on the Inverurie Town Centre. Through one-to-one consultations, it became clear that there were common issues crossing different sectors.

The BID team have calculated that this equates to circa 214 properties, the eligible person of which will be entitled to vote on 23/06/2022. Following a successful ballot, all eligible persons within the BID area will be required to pay the BID levy.

## The BID Map and Streets

Why was this area chosen?

The following streets were chosen to be included in the BID area as consultations with businesses in this area highlighted several common issues of concern that could be addressed by a BID:



VICTORIA ROAD

WALLACE ROAD

WEST HIGH STREET

BURN LANE

CONSTITUTION STREET

HARLAW ROAD (PART)

HIGH STREET

INVERURIE RAILWAY STATION

JACKSON STREET

MARKET PLACE

NORTH STREET (PART)

OLDMELDRUM ROAD (PART)

ROSE LANE

SOUTERFORD ROAD

SOUTERFORD AVENUE

STATION ROAD



# The BID Board



## Management of the BID

Following a successful yes vote, the management and operation of the BID will continue under the existing company structure and name, We Are Inverurie Limited, Company Registration Number - SC569806 which will operate from 23/08/2022.

The Company will continue to be managed by its Board of Directors operating in an open and transparent way and answerable to the businesses in the area. The Directors are committed to the highest standards of management, governance and accountability; recognising good governance helps deliver the strategic objects of the company.

There will be a detailed set of protocols (the Operating Agreement) which will cover, as well as other items, the billing, collection and transfer of the levy to the Company.

The Board of Directors may consist of up to 14 directors, of which there are currently 10 in office. An active campaign will be launched after the successful ballot to recruit additional directors to the Board. Every eligible person that pays the levy will have the opportunity to nominate themselves or someone else from within the BID area to be elected to the Company Board but limited to one eligible person from each eligible property.

Nominations of directors, representatives, or advisors from outside the BID, who do not pay the levy and who may or may not represent those making voluntary or other financial contributions toward the BID, will be strictly at the discretion of the Board of Directors.

The Company will continue to be run by the businesses for the businesses. This Board will be responsible for all decisions relating to staff, contracts, the delivery of the approved business plan and other activities generated by the BID.

The Board will be representative of the businesses and stakeholders in the area. The Chair, Vice Chair and Finance Director will be elected from the directors of the Board. Other non-voting members or local groups may be co-opted onto the Board at the Board's discretion.

The BID Company Board will have the authority to adapt or alter the projects and services from year to year to reflect any change in economic circumstances or any new opportunities that may arise. This will be in the best interests of the levy payers and without recourse to an alteration ballot.

The BID Manager is Derek Ritchie and is accountable to the BID Board.



Additionally, the BID Company Board reserve the right to consider creating a charitable arm of the company to enable it to secure additional funding, which can only be sourced with charitable status.

# The Consultation Process



Of the hard copy questionnaires distributed (214) - the businesses were also given the opportunity to complete the questionnaire on-line – 22.5% were completed.

The questionnaire survey was supported by one-to-one consultation with 135 businesses consulted, which equates to 63% of the businesses.

The overall aim of the consultation was to assess opinions on initiatives to further enhance and improve the BID area, determine what additional projects and services the businesses would like delivered over the next BID term to give an added incentive to visit and invest in the town centre. The results of these surveys and consultations have been combined and form the basis of the Business Plan.

New businesses to the BID area received personal visits on a one-to-one basis to inform them about the BID.

A renewal ballot launch night was held by the BID on the 24/02/2022. All businesses in the town centre received an invite to the launch, where the BID Manager and the Chair of the Inverurie BID gave a presentation and took questions.

As the ballot approaches it is planned to visit as many businesses as possible to discuss both the new and existing projects and services the businesses have indicated they would like the BID to deliver.

An initial consultation was undertaken with a cross section of businesses in the form of one-to-one interviews, which led to the creation of a bespoke town centre questionnaire, which was distributed to all businesses in the BID area.

