



APPLICATION FORM FOR ORGANISATIONS APPLYING FOR GRANT AND DISCRETIONARY FUNDING AND FUNDING IN KIND FROM THE HIGHLAND COUNCIL – Under £10,000 – Common Good Funds

Name of Organisation:

Velocity Café and Bicycle Workshop Ltd

Name of Project or Activity Requiring Support:

Bespoked

Which of the Council's funding streams are you applying to?

(Please provide closing date details where applicable)

Inverness Common Good Fund
(Sub-committee meeting on 26th January 2021)

Is the amount you are applying for:

£5,000 or under Under £10,000

Total amount applied for: £9,999

Estimated cost of funding in kind applied for: £ None.....

Please detail what funding in kind has been applied for e.g. Council staff time, use of premises or equipment, waiving of fees or administration support

Not applicable

What type of organisation are you? (please tick all that apply)

Third Sector (voluntary or community) organisation	<input checked="" type="checkbox"/>	Community Council	
Registered Charity If yes – Registration number		Company Limited by Guarantee If yes – Company Number SC414824	<input checked="" type="checkbox"/>
Other - please specify.....			

Please remember guidance to completing the application form is available [here](#). Appropriate links to the guidance are situated throughout the form: [This page](#)

For official use only			
Application reference number			

PART 1: ABOUT YOUR ACTIVITIES OR PROJECT

Guidance on completing part 1: [ABOUT YOUR ACTIVITIES OR PROJECT](#)

1.1 What is the name of your activity or project?

“Bespoked” project

1.2 When will your activity or project take place? (specifically those for which you are seeking an award from The Highland Council)

Start date (month and year)...1st April 2021.....

End date (month and year)...31st March 2022.....

Location...Inverness.....

1.3 What activity or project do you want us to support?

For example:

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

Aims of project: This application aims to build on Velocity’s Cycle2Health project which has now been running for 5 years in Inverness. It also aims to incorporate successful elements of the related Bespoked project which Velocity previously ran. In addition to continuing our work with existing target audiences (people with physical and mental health issues who could benefit from physical activity outdoors in a safe and welcoming setting), the project also offers us opportunities to offer support to people whose physical or mental health has suffered because of catching the Covid 19 virus (including people with long Covid) or because of social isolation, depression, anxiety etc caused or made worse as a result of lockdown and ongoing restrictions.

The project would take the following form.

1. We will identify project participants through marketing/PR and via referrals/signposting from Velocity’s Active Health Link Workers, local health care professionals, partner organisations in the health/mental health sectors locally, Befrienders Highland and All Ability Cycling etc.
2. Participants will initially have individual sessions with ride leaders aimed at assessing individual needs and helping build confidence with cycling. This will lead on to led cycle rides on a 1:1, 1:2 or small group basis as appropriate for the individual participants.
3. Participants will then be able to join larger group rides focusing on social inclusion and building confidence.

Ride routes are carefully planned to match the capabilities and confidence levels of participants, and project activities will aim generally to encourage non-cyclists and

people who have not cycled for a long time to enjoy the physical and mental health benefits which cycling, outdoors activity and social interaction can provide. This is an approach which has been tried and tested by Velocity and which we know works. This short Velocity film <http://velocitylove.co.uk/filmsandstories> shows how this kind of activity can help improve mental well-being, levels of physical activity, and confidence.

Cycles and helmets will be provided from our own bicycle stock if required, and the project budget also contains provision for “Dr Bike” services from Velocity bike workshop staff to enable bike checks and maintenance to be undertaken for participants at no cost to them.

All activities would be run in accordance with whatever Covid-19 restrictions are in force at the time of delivery.

1.4 Does your activity or project involve building or landscaping work?

Yes No

If yes please answer both a) and b) below.

a) Does your organisation (Please tick):
Have ownership of the land or building

Yes No

OR

Hold at lease of at least 5 years that cannot be ended by the landlord?

Yes No

b) Is planning permission needed for your project? Tick one option below.

Planning permission not required

Planning permission required and has been granted

1.5 Please tell us how your project or activity will help the Council to meet its Public Sector Equality Duty to:

- Get rid of unlawful discrimination, harassment and victimisation;
- Make sure that people from different groups* are treated fairly and have equal chances to use services and that there is more equality between groups*;
- Make sure that people from different groups* get on together.

*Groups are people who have “protected characteristics” in the Equality Act: age, gender reassignment, pregnancy and maternity, religion or belief, sexual orientation, disability, marriage and civil partnership, race and sex.

For example are people with protected characteristics likely to face barriers; how you intend to tackle these barriers; does your project promote inclusion?

