



BID4OBAN

RENEWAL BALLOT BUSINESS PLAN
2022



FOREWORD BY ANTONY CAVE BID CHAIR

I am delighted to present this renewal proposal, which outlines your priorities and gives a taste of how we can continue to improve and make Oban even better by working together.

A BID is where businesses, within a defined geographical area, vote to invest collectively in local improvements over and above those provided by statutory authorities. It is a partnership arrangement where the local business community and the statutory authorities work together on projects that will benefit the local economy and local businesses.

Continued support for BID4Oban provides a great opportunity to work together and make the changes we all want. The cost to our businesses is low and through BID4Oban we can maintain access to external assistance and funding not available to individual businesses.

All the proposed improvements were ideas initially from you, which came out in our surveys and consultations. Every business in the area has had the opportunity to let us know what their priorities are.

By getting involved in BID4Oban, we can keep working together to increase footfall, stimulate investment and enhance the reputation of our town. The purpose of BID4Oban is to support our businesses and our community, increase trade, improve our business environment, and make Oban an altogether better place to live, work and of course, play.

You can find more information on our website www.bid4oban.co.uk, or for more general or national information refer to ImprovementDistricts.scot

A notice of ballot will be sent to all eligible persons (those eligible to vote in the ballot) on or before 27/10/2022 along with ballot papers. Those eligible to vote will have 6 weeks to cast their vote before the ballot closes at 5pm on 08/12/2022. Ballot papers received after this date and time will be null and void and not be counted.

I have been involved in business in Oban for several years and know a lot of the businesspeople in the area. I would ask you all to vote YES so that we can work together to continue to make Oban the thriving, prosperous, business community we have become accustomed to.

Being a part of the business community in Oban for many years and having seen the benefits of the BID, I would ask you all to vote YES so that we can continue working together for the benefit of the town and our local community.

Chair – Antony Cave

Craigard Décor
Craigard Road, Oban

“Business” or variations of the word “business” are used throughout this document. The word “business” in this context refers to property owners or tenants and occupiers of properties who are liable to pay the non-domestic rate (NDR), whether they pay business rates or not. This includes all properties listed on the Scottish Assessors Association Portal (website) with a non-domestic ratable value, many of whom may be a charitable organisation, public sector organization, social enterprise or community group who may not consider themselves to be a business



AIMS AND OBJECTIVES OF BID4OBAN

Our Aim

The principal aim of the BID is to deliver projects and services that will improve the trading environment of the BID area to benefit businesses, their customers and visitors.

Our Objectives

- To improve the economic opportunities for the businesses in the town
- To increase footfall, both local and visitor
- To make the BID “cost neutral” for each business
- To address the issues of individual sectors
- To improve businesses’ relationships with each other, the local authority and the community
- To market the town to a local, regional, national and international audience in conjunction with AITC
- To give businesses a strong, unified voice
- To support local voluntary groups whose aims align with the BID
- To work closely with the local Tourist Association to increase awareness of the town outside the local area

WHAT EXACTLY IS A BID?

A business improvement district (BID) is about businesses working together and investing collectively in local improvements in addition to those delivered by the statutory authorities, over an agreed period (normally 5 years). Stronger together than working alone.

A business improvement district is usually a partnership arrangement through which the local business community and the statutory authorities take forward projects to benefit the local businesses and grow the local economy.

A BID is not a substitute for central or local government expenditure, but an additional investment to strengthen the local economy.

BIDs are developed, managed and paid for by the private sector using a compulsory Levy, which the businesses within the proposed BID area must vote in favour of before the BID can be established. The ballot for the Oban BID will be open for 42 days from the 27th October to the 8th December 2022, the ballot day.

Each business liable to contribute to the BID will be able to vote on whether or not the BID goes ahead.



HISTORY OF THE BID MOVEMENT

BIDs started in Canada over 40 years ago in a small town called Bloor West Village, near Toronto. Businesses struggled to cope with competition from a new out-of-town shopping centre, which resulted in many business insolvencies, empty shops and a neglected-looking town centre. Businesses got together and devised a plan to revitalise the town and successfully lobbied for legislation for all businesses in the proposed BID area to pay a Levy. The investment Levy was used to make physical improvements to the town centre and to promote the town. The success of the Bloor West Village BID paved the way for future BIDs. Today there are over 1700 successful BIDs worldwide.

An additional measure of BID's success is in the renewal process. Most BIDs run for five years and approximately 99% of businesses vote in favour of continuing the BID when they come up for renewal. In Scotland, all of the BIDs that have been to renewal ballot have successfully demonstrated that businesses value the projects and services delivered by the BIDs. BIDs can support regeneration, grow local economies, create local employment and create a cleaner, safer trading environment. A key element to their success is the local businesses taking ownership and responsibility for their trading environment; identifying the necessary projects to resolve common problems and issues and overseeing its implementation, whilst also contributing to the future direction of the town and its development. There are currently 35 fully operational BIDs in Scotland with a further 30 in development.

