



News from the BID Office...

Many of you will know our Administrator Jasmine through your dealings with the office. Sadly for us she has decided to move on to a new post as Assistant Manager of the British Heart Foundation shop in George Street. We wish her every happiness and success in her new venture, and thank her greatly for all that she has achieved with BID4Oban since January.

I am delighted that her successor will be Shona Neil who will join us on Tuesday 17th September. Shona was selected from a very strong number of applicants and I am sure that she will further strengthen the office team.

2nd Town Business Forum Meeting

BID4OBAN has several ways in which it has a dialogue with levy payers. The business forum is open to all levy payers and associate members and is a platform where businesses can talk to each other and to the BID Company. The first event, held in March, was extremely well attended and had speakers who offered ways in which businesses could improve their business skills and reduce their overheads.

The next BID Business Forum will be held on Monday, September 23rd in the McCaig Room at the Regent Hotel, starting at 6.00pm. With the theme of “**Effective Marketing**”, this will be a great opportunity to learn about how BID4Oban is supporting businesses across the community, to explore new and

exciting marketing opportunities and to network with your peers. This event will also be the business launch of the LOVE OBAN Gift voucher

Love Oban Gift Voucher Scheme

As part of BID4Oban's commitment to encourage local people to spend locally, we are introducing a Town Gift Voucher scheme in time for the Christmas spending period. "Love Oban" is a very straightforward voucher scheme to encourage local people to support local businesses by giving gift vouchers that can only be spent in Oban.

Shoppers will buy £5, £10 or £20 vouchers from a single location in town and give them as gifts for birthdays, weddings, Christmas and anniversaries. The recipients will then be able to redeem their vouchers as full or part payment for goods or services in any of the participating businesses in the town. Vouchers cannot be exchanged for cash. Businesses will then send the redeemed vouchers to BID4Oban and receive the full face value in return.

In order for the scheme to work we need as many participating businesses as possible to accept the vouchers. It is not restricted to retail businesses and the scheme will be open to all levy payers, regardless of the goods or services offered. The buyer of the vouchers will then be sure that the gift that they give opens up a wide range of goods and services to the recipient. We want to keep the scheme as simple as possible for all and it will operate at **no cost to the participating businesses.**

As a participating business all you will be required to do is

- Sign an agreement with BID relating to the management of the scheme
- Display a poster or a sticker in your window and counter displays advertising that you accept the vouchers
- Redeem vouchers for good and services, according to the terms and conditions, ensuring that all vouchers are genuine and redeemed before the expiry date.

- Submit a claim for redeemed vouchers to BID and receive payment

Remember that this is NOT a discount scheme and you receive the full face value of all valid vouchers redeemed.

We will be contacting all levy payers in the near future to give more detailed information and talk through how the scheme will work and ask you to participate. If you need more information or would like to express your interest in the scheme, please email admin@bid4oban.co.uk or call 01631 569915.

Project Updates

Environment

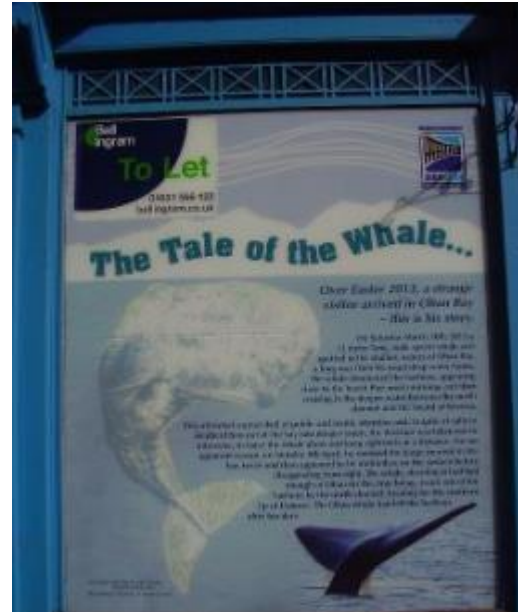
Investment in improving the way the town looks has come through a number of projects ranging from the Business Frontage Scheme Grant, the Empty Shop Front Scheme, the three BID Beach Cleans, and the installation of new floral displays all along the waterfront, from Station Square to the War Memorial.

