



A Business Improvement District for Selkirk

THE PROJECTS

The projects and services will be based on the following themes,

- Marketing and Promotion; Flying The Flag for Selkirk
- Improving The Town’s Visual Appearance,
- Helping Businesses to Thrive.

The proposed projects will be delivered over the five-year period of the BID. The projects for Year 1 have been outlined but the time frame for delivering other projects within those five years will be decided by the Board of Directors within the agreed budget.

The detailed projects costs are estimated. 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. Scottish Borders Council have committed to providing the BID with a £5000 start up grant, this is in addition to levy payments for those premises which are owned by SBC. The BID Project Manager and Board of Directors will proactively seek matched funding and in-kind support for specific projects within each theme.

THEME 1

Marketing and Promotion – Flying The Flag for Selkirk

- identify the Selkirk ‘brand’ and develop a town website, social media presence. (Year 1)
- work with others (local town groups, Scottish Borders Tourism Partnership, Midlothian and Borders Tourism Action Group, Destination Scottish Borders, Borders Railway Community Partnership and Visit Scotland) as appropriate to position Selkirk as a prime visitor location. (Year1)
- work with local groups (Scott’s Selkirk, Chamber of Trade, CABN, YES Arts Festival) to develop a calendar of events across the year and work to market these effectively to an audience ourwith Selkirk and The Borders through eg VisitScotland and ScotRail. (Year 1)
- work with local groups to facilitate guided walking tours around the town
- pilot Selkirk Town Centre Ambassadors to guide visitors at events

Potential sources of matched funding and in-kind support include (but are not limited to); VisitScotland, ScotRail, EventScotland, The Big Lottery,

| EXPENDITURE | 2018 | 2019 | 2020 | 2021 | 2022 | total across the 5 years |
|-----------------------------|------|------|------|------|------|--------------------------|
| Flying The Flag For Selkirk | 5000 | 3000 | 3000 | 3000 | 4000 | 18000 |

THEME 2



Improving the town's visual appearance

- Develop new signage specifically targeted at visitors (Year 1)
- Work with local groups and clubs to deliver window dressing of empty shops (year 1)
- Audit parking provision for the Town Centre and encourage more efficient use of town centre parking
- Extend the planting and landscaping improvements following on from the Streetscape project

Potential sources of matched funding and in-kind support include (but are not limited to); The Common Good,

| EXPENDITURE | 2018 | 2019 | 2020 | 2021 | 2022 | total across the 5 years |
|--|------|------|------|------|------|--------------------------|
| Improving the town's visual appearance | 3000 | 4000 | 4000 | 4000 | 3000 | 18000 |

Helping businesses to thrive

Identify and deliver skills and training support to encourage partnership working and creative cross selling (year 1)

Explore free Town Centre WiFi as a pilot project (Year 1)

Establish a Selkirk Business newsletter via regular e-bulletins and hard copy newsletters (Year 1)

Investigate options for improved street lighting and security (CCTV)

Research improving links to Riverside and Borders Railway

Potential sources of matched funding and in-kind support include (but are not limited to); Borders Railway Community Partnership, ScotRail/Abelio, Scotlands Towns Partnership,

| EXPENDITURE | 2018 | 2019 | 2020 | 2021 | 2022 | total across the 5 years |
|------------------------------|------|------|------|------|------|--------------------------|
| Helping Businesses to Thrive | 2000 | 2000 | 2500 | 2500 | 2500 | 11500 |

THE BID BUDGET, LEVY & FUNDING

The BID is funded by levy charges paid by each business within the District. The charges are set by the BID management company and are banded based on the ratable value of each property. Appeals against the 2017 non-domestic rate valuations which result in an increase or decrease in the property valuation (on which the calculation of the levy is based) will be reflected in the levy calculated. The levy income will be supplemented by the contribution of a £5000 start up grant from the Local Authority. 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, Event Scotland, LEADER, The BIG Lottery, Historic Scotland.