WHY SHOULD BID4OBAN CONTINUE?

If we do nothing, then nothing will be done!

Oban has experienced significant changes over recent years, not least the challenges posed by Covid which along with cutbacks in local authority budgets, the increased traffic in the town due to RET, and the increased pressure that it is putting on the town's limited parking provision. In the last 10 years, BID4Oban has worked tirelessly on behalf of the businesses in the town and the broader local community to mitigate these challenges.

Traffic management and access issues are a problem for a lot of businesses. The continuing rise of energy costs and the new rateable values are putting more pressure on businesses and Oban requires a coordinated response from all businesses to address these problems.

The retail sector, in particular, has suffered with the growth of online shopping; however, we are fortunate that having a strong tourist trade has helped to mitigate some of this impact with a vibrant, clean and attractive town which continues to lead and support events and activities that encourage visitors and locals alike. To keep tourists and shoppers coming to Oban, we have to encourage visitors to come in the quieter months in increasing numbers and so extend the season. In addition, we have to work with and occasionally lobby the local authority to ensure that local strategies do not negatively impact trade.

There are lots of voluntary groups in the town, with no shortage of community spirit and a 'can do' attitude. These groups can suffer from a lack of funds and dedicated resources which is where BID4Oban can help local groups to achieve more with extra resources and funding which provides the cohesion that helps all types of local groups to deliver better results both for their groups and the benefit of the wider community.

There is a desire from a range of sectors to see improvement in the town's marketing activity. The BID will continue to work directly with AITC (Argyll & the Isles Tourism Co-operative), under a memorandum of understanding, with a defined budget to deliver key projects. BID4Oban will also work with local environmental groups. This will help to improve the overall appearance of the town for the benefit of locals and visitors alike. We will improve the biodiversity of the town and assist the local authority to adopt greener environmental strategies that will be sustainable due to overall savings made.

BID4Oban provides a unique opportunity for local businesses across all sectors to work together, invest collectively and undertake projects which contribute positively to improving the economic viability of the town and securing investment in the town.

HISTORY OF BID4OBAN

The concept of a BID in Oban was first discussed in 2008. A steering group was set up by like-minded businesses that dedicated staff time and agreed that increased investment was required for the town to maintain its competitiveness and increase the number of visitors coming to the area. After work by the original steering group in 2012 was done, a ballot was held and BID4Oban came into being. BID4Oban has operated for 10 years as a not-for-profit limited company with a dedicated and independent board of directors. The support of the Scottish Government and Argyll and Bute Council has been integral to the success of this project.

HOW DOES OBAN BENEFIT FROM BID4OBAN?

All businesses in the town have the opportunity to benefit from the projects and services that the BID4Oban delivers. Some such services are:

- Support for existing groups and organisations
- An improved customer perception of accessibility
- Improved customer knowledge of goods and services
- Increased marketing to local, regional, national and global customers
- Access to funding to reduce property improvement costs
- Cost reduction through collective investment and joint promotion
- An increased number of visitors
- A local voice for business opinions included in local policy and developments
- Better trained staff to improve customer service
- Increased networking opportunities
- Improved signage
- Increased use of technology to solve local problems BID4Oban WIFI
- Projects to increase shop diversity and lower vacant unit rates
- Information seminars to help with the problems that particularly affect SMEs
- Collective training programmes, reducing staff travel time and delivering savings



KEY HIGHLIGHTS BID4OBAN 2017-2022

- 51 Events supported financially at a cost of £92,460
- Numerous events supported by in kind support & Advice

Some of our Achievements and Projects

- 550 Businesses pay the levy
- Income £200K PA
- 200 Business improvement grants awarded
- Oban Live – Four-year project generating £1.4M PA
- In kind support Oban Live £20K
- Town diary of events & Oban What's On maintained and populated
- Annual Events List populated and circulated annually
- Over 90,000 recorded interactions with Town Ambassadors
- Town Map produced and circulated to visitors and businesses
- Love Oban Brand and voucher sales in excess of £100K
- Christmas lights and trees investment
- Port of Oban Cruise Group developed
- Support for Small Cruise Ships using pontoons
- Welcome provided for over 150 cruise ships arriving in Oban with circa 100k passengers receiving welcome leaflets and local information from Town Ambassadors.
- 12 Accredited Yellow Badge Tour Guides providing over 200 walking tours
- 3600 Hanging baskets produced and installed over ten years
- Fireworks Displays 5th November, Hogmanay, generating substantial economic impact.
- Storm Puppet Event October 2021 created £20 000 of direct benefit to businesses across the town.
- Green Machine Cleaning Partnership with A&B
- First point of contact for businesses and A&B if required
- BID4Oban Town Markets Introduced
- Motorfest an annual event
- North Pier Pontoons direct partnership with A&B
- Oban Tour Guides – Cruise Ship Business – We now deal directly with visiting cruise ships and offer walking tours of the town.
- Almost every railing and bollard in the town was painted!
- Full Town Wi-Fi
- 8.9 million pageviews on Oban.org.uk from over 987,000 users.
- AITC partnership - £30K funding in the first term of BID
- AITC Funding £50,000 in the second term of BID
- Introduction of Oban International Shanty Festival
- Proposed introduction of Oban Food Festival in 2023