This project will actively promote inclusion. Velocity has a successful track record of

engaging with people with protected characteristics and will use this experience to ensure that potential barriers to inclusion in this project are identified and addressed.

Due to Covid 19's economic effects, we are particularly aware of the potential risk of financial exclusion. Participation in the sessions will be entirely free of charge, we can provide bikes, helmets etc if needed, and will also offer free "Dr Bike" sessions to check that participants' bikes are safe and undertake any repairs needed.

Our experience shows that this kind of project is extremely effective in addressing many of the physical/mental health issues and social exclusion problems faced by many people with protected characteristics.

1.6 Where relevant and appropriate please describe any contribution your project may make towards promotion of the Gaelic language?

We will include Gaelic in project promotional materials.

1.7 Please tell us if you have spoken to anyone about your application for advice and support – e.g. Local Highland Council Elected Member, Community Council Member, Council Staff, local Council for Voluntary Service (CVS) – If yes, please provide details:

We haven't discussed the details of this specific project, but are in touch regularly with Council staff to discuss current projects and potential future activities.

1.8 Please tell us about any funding in kind you are seeking from the Council:

Detail i.e. premises, facilities, staff time, waiving of fees	Estimated value
Not applicable.	

1.9 Please provide a breakdown of how much will your activities/project will cost and how much **Funding you are applying for from The Highland Council:**

Item/Activity	Breakdown of Total Costs £	Year 1 £	Year 2* £	Year 3* £	Total £
Staffing	Bespoked Project Officers – 2 - salary costs, on costs/overheads and provision for management time etc)	£36,000			
	Dr Bike Sessions (run by existing Velocity bike workshop staff, includes provision for staff time and materials)	£10,000			
Other Costs e.g. property costs, transport, equipment, insurance, marketing	Holiday cover, staff training, marketing/PR, protective clothing (eg weatherproofs), travel costs, Velocity van and bike fleet costs etc	£5,000			
Total Project Cost £		51,000			
Total Funding Request £		9,999			

1.10 **Other funding relating to this project** Please include other funders and own resources and income. Continue on separate sheet if required.

Organisation and status of application	Year 1 £	Year 2* £	Year 3* £	Total £
Paths for All, Smarter Choices, Smarter Places fund Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input checked="" type="checkbox"/>	£25,500			
Velocity cash contribution Successful <input checked="" type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>	£5,500			
Velocity –in kind contribution Successful <input checked="" type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>	£10,001			
Totals	£41,001			

- 3.3** a) When did your organisation start? Month...January ..Year.. 2012
b) What geographic areas and/or communities of interest (e.g. Young people, people with disabilities, older people, people from an ethnic minority background) does your organisation cover?

Velocity currently operates mainly within the City of Inverness although we do have one project outwith Inverness currently.

Our community of interest is everyone interested in active travel and/or improving physical/mental wellbeing through active travel, activities (especially outdoors), and social interaction.

Our projects focus on supporting people with physical and/or mental health issues to become more active. We also promote active travel by encouraging behaviour change in positive and supportive ways.

- c) Is there any restriction on who can join your organisation?
Yes No If yes, what are they and why do you have them?

- d) How many people are on your governing body or management committee? Five
e) Are there Highland Council Elected Members or Officers or Community Councillors on or attending your Management Committee or Board? *(please note that this will not affect your application)*
Yes No

If yes, please provide names:

Highland Council Elected Members	Role i.e. Office Bearer, Voting Member, Ex-official / advisory, other
No	

Community Councillors	Role i.e. Office Bearer, Voting Member, Ex-official, other
Helen Smith, Ballifeary Community Council	Projects Coordinator, Velocity Café and Bicycle Workshop (ie member of staff

	attending Board meetings)

Council Officers	Role i.e. Office Bearer, Voting Member, Ex-official, other
No	

3.4 Does or has your organisation receive(d) any other funding from The Highland Council? Please provide information relating to Council funding for the last 3 years:

Yes



No



If yes –

a) What is/was it for, and from which Service or Ward budget was it provided?

Year 1 (2020-2021): Smarter Choices Smarter Places Local Authority Fund (Paths for All funds distributed via Highland Council Development and Infrastructure Service)

For three projects(Cycle2Health, GoByCycle and Bike Academy): £108,000

Year 2 (2019-2020): Smarter Choices Smarter Places Local Authority Fund (Paths for All funds distributed via Highland Council Development and Infrastructure Service)

For three projects(Cycle2Health, GoByCycle and Bike Academy): £116,000

Year 3 (2018-2020): Smarter Choices Smarter Places Local Authority Fund (Paths for All funds distributed via Highland Council Development and Infrastructure Service)

For two projects(Cycle2Health and Bike Academy): £119,798

b) How much funding do/did you receive?

