

**THE HIGHLAND COUNCIL**

**CITY OF INVERNESS AREA COMMITTEE  
3 DECEMBER 2014**

|             |            |
|-------------|------------|
| Agenda Item | 3          |
| Report No   | CIA/55 /14 |

**REPORT ON INVERNESS BUSINESS IMPROVEMENT DISTRICT**

**Report by Inverness City Manager**

**Summary**

This report provides a summary of the activities of the Inverness BID Ltd, operating as Inverness City Centre Business Improvement District (BID), for the period December 2012 to November 2014.

**1. Background**

- 1.1 BID is a private sector led initiative where businesses, within the clearly defined geographical city centre area work together, invest and collectively deliver projects over an agreed period that will have impact in that area.
- 1.2 BID is an independent, not-for-profit company limited by guarantee which is entirely separate from the Council. BID is run by a Board of Directors drawn from Members of the Company which are businesses located within the City Centre.
- 1.3 BID started operating in April 2008 as one of the first in Scotland. With the recent declaration in favour of a Paisley BID there are now 28 operational BIDs in Scotland with a further 20 in development. They are being used as the primary mechanism for the business community to collectively create a budget which can be used flexibly to promote business growth.
- 1.4 Inverness BID is a geographic BID representing the 4 City Centre business sectors (office, hospitality, retail and property owners). A map showing the extent of the area covered by BID is attached at **Appendix 1**.
- 1.5 Businesses in the BID area originally voted for a BID to be established in March 2008 and when that term of office ran out in March 2013 a renewal Ballot was held which confirmed the support of the city centre business for a further 5 year term to 31<sup>st</sup> of March 2018.
- 1.6 That Ballot result showed a massive 77% of BID continuing (up from 73% in 2008) on a turnout of nearly 50% of the city centre businesses (34% in 2008).
- 1.7 BID's remit, as agreed by its members and set out in its Business Plan 2013-18 is to deliver a series of projects and services to improve the trading environment of Inverness City Centre to the benefit of the business levy

payers, their customers, clients and visitors.

- 1.8 BIDs are supported by the Scottish Government as part of its economic strategy.

## **2. Benefits and Partnership Working**

- 2.1 Governance of BID rests with the Board of Directors who report to their 850+ members of the Company on a regular basis, with their AGM held each Autumn. The Directors are drawn from representatives of each of the business sectors in the City Centre. Board Membership is shown at **Appendix 2**.
- 2.2 The Leader of the City is a Member of the Board of Directors and attends Board Meetings, which are held approximately every six weeks. The primary links to the Council are through the Leader of the City and the City Manager. The City Manager meets with the BID Manager on a regular basis to ensure consistent communication at City level. The BID Chairman also maintains wider links with the Council. The Director of Development and Infrastructure and the Inverness City Manager support the role of the Leader of the City in relation to BID issues.
- 2.3 There is a focus on the need to promote economic vibrancy, which is at the heart of the objectives of the Councils Programme and the Inverness City Vision and BID is clearly aligned with these ambitions.
- 2.4 The BID Chairman sits on the Inverness Castle Working Group and BID also feed into the work of the Inverness City Taskforce, led by the Director of Development and Infrastructure. A key example of this is marketing, where BID has a leading role. Links are also being developed between the City BID and the Inverness/Lochness TBID.
- 2.5 BID Directors will be present at committee to give a detailed presentation on the objectives of the Company and its plans for the future.

## **3. Partnership Projects**

- 3.1 Since the last report on the work of BID, further progress has been made with a number of joint initiatives (see below) that add value to what is provided by the Public Sector in an effort to generate economic vibrancy.
- 3.2 Advocacy – Streetscene Amenity  
The formulation of a new co-ordinated policy proposal on the management of anti-social behaviour. BID understand the complexities of addressing anti-social behaviour issues and have been supportive in facilitating an operations base for partners from both the public and voluntary sector in their work within the City Centre. BID also support the new Inverness Response Team – led by Police Scotland and the Council.
- 3.3 Advocacy – City Centre Development Brief

BID has worked with the Council in formulating a clear set of practical propositions for the improvement of the built environment in the City Centre.

3.4 Safety – Inverness Community Safety Partnership (ICSP)

Set up in 2010, the ICSP has become a template model for the delivery of partnership working in the City. The Council and BID have worked with the Police, NHS Highland, Highlands and Island Fire and Rescue service and others including the Third Sector, to deliver projects such as Operation Respect, Bonfire Night safety messages, Operation 'True Grit' and a new joint approach to dealing with Cold Calling.

