



BID4OBAN Newsletter

BID4OBAN LTD

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MAY 2013

BID4OBAN'S FIRST BUSINESS FORUM MEETING

BID4Oban held the first of its new Business Forum events in the town on Monday 11th March. It signalled the creation of the Forum - taking the place of the Chamber of Commerce for the town, and from the feedback received both at, and post the event, the evening was a great success. Around 50 businesses and groups were represented at the event which had the theme of Adding Value.

The evening started with an update on the progress so far of BID4OBAN Ltd, its current work and future plans. Following the update there were two presentations, the first of which was given by the event sponsor Business Mentoring Highland - a Scottish Chambers of Commerce and HIE initiative, on what a free business mentoring service - which offers free confidential support from experienced business people - can do for a business. For more information go to www.inverness-chamber.co.uk or call 01463 718131 alternatively you can send an email to info@inverness-chamber.co.uk. This was followed by a presentation from The Business Advisory Service which showcased a utility procurement proposal, aimed at the possible reduction of business utility bills. For more information contact Jamie Newall on 0141 530 4150 or email bid4oban@advisorysupport.co.uk. The evening ended with an opportunity for questions, and for networking. Chairman of the Board John Forteith said 'We are delighted to not only see a good attendance at our first business forum but also have those attending be so interested and participative in the Q&A session that followed the presentation. This involvement is crucial to the success of the BID forum as without it the forums will not be productive. The feedback and contributions from those who attended will be used in future forums and also in the general activities of the BID4Oban Company.'

BID4Oban would like to thank our sponsor, our speakers, to Colin and Joan Felgate for the use of the Olive Garden, and to everyone who attended and supplied feedback. The next Business Forum event will be later this year with the theme and date to be finalised.

THE OBAN TOWN DIARY!

The Oban Town Diary website is now being managed by Jasmine in the BID office and the number of events being posted is increasing by the day thanks to the email sent round to many event organisers. We are hoping news of the site will spread by word of mouth. Events are also posted on the new Oban Town Diary Facebook page www.facebook.com/ObanTownDiary, please 'like' us and spread the word. We also plan to use the events information on the website in more traditional ways, producing a "what's on" leaflet and a listings poster for the wooden information boards around town. BID is taking over responsibility for the boards and they will be used to display a map in addition to the "what's on" information. Both of the boards and the leaflet will provide a valuable advertising space for local businesses who want to get their message straight into the hands of visitors to the town. If anyone is interested in advertising events, please contact Jasmine at the BID office.

To advertise your event for free go to www.obantowndiary.co.uk

Environmental Sub-Group

Unfortunately due to extra work commitments, Andy Spence decided to step down as Chair Person of the Environmental Sub-group; however he will still keep his place amongst the board. The new Chair of the Environmental Improvements sub-group is Alister Jackson of Jackson the Butchers'. The key objectives of the Environmental Sub-group are to ensure that the town centre is welcoming, vibrant and clean, and on Sunday 24th March BID4Oban held their first Big BID Beach Tidy. The event was incredibly successful with between 35 and 40 people lending a helping hand to clean the shoreline and help to improve safety on the beaches. More than 70 bags of rubbish were lifted from the beaches in addition to wooden pallets and other such large objects that are regularly washed into the bay with the tide. BID4Oban has plans to make the Big BID Beach Tidy a regular event with the hope of expanding the clean to other hard-hit areas around Oban. The Big Beach tidy was arranged by BID4OBAN Ltd as part of the plans for environmental improvement work throughout the town, which include working with groups to tidy Station Square and other areas of the town, working with businesses through the first round of the Business Frontage Scheme, and working with the council to clean the streets, planters and pavements. As well as this there are a number of other environmental plans which are well under way and which include new for floral displays throughout the town to be in place by early summer. We are now looking at the next Big BID Tidy so if you would like to take part in the next clean up or would like to request an area to be cleaned, please contact Jasmine at the BID office.



Procurement Sub-Group

Business Advisory Support has a strategic partnership in operation with Business Improvement Districts all over Scotland, which is being conducted as a national campaign to assist local businesses within BID areas save money on their costs and help improve their profitability.