## Business Survey : The Key Findings

Overall, the most important areas the BID could improve on were as follows:

-  Social Media coverage & Support
-  Help deliver & promote Inverurie District Heat Network
-  Deliver an Inverurie Shopping APP
-  Website E-Guides & Members Directory
-  General Cleanliness of Town, Streets & Areas
-  Events Support, e.g. Farmers Market
-  Securing External funding
-  Marketing & Business Improvement
-  Savings via Utilities & Waste Providers

## From the surveys it was determined that, businesses would like:

1. BID to source funding for a town centre CCTV System
2. To attract more visitors and see increased footfall and spend
3. A raised profile of the area by improving people's perception of the town
4. To see parking issues resolved within the area
5. To create a cleaner, more attractive area
6. To help 'Inverurie Transport Interchange' become a reality
7. A well promoted and vibrant town centre
8. Continued promotion of individual businesses via social media & website
9. Improved business support and advice
10. Continued BID Training Courses

# Proposed Improvements

We believe that the best way to achieve lasting and sustainable change, and best value for money, is by working in partnership, so where appropriate we will work strategically with: Evolving Inverurie, Visit Scotland, Police Scotland, Scotrail, Local Community Groups, Local Schools, Inverurie Events, Inverurie Business Association, Inverurie Environmental Initiative, Aberdeenshire Council and Inverurie Community Council.

The proposed projects will be progressed over the five-year period of the BID. Some projects will be provided on an annual basis while others are one-off projects. The time frame for delivering the projects will be decided by the Board of Directors within the agreed budget.

The detailed projects costs are estimates only. The actual cost of the projects will depend on a variety of factors and will not be definitive until competitive tenders have been submitted where necessary. Some of the projects may be subject to planning permission and other statutory approval.

## The projects will be based on the following themes:

### Marketing and Promotion

- Individual Business Promotion - £88.75k
- Events Commitment - £50k
- Christmas TV Advert – Years 2 & 4 - £60k

### Business Support and Advocacy

- Training Commitment - £15k
- Networking/Business Events (IBA & BID) - £20k
- External Funding, Advice & Support - £13k

### Place, Safety & Sustainability

- Inverurie Environmental Improvement Group (IEI) - £50k
- CCTV (with match & additional external funding) - £22k
- Net Zero Commitment - £20.5k

### Digital

- E-Commerce Inverurie APP - £50.765kk
- Social Media & Marketing Training - £30k
- Digital Directory & Website Upgrades - £29k

expenditure	year 1	year 2	year 3	year 4	year 5	TOTAL
marketing and promotion	£39,750	£39,750	£39,750	£39,750	£39,750	£198,750
business support & advocacy	£9,600	£9,600	£9,600	£9,600	£9,600	£48,000
place, safety & sustainability	£18,500	£18,500	£18,500	£18,500	£18,500	£92,500
digital	£21,953	£21,953	£21,953	£21,953	£21,953	£109,765
management	£37,032	£37,032	£37,032	£37,032	£37,032	£185,160
contingency	£4,550	£4,550	£4,550	£4,550	£4,550	£22,750
<b>TOTAL</b>	<b>£131,385</b>	<b>£131,385</b>	<b>£131,385</b>	<b>£131,385</b>	<b>£131,385</b>	<b>£656,925</b>



## Why vote YES

YES, to over **£1/2 million town centre investment.**

YES, to a BID that provides an opportunity to make **real change and increase Inverurie town centre football.**

YES, for funding to help deliver a dedicated CCTV System for the town centre.

YES, to regularly promoting **'Shopping Local'**

YES, to sharing knowledge and experience to help all our businesses.

YES, to a significant marketing budget to **raise the profile of the BID area.**

YES, to a **collective voice** for the businesses to ensure your views are heard.

YES, to continue to deliver services and projects that businesses have said are important to them.

YES, to a **dedicated BID Manager** to respond to your business needs and work on your behalf to improve the town centre.