Year 1: Please see above.

Year 2: Please see above.

Year 3: Please see above.

c) Estimated value of existing funding in kind, and from which Service or Ward budget was/is it provided?

Year 1: Not applicable.

Year 2: Not applicable.

Year 3: Not applicable.

Velocity Cafe and Bicycle Workshop Ltd
Company limited by guarantee

Statement of comprehensive income
Year ended 31 March 2019

	Note	2019	2018
		£	£
Turnover		241,171	190,330
Cost of sales		(226,708)	(177,037)
Gross profit		<u>14,463</u>	<u>13,293</u>
Administrative expenses		(152,117)	(173,515)
Other operating income		101,331	203,841
Operating (loss)/profit		<u>(36,323)</u>	<u>43,619</u>
(Loss)/profit before taxation	5	<u>(36,323)</u>	<u>43,619</u>
Tax on (loss)/profit		-	1,149
(Loss)/profit for the financial year and total comprehensive income		<u><u>(36,323)</u></u>	<u><u>44,768</u></u>

All the activities of the company are from continuing operations.

The notes on pages 7 to 10 form part of these financial statements.

Velocity Cafe and Bicycle Workshop Ltd
Company limited by guarantee

Statement of financial position
31 March 2019

	Note	2019 £	£	2018 £	£
Fixed assets					
Tangible assets	6	1,194		5,007	
			1,194		5,007
Current assets					
Stocks		7,500		2,872	
Debtors	7	33,881		10,226	
Cash at bank and in hand		18,399		69,813	
		59,780		82,911	
Creditors: amounts falling due within one year	8	(18,990)		(16,658)	
Net current assets			40,790		66,253
Total assets less current liabilities			41,984		71,260
Accruals and deferred income			(13,426)		(6,379)
Net assets			<u>28,558</u>		<u>64,881</u>
Capital and reserves					
Profit and loss account			28,558		64,881
Members funds			<u>28,558</u>		<u>64,881</u>

For the year ending 31 March 2019 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

The notes on pages 7 to 10 form part of these financial statements.

Velocity Cafe and Bicycle Workshop Ltd
Company limited by guarantee

Notes to the financial statements (continued)
Year ended 31 March 2019

6. Tangible assets

	Long leasehold property £	Plant and machinery £	Fixtures, fittings and equipment £	Motor vehicles £	Total £
Cost					
At 1 April 2018 and 31 March 2019	10,392	27,511	7,547	3,664	49,114
Depreciation					
At 1 April 2018	10,392	24,462	5,589	3,664	44,107
Charge for the year	-	1,855	1,958	-	3,813
At 31 March 2019	10,392	26,317	7,547	3,664	47,920
Carrying amount					
At 31 March 2019	-	1,194	-	-	1,194
At 31 March 2018	-	3,049	1,958	-	5,007

7. Debtors

	2019 £	2018 £
Trade debtors	28,120	8,575
Other debtors	5,761	1,651
	<u>33,881</u>	<u>10,226</u>

8. Creditors: amounts falling due within one year

	2019 £	2018 £
Bank loans and overdrafts	-	11
Trade creditors	4,257	2,979
Corporation tax	-	21
Social security and other taxes	13,752	11,628
Other creditors	981	2,019
	<u>18,990</u>	<u>16,658</u>

Velocity Cafe and Bicycle Workshop Ltd
Company limited by guarantee

Detailed income statement
Year ended 31 March 2019

	2019	2018
	£	£
Turnover		
Sales	241,171	190,330
	<u>241,171</u>	<u>190,330</u>
 Cost of sales		
Purchases	(74,763)	(66,973)
Direct staff costs	(151,121)	(109,952)
Consumables	(824)	(112)
	<u>(226,708)</u>	<u>(177,037)</u>
 Gross profit	 <u>14,463</u>	 <u>13,293</u>
 Overheads		
 Administrative expenses		
Wages and salaries	(82,526)	(91,223)
Employer's social security contributions	(4,666)	(4,799)
Staff training	(1,144)	(515)
Rent and rates	(19,764)	(30,166)
Insurance	(969)	(977)
Uniforms	-	(103)
Recruitment	(634)	(1,595)
Light and heat	(3,213)	(6,712)
Cleaning	(2,915)	(2,153)
Repairs and maintenance	(11,961)	(3,828)
Customer care	(826)	(647)
Printing, postage and stationery	(563)	(590)
Marketing and advertising	(1,719)	(7,395)
Telephone	(1,024)	(1,265)
Course provision expenses	-	(170)
Project subcontractors	(39)	(684)
Other equipment	(3,871)	(3,501)
Vehicle costs	(2,040)	(1,708)
Travelling and subsistence	(1,714)	(2,790)
Accountancy fees	(6,585)	(6,509)
Bank charges	(315)	(12)
General expenses	(1,689)	(1,921)
Subscriptions	(127)	(1,835)
Depreciation of tangible assets	(3,813)	(3,217)
Gain/loss on disposal of tangible assets	-	800
	<u>(152,117)</u>	<u>(173,515)</u>