3.5 Safety – BID Security Task Team and Taxi Marshalls

Jointly funded by Inverness Common Good Fund and BID - this has provided a service which has been recognised by the Police as providing a significant contribution to reducing crime in the City centre.

3.6 Marketing

BID is a member of this partnership group and has helped develop the promotional DVD for the City. BID recognises the value that events bring to the city centre and has worked with the Council to create a "Welcome" to events such as The Royal National Mod and also worked with the Council and HIE in the marketing of the Aberdeen Asset Management Scottish Golf Open Championship, which is returning to Castle Stuart Golf Club for the fourth year in 2016.

3.7 Amenity – Gull Management

This is a project to remove eggs and nests from Inverness city centre and the adjacent areas. It was always recognised that there was no quick fix to the problem of gulls which without an intervention programme grow at a projected rate of 7% per annum. The project is part supported by the Inverness Common Good Fund and a total of just over 4,300 eggs and nearly 2,000 nests have been removed in the last 3 years. supported by the Inverness Common Good Fund and has, in a carefully managed way, reduced the number of nesting gulls in the City centre.

3.8 Amenity – City Flowering Project

A total of 700+ floral displays are provided in the city centre with BID co-ordinating the project with support from the Common Good Fund.

3.9 Amenity – BID Ambassadors

The BID team continues to monitor amenity issues in the city centre as well as undertaken removal of fly-posting and to report and deal with these issues in liaison with the Council and the Police.

3.10 Business Professional Development

BID continues to run business training events to give city centre enterprises are running a series of business awareness events to give the small/medium enterprises support in areas such as Social Media, Visual Display and Marketing.

- 3.11 The relationship between BID and the Council has developed over the years to one of a respectful understanding of the needs of each organisation. A communications protocol has been put in place so that BID is given prior notice of matters that may affect the City Centre. Presentations are also regularly made to BID Board meetings
- 3.12 BID has been successful in making application to the Inverness Common Good Fund for project funding which has allowed more effective use of the funds put into BID by City businesses. **Appendix 3** provides a summary of the projects funded in the current financial year.
- 3.13 The relationship between business and the public sector is vital to the ongoing development of the City of Inverness. BID represents the 850+ businesses in the City Centre. Being a body incorporated under statute, BID is thus a significant partner of the Council in ensuring that Inverness has a high profile as “the City in the Highlands” and the private sector “adds value” to the activities of the public agencies. Although BID’s focus is on the City Centre, there is no doubt that the benefits of working with BID pro-actively and progressively is leading to reflective benefit on the wider areas.
- 3.14 If the projects listed in this report were not undertaken in partnership with BID, the Council could find it more expensive to deliver such projects, certainly to the same standard, or indeed to deliver some of them at all

#### **4. Resource implications**

- 4.1 There are no resource implications as a result of this report.

#### **5. Rural, Legal, Equalities and Climate Change implications.**

- 5.1 The projects highlighted in this report meet all aspects of Council Policy. Care is taken to ensure that the benefits of each project are shared by a broad cross-section of the community.

#### **Recommendation**

The Committee is invited to:

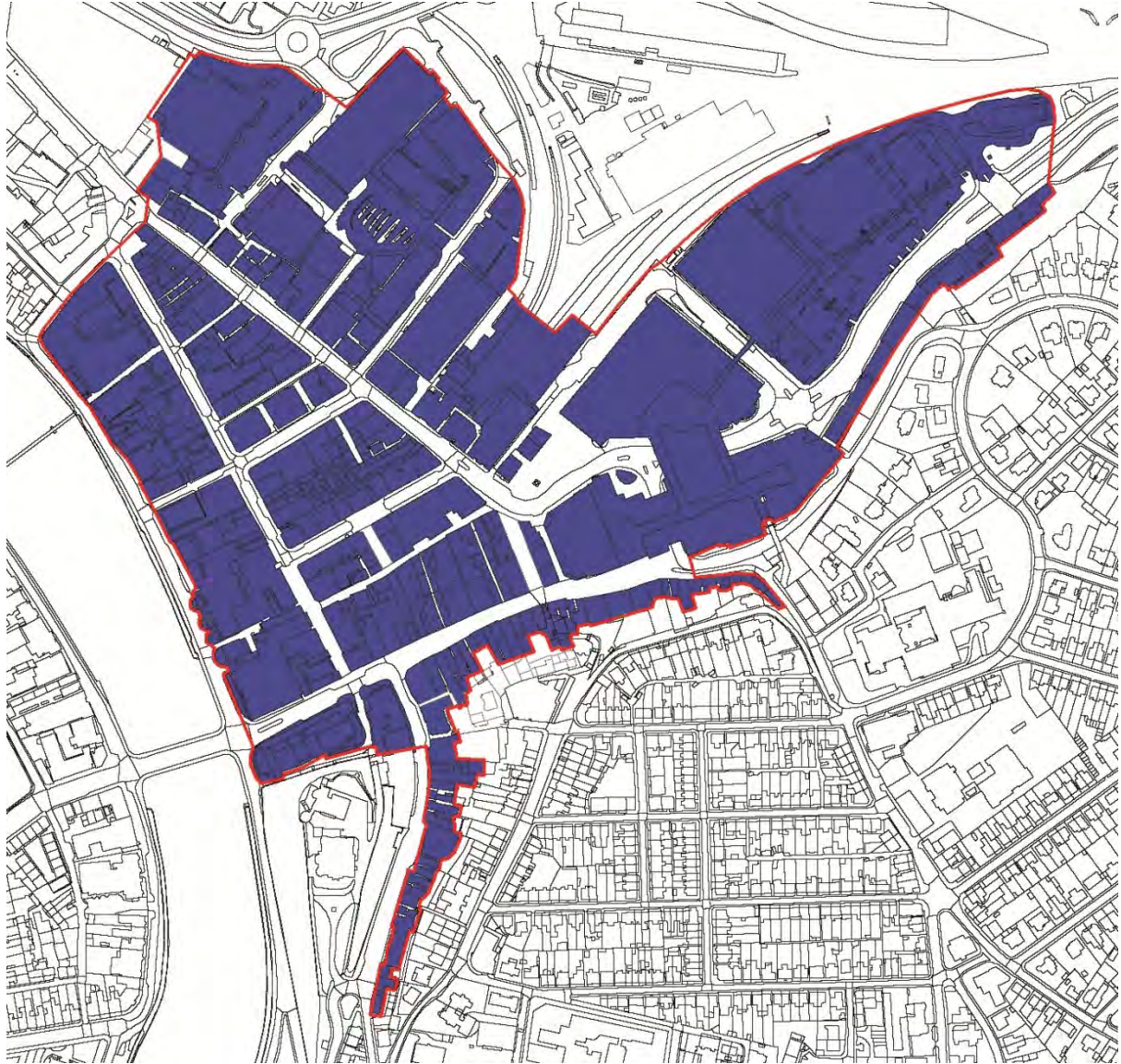
- (i) endorse the work detailed in this report; and
- (ii) note the presentation provided by Inverness BID representatives and the on-going development of partnership working.

Designation: Inverness City Manager

Author: David Haas, Inverness City Manager

Date: 20 November 2014

Background Papers: None



**Inverness BID Directors (Nov 14)**

**Appendix 2**

Craig Duncan, Chairman McDonalds Restaurant  
Jackie Cuddy, Vice-Chair Eastgate Management

|                  |                            |
|------------------|----------------------------|
| Ian Brown        | The Highland Council       |
| Duncan Chisholm  | Duncan Chisholm & Sons Ltd |
| Ina Davies       | Pentahotel                 |
| W.A.E. Fraser    | Duncan Fraser & Son        |
| Malcolm Fraser   | Duncan Fraser Fishmonger   |
| Nick Harvey      | Debenhams                  |
| Charlie Lawrence | Ryden                      |
| Don Lawson       | Johnny Foxes               |
| Brian Philip     | The Music Station          |
| Graine Riach     | The Edinburgh Wooden Mill  |
| Donald Shaw      | Allen & Shaw               |
| Graham Thomson   | Coffee Affair              |
| Graham Watson    | MacLeod & MacCallum        |

**Contribution from Inverness Common Good Fund to BID delivered projects 2014/15**

**Appendix 3**

**Marketing**

Inverness Street Theatre Festival                      Oct 2014                      Contribution of £7k to total project cost of £28k

**Civic Amenity**

City Centre Floral Displays                      June-Oct 2014                      Contribution of £37.7k to a total project cost of £62.5k

Gull Project                      Summer 2014                      Contribution of £12k out of total project cost of £16k

**Community Safety**

Task Team                      Easter & Summer 2014                      Contribution of £5.8k of total project cost of £11.8k

Operation Respect                      Christmas & New Year 2014                      Contribution of £5k of total project cos of £10k

Inverness Community Safety Partnership                      2014/2015                      Contribution of £14k out of project cost of £32k