



# BID4Oban Monthly Newsletter

## Digital Ambassador

You will remember that last June we introduced our MI-Love Oban app and website etc. which acts as a free advertising and promotional platform for every one of our levy payers, regardless of size or sector of business.

The stats that we are being sent regarding this project are very encouraging as they show a steady increase in the public's awareness and usage of the product.

We know that all businesses have messages that they want to communicate throughout the year and at key times, but sometimes this may not be happening due to such things as a lack of resource and time, or technical knowledge etc.

So in order to help businesses to become more involved with the Mi-Love Oban scheme and the benefits that it can and will bring, over the winter months we have asked Kay McDonald (who many of you will know through her role as one of our Oban Town Ambassadors), to extend this role and become our Digital Ambassador. Kay has been trained to engage with the businesses on an ongoing basis through visits to help with set ups, capture news, stories, promotions and events and feed these on a regular basis back to the miconex team who run the overall project. They in turn will act as a link and back up to Kay, and promote content via our app and web site (upgraded app launched this month), social media, email and push notifications etc.

### Stats from Oban

Our latest stats from miconex show a steady increase in:

smartphone downloads	127 – 261
reach by channel	46,724 – 167,062
push notifications	176 - 545
Consumer registrations	640 – 1,290
Consumer engagement	666 – 2,805

Kay has already successfully been helping a number of businesses within the town and so if you would like Kay to visit at a mutually convenient time and offer help and information ranging from basic "what's it all about and how will it help my business" or "how do I get started", to updating information, promotions, support, etc. please call either the office on 01631 569915 or Kay directly on 07511 677 976 or email [kay@bid4oban.co.uk](mailto:kay@bid4oban.co.uk)

## BID4Oban Ltd Existing Frontage Grant Scheme

Thinking of a new, brighter frontage for your business?

Do the following criteria apply to your business?

Located within the 30 mph speed limit of the town, the Oban BID boundary AND has been in existence for or trading under the same name for 3 or more years.

You pay the BID Levy or an Associate Membership fee

If you have answered yes to the above questions then you can still apply for a grant for:

Up to 50% of the total costs of the improvements



October 2014 Issue 19

Improvements (to the physical appearance of the outside of your business premises, e.g. decoration, renewed signage (fixed to the building), outside lighting, awnings, and replacement of exterior features)

The Business Improvement Frontage Grant Scheme offers grant funding up to £1000 to any existing commercial business operating in the town which wishes to improve the appearance of its business frontage.

So far over the three previous rounds of this successful scheme we have invested in the region of £15,000 with around 30 businesses combining to make over £41,000 worth of improvements to business frontages in the town. Furthermore over 95% of the works have been carried out by local firms and tradesmen.

Round 4's deadline has just passed but we still have some funds available for successful applicants, so it is not too late to apply.

Application to the grant scheme is designed to be straightforward and quick, so if you would like more information please contact the BID office.

### **Business Expansion or Relocation Frontage Grant**

One of the six objectives listed in the BID4OBAN Business Plan is to:

“Make the best first impression possible to visitors and shoppers to the town

by helping provide a more attractive environment”.

Therefore as part of the review, evolution and adaptation of BID 4 Oban Ltd.'s five year Business Plan (which has its basis in the priorities of the Oban business community identified through consultation), from October 2014 existing business levy payers

will be able to apply for a grant to improve or adapt the frontage of a new business premises (also above the levy threshold) into which they are relocating or expanding.

Working along-side our existing Business Frontage Scheme and Empty Shop Fund, this grant scheme is one of several projects designed to deliver the objective of improving the environment and experience of both locals and visitors to the town, whilst also offering assistance to the business community, and it offers grant funding up to £1000 including VAT to any existing commercial levy paying business operating in the town which wishes to expand or relocate into new premises.

This new Scheme will run throughout the BID4OBAN financial year (1st November to 31st October).

You can apply if:

You are an existing BID4OBAN levy payer OR an existing BID4OBAN Associate Member, AND the 'new' premises is also above the threshold for the BID levy.

Your new premises is located within the 30 mph speed limit of the town, the Oban BID boundary AND

Your existing business has been in existence for or trading under the same name for 2 or more years.

You can apply for a grant for:

Improvements to the physical appearance of the outside of your new business premises; costs such as decoration, renewed signage (fixed to the building), outside lighting, awnings, and replacement of exterior features;



Up to 50% of the total costs of the improvements to a maximum of £1,000 (£833.00 ex VAT) towards the improvements.

You cannot apply for:

100% of improvement costs;

Indoor /non-visible improvements;

Funding for work already /being completed;

A -Board signage.

For more information please contact the BID office.

### Upcoming Events

#### ***Love Oban Halloween Party***

We have joined up with Atlantis Leisure to put on a Halloween Party for all pre and primary school children in the area. The party will start at 5.00pm and finish at 6.30pm with bouncy castle, disco, party games, 'dookin' for apples and lots more. This is a free admission event however there will be an opportunity for those who wish to do so to make a donation towards the Oban Community Playpark.

#### ***Fireworks Display***

Just a wee reminder that the annual Fireworks Display is in the harbour area this year and yes it's on Wednesday the 5th November at 7.00 pm. It is hoped that businesses will open later and food outlets will have 'fireworks night' specials on the menu.

As well as listening to local businesses and moving the display to the town center it is hoped by doing so it will attract some of the delegates who are due to come to Oban for the first ever Rural Parliament to arrive the night before it starts and enjoy our world famous fireworks.

#### ***Rural Parliament***

As mentioned above the first ever Rural Parliament is being held here in Oban on Thursday 6th, Friday 7th, and Saturday 8th of November which will bring around 400 delegates to the town. The opening ceremony is being held in Atlantis Leisure on the Thursday evening with local musicians and performers featuring in the proceedings. This should be a welcome boost to the area at what is normally a quiet time of year.

### Contact Us

Nic Jones—Project Manager

Email [nic@bid4oban.co.uk](mailto:nic@bid4oban.co.uk)

Neil Mackay—Events & Marketing Manager

Email: [neil@bid4oban.co.uk](mailto:neil@bid4oban.co.uk)

Yvonne MacLean—Administrator

Email: [yvonne@bid4oban.co.uk](mailto:yvonne@bid4oban.co.uk)

Kay MacDonald – Digital Ambassador

Email: [kay@bid4oban.co.uk](mailto:kay@bid4oban.co.uk)

Office number: 01631 569 915

Copyright © 2014 Bid 4 Oban, All rights reserved.