Velocity Cafe and Bicycle Workshop Ltd
Company limited by guarantee

Detailed income statement (continued)
Year ended 31 March 2019

	2019	2018
	£	£
Other operating income		
Government grants recognised directly in income	100,557	203,791
Donations received	774	50
	<u>101,331</u>	<u>203,841</u>
Operating (loss)/profit	(36,323)	43,619
(Loss)/profit before taxation	<u>(36,323)</u>	<u>43,619</u>



Project Officers: Bespoked project (18.5 hours per week)

Job Description

We would like to recruit two part-time Project Officers (18.5 hours per week) to deliver our new Bespoked project in Inverness.

The project builds on our Cycle2Health project which has now been running for 5 years in Inverness. It also aims to incorporate successful elements of the related Bespoked project which Velocity previously ran.

It aims to continue our work with existing target audiences (people with physical and mental health issues who could benefit from physical activity outdoors in a safe and welcoming setting), and will also offer opportunities to offer support to people whose physical or mental health has suffered because of catching the Covid 19 (including people with long Covid) or because of social isolation, depression, anxiety etc caused or made worse as a result of lockdown and ongoing restrictions.

Hours and rate of pay

18.5 hours per week, including some weekend or evening work.

This is a fixed term, part-time contract which will run from April 2021 to end of March 2022

Rate of pay: £12.51 per hour equivalent to £22,768 per annum pro rata

Annual leave: 25 days pro rata

Responsibilities

The Project Officers will report to Velocity's Project Coordinator. Their responsibilities will include:

1. identifying project participants through marketing/PR and via referrals/signposting from Velocity's Active Health Link Workers, local health care professionals, partner organisations in the health/mental health sectors locally, Befrienders Highland and All Ability Cycling etc.
2. undertaking individual sessions with participants joining the project aimed at assessing individual needs and helping build confidence with cycling, moving on to leading cycle rides on a 1:1, 1:2 or small group basis as appropriate for the individual participants.

3. leading larger group rides for participants who have completed the initial induction process, focusing on social inclusion and building confidence.
4. planning routes, undertaking risk assessments, co-ordinating activities and liaising with project participants.
5. collecting monitoring/evaluation data and assisting with the preparation of monitoring reports.

Duties

1. Organisation and delivery of cycling sessions as part of a 2 person team
 - Liaise with external organisations to ensure a good understanding of the project across potential partners and to work with them to gather groups of participants
 - Undertake initial 1:1 meetings with participants structured in a way to maximise participant's likelihood of engaging with the project
 - Delivery of group sessions with a high staff-to-participant ratio, with groups to include Social Rides, Learn to Ride sessions and Road Skills sessions set up in response to the interests and abilities of participants
 - Working in collaboration with other projects within Velocity and across external projects to ensure participants link in to the project which best meets their needs
 - Sessions to include evening and weekend rides as well as daytime sessions
2. Liaising with the Velocity team to ensure the efficient running of the project
 - Liaise regularly with the Velocity team to ensure a good working knowledge of the scope of the project and the needs of the current participants. Feedback on the take up of the project, the effectiveness and popularity of the sessions delivered and agreed monitoring and evaluation data.
 - Provide monthly updates on progress to the project coordinator on links with partner organisations, participant numbers and take up, retention rates and impact of the project on participants' wellbeing
 - Collate monthly figures into quarterly reports
 - Liaise with the Velocity team to coordinate use of the van, bike fleet and other resources
 - Taking joint responsibility for the care of equipment and resources
3. Planning, evaluating and risk assessment of sessions
 - Respond flexibly to the needs of Bespoked participants and ensure that the structure of planned projects meets their needs
 - Collect and record data as per agreed parameters
 - Adapt project delivery to maximise the impact of the project for participants.
4. Advertising of sessions to potential participants and the community/ PR
 - Sharing information within the Velocity team, on Facebook, online and through other avenues where appropriate and with the express permission of participants where content relates to individual participants
 - Ensuring that funders' requirements are correctly adhered to and that logos are used appropriately