REINDEER PARADE AND FESTIVE LIGHTS SWITCH ON AT OBAN WINTER FESTIVAL

BID4Oban have organised the Reindeer Parade and Festive Lights switch on over the past 10 years. This brings the community together and is a great event for families in the town. The work that goes into arranging the road closure as well as the Oban Pipe Band and the lights switch on is a big task, made all the easier by our amazing and engaged local businesses and community groups and organisations.

This year BID4Oban have facilitated a Festive Lights task force in order to raise money for new and exciting festive lighting across the town.



OBAN INTERNATIONAL SHANTY FESTIVAL - PLUS NEW EVENTS

2022 saw the first in-person edition of OISF which was a resounding success and BID is already preparing for next year. The feedback has been fantastic, with lots of constructive comments to make 2023 an even bigger success.

Over the next BID period the board have identified £32,000 to assist with creating new or enhancing existing events in the town in order to widen the reach and really maximise the visitor experience which will in turn benefit our levy payers.

“It is fantastic! We came all the way from Washington State in the USA for this Festival. We wanted to come to the UK but the Shanty Festival was how we decided to come to Oban.”



OBAN LIVE

Oban Live has been a great asset to the town in a number of areas, including hospitality and accommodation, bringing thousands of festival goers to the area. BID have been integral in the set up of the event and continue to work with Oban Live in order to bring the festival back to the town in the coming years. Setting up the festival fringe has meant innumerable benefits to levy payers.

CYCLING

Oban Sportive has grown from strength to strength each year through the dedication of the North Argyll Cycle Club members. With a record entry in 2022, BID4Oban have been delighted to assist the event with funding applications and collateral to aid with marketing. Over 150 people took part between the Ben Cruachan Hill Climb and the Loch Avich and Loch Awe routes. Not only do entrants stay overnight in the town, they also bring family members who enhance the secondary spend and therefore the economic value of the coveted event. The endorsement of Graham Obree was massive for the event - huge well done to the organisers!

BID4Oban in conjunction with Wild About Argyll (Argyll and the Isles Tourism Cooperative) have worked hard to make the most of the Active Travel Carriage on the Glasgow-Oban West Highland Line. This will be a huge asset for the town and will help to concentrate BID4Oban's efforts in the new campaign to help more businesses become cycle friendly.



MOSSFIELD INITIATIVE

BID4Oban have been instrumental in setting up the Community Interest Company to facilitate the regeneration, improvement, maintenance and development of the recreational grounds and facilities known as Mossfield Stadium, and to promote the use of the stadium for various cultural and recreational purposes and events.

The group comprises of users of Mossfield as well as Argyll and Bute Council and other interested parties, who are working together to source funding for a business plan and feasibility study in order to progress this ambitious but vital project. The overall aim of the group is to provide high quality facilities that will benefit the whole community. The project will primarily facilitate sports but will also play to the town's heritage and strengths.

LOVE OBAN VOUCHERS

The creation of the Love Oban Voucher Scheme has seen approximately £90,000 worth of sales over the last BID campaign. This is ever growing, particularly with the additional facet of online sales. The money generated from these vouchers stays within the town and further benefits of additional spend over and above the voucher value are regularly enjoyed by participating businesses.

OBAN TOWN AMBASSADORS

Kay and Joe are invaluable members of BID4Oban and regularly walk the streets informing not only visitors and locals of events and key info but our levy payers too. They regularly help at Oban events and have greeted cruise ships, trains and buses full of visitors to keep them in the town, enjoying what retail and other services Oban has to offer.



Other Projects and Impacts

- Oban as University Town – Involvement in this initiative to bring united thinking to education within Oban.
- Greater promotion & use of Love Oban Vouchers
- BID office used by businesses and partners, hot desking business hub
- Oban Winter Festival – £1.2M PA x 9 years
- Oban Live - £1.4M PA x 4 Years (due back 2023)
- Port of Oban Cruise Group £1.2 PA (Estimate)
- Oban Pontoons £3M PA (Estimate)
- BID4Oban Services £0.5M PA
- BID4Oban Town Improvements £1M PA
- A BID should be inclusive of all parties. Council, Tourism, Business, Community Groups.
- A BID can leverage substantial additional funding from the Scottish Government, Scotland's Towns Partnership

COVID 19 RESPONSE

- Took a lead within the business community from the start
- Conduit between A&B and Business Community
- Grant Support
- Business advice through A&B resilience forum
- Pan Argyll business forum through HIE
- Provided COVID signage and support to every business
- Shop Local, Stay Local, Support Local Campaign
- New BID4Oban website
- Revitalised www.oban.org.uk to benefit tourism and services across Oban
- Support provided through Oban CBT Clinic funded by Scotland's Towns Partnership



WILD ABOUT ARGYLL (ARGYLL AND THE ISLES TOURISM COOPERATIVE)

The effects of Coronavirus on travel and the tourism have driven some long-term changes to the way in which we travel and what is important for visitors. For tourism businesses in Argyll & the Isles, more than ever, we must promote ourselves in creative and powerful ways to get back on track.