Business Advisory support attended our first Business Forum Meeting and gave a presentation to the local businesses represented. The contact details for Jamie Newall are available below:

[Jamie Newall](mailto:jamie.newall@bid4oban.co.uk) • 0141 530 4150 • bid4oban@advisorysupport.co.uk • www.businessadvisorysupport.co.uk

Events & Marketing Sub-Group

LET'S SHOUT ABOUT WHAT'S HAPPENING IN OBAN

The Events and Marketing Group are proud to announce two major initiatives to promote events in the town and provide a warm welcome to visitors to the town. The May bank holiday saw two important changes on the streets of Oban. Firstly the revitalising of the information boards as part of the town diary project and secondly the introduction of the Town Ambassadors.

The BID team took over the running of the online town diary earlier this year and has now expanded its reach with a completely revamped and user friendly website, social networking and more traditional ways of spreading information. Events posted on the Oban Town Diary website (www.obantowndiary.co.uk) will be included in the new fortnightly "What's On Oban" leaflet and on the What's On listing in the revitalised information boards around town. The boards will retain their tourist map and advertising space for local businesses and attractions, but will add a What's On Listing which will be updated every two weeks throughout the summer. The What's On leaflet and website is also an important tool for businesses to know what is going on in the town, so that they can market themselves directly to particular type of visitor to the town. You may want have a themed window display or put on a special offer aimed



directly at event participants.

All work on this new project has been locally sourced with the boards being repainted by local tradesman, John Ledwidge, and all the printing work has been completed by CGL and Digital Kangaroo. The design work was completed by DeeVa designs and BID4OBAN are grateful to local artist, Alice Strange for providing the front cover of the leaflet. The website was redesigned by John Ireland at Clearbox.

The town ambassadors have recently been appointed. There are 4 ambassadors, Joe, Duncan, Kay and Laken. All ambassadors are local to the town and area, and between them they will provide a warm welcome and mobile information service to visitors to the town from ten in the morning until eight at night, every day throughout the summer. The ambassadors will be clearly identifiable with turquoise shirts and name badges and are there to inform visitors about what there is to see and do in the town and pass on their passion for the town.

EVENTS GRANTS

To date the BID board have approved two grants for events in Oban for this year, £2400 for the Craggy Island Triathlon and £1000 for the Oban Sportive.

The Craggy Island Triathlon is a competitive off-road triathlon event on Kerrera and will take place on 31st August to 1st September. The event was established in 2011 and attracted a sell-out 200 entries. The inaugural event won the Triathlon Scotland 'Most Enjoyable Event of the Year' and was featured on the BBC2 'Adventure Show'. It doubled in size in 2012 to 400 entries. In 2013 the race will host the Scottish Championships and has already sold out (550+ entries) with participants coming from across the UK. It is estimated that this event will bring in an additional £50000 to the economy of Oban. The Oban Sportive is a new event for Oban. Run by the Rotary Club and the North Argyll Cycle Club, over 120 cyclists will follow one of two routes starting and finishing in Oban. The event will take place on Sunday 29th September, starting at 8:30am and will provide a much needed boost for accommodation providers and restaurants at the end of September.

Although both these events happen to be sports competitions, it is important to note that the grants schemes are open to all types of events and application are currently being processed for a wide range of cultural, artistic and community based events.

BUSINESS OPPORTUNITIES

As one of the conditions of the recently approved BID events grants, we require organisers to allow BID to circulate a "Welcome to Oban" packs to their participants, preferably prior to the event or at registration. These will probably contain maps, what's on leaflets and are an opportunity for levy payers to market their businesses directly to visitors to the town. If you would like us to include an advertising leaflet in our welcome packs for either of these events, please contact Jasmine at admin@bid4oban.co.uk or on 01631 569915. What you include is entirely up to you, you may just want visitors to know about the services or products you offer or you may have a particular offer that you want to promote. You may even decide to host a special event exclusively targeting the participants or spectators. This is a free service provided by BID, all you need to do is provide the leaflets and we will do the rest.

There will be other events that we provide this service for throughout the summer and we will keep you posted on the details in future newsletters.