## What a NO vote could mean

**Loss** of £1/2 million town centre investment.

**Loss** of funding and marketing support for Inverurie events.

**Loss** of funding for IBA.

**Loss** of funding to Inverurie Environmental Improvement Group for town centre displays.

**Lack** of a town centre business voice.

**Loss** of major town centre events.

**Lack** of regular communication and information for town centre businesses.

**Loss** of cost saving schemes.

**Lack** of ongoing investment in purchasing and maintenance of Christmas Lights.

**No** local business representation at local authority and national government level.

**Lack of marketing of the town and it's businesses.**



# The BID Levy

Who will pay 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 214 commercial properties in the BID area which will generate a BID investment levy income of approximately £103,665 per annum and an estimated total levy income of £518,325 over 5 years.

**It has been agreed by the BID Board the levy structure will remain the same (banded system) based on the rateable value (RV) of the property on the day of the ballot 23/06/2022 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 within 28 days where a property is vacant on the day the levy invoice is issued and for all the period thereafter when the property is vacant. Up to 6 months relief will be given to property owners when the property becomes vacant but will not be eligible for a further free period within 12 months of the property being re-occupied. This relief will need to be applied for by the owner.
- There will be no increase in the levy amount throughout the term of the BID or because 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 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.
- 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.
- Self-catering holiday accommodation which is not the sole or main residence of any person and which is available (or intended to be available) for letting on a commercial basis, with profit in mind, for short periods totalling more than 140 days in the financial year remain liable for non-domestic rates for the whole year and will be included.
- The levy will apply to all properties with a rateable value. Levy bandings will be applied with a maximum banding at £200,000 and above.
- The BID levy will not be index-linked to the Retail Price Index to take account of inflation, so that those liable to pay the levy can budget accordingly for the full five-year term.
- If after 23rd June 2022 a rateable valuation changes the levy will be recalculated based on the revised rateable valuation.

# Exclusions

The BID Board decided that there is no benefit from being part of the BID to the following categories of property and therefore are exempt from paying the levy e.g., Ad-spaces, Fishing Lodges, Nursing Homes, Non-Retail Charities, Places of Worship, ATM's, Food Banks, War Veterans Associations, Girl Guiding, The Scouts, The Boy's Brigade, Army Cadets, RAF Air Cadets etc.

## The Levy Table

rateable value (RV)	each week	each month	annual levy	no. of businesses	TOTAL
Up to 9,999	£5.77	£25	£300	62	£18,600
10,000 to 19,999	£7.69	£33.33	£400	65	£26,000
20,000 to 49,999	£11.44	£49.58	£595	67	£39,865
50,000 to 99,999	£15.29	£66.25	£795	11	£8,745
100,000 to 199,999	£19.13	£82.92	£995	6	£5,970
200,000 +	£28.75	£124.58	£1,495	3	£2,210
				214	£103,665

The BID Board decided to continue to use a fee structure, as detailed above, to calculate the levy fee. The reasons behind this are as follows:

- 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 £300, (£5.77 per week or less than one cup of coffee per day) is believed to be affordable for the smallest businesses as they will have the opportunity to benefit from cost reduction projects.
- Through consulting with the businesses, a maximum of £1495 is believed to be affordable for the businesses at the higher end of the banding.

## Collection of the BID Levy

Aberdeenshire Council will collect the investment levy on behalf of the BID, as this will be an efficient, safe and cost-effective method of collection. Aberdeenshire Council will lodge the levy within a BID Revenue Account. The BID levy can only be drawn down by the Board of Directors of the BID to allow the delivery of the business plan.

The BID Revenue Account and levy cannot be accessed by Aberdeenshire Council nor can it be used by the Council as an additional source of income.

## Enforcement

In the event of any non-payment of the BID improvement levy, it will be strongly pursued by Aberdeenshire Council (as the billing body) using the recovery powers available to the Council to ensure complete fairness to all the businesses that have paid. Aberdeenshire Council will be entitled to charge an additional fee to the levy amount to meet any additional costs incurred in the recovery of the levy.

# The Voting Process

## Pre Ballot

The BID Proposer must submit, at least 98 days in advance of the ballot date, the BID Proposals to the Local Authority, the Scottish Ministers and the billing body along with a letter detailing their intention to put the BID Proposals to ballot. The local authority has then, 28 days in which to veto or not veto the BID Proposals.

A 'Notice of Ballot' will be issued at least 42 days before the day of ballot.