THE BID LEVY

| BAND | RATEABLE VALUE | LEVY | MONTHLY EQUIVALENCY | WEEKLY EQUIVALENCY |
|------|----------------|-----------|---------------------|--------------------|
| A | 0 to 1999 | voluntary | | |
| B | 2000 to 9999 | £195.00 | £16.25 | £3.75 |
| C | 10000 to 19999 | £325.00 | £27.10 | £6.25 |
| D | 20000 to 29999 | £455.00 | £37.92 | £8.75 |



| | | | | |
|---|----------------|-----------|---------|--------|
| E | 30000 to 39999 | £585.00 | £48.75 | £11.25 |
| F | 40000 to 49999 | £780.00 | £65.00 | £15.00 |
| G | 50000 to 59999 | £1,105.00 | £92.10 | £21.25 |
| H | 60000 to 69999 | £1,300.00 | £108.33 | £25 |

INCOME AND EXPENDITURE

| INCOME | 2018 | 2019 | 2020 | 2021 | 2022 | Total across the 5 years |
|---|---------------|--------------|--------------|--------------|--------------|--------------------------|
| Estimated Bid Levy | 18,690 | 18,690 | 18,690 | 18,690 | 18,690 | 93,450 |
| Additional Contributions and External Funding | 5000 | | | | | 5,000 |
| TOTAL INCOME | 23,690 | | | | | 98,450 |
| EXPENDITURE | 2018 | 2019 | 2020 | 2021 | 2022 | total across the 5 years |
| Flying The Flag For Selkirk | 5000 | 3000 | 3000 | 3000 | 4000 | 18000 |
| Improving the town's visual appearance | 3000 | 4000 | 4000 | 4000 | 3000 | 18000 |
| Helping Businesses to Thrive | 2000 | 2000 | 2500 | 2500 | 2500 | 11500 |
| Total BID project expenditure | 10000 | 9000 | 9500 | 9500 | 9500 | 47500 |
| BID DELIVERY AND RUNNING COSTS | 2017 | 2018 | 2019 | 2020 | 2021 | Total across the 5 years |
| Bid Manager | 8200 | 8200 | 8200 | 8200 | 8200 | 41000 |
| Operational Costs | 900 | 900 | 900 | 900 | 900 | 4500 |
| Contingency/Balance | 1090 | 1090 | 1090 | 1090 | 1090 | 5450 |
| Total Delivery and Running Costs Expenditure | 10190 | 10190 | 10190 | 10190 | 10190 | 50950 |
| TOTAL EXPENDITURE | 20190 | 19190 | 19690 | 19690 | 19690 | 98450 |

PERFORMANCE MONITORING

The BID Board of Directors will monitor and oversee the efficient delivery of the BID projects to ensure that the projects proposed in the BID Business Plan (see section 8 above) are impactful and are progressing satisfactorily. Once in place, the BID Company and BID Manager specific outputs and regeneration outcomes will be developed.

Strategies for measuring the success of projects will include;

- Collation of baseline facts, agreed with stakeholders at the beginning of each project
- Gathering, collation and evaluation of evidence of progress. Reviewing this on an annual basis
- Smart use of Survey Monkey and other polling and analysis tools as appropriate
- Monitoring of website, social media feeds on a monthly basis, using this evaluation to inform future content
- Regular face to face meetings with partners and participants to take feedback
- An open door approach to communication with stakeholders and the public.

The BID will undergo an independent evaluation of its activities at the half way point and towards the end of the 5 year term.

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The BID will undergo Assessment and Accreditation Interim Review (AAIR) for Scottish BID Companies,

BID DELIVERY, SET UP, AREA OPERATION AND DURATION

Following a successful yes vote, the management and operation of the BID will be transferred to a BID Company which will operate from 01/04/18.

This Company will be managed by the BID Steering Group until a Board of Directors is elected, but for no longer than three months after the ballot date. The Company will operate in an open and transparent way, answerable to the businesses in the area. The Board of Directors will ensure that a Code of Conduct (including a Register of Interests) and Management and Governance will be created and agreed as policy by the Directors. There will be a detailed set of protocols which will cover the management of the BID Company and billing, collection and transfer of the levy.

A Board of Directors will be established, consisting of no fewer than 4 Directors. 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 onto the new Company Board, but limited to one eligible person from each eligible property. The new Company will 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. Nominations for a person out with the BID area will be solely at the discretion of the Board of Directors.

The Board of Directors will recruit a BID Manager to oversee delivery of the BID Projects. This position will be a part-time role equating to 15 hours a week.

The Board will be representative of the businesses and stakeholders in the area. The Board will include one Elected Member representative from Scottish Borders Council. 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.

CONTACTS

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