

Agenda Item	3
Report No	CIA/46/16

ANNUAL REPORT ON INVERNESS BUSINESS IMPROVEMENT DISTRICT

Report by Inverness City Area 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 2015 to November 2016

1. Background

- 1.1 BID is a private sector led initiative where businesses, within the clearly defined geographical city centre area (**see Appendix 1**) work together, invest and collectively deliver projects over an agreed period that will have benefit to the trading economy of 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 17 Directors (**see Appendix 2**) drawn from Members of the Company in the Retail, Hospitality, Office & Property Owner sectors of businesses located within the City Centre.
- 1.3 BID started operations in April 2008 as one of the first in Scotland and there are now 36 operational BIDs in Scotland with a further 20 in varying stages of 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 BIDs are supported by the Scottish Government as part of its economic strategy.
- 1.5 BID is currently in its second 5 year term of operation following a Renewal Ballot held in March 2013 which confirmed the support of the city centre business with a massive 77% vote in favour of BID continuing (up from 73% in 2008) on a turnout of nearly 50% of the city centre businesses (34% in 2008).
- 1.6 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"
- 1.7 In the Spring of 2018 BID will again need to return to a ballot of its members for a further 5 year term.

2. Benefits and Partnership Working

- 2.1 Governance of BID rests with its Board of Directors who report to their 850+ members of the Company on a regular basis, with their AGM held each Spring. 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 Inverness Provost & 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 Provost/Leader of the City and the City Area Manager. The City Area Manager meets with the BID Manager on a regular basis to ensure consistent communication at City level.
- 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 Vice Chairman will be present at committee to give a powerpoint presentation on the work of the Company and answer any questions.

3. Partnership Projects

- 3.1 BID continues to work with Highland Council on 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 Coach Ambassador Scheme

In 2015 at the request of the Highland Council BID took on the role of operating this scheme and providing Coach Ambassadors (between the months of May and October) to act as a liaison between the residents and businesses on Ardross Street, with the Coach Operators as well as welcoming passengers from more than 1530 coaches to the area.

In 2016 the number of coaches using this drop off/pick up facility increased by 25% to 1906.

In recognition of the success of this project in October 2016 Inverness was granted "Coach Friendly" status by the Confederation of Passenger Transport (CPT) being only the second location in Scotland to gain such an award.

The 2016 scheme was jointly funded by Inverness Common Good Fund and BID.

3.3 Amenity – City Summer Floral Displays

Since its formation in 2008 BID has been responsible for co-ordinating these displays (plants, creation of displays, installation, watering, removal, disposal) since it was formed in 2008. In 2016 a total of 793 floral displays were provided in the city centre which attracted positive feedback as to the quality of the displays. Inverness Common Good Fund co-funded the displays with support from BID.

3.4 Amenity – Gull Management

In the original SNH report to this Committee it was always recognised that there was a need for a long-term programme to control the growth of gull population which without intervention, grows at a projected rate of 7% per annum. The project run by BID is to remove eggs and nests during the gull

breeding season from premises in Inverness City Centre and the adjacent areas. In 2016 a total of 2,433 eggs were removed which it is projected will have prevented circa 600 additional gulls being fledged i.e. reared to an age at which they can fly.

3.5 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.

3.6 Marketing

BID seeks to market the City Centre as a whole through campaigns such as its Christmas promotion to get residents and those further afield to use the City Centre in the festive period. BID also stages a number of their own events as part of the marketing mix. BID has worked with the Council to create a “Welcome” to many events including the MOD, World Orienteering, and most recently the Aberdeen Asset Management Scottish Open at Castle Stuart.

3.7 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 within this remit.

3.8 Safety – BID Security Task Team and Taxi Marshals

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.

3.9 Amenity – BID Ambassadors

The BID team continues to monitor amenity issues in the city centre as well as undertaking removal of fly-posting and graffiti which are reported to and dealt with in liaison with the Council and the Police.

3.10 The relationship between BID and the Council has developed over the years to one of a respectful understanding of the needs of each organisation. As stated the Provost is a member of the BID Board and regularly attends its meetings. A communications protocol has been put in place so BID is given prior notice of matters that may affect the City Centre. Presentations are also regularly made to BID Board meetings

3.11 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.

3.12 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.

- 3.13 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. Implications

4.1 Rural, Legal, Risk, Equalities and Climate Change implications.

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:

