



BID4Oban Newsletter

BID4Oban Ltd

September 2014

Issue 18



News from the BID Office ...

Staffing News

In June we had a change in staff at our BID office. Shona, whom many of you know as our Office Administrator, has now taken a new position with Dunollie Projects Ltd as a Community Engagement Officer. Shona was a great asset to BID4OBAN and she will be greatly missed. We wish her every success in her new role.

In her place, we are delighted to announce that we welcome Yvonne MacLean as the new BID4OBAN Administrator. Some of you may have met Yvonne through her role as one of the BID4OBAN Town Ambassadors this season. Whilst Yvonne enjoyed her time as an Ambassador she was delighted to be offered the role of full-time Administrator from a very strong field of candidates. Yvonne has a great deal of experience in both customer service and administration and is looking forward to developing a good working relationship with everyone. Her contact is yvonne@bid4oban.co.uk

Information from Zero Waste Scotland

Zero Waste Scotland has launched the Carrier Bag Commitment for Scottish retailers ahead of the introduction of carrier bag charging from 20th October. New legislation passed by the Scottish Government will require all retailers to charge a minimum of 5p for every single-use carrier bag from 20th October 2014. For more information about how the charge will work, retailers can visit a website dedicated to the charge <http://www.carrierbagchargescotland.org.uk>

BID would suggest that local businesses donate the income from such charges to one of the many local charities in Oban.

Dates for your diary

Beach Clean - Sunday 14th September

This Sunday we are holding our second Beach Clean this year, so if you can spare up to two hours of your time we need volunteers to come along on the day and help us make a difference! The clean will run from the Railway Pier to the War Memorial. All equipment will be provided care of the GRAB Trust. Meet us at the top of the Oban Times Slipway at 10am. For more information give Yvonne a call at the office.

Motor - Fest Sunday 21st September

Fantastic day out for all the family at Blaize Pitch - Mossfield Stadium Oban. Featuring The Oban & District Classic Vehicle Club. Guest Vehicles of all types both 2 and 4 wheels, Auto Jumble, there will be a Ferrari 328 GTS (and yes it will be RED!) to view. Event from 1 to 4pm (free). Please note Parrot's Memorial Primary Shinty Competition in Mossfield that same afternoon.

Recent Markets in Station Square

Once again we have had a number of contacts regarding the street markets located in Station Square in August. I can once again advise you that we, BID4OBAN Ltd, do not support the format of these markets.

Unfortunately, BID4Oban had no knowledge that these recent markets were going to take place on either of the last two weekends, however as soon as we saw them being set up, we contacted the Licensing Department of Argyll & Bute Council and were told that the market had been granted a temporary licence which does not require any advertising. Hence we at Bids, our Local Councillors and all the businesses did not know anything about it.

These markets are unlike the event earlier in the year where a Continental Market group applied for a license and because this went before the PPSL it had to be advertised. Therefore we knew all about and were able to let you know. Our Local Elected members on that committee recommended that the application be refused which was supported.

In the past when we have been consulted, we have made it very clear that BID4Oban Ltd will support any activity that drives footfall into Oban and stimulates trade for the Oban business community. However, we also made it clear that if a 'Continental Market', or such event, were to be held in Oban they should not conflict with existing businesses. Furthermore, stalls should be vetted and the quality of such an event should be controlled. We also requested that the council engage with us in the planning of such an event so that we could influence all of the above. As a Board and organisation made up of local traders, and as a company dedicated to the enhancement of the town and its businesses, we take this matter very seriously. There are a number of concerns surrounding these markets such as quality of product, proximity to established businesses supplying similar products, and traders being allowed to park their vehicles sometimes overnight on what is normally a pedestrian area, to name but a few. If businesses wish to air their views regarding the markets, please send an email to the BID office admin@bid4oban.co.uk and we will pass them directly on to the council.

Earlier this year we asked if there was an appetite for a Bid led local market - this would need support from local businesses as well. Please let us know how you feel contact Neil Mackay via email on neil@bid4oban.co.uk

Oban Business Forum

BID4OBAN would like to thank everyone who organised and attended our Oban Business Forum Event in June. It was a very successful day and was greatly enhanced by our main speaker of the day, Steven Leckie (CEO of Crieff Hydro Hotel). Steven has a wealth of experience which he imparted to all those who were in attendance. This was the second Business Forum event this year. These events are primarily aimed at engagement, information, ideas, networking and of course interest. Please look for details of any future events - they are your events which benefit from good attendance.



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Update on Mi Love Oban

FREE LISTING AND PROMOTION!

MiLove Oban

www.mi-loveoban.co.uk

Following our successful consumer launch of the Mi Love Oban app and website etc., at Charities Day we are pleased to report that the app has had over 500 downloads so far and more than 1200 Facebook likes, nearly 1000 Twitter Follows and over 700 Mi Registered users. The app and website are not only a way for businesses to highlight any promotions, offers or discounts but it is also a great way to advertise events, news or information about the business. The app features a QR code that makes downloading it very user friendly. We also have free marketing materials available for levy payers.