Skills and experience

Essential:

- Excellent understanding of the effects that low confidence, low achievement levels and poor mental health can have on people
- In depth knowledge and experience of how best to support people suffering from mental health issues, low self-confidence or social anxiety
- Previous experience of working with vulnerable people
- Previous experience of working positively with groups and facilitating an individual's experience within a group setting
- Passionate about the benefits cycling can bring to other people and want to widen access to this
- Ability to liaise with external partners to ensure ongoing referrals for project
- Good project building and previous delivery experience
- Ability to work positively and effectively with colleagues and communicate as part of a team
- Ability to work in a solution focussed and positive way
- Previous experience of working to high levels of confidentiality

Desirable:

- Previous experience of leading groups on bikes
- Good working knowledge of bicycles and good skill level of bike maintenance
- Ability to teach as part of a team
- Cycle Ride Leader trained
- Full current UK driving licence.

Please note: a PVG check will be arranged for the preferred candidates prior to confirmation of appointment.



APPLICATION FORM FOR ORGANISATIONS APPLYING FOR GRANT AND DISCRETIONARY FUNDING AND FUNDING IN KIND FROM THE HIGHLAND COUNCIL – Under £10,000 – Common Good Funds

Name of Organisation:

Velocity Café and Bicycle Workshop Ltd

Name of Project or Activity Requiring Support:

Bike-it/Scoot-it

Which of the Council’s funding streams are you applying to?

(Please provide closing date details where applicable)

Inverness Common Good Fund
(Sub-committee meeting on 26th January 2021)

Is the amount you are applying for:

£5,000 or under Under £10,000

Total amount applied for: £9,999

Estimated cost of funding in kind applied for: £ None.....

Please detail what funding in kind has been applied for e.g. Council staff time, use of premises or equipment, waiving of fees or administration support

Not applicable

What type of organisation are you? (please tick all that apply)

Third Sector (voluntary or community) organisation	<input checked="" type="checkbox"/>	Community Council	
Registered Charity If yes – Registration number		Company Limited by Guarantee If yes – Company Number SC414824	<input checked="" type="checkbox"/>
Other - please specify.....			

Please remember guidance to completing the application form is available [here](#). Appropriate links to the guidance are situated throughout the form: [This page](#)

For official use only Application reference number			
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PART 1: ABOUT YOUR ACTIVITIES OR PROJECT

Guidance on completing part 1: [ABOUT YOUR ACTIVITIES OR PROJECT](#)

1.1 What is the name of your activity or project?

“Bike-it/Scoot-it” project

1.2 When will your activity or project take place? (specifically those for which you are seeking an award from The Highland Council)

Start date (month and year)...1st April 2021.....

End date (month and year)...31st March 2022.....

Location...Inverness.....

1.3 What activity or project do you want us to support?

For example:

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

Aims of project: this project aims to encourage adults in Inverness to use e-bikes, bikes or adult scooters to travel to work and/or to accompany children to/from school and after-school activities etc. The objective is to reduce journeys currently undertaken by car in the city for climate change and health reasons. In light of the current Covid pandemic, this project will also have the important benefit of making it easier for people to find a Covid-safe, affordable and practical active travel method of getting to and from work or school etc.

The project draws on the successful Bikes and Trikes for Highland Carers (BTfHC <https://bikesandtrikesforhighlandcarers.com/>) funded by Cycling Scotland and MOVE NHS Highland fund, which has deployed over 30 e-bikes to health and social care workers and workplaces in the NHS Highland area. It is seeking to replicate the model used in BTfHC but in ordinary workplaces and for the parents/carers of school children rather than in health and social care setting. It also builds on our existing and successful Own Your Street Inverness community engagement approach.

The proposed project will have two strands:

1. We will engage with businesses in the Carse Industrial estate in Inverness and offer staff the free loan of an e-bike/trike (with locks and lights) on a medium term basis, encouraging people to try them out for their commute and other short journeys. Businesses will identify a champion within the organisation who will be trained in delivering an e-bike induction to other staff. Staff participating will sign a disclaimer before borrowing the bike based on the Energy Saving Trust templates. Participants will be asked to provide anonymous feedback online on their use and experience. A mileometer fitted on the bike will monitor mileage.

This strand of the project aims to engage businesses with current low rates of commuting by active travel by giving staff an easy experience of trying ebikes for personal and work use. Evidence from the BTfHC project suggests that this will lead to an increase in active travel among staff.