The BID Proposer will make available a copy of the BID Proposal to any person, who is eligible to vote on the BID Proposals, who requests a copy.

## The Ballot

- Ballot papers will be posted to the eligible person responsible for casting a vote within their business at least 42 days before the day of ballot. 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 Proposer will provide to all those eligible to vote in the ballot, with a copy of the BID Business Plan.

- The BID ballot is a confidential postal ballot conducted by Aberdeenshire Council on behalf of Inverurie BID and in accordance with Scottish BID legislation.

- Where an eligible property is vacant the voting papers will be sent to the property owner.

- The last date for all ballot papers to be returned is 5pm on 23/06/2022. Papers received after this date and time will be deemed null and void and not be counted.

- In Inverurie BID's case, voting papers will be issued no later than 12/05/2022.

- Voting papers are easy to complete, simply place a cross on either "yes" or "no" to the question "are you in favour of a BID?" The ballot paper must then be signed by the person eligible to vote and returned in the 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 rateable value.

- Following a successful ballot, the BID will commence on 23/08/2022 and will run for a period of five years until the 22/08/2027

- The ballot papers will be counted on 24/06/2022 and the results announced by the Aberdeenshire Council within one week.

- All eligible persons (i.e., those persons liable to pay non-domestic rates) will have one vote or where a person is liable for non-domestic rates for more than one property, that individual shall be eligible to cast more than one vote however they will be required to pay the levy for each of the properties that they occupy.

# Baseline Services

A baseline service agreement ensures the BID does not use the levy money to duplicate any services provided by Aberdeenshire Council and Police Scotland. The services directly delivered by the BID additional to any statutory services. The baseline services agreement gives an assurance to 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 Aberdeenshire Council will not reduce its statutory level of service to the BID area following a successful ballot.

## The services already provided by Aberdeenshire Council

Aberdeenshire Council provides the following services (both statutory and discretionary) within the BID area: -

- **Roads** – Client transport, supported local bus and demand responsive transport services. Street Lighting installation, management & maintenance. Street/Carriageway and footway winter maintenance, gritting snow clearing & removal. Road network management. Road Safety. Traffic Management.
- **Landscape Services** – Ground and open space maintenance. Ground and open space cleansing.
- **Planning & Building** – Development management. Planning enforcement. Building standards.
- **Legal & Governance** – Registration of Births, Deaths, Marriages and Civil Partnerships. Street Entertainment and street trading licensing.
- **Waste** – Residual waste collection. Street/carriageway and footway cleansing (including litter bins) – day and night service. Street litterbin emptying – including “Big Belly Bins” if appropriate. Recycling points and (residential) recycling collection.
- **Trading Standards**
- **Environmental Health** – Workplace Health & Safety. Contaminated land & nuisance and Air quality. Food Hygiene and standards. Public Health, Housing, Private Water Supplies & Port Health.
- **Social Care and Health** – Criminal Justice and Children & Families.
- **Property and Facilities Management** – Mobile Cleaning – Business services. Property Management.
- **On/Off Street Parking**
- **Library Services**
- **Education**

## The services already provided by Police Scotland:

- 24/7 Policing response
- Dedicated policing during peak times
- Enhanced policing levels during special events
- Operation and control of any town centre CCTV system
- Liaison with partner agencies and other groups
- Crime prevention - advice

## Non-Statutory Services:

- Economic Development – marketing Events and promotions. Business Support (provided by Business Gateway). Regeneration – economic development.
- Transport – Bus Stop provision including shelters, maintenance, and cleaning. Demand responsive Transport (A2B Dial-a-Bus). Pedestrian and Cycle facilities and routes.
- Corporate Communications
- HR & Organisational Development – Public Health promotions.
- Cleaning services – Public Conveniences.
- Education, Culture & Sport – Active Schools. Instrumental Music.
- Visit Aberdeenshire - Tourism

# Measuring the Success of the BID

Throughout the lifetime of the BID, all work on the BID projects will be monitored to ensure the projects proposed in the BID Business Plan achieve a high level of impact and are progressing to the satisfaction of the businesses that voted for the BID.

The BID Board of Directors will monitor and oversee the efficient delivery of the BID projects.