AITC has worked in partnership with Bid4Oban over the last 12 months to keep Oban front of mind with returning and new visitors and it is imperative that continues in the next few years. In the last 10 months we have achieved an increase of over 11,500 visits to www.Oban.org showcasing businesses and the destination and cementing the region as seafood and marine capital.

Visitor numbers are slowly increasing and through our partnership with Bid4Oban we will continue to attract new audiences ensure that those visitors return again and again.

| Since January...

- Twitter followers have increased by 266
- Facebook likes have increased by 3289
- Instagram followers have increased by 582
- Received 11.5K click throughs to the website on targeted advertising alone which shows a great flow of traffic to the website
- Targeted adverts are reaching a high number of people with some posts reaching well over 30-40K people
- With the exception of 2 months, engagement and engaged people have increased each month, with some months increasing by between 78%-156%
- Some of the aims/objectives were to showcase Oban as the Seafood capital, promote as Marine capital through a range of activities, promote as a staycation etc
- Through standard posts and targeted advertising, we have always included links to the specific pages and in turn, the most active pages from Jan-until now besides the webcams, are accommodation, activities, food & drink, gateway to the isles which shows that the advertising and posts are working in sparking interest and showcasing these elements to potential/future visitors

LOVE OBAN WEBSITE

Over the last BID4Oban campaign, the Love Oban website (www.oban.org.uk) saw almost 9 million pageviews! It is an important asset for the town and is one of the main reasons BID4Oban and Wild About Argyll have taken ownership of the site - and have committed to continual development of the site and investments in improvements.

TOWN WIFI

Town Centre Wi-fi has been in place since 2018 and has been highly beneficial to visitors in particular those from overseas as they do not need to pay for roaming charges if accessed by mobile phones or tablets. The landing page for our WI-FI takes visitors directly to the Love Oban webpage www.oban.org.co.uk



ABOUT OBAN GETTING HERE TRANSPORT SHOPS & SERVICES BLOG

WEBCAMS ACCOMMODATION WHAT'S ON ACTIVITIES EAT & DRINK SEE & DO



SEAFOOD CAPITAL OF SCOTLAND

BID4OBAN AREA AND MAP



Airds Crescent
Albany Street
Albert Lane
Albert Road
Alexandra Road
Angus Terrace
Aray Gardens
Ardconnel Road
Ardconnel Terrace
Argyll Square
Argyll Street
Balvicar Road
Bayview Road
Ben Cruachan View
Benvoullin Gardens
Benvoullin Road
Breadalbane Lane
Breadalbane Street

Burnside Place
Campbell Crescent
Campbell Street
Castle Road
Coe Gardens
Colonsay Terrace
Combie Street
Corelli Court
Corran Brae
Corran Esplanade
Craigard Road
Craighouse Avenue
Crannaig-a-Mhinister
Crannog Lane
Creag An Airm
Creag Bhan Village, No's 1-28
Creag Bhan Village, No's 29-60
Creran Gardens

Croft Avenue
Croft Road
Cruachan Crescent
Dalintart Drive
Dalriach Park Terrace
Dalriach Road
Davaar Gardens
Deanery Brae
Drimvargie Road
Drummore Road (part)
Duncraggan Road
Dunuaran Road
Etive Gardens
Feochan Gardens
Fladda Road
Gallanach Road
Ganavan Road
George Street
Gibraltar Street
Glencruitten Court
Glencruitten Drive
Glencruitten Rise
Glencruitten Road
Gleggallan Drive
Gleggallan Road
Glenmore Road
Glenshellach Business Park, Footpath
Glenshellach Business Park, Roads
Glenshellach Industrial Estate Road
Glenshellach Road
Glenshellach Terrace
Grianach Gardens
Haggarts Brae (Footpath)
Hazeldean Crescent
High Street
Hill Street
Hynish Crescent
Hyskeir Gardens
Iona Drive
Islay Road
Jacob's Ladder
John Street
Jura Road
Kerrera Terrace
Knipoch Place
Laggan Road
Laurel Crescent
Laurel Road
Lawe Road
Lismore Crescent
Lochavullin Drive
Lochavullin Road
Lochside Street
Lonan Drive
Longsdale Crescent
Longsdale Road
Longsdale Terrace
Lorn Avenue
Lunga Road
Lynn Court
Lynn Gardens
Lynn Road
Market Street
McCaig Road
McCall Terrace