2. We will engage with parents/carers of school children, mainly via workplaces and schools in Inverness, using the same model as the Bikes and Trikes for Highland Carers project (see above), and provide them with free loans of adult sized scooters. The aim is to give an easy introduction to frequent car commuters to an easy, cheap, portable and enjoyable way of replacing car journeys with active travel. The project will also complement existing school Bikeability projects by Velocity and Sustrans which aim to encourage local school children to use bicycles and scooters to go to/from school and for leisure.

We aim to identify champion parents/carers who will be role models for other parents/carers and encourage wider use of active travel methods for accompanying children to/from school, after school activities and, indeed, for other activities with children where the journeys are short. Again, evidence from the BTfHC project suggests that this will lead to an increase in the use of active travel.

Encouraging more adults and children to use active travel to get to/from school and for short leisure trips will bring benefits in terms of the environment and physical health/mental well-being as well as reducing vehicle congestion and emissions at schools at drop-off/collection times.

To complement the above two strands, we also propose running “Dr Bike” sessions offering safety checks/basic maintenance of e-bikes, bicycles and scooters for project participants.

All activities would be run in accordance with whatever Covid-19 restrictions are in force at the time of delivery.

1.4 Does your activity or project involve building or landscaping work?

Yes No

If yes please answer both a) and b) below.

a) Does your organisation (Please tick):
Have ownership of the land or building

Yes No

OR

Hold at lease of at least 5 years that cannot be ended by the landlord?

Yes No

b) Is planning permission needed for your project? Tick one option below.

Planning permission not required ✓

Planning permission required and has been granted

1.5 Please tell us how your project or activity will help the Council to meet its Public Sector Equality Duty to:

- Get rid of unlawful discrimination, harassment and victimisation;
- Make sure that people from different groups* are treated fairly and have equal chances to use services and that there is more equality between groups*;
- Make sure that people from different groups* get on together.

*Groups are people who have “protected characteristics” in the Equality Act: age, gender reassignment, pregnancy and maternity, religion or belief, sexual orientation, disability, marriage and civil partnership, race and sex.

For example are people with protected characteristics likely to face barriers; how you intend to tackle these barriers; does your project promote inclusion?

This project will actively promote inclusion. Velocity has a successful track record of engaging with people with protected characteristics and will use this experience to ensure that potential barriers to inclusion in this project are identified and addressed.

The model of providing e-bikes and adult scooters on loan, and the provision of free “Dr Bike” sessions will overcome potential barriers relating to financial inequality. As active travel methods are more affordable generally than vehicles, we will also be providing people with the opportunity to discover practical ways of reducing their daily travel costs, as well as addressing physical and mental well-being issues through exercise and outdoor activity.

1.6 Where relevant and appropriate please describe any contribution your project may make towards promotion of the Gaelic language?

We will include Gaelic in project promotional materials.

1.7 Please tell us if you have spoken to anyone about your application for advice and support – e.g. Local Highland Council Elected Member, Community Council Member, Council Staff, local Council for Voluntary Service (CVS) – If yes, please provide details:

We haven't discussed the details of this specific project, but are in touch regularly with Council staff to discuss current projects and potential future activities.

1.8 Please tell us about any funding in kind you are seeking from the Council:

Detail i.e. premises, facilities, staff time, waiving of fees	Estimated value
Not applicable.	

1.9 Please provide a breakdown of how much will your activities/project will cost and how much **Funding you are applying for from The Highland Council:**

Item/Activity	Breakdown of Total Costs £	Year 1 £	Year 2* £	Year 3* £	Total £
Staffing	Strand One (Bike-it Officer) – 21 hours per week (salary and on costs including management and routine overheads)	£20,000			
	Strand Two (Scoot-it Officer) – 14 hours per week (salary and on costs including management)	£13,000			
	Dr Bike Sessions (run by existing Velocity bike workshop staff, includes provision for staff time and materials)	£10,000			
Other Costs e.g. property costs, transport, equipment, insurance, marketing	E-bikes and adult scooters for loan	£6,000			
	Marketing/promotion	£1,000			
Total Project Cost £		50,000			
Total Funding Request £		9,999			

1.10 **Other funding relating to this project** Please include other funders and own resources and income. Continue on separate sheet if required.

Organisation and status of application	Year 1 £	Year 2* £	Year 3* £	Total £
Paths for All, Smarter Choices, Smarter Places fund Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input checked="" type="checkbox"/>	£25,000			
Velocity – cash contribution Successful <input checked="" type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>	£5,000			
Velocity –in kind contribution Successful <input checked="" type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>	£10,001			

Totals	£40,001			

*See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.