The BID will undergo an independent evaluation and/or Assessment and Accreditation Interim Review (AAIR) of its activities at the halfway point and towards the end of the second term.

## The AAIR: -

- Is a bespoke review, which recognises and accords with the Scottish BIDs legislation and the public and private sector environment in Scotland
- Gives confidence to businesses and the Board of Directors that the practices of the BID Company are robust and accord with good practice and
- Supplies an audit trail to support any future evaluation of the BID Company.

In developing the Interim Review, a consultation was undertaken with,

- Key stakeholders and organisations
- Key UK national businesses
- The Scottish Retail Consortium; and

reviewed existing assessment and accreditation frameworks, including existing documents used to assess BID Proposals in the UK, to identify key lessons.

The AAIR is recommended by Scotland's Improvement Districts (SIDs) as good practice and is included as one of the good practice elements of any Scottish BID Proposal and BID Business Plan.

## Marketing, Communications and Social Media

To ensure openness and transparency in the management of the BID company, following a successful ballot, the BID Board have agreed the BID Business Plan should include, but not limited to; - one to one business engagement, business briefings, social media engagement, newsletters for those businesses (preferring hard copy information or with no access to IT), press releases, business forums, business networking meetings etc.

Additionally, the following information is to be displayed on the We Are Inverurie - BID website: -

- The current BID business plan.
- The annual accounts
- The BID ballot result.
- The contact details for the BID manager and other staff members.
- The names of BID board members and either the name of their business or the sector they represent.
- BID board governance structure with specific reference to how decisions are agreed and actioned.
- Details of director Meetings the agenda and minutes - abridged where necessary
- The methods levy payers can provide feedback to the BID e.g., AGM and/or other regular meetings.
- An annual report detailing the BIDs the projects/services/initiatives delivered and the cost of each; and the We Are Inverurie - BID achievements and the value the BID provides to levy payers.

# Finances

## Estimated Income and Expenditure

There are circa 214 eligible properties located within the BID area (this figure may change as businesses move, expand or close). The BID levy income is calculated to be approximately £103,665 per annum.

The average collection rate for Inverurie BID is 95.61%. Therefore, an amount has been set aside in the budget under 'contingency' to allow for any bad debt.

The improvement levy will make it easier to obtain other sources of funding for specific projects and these opportunities will be pursued. The BID aims to attract other investment, sponsorship and trading income to increase the amount available to spend on your projects as they develop. Funds will be sought from but not restricted to Visit Scotland, LEADER, The BIG Lottery, Scotland Loves Local, and Zero Waste Scotland.

As the BID progresses, more income will be attracted, and this will be invested in improving the town centre for the benefit of the businesses and local community.

## Financial Management Arrangements

Any variations within budgets will be reported to the Board of Directors.

The Board will agree on an annual basis how funds for subsequent years will be allocated. This will be based on business feedback during the previous year and the priorities for the coming year, which allows the BID the flexibility to respond to changing business needs and requirements.

Aberdeenshire Council will collect the levy payments on behalf of the BID and will retain these funds in a separate account until the BID Board calls these funds down. The BID Board will manage the levy funds that are collected by the Council. This arrangement will ensure that projects are delivered, and any financial liabilities of the BID are transparent.

## Inverurie BID Projected Income and Expenditure

income	year 1	year 2	year 3	year 4	year 5	TOTAL
bid levy	£103,665	£103,665	£103,665	£103,665	£103,665	£518,325
potential additional project income	£30,900	£20,900	£30,900	£30,900	£25,000	£138,600
income total	£134,565	£124,565	£134,565	£134,565	£128,665	£656,925

The Opt-in Membership Funding is currently not secured or committed by others. Therefore, in the event any or all this funding is not realised then the scope of some of the projects outlined will be adjusted correspondingly, to ensure that they remain within budget.

expenditure	year 1	year 2	year 3	year 4	year 5	TOTAL
marketing and promotion	£39,750	£39,750	£39,750	£39,750	£39,750	£198,750
business support & advocacy	£9,600	£9,600	£9,600	£9,600	£9,600	£48,000
place, safety & sustainability	£18,500	£18,500	£18,500	£18,500	£18,500	£92,500
digital	£21,953	£21,953	£21,953	£21,953	£21,953	£109,765
management	£37,032	£37,032	£37,032	£37,032	£37,032	£185,160
contingency	£4,550	£4,550	£4,550	£4,550	£4,550	£22,750
TOTAL	£131,385	£131,385	£131,385	£131,385	£131,385	£656,925



“BID are always finding ways to promote businesses in different ways, getting creative and attracting people to the Town. The more people that come, the better it is for all businesses as it keeps Inverurie vibrant.”