Mill Lane, Lochavullin
Miller Road
Millpark Avenue
Millpark Place
Millpark Road
Morvern Hill
Mossfield Avenue
Mossfield Drive
Mull Terrace
Nant Drive
Nelson Road
North Pier
Nursery Lane
Orchy Gardens
Park Hotel Lane
Polvinister Gardens
Polvinister Road
Pulpit Drive
Pulpit Road
Pulpit Rock
Quarry Road
Rhuvaal Road
Rockfield Road
Rowan Road
Scalpay Terrace
Scarba Terrace
School Brae
Shore Street
Shuna Terrace
Sinclair Drive
Skerryvore Gardens
Soroba Hill Road
Soroba Lane
Soroba Road
Stafford Street
Star Brae
Station Road and Queen's Park Place
Stevenson Street
Taylor's Brae
The Greens, Glencruitten
Tower View
Tweeddale Street
Ulva Road
Ure Gardens
Villa Road
William Street

INFORMATION ON LEVIES

Who will pay the levy and how much will it cost?

A BID Levy is an equitable and fair way of funding additional projects and services that the local authority is not required to provide. Improving your trading environment could be made possible through a successful BID generating some £168,362 per annum for business improvements.

- Levy payments will be made by those liable to pay non-domestic rates with a rateable valuation of £3,000 or above and will be made by the occupiers (as the eligible persons) only, except for vacant premises when the property owner will be liable for the Levy payment.
- The Improvement Levy is not linked to what businesses actually pay in rates but is based on the rateable value of the property.

The following table shows the modest cost that your business would have to pay and is based on the SSA Valuation Roll rateable valuation of your property on the ballot date.

RV Range	Annual Levy Per Business	Cost Per Business
£3,000 - £8,399	£150.00	£2.90
£8,400 - £13,399	£250.00	£4.23
£13,400 - £39,999	£380.00	£7.30
£40,000 - £65,999	£530.00	£10.20
£66,000 - £99,999	£890.00	£17.12
£100,000 - £179,999	£1030.00	£19.80
£180,000 - £499,000	£2300.00	£44.23
£500,000+	£5000.00	£96.15

The table has been developed based on calculating the average median value for all rateable properties in the area, which is £9,900. We believe that £250 per year is a reasonable and affordable Levy charge for the 'average' business but have acknowledged that very low rateable values should pay less. Broad 'uplifts' for bandings above this level have then been set to reflect the size of the business and have allowed for all multiple retailers to be included as Levy payers.

I Levy payment

A BID levy is an equitable and fair way of funding additional projects and services, which the local authority and other statutory bodies are not required to provide. There are approximately 550* commercial properties in the BID area which will generate a BID investment levy income of approximately £168,362 per annum and an estimated total levy income of £841,810 over 5 years.

It has been agreed by the BID Board the levy structure will remain the same banded system based on the rateable value (RV) of the property on the day of the ballot 08/12/2022 and throughout the 5-year term of the BID and:-

- The BID levy will be paid by the occupier (the eligible person liable to pay the non-domestic rate), however, the property owner will be liable to pay the levy where a property is vacant on the day the levy invoice is issued and for all the period thereafter when the property is vacant.
- It has been agreed by the BID Board, the levy will be calculated on the Rateable Value of the properties in the BID area on the day of the ballot and will not change during the 5-year term unless there is a property rates revaluation in which case the levy will be re-calculated and based on adjusted property rateable values.
- All eligible occupiers (of eligible properties) i.e., the eligible person liable to pay the non-domestic rate that are listed on the Local Assessors Valuation Roll on the ballot date will be liable to pay the levy.
- The levy payments are not linked to what businesses pay in rates but are based on the rateable value of the property.
- The levy must be paid either in one payment within 28 days from the date of the levy invoice or in 10 instalments by arrangement with the billing body. The Levy must be paid in one payment for accounts of £150 per annum.
- If there is a change, in occupier to a property, until a new occupier is found, the property owner will be responsible for paying the levy.
- If there is a change or several changes in the occupier of the property within the BID area, no rebate of under £150 will be given to any outgoing occupier since this would be uneconomic to administer. The property owner will then be responsible for paying the Levy until a new occupier is found.
- Any new commercial development, subdivision of existing properties or merging of properties or new business with a non-domestic rateable valuation coming into the area during the 5-year term of the business improvement district will be liable for the BID Improvement Levy.
- If a property is vacant on the date the levy is issued and for any subsequent vacant periods, the property owner will be liable for the full levy amount, which must be paid within 28 days.
- Self-catering holiday accommodation which is not the sole or main residence of any person and which is available (or intended to be available) for letting on a commercial basis, with profit in mind, for short periods totalling more than 140 days in the financial year remain liable for non-domestic rates for the whole year and will be included.
- The levy will apply to properties with a rateable value of £3000 and above. Levy bandings will be applied with a maximum banding at £500,000 and above.
- The BID levy will not be index-link to the Retail Price Index (RPI) - Consumer Price Index (CPI) to take account of inflation, so that those liable to pay the levy can budget accordingly for the full five-year term.
- Council and government agencies will also pay the Levy.

