

BID4OBAN Newsletter

BID4OBAN LTD

February 2013

Issue: 1



News from the BID Office

The new team is in place!

In December's newsletter, news of Nic Jones' appointment as BID Manager was announced. In January the office team has been completed with the appointment of Mike Rowell as Events Manager and Jasmine Boak as Administrator. Both Nic and Mike are employed on a part time basis and Jasmine is full time.

on revitalising the Oban Town Diary and ensuring that everyone, visitors and locals alike know about the range and number of existing events in the town.

Jasmine has lived in the Oban area for two and a half years. She first came to the town to attend SAMS and now works and lives here full time.

The BID4OBAN website is currently undergoing maintenance as changes and updates are made. The site will be up and running again soon!

Mike has lived in the area for over twenty years and is known for his contribution to the performing arts scene in Oban. Mike's role is to administer the events grants schemes and assist event organisers in drawing in funds from other funding bodies. He is also currently working

Jasmine is the first point of contact in the office and part of her role at BID is to maintain communications via the website, Facebook, Twitter, email and newsletters.

Contact Us

Nic Jones- Project Manager
Email: nic@bid4oban.co.uk

Mike Rowell - Events Manager
Email: mike@bid4oban.co.uk

Jasmine Boak- Administrator
Email: admin@bid4oban.co.uk
Tel. 01631 569915

FREE **ADVERTISING!**

Check out what's on in town and advertise your own events for FREE at www.obantowndiary.co.uk

Dates for your diary

Wednesday 6th Feb

Oban & Lorn Tourism Association (OLTA) AGM at Oban Fire Station – 7pm

Tuesday 26th Feb

SMART EXPORTER ROAD SHOW at Oban Caledonian Hotel – 5pm for 5.15pm to 7pm including buffet supper. *Learn more about exporting opportunities for your business at this free Roadshow. Hear from local Scottish companies that are already exporting and enjoy an introduction into the opportunities that exist to aid in the growth of your business in international markets.*

Wed 27th & Thurs 28th Feb

WEST HIGHLAND & ISLAND TRADE SHOW - **FREE ENTRY**

Wed: 12pm – 8pm

Thurs: 10am – 5pm

West Highland & Island Trade Show at Corran Halls. *One of the largest food and drink shows in Scotland and with over 100 exhibitors and over 80 food and drink stands it's the biggest show yet!*

Thursday 28th Feb

BID4OBAN Business Frontage Scheme's first deadline for funding applications.

Monday 11th March

BID4OBAN's first Business Forum Meeting at The Olive Garden – 6pm *Refreshments will be on offer and a 'cash bar' will be open. BID4OBAN would like to offer thanks to Colin and Joan Felgate for hosting the event.*

News from the Sub Groups

Business Forum

The plans for the first BID4OBAN Business Forum are in the final stages (*see dates for your diary for more information*). With a start time of 6pm the duration is expected to be no more than 2hrs and includes networking opportunities.

Format:

Theme – ‘**BID4OBAN Adding Value**’

- 6pm arrival and refreshments
- BID4OBAN Update
- Business mentor – A presentation from our sponsor Pauline Cameron
- BID Procurement Solution – Savings ideas for your business
- Q&A
- Networking

Dates for your diary

Monday 30th Sept

BID4OBAN Business Frontage Scheme's second deadline for funding applications.

The objective is - and in recognition of the extreme and challenging trading conditions, to introduce the Oban business community to opportunities of ways in which to add value to their business and potential cost savings in utilities procurement. It also allows the BID Board to update the membership on progress to date and actions pending. We hope that the business community will take time to attend and get involved.

Environmental Improvements

Our key objectives are to ensure that the town centre environment is welcoming and vibrant. With this in mind we are firstly concentrating our efforts by working with the Council, landlords and lease holders of any empty retail units, to ensure they are maintained to a high standard, and to see if we can improve the appearance of the premises through our Empty Shop Fund. No one wants a town with empty shops but where we have these units one idea is to dress these out with eye catching window graphics.

Another initiative is our Business Frontage Scheme. This was launched in December and is designed to encourage existing businesses in the town to apply for grants to improve the exterior of their premises. The grant is for up to 50% of the cost of the project to a maximum £1000 (including VAT) per application. The deadline for the first round of applications is Thursday 28th February. For further information or for an application pack please contact Jasmine at the BID4OBAN office.

Our town environment and ambiance is also important. Initiatives underway include improving the floral displays during the holiday season, improving and extending the Christmas lighting and siting welcome features at either end of the town.

We are working in close partnership with Argyll & Bute Council who will deliver projects to the equivalent value of £51,000, with time bonded commitments, and we are actively seeking interested businesses to join the Environmental Improvements Sub-Group to help with our many projects.

Procurement

It is the group's intention to interview each potential company that offers savings to our BID4OBAN network and to test them in depth so that they can actually benefit us all. We have had a meeting with the utility brokers and have tested some of their abilities on local accounts, which have led to savings for the Waterfront Fishhouse Restaurant, along with other accounts since this meeting. There will be a procurement presentation of benefit to our members at the forthcoming Business Forum Meeting on 11th March.

Events and Marketing

There are two current main projects in development; the town diary and the Events Grant Scheme. We intend to promote the use of the town diary website (www.obantowndiary.co.uk) by contacting local event organisers and encouraging them to add their events to the page. BID will help to manage the site as well as finding other ways of spreading the news on the events that are posted, through social media and other more traditional ways.

Also for events organisers we will soon be releasing the guidelines and application forms for the Events Grants Scheme. BID4OBAN has allocated £28,000 per annum from its budget to support events and festivals, which bring additional visitors to the town and encourage local people to come out and spend time and money in the town. There is a greater budget allocation for out of season events to encourage the extension of the season, with more happening on either side of the busy summer months.

PLEASE NOTE: THE HARD COPY OF THE NEWSLETTER IS ISSUED QUARTERLY, IF YOU WOULD LIKE TO RECEIVE A MORE FREQUENT NEWSLETTER VIA EMAIL THEN PLEASE CONTACT admin@bid4oban.co.uk AND SUPPLY A VALID EMAIL ADDRESS.