- 3.3**
- a) When did your organisation start? Month...January Year 2012
 - b) What geographic areas and/or communities of interest (e.g. Young people, people with disabilities, older people, people from an ethnic minority background) does your organisation cover?

Velocity currently operates mainly within the City of Inverness although we do have one project outwith Inverness currently.

Our community of interest is everyone interested in active travel and/or improving physical/mental wellbeing through active travel, activities (especially outdoors), and social interaction.

Our projects focus on supporting people with physical and/or mental health issues to become more active. We also promote active travel by encouraging behaviour change in positive and supportive ways.

One of the reasons for identifying the Carse Industrial Estate for the Bike-it project strand was its proximity to the Merkinch/South Kessock area which scores high on the SIMD in terms of deprivation/need. We are particularly keen to help address issues arising from economic and health disadvantages, and believe this project can help address these.

- c) Is there any restriction on who can join your organisation?
Yes No If yes, what are they and why do you have them?

- d) How many people are on your governing body or management committee? Five
- e) Are there Highland Council Elected Members or Officers or Community Councillors on or attending your Management Committee or Board? *(please note that this will not affect your application)*
Yes No

If yes, please provide names:

Highland Council Elected Members	Role i.e. Office Bearer, Voting Member, Ex-official / advisory, other
No	

Community Councillors	Role i.e. Office Bearer, Voting Member, Ex-official, other
Helen Smith, Ballifeary Community Council	Projects Coordinator, Velocity Café and Bicycle Workshop (ie member of staff attending Board meetings)

Council Officers	Role i.e. Office Bearer, Voting Member, Ex-official, other
No	

3.4 Does or has your organisation receive(d) any other funding from The Highland Council? Please provide information relating to Council funding for the last 3 years:

Yes



No



If yes –

a) What is/was it for, and from which Service or Ward budget was it provided?

<p>Year 1 (2020-2021): Smarter Choices Smarter Places Local Authority Fund (Paths for All funds distributed via Highland Council Development and Infrastructure Service)</p> <p>For three projects(Cycle2Health, GoByCycle and Bike Academy): £108,000</p>
<p>Year 2 (2019-2020): Smarter Choices Smarter Places Local Authority Fund (Paths for All funds distributed via Highland Council Development and Infrastructure Service)</p> <p>For three projects(Cycle2Health, GoByCycle and Bike Academy): £116,000</p>
<p>Year 3 (2018-2020): Smarter Choices Smarter Places Local Authority Fund (Paths for All funds distributed via Highland Council Development and Infrastructure Service)</p> <p>For two projects(Cycle2Health and Bike Academy): £119,798</p>

b) How much funding do/did you receive?

<p>Year 1: Please see above.</p>
<p>Year 2: Please see above.</p>
<p>Year 3: Please see above.</p>

c) Estimated value of existing funding in kind, and from which Service or Ward budget was/is it provided?

<p>Year 1: Not applicable.</p>

Year 2: Not applicable.

Year 3: Not applicable.

Velocity Cafe and Bicycle Workshop Ltd
Company limited by guarantee

Statement of comprehensive income
Year ended 31 March 2019

	Note	2019	2018
		£	£
Turnover		241,171	190,330
Cost of sales		(226,708)	(177,037)
Gross profit		<u>14,463</u>	<u>13,293</u>
Administrative expenses		(152,117)	(173,515)
Other operating income		101,331	203,841
Operating (loss)/profit		<u>(36,323)</u>	<u>43,619</u>
(Loss)/profit before taxation	5	<u>(36,323)</u>	<u>43,619</u>
Tax on (loss)/profit		-	1,149
(Loss)/profit for the financial year and total comprehensive income		<u><u>(36,323)</u></u>	<u><u>44,768</u></u>

All the activities of the company are from continuing operations.

The notes on pages 7 to 10 form part of these financial statements.

Velocity Cafe and Bicycle Workshop Ltd
Company limited by guarantee

Statement of financial position
31 March 2019

	Note	2019 £	£	2018 £	£
Fixed assets					
Tangible assets	6	1,194		5,007	
			1,194		5,007
Current assets					
Stocks		7,500		2,872	
Debtors	7	33,881		10,226	
Cash at bank and in hand		18,399		69,813	
		59,780		82,911	
Creditors: amounts falling due within one year	8	(18,990)		(16,658)	
Net current assets			40,790		66,253
Total assets less current liabilities			41,984		71,260
Accruals and deferred income			(13,426)		(6,379)
Net assets			<u>28,558</u>		<u>64,881</u>
Capital and reserves					
Profit and loss account			28,558		64,881
Members funds			<u>28,558</u>		<u>64,881</u>

For the year ending 31 March 2019 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

The notes on pages 7 to 10 form part of these financial statements.