| Levy Collection

Argyll and Bute Council will be appointed to issue businesses in the BID area with a separate Levy invoice under the heading Business Improvement District Levy. All income collected under the 'BID Levy' will be kept in a separate BID Revenue Account and passed to the BID Company to be used only for BID projects and services. **The BID Levy cannot be used as an additional source of revenue for the Council.**

Any non-payment of the BID Investment Levy will be pursued, and statutory powers will be enforced to ensure fairness to those businesses that have paid the Levy.

Exclusions

The BID Board decided to exclude premises that have a rateable value of less than £3000. These premises can pay a voluntary levy and become an "associate member" should they wish, by contacting the BID4Oban team.

The BID Board decided that there is no benefit from being part of the BID to the following categories of property and therefore are exempt from paying the levy, Nursing Homes, Non-Retail Charity, Places of Worship, Health Care Centre, the Community Employment Trust and the Girl Guide Association.

Enforcement

In the event of any non-payment of the BID improvement levy, it will be strongly pursued by Argyll and Bute Council (as the billing body) using the recovery powers available to the Council to ensure complete fairness to all the businesses that have paid. Argyll and Bute Council will be entitled to charge an additional fee to the levy amount to meet any additional costs incurred in the recovery of the levy.



BID4OBAN ADDS VALUE

A Service Level Agreement is a baseline of information which details what the Council, the Police and Transport Scotland (which is responsible for the A85 trunk road running through the town) currently deliver. It also gives an assurance to the Levy payers that the current statutory level of service to the BID area will not be reduced after a successful ballot.

Services already provided by Argyll and Bute Council:

- Street Furniture: benches, finger posts (directional signage), bins, bollards
- Planting and Grounds maintenance: seasonal planting, maintenance of grassed areas and ground maintenance plots
- Waste removal: charged trade waste collection and disposal service
- Street Lighting: installation, management and maintenance
- Road and pavements maintenance: including repairs and winter road and footpath maintenance
- Car Parks: Council operated off-street car parking
- Public toilets
- Piers maintenance: maintenance of North Pier, Oban Times slip and Port Beag

Services already provided by Transport Scotland. ALL relating to trunk road:

- street lighting on trunk road
- road and pavements maintenance on trunk road
- winter maintenance of trunk road
- grass cutting and weed control at the side of trunk road
- gully cleaning to ensure free flow of stormwater.

Services already provided by Police Scotland:

- provision of dedicated town centre officers at peak times, to address particular issues or to cover specific events
- increasing town centre foot patrols over the busy festive period to ensure that crimes in Oban are prevented
- working closely with licensed premises to ensure that the town centre is a safe place to be at night.

The number of officers on duty at any time, varies dependent on recognised demands and initiatives but targeted action will always be taken to impact on the policing priorities identified by the community, including the BID, to ensure that officers are in the right place at the right time.



I Management of the BID

Following a successful yes vote, the management and operation of the BID will continue under the existing company structure and name, BID4Oban Ltd company number 435469, which will operate from 09/12/2022.

The Company will continue to be managed by its Board of Directors operating in an open and transparent way and answerable to the businesses in the area. The Directors are committed to the highest standards of management, governance, and accountability; recognizing good governance helps deliver the strategic objects of the company.

There will be a detailed set of protocols (the Operating Agreement) which will cover, as well as other items, the billing, collection, and transfer of the levy to the Company.

The Board of Directors may consist of up to twelve directors, of which there are currently 5 in office. An active campaign will be launched during and after the successful ballot to recruit additional directors to the Board. Every eligible person that pays the levy will have the opportunity to nominate themselves or someone else from within the BID area to be elected to the Company Board but limited to one eligible person from each eligible property.

Nominations of directors, representatives, or advisors from outside the BID, who do not pay the levy and who may or may not represent those making voluntary or other financial contributions toward the BID, will be strictly at the discretion of the Board of Directors.

The Company will continue to be run by the businesses for the businesses. This Board will be responsible for all decisions relating to staff, contracts, the delivery of the approved business plan and other activities generated by the BID.

The Board will be representative of the businesses and stakeholders in the area. The Chair, Vice Chair and Finance Director will be elected from the directors of the Board. The Board will include two representatives from Argyll and Bute Council. Other non-voting members or local groups may be co-opted onto the Board at the Board's discretion.