In the first round of the business frontage scheme BID4OBAN has worked with a total of 14 businesses investing around £5000 in local properties for a return of around £20,000. We are confident that the second round of the scheme – now launched with a deadline of 30th September – will be equally as successful. If you are interested in applying please contact Nic or at the office or more information can be downloaded from the web site.

As part of our Empty Shop front Scheme our whale window dressing on George Street has led to very positive feedback from locals and tourists alike, and we are looking for other properties to further this project.



Some of the volunteers from Sunday's beach clean!



Our first window dressing on George Street.

Events

The Oban Town Diary continues to be highly successful with the number of events posted increasing by the day. If you are hosting or organising an event, or know of anyone who is, please visit www.obantowndiary.co.uk and post the details. The What's On posters in the information boards will continue throughout the off season months.

BID4Oban has supported some major events of benefit to the town over the summer –

- Lorne Highland Games
- Craggy Island Triathlon
- Catalina Visit

As we look forward to the forthcoming BID supported events; the Oban Sportive and Fasanta at Dunollie.

Ambassadors

The Ambassadors are now coming to the end of a very successful season. Their role is to provide a warm welcome, information and advice to visitors. Over the summer they've helped thousands of people and answered many questions, helping people to make the most of what the town has to offer.

Cruise Ships

The BID team are working closely with the council, the community council and OLTA in liaising with cruise ship operators to ensure that cruise ship passengers stay in the town and are given a great welcome to Oban.

High School Forum

The BID company also organised a forum in Oban High School, asking students (Oban's

next generation of businessmen and women) what they thought of the town and the ways to improve it. The students demonstrated that they care passionately about the town, the way it looks and what we offer locals and visitors and made many mature and practical suggestions for improvements that they would like to see.

We are happy to discuss the BID and its projects with businesses in the town. Contact us by email (admin@bid4oban.co.uk) or through Facebook or twitter and keep track on what's going on through our website or Facebook pages.

Free Advertising of Events & Offers

The **Oban Town Diary** is a website built to promote events happening in and around Oban and to provide one place where locals and tourists can view future events. It also gives event organisers a place to advertise their events **free of charge**. Since taking over the Oban Town Diary the number of events has risen dramatically and continues to do so. However, not only does the website promote events in town, it also promotes offers, discounts and specials from various businesses & organisations. This all takes place under our '**LOVE OBAN**' section on the website. So whatever type of business you have, if you have an offer then put it on the diary! It's a fantastic source of **free advertisement!**

Business Advisory Support

Business Advisory Support Ltd are still working to try to off-set the cost of the BID levy for BID4Oban members. We would like to encourage as many BID4Oban members to take advantage of this free service as possible. The review comprises cost saving analysis on telecoms, energy and merchant services costs which is carried out by the Business Advisory Support local representative Mike Wilson. Contact details can be seen on the homepage of the BID4Oban website: www.bid4oban.co.uk.

Mull Rally Advertising Opportunities

Mull Rally is fast approaching and the organisers are looking for businesses in Oban to advertise in their Rally Programmes. This is the second year that the Rally has produced the Official Programmes and to date they have been a major success. Although the programmes will be distributed on Mull, this would be a great opportunity for the business community of Oban to showcase what they have to offer, especially with the increase in footfall expected throughout the town as tourists and locals ferry back and forth between Mull and Oban.

The programmes will be A4 in size and in full colour with a glossy finish.

The advert rates this year are as follows:

- Full Page - £250
- Half Page - £145
- Quarter Page - £75

If you would like to advertise in the Mull Rally 2013 Programme, please contact Shannen Gunn by calling 01463 732223 or email shannen@ncpg.co.uk.