## ALECA HARDY - ALECA STYLE COLLECTIVE

“Business” or variations of the word “business” are used throughout this document. The word “business” in this context refers to property owners or tenants and occupiers of properties who are liable to pay the non-domestic rate (NDR), whether they pay business rates or not. This includes all properties listed on the Scottish Assessors Association Portal (website) with a non-domestic rateable value, many of whom may be a charitable organisation, public sector organization, social enterprise or community group who may not consider themselves to be a business.



## Testimonial - Sinclairs



“I’ve been in committees for many years. The difference here - the levy payers have put money into a pot - we can afford to employ somebody full time to get things delivered. We can make sure that anything we’ve agreed to do gets done. Derek takes the frustrations onboard that we can’t. He promotes the town, attracts people here and tries to ensure that they stay longer. Derek is employed full time to deliver these things. He’s just huge benefit to the town.

For example, when we first started BID, the Inverurie Environmental Group had a huge task of providing baskets and planters, the financial aspect of trying to collect money for this was a huge burden for the volunteers. One of the first things we did as BID was fund the floral displays every year and take the burden from them. We can help them to provide the same as before and even more on top of it through our funding.

It's beneficial having a person employed by BID Inverurie to look into and try to achieve savings for the levy-payers. The first thing that comes to mind is electric, gas, telephone, and waste management. Derek, our BID manager, negotiated deals with companies. He put them in a BID process, and the best price won. At the end of the day, we save money, and our levy is made neutral. Sometimes, as a businessperson, you don't have enough time to investigate this fully.”

**IAN SINCLAIR - SINCLAIRS, INVERURIE**



## Testimonial - Kellas



“There have been long family run businesses in Inverurie for many years. When the steering group started, many of these family businesses were really struggling. Some even went out of business. I think that without BID we may have lost even more.

As an office-based business, we aren't relying on footfall. When BID was successfully elected to Inverurie, I became one of the directors and remained on the board. I really believe in the benefit that BID brings to the town – it's all about the collective community.

Having Derek as the BID manager, coordinating everything and being a community voice, is such a unifying presence within the community. The BID has been ongoing for nearly 5 years. The past 2 years have been so difficult with the pandemic. As we're coming out of restrictions, Inverurie is still thriving. A large part of that is be down to being a part of the Business Improvement District and Derek's contributions.

Living in a vibrant, busy, and attractive town helps with the feeling of a good community spirit. People want to live in Inverurie, and they want to use the offices in Inverurie. When you come to Inverurie, it is somewhere different. We are not a carbon copy of the high-streets in other cities or towns. People will want to stay here as it is an attractive place to stay and do business.

I think for BID to be re-elected; we would go from strength to strength. If we were re-elected, so much more could be achieved. We could bring more to Inverurie and keep it thriving.”

**ELIZABETH FORSYTH - KELLAS, INVERURIE**

“BID has been successful in bringing people into Inverurie, raising the profile of Inverurie and that has got to be beneficial to all businesses. BID working on behalf of all the businesses in the centre of Inverurie is absolutely vital.” **KAREN PUGH - ELEVATOR**



If you would like more information, please visit our website [www.weareinverurie.co.uk](http://www.weareinverurie.co.uk) or contact Chair or BID Manager by telephone, e-mail or make an appointment to see them.

BID Manager  
Derek Ritchie

T: 07852 617092  
E: [bidmanager@weareinverurie.co.uk](mailto:bidmanager@weareinverurie.co.uk)

Top Floor  
1A High Street  
Inverurie  
AB51 3QA