The BID Company Board will have the authority to adapt or alter the projects and services from year to year to reflect any change in economic circumstances or any new opportunities that may arise. This will be in the best interests of the levy payers and without recourse to an alteration ballot.

I Pre-Ballot

The BID Proposer must submit, at least 98 days in advance of the ballot date, the BID Proposals to the Local Authority, the Scottish Ministers and the billing body along with a letter detailing their intention to put the BID Proposals to ballot. The local authority has then, 28 days in which to veto or not veto the BID Proposals.

A 'Notice of Ballot' will be issued at least 42 days before the day of ballot.

The BID Proposer will make available a copy of the BID Proposal to any person, who is eligible to vote on the BID Proposals, who requests a copy.

BALLOT PROCESS

- Ballot papers will be posted to the eligible person responsible for casting a vote within their business at least 42 days before the day ballot. In the case of national companies, the responsibility for voting may lie with head office.
- Prior to or on the date the ballot papers are issued the BID Proposer will provide to all those eligible to vote in the ballot with a copy of the BID Business Plan.
- The BID ballot is a confidential postal ballot conducted by Argyll and Bute Council on behalf of BID4Oban BID and in accordance with Scottish BID legislation.
- Where an eligible property is vacant the voting papers will be sent to the property owner.
- Voting papers will be issued no later than 27/10/2022.
- The last date for all ballot papers to be returned is 5pm on 08/12/2022. Papers received after this date and time will be deemed null and void and not be counted.
- Voting papers are easy to complete, simply place a cross on either “yes” or “no” to the question “are you in favour of a BID?” The ballot paper must then be signed by the person eligible to vote and returned in the pre-paid envelope.
- For the ballot to be successful there must be a minimum turnout of 25% (the headcount) by number of eligible persons and by combined rateable value; and of those who turnout, the majority must vote in favour by number and rateable value.
- All eligible persons (i.e., those persons liable to pay non-domestic rates) will have one vote or where a person is liable for non-domestic rates for more than one property, that individual shall be eligible to cast more than one vote however they will be required to pay the levy for each of the properties that they occupy.
- The ballot papers will be counted on 08/12/2022 and the results announced by the Argyll and Bute Council within one week.
- Following a successful ballot, the BID will commence on 09/12/2022 and will run for a period of five years until the 08/12/2027

BALLOT TIMETABLE

- | | |
|--------------------------|---|
| 27th October 2022 | Ballot papers and business plan posted to all voters. |
| 8th December 2022 | 42 Days for voters to return their voting papers. |
| 9th December 2022 | At 5pm the Ballot Closes. |
| | Ballot papers counted and result announced. |

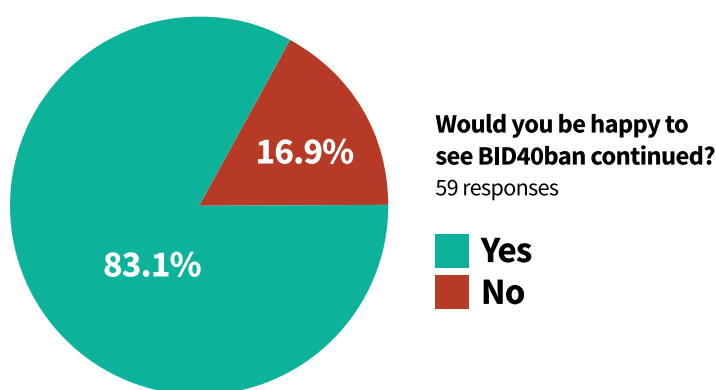
CONSULTATION PROCESS

The BID consultation was undertaken with a broad cross-section of businesses in the form of one-to-one interviews, a series of open meetings and several electronic communications.

The initial BID consultation focussed on in-person meetings at The Rockfield Centre, consisting of 5 open sessions across the week which were publicised through email, Facebook and The Oban Times.

Consultation was also made in the form of a survey which was sent to all businesses on our Levy Payer database via email, as well as follow-up visits and phone calls to encourage them to take part. Of the 60 responses received, 59 answered the question below, resulting in 83.1% stating that they would vote in favour of the BID returning until 2027.

The survey also returned 9 names of levy payers expressing an interest in becoming a director of BID4Oban which was very encouraging, and these people will be contacted directly.



The overall aim of the consultation was to assess opinions on ways to enhance and improve the BID area and give more incentive to visit and invest in the town centre. The results of these surveys and consultations have been combined and form the basis of the Business Plan and BID Proposal.

Businesses have received emails, telephone calls, newsletters, newspaper articles, one-to-one visits throughout the BID term and the consultation process to keep them informed of progress. The website www.bid4oban.co.uk has been kept fully updated with information throughout the development of the BID.

The Board of Directors considered the response from the one-to-one consultations, surveys and public meetings as sufficient to decide on the projects and services proposed in the business plan.