It's FREE to use - easy to understand and best of all whenever information you put on Mi Love Oban about your business is also launched across Twitter and Facebook pages. Regardless of business sector or size etc., if you haven't already done so, please give this FREE promotional platform a try. Or if you want more information, please contact Yvonne at the office and she will arrange for one of the team to pop by at the earliest opportunity.

Promoting Your Business

Here at BID4OBAN Ltd we are always looking for new initiatives to raise the profile of both the town and the businesses within our town. We have a number of schemes currently under way including:

The Business Frontage Scheme

A grant to help with improvements to the frontages of existing businesses. The next round is due by the end of September.

Mi Love Oban FREE App and website

A way for **all** businesses - large, small, national, local, town centre or out with the town centre – to advertise and promote themselves, their products and promotions **FREE OF CHARGE**. Need more information please contact the office and we will arrange a meeting with you at the earliest opportunity.

Love Oban Voucher Scheme

FREE to sign up and easy redemption of the local gift vouchers and no fees. A £20.00 voucher = £20.00 to you etc.

Welcome packs for cruise ship visitors

FREE distribution of any fliers for your business, or promotions aimed at cruise ship visitors.

Welcome packs at events

FREE distribution of any fliers for your business, or promotions aimed at visitors and locals distributed at BID events or relevant events supported by BID4OBAN.

Whats On Oban (formerly Oban Town Diary), What's On Notice boards and What's on Leaflets

Our **Oban Town Diary** has had a rebranding to **Whats On Oban** but it is still **FREE** to Advertise your event digitally on the Whats On Oban web site <http://www.whatsonoban.co.uk>

It is also **FREE** to advertise on the monthly What's On poster inside the BID information boards throughout the town, as well as **FREE** entry in the seasonal fortnightly What's on leaflet distributed by our Ambassadors to the public as well as in over 30 outlets in the town and as a PDF to local businesses. Simply add your event details to Whats On Oban and we will do the rest.

Empty premises

Contact us to see about our Empty Premises Grant to help decorate the windows with vinyl.

We are working hard to promote our businesses, so if you have any questions about any of the promotional schemes please contact the office and we will be happy to come and talk to you at a mutually convenient time.

Contact the office for further information

admin@bid4oban.co.uk

Oban Business Improvement 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 apply for a grant for:

- Up to 50% of the total costs of the improvements up to £1000 (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)

One of the BID's objectives is to:

"Make the best first impression possible to visitors and shoppers to the town by helping provide a more attractive environment".

The Business Improvement Frontage Grant Scheme is one of several projects designed to deliver this objective and 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.

The grant scheme has 2 deadlines for funding applications namely, 28th February and 30th September each year.

Round 4's deadline is fast approaching.

The grant scheme is designed to be straightforward and quick, so if you would like more information please contact the team by email on admin@bid4oban.co.uk or phone 01631 569 915.



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SGN - Drop in session 22nd September

Gas Supplies in Oban. SGN is innovating in Oban. SGN owns and operates the gas network in Oban, and is piloting an innovative research project in the town this year. This aims to demonstrate that different blends of natural gas can be transported in Britain's gas networks safely and efficiently. This could lead to a change in regulations allowing gas from a wider range of sources to be used – improving security of supply and potentially reducing costs. If your business has mains gas, this is what it means for you: SGN will contact you to arrange to test different gas blends on all your gas appliances. It'll take about an hour, during which your gas supply will be switched off. SGN wants to work with Oban's business community to keep disruption to a minimum. For example, it has scheduled testing of commercial properties for early 2015, to avoid the times when the roads are at their busiest, and the tourism season.

A short video which explains why SGN chose Oban to be at the forefront of this exciting innovation project, and what will happen when they visit your premises. More information can be found at www.sgn.co.uk/oban

If you want to share your views or ask any questions about this and how it will affect you:

- Why not drop in and see us on 22 September 2014 at the Royal Hotel anytime between 3pm and 7pm
 - Call Susan Gray on 07811 820690, or email susan.gray@sgn.co.uk
- Post your views and questions on twitter (#SGNOban)

Newsflash!



Coming soon!

Have you downloaded the MiLove Oban app using the qr code yet?

An updated MiLove Oban app will be available to download in the near future with new features - whilst waiting have a look at the events, information and offers available now at <http://www.mi-loveoban.co.uk>

Every business will have been sent an information email giving details of how to log in to the site and how to input or update your news and promotions. If you have misplaced and / or forgotten your details or if you require more information just give us a call at the office (01631 569 915) and we will have you up and running in no time at all.

Training Opportunity Offer

Thanks to SAMS we had an offer in August of free FuelGood Driver Training for our members and / or friends and family. SAMS scheduled two days of training in August and September for their staff and kindly offered to run days alongside these for our members, family and friends free of charge. Those who responded to the offer were very impressed and the feedback they gave was of an informative and worthwhile training course.

Contact Us!

If you have any queries or just want a catch up please feel free to give us a call or email using the details below.

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