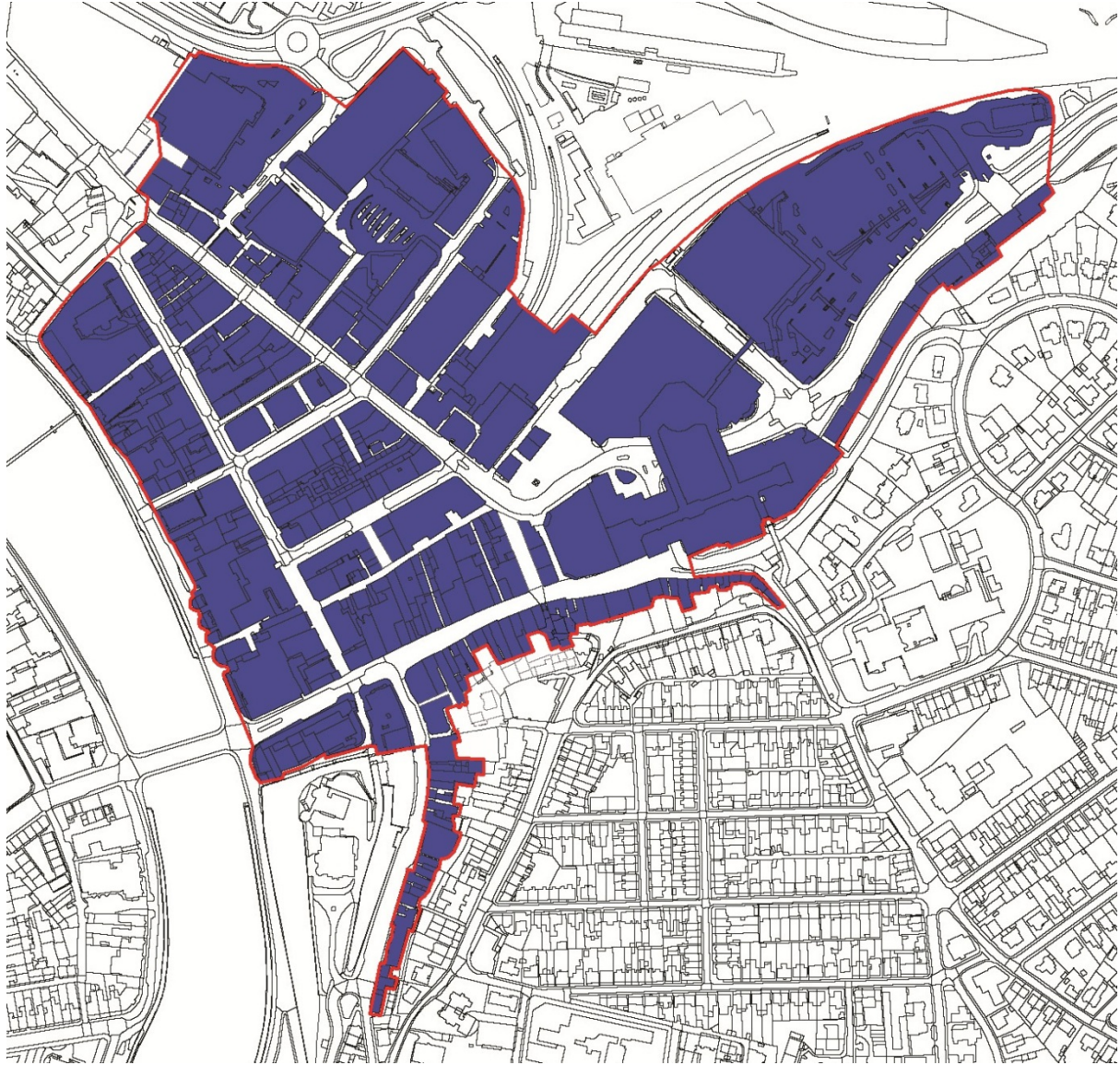
- (i) endorse the work detailed in this report; and
- (ii) note the presentation provided by Inverness BID representatives and the on-going development of partnership working.

Designation: Inverness City Area Manager

Author: David Haas, Inverness City Area Manager

Date: 18 November 2016

Background Papers: None



Inverness BID Directors (as at Nov 2016)

Appendix 2

Peter Strachan (Chair)	Serco/Caledonian Sleeper
Jackie Cuddy (Vice Chair)	Eastgate Centre
Cllr Helen Carmichael	Provost & Leader of Inverness & Area
Duncan Chisholm	Duncan Chisholm & Sons
Craig Duncan	McDonalds
Bill Fraser	Duncan Fraser & Son
Malcolm Fraser	Duncan Fraser Fishmonger
Cora Irwin	MacLeod & MacCallum
Charlie Lawrence	Graham & Sibbald
Don Lawson	Johnny Foxes/The Den
Isobel Main	Boots
Gordon McIntosh	Munro & Noble
Owen McManus	Marks & Spencer
Brian Philip	The Music Station
Graine Riach	Edinburgh Woollen Mill
Graham Thomson	Coffee Affair

Contribution from Inverness Common Good Fund to BID delivered projects 2016/17

Appendix 3

Marketing

Inverness Street Theatre Festival Oct 2016 Contribution of £7k to total project cost of £25k

Civic Amenity

City Centre Floral Displays June-Oct 2016 Contribution of £54.8k to a total project cost of £84k
Gull Project Summer 2016 Contribution of £12k out of total project cost of £17.2k

Community Safety

Task Team Easter & Summer 2016 Contribution of £5.8k of total project cost of £11.6k
Operation Respect Festive Christmas & New Year 2016 Contribution of £5.3k of total project cost of £10.6k
Inverness Community Safety Partnership 2016/2017 Contribution of £10k out of project cost of £32k

Coach

Coach Ambassador Summer 2016 Provision of £11.3k for total project cost of £16.8