Overall, the most important areas a BID could improve on were recognised as:

1. Access and traffic management
2. Marketing and promotion
3. Keep Oban clean and attractive
4. Business support
5. Training initiatives
6. Lobbying and a Business Voice
7. More green initiatives around the town

From the surveys, it was determined that levy payers wanted:

- A well promoted and vibrant town
- Help for businesses to become more sustainable
- To attract more visitors and see increased spending
- A raised profile for the town by closer working with Wild About Argyll
- Help to resolve parking issues addressed within the BID area
- To create a cleaner, greener and more attractive town centre
- To extend the season with more events in the quieter months
- A more diverse High Street to attract customers
- Improved business support and advice
- To promote the town as a business centre as well as a tourist destination

BID4OBAN OBJECTIVES

Objective 1: Events Lets Shout About Oban

Project	Cost from Levy	Timing	Measurement	Benefit to Levy Payer
Winter Festival Reindeer Parade	£25,000	2022-2027	Attendance 4000 per-annum	Attracts people to the town during shoulder months
Fireworks (5/11)	£15,750	2022-2027	Attendance 4000	Increased Footfall before, during and after the event
Fireworks Hogmanay	£14,750	2022-2027	Not measured	Spectacular display that attracts many visitors at the end of the festive season
Oban International Shanty Festival	£17,000	2022-2027	Ticket sales, amount of visitors to the town	Anticipated increase in visitors who in turn spend across local businesses
Oban Live	£30,000	2022-2027	Tickets sold	Generates in excess of £1.8M to Oban economy
Motorfest & Clan Stunt Show	£7,500	2022-2027	Amount of vehicles exhibiting	Increased town centre footfall on shoulder weekend
Oban Sportive	£8,000	2022-2027	Amount of entrants	In excess of 170 entrants, the vast majority spending two nights on local accommodation
New Events Fund	£32,000	2022-2027	Number of new events created	Encourage improved footfall

Objective 2: Environment

Project	Cost from Levy	Timing	Measurement	Benefit to Levy Payer
Floral Enhancements	£35,000	2022-2027	Number of displays across town	Whole town solution and improved ambiance
Business Improvement Grants	£40,000	2022-2027	Amount of grants awarded	Properties improved, cost to levy payer reduced and improved ambiance
Festive and Town Decorative Lights	£35,000	2022-2027	Increased and improved amount of festive and decorative lights	Improved ambiance encouraging locals and visitors to enjoy town
Environmental Improvement Fund	£10,000	2022-2027	Number of awards made	Improves greener agenda

Objective 3: Marketing Locally

Project	Cost from Levy	Timing	Measurement	Benefit to Levy Payer
Town Centre Ambassadors	£67,500	2022-2027	Number of visitor interactions	Enhanced Visitor Experience
Love Oban Voucher Scheme	£7,000	2022-2027	Number of vouchers sold	Encourages users to shop locally
Scotland Loves Local Card	£5,000	2022-2027	Amount of businesses accepting cards	Ensures local businesses benefit from council run voucher scheme
Advertising and promotion	£15,500	2022-2027	Improved marketing of BID Events	Improves footfall to levy payers

Objective 4: Working Together

Project	Cost from Levy	Timing	Measurement	Benefit to Levy Payer
AITC (Argyll & Isles Tourism Cooperative)	£50,000	2022-2027	Increased visitors to town along with high level marketing	Increases footfall
Town WIFI	£15,000	2022-2027	Amount of connections	Directs users to Love Oban Site and businesses
Love Oban Website (Oban.org.uk)	£24,720	2022-2027	Maintain number 1 Google placement	Provides information to visitors regarding town business, attractions, events and activities.

BID4OBAN BUDGET AND EXPENDITURE

BID Budget Income

Income	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Income from BID Levy	£168,362	£168,362	£168,362	£168,362	£168,362	£841,810
Argyll and Bute Council Income	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
Income Total	£188,362	£188,362	£188,362	£188,362	£188,362	£941,810

BID Budget Expenditure

Income	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Events	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
Environment	£24,000	£24,000	£24,000	£24,000	£24,000	£120,000
Marketing Locally	£19,000	£19,000	£19,000	£19,000	£19,000	£95,000
Working Together	£17,944	£17,944	£17,944	£17,944	£17,944	£89,720
Running Costs	£69,000	£69,000	£69,000	£69,000	£69,000	£345,000
Contingency	£8,418	£8,418	£8,418	£8,418	£8,418	£42,090
Total	£168,362	£168,362	£168,362	£168,362	£168,362	£841,810



CURRENT BOARD OF DIRECTORS

- | **Tony Cave**
- | **John Forbes**
- | **Fergus Murray**
- | **Ian Clunie**
- | **Jim Lynch**

CONTACTS

- | **Andrew Spence**, BID Chief Executive
- | T: 01631 569915
- | E: andrew.spence@bid4oban.co.uk
- | 43 Stevenson Street, Oban, PA34 5NA