Velocity Cafe and Bicycle Workshop Ltd
Company limited by guarantee

Notes to the financial statements (continued)
Year ended 31 March 2019

6. Tangible assets

	Long leasehold property £	Plant and machinery £	Fixtures, fittings and equipment £	Motor vehicles £	Total £
Cost					
At 1 April 2018 and 31 March 2019	10,392	27,511	7,547	3,664	49,114
Depreciation					
At 1 April 2018	10,392	24,462	5,589	3,664	44,107
Charge for the year	-	1,855	1,958	-	3,813
At 31 March 2019	10,392	26,317	7,547	3,664	47,920
Carrying amount					
At 31 March 2019	-	1,194	-	-	1,194
At 31 March 2018	-	3,049	1,958	-	5,007

7. Debtors

	2019 £	2018 £
Trade debtors	28,120	8,575
Other debtors	5,761	1,651
	<u>33,881</u>	<u>10,226</u>

8. Creditors: amounts falling due within one year

	2019 £	2018 £
Bank loans and overdrafts	-	11
Trade creditors	4,257	2,979
Corporation tax	-	21
Social security and other taxes	13,752	11,628
Other creditors	981	2,019
	<u>18,990</u>	<u>16,658</u>

Velocity Cafe and Bicycle Workshop Ltd
Company limited by guarantee

Detailed income statement
Year ended 31 March 2019

	2019	2018
	£	£
Turnover		
Sales	241,171	190,330
	<u>241,171</u>	<u>190,330</u>
 Cost of sales		
Purchases	(74,763)	(66,973)
Direct staff costs	(151,121)	(109,952)
Consumables	(824)	(112)
	<u>(226,708)</u>	<u>(177,037)</u>
 Gross profit	 <u>14,463</u>	 <u>13,293</u>
 Overheads		
 Administrative expenses		
Wages and salaries	(82,526)	(91,223)
Employer's social security contributions	(4,666)	(4,799)
Staff training	(1,144)	(515)
Rent and rates	(19,764)	(30,166)
Insurance	(969)	(977)
Uniforms	-	(103)
Recruitment	(634)	(1,595)
Light and heat	(3,213)	(6,712)
Cleaning	(2,915)	(2,153)
Repairs and maintenance	(11,961)	(3,828)
Customer care	(826)	(647)
Printing, postage and stationery	(563)	(590)
Marketing and advertising	(1,719)	(7,395)
Telephone	(1,024)	(1,265)
Course provision expenses	-	(170)
Project subcontractors	(39)	(684)
Other equipment	(3,871)	(3,501)
Vehicle costs	(2,040)	(1,708)
Travelling and subsistence	(1,714)	(2,790)
Accountancy fees	(6,585)	(6,509)
Bank charges	(315)	(12)
General expenses	(1,689)	(1,921)
Subscriptions	(127)	(1,835)
Depreciation of tangible assets	(3,813)	(3,217)
Gain/loss on disposal of tangible assets	-	800
	<u>(152,117)</u>	<u>(173,515)</u>

Velocity Cafe and Bicycle Workshop Ltd
Company limited by guarantee

Detailed income statement (continued)
Year ended 31 March 2019

	2019	2018
	£	£
Other operating income		
Government grants recognised directly in income	100,557	203,791
Donations received	774	50
	<u>101,331</u>	<u>203,841</u>
Operating (loss)/profit	(36,323)	43,619
(Loss)/profit before taxation	<u>(36,323)</u>	<u>43,619</u>



Project Officer: Bike-it project (21 hours per week)

Job Description

We would like to recruit a part-time Project Officer (21 hours per week) to deliver the Bike-it strand of our new Bike-it/Scoot-it project in Inverness.

The project aims to encourage adults in Inverness to use e-bikes to travel to work. The objective is to reduce journeys currently undertaken by car in the city for climate change and health reasons. In light of the current Covid pandemic, this project will also have the important benefit of making it easier for people to find a Covid-safe, affordable and practical active travel method of getting to and from work or school etc.

The project draws on the successful Bikes and Trikes for Highland Carers (BTfHC <https://bikesandtrikesforhighlandcarers.com/>) funded by Cycling Scotland and MOVE NHS Highland fund, which has deployed over 30 e-bikes to health and social care workers and workplaces in the NHS Highland area. It is seeking to replicate the model used in BTfHC but in ordinary workplaces and for the parents/carers of school children rather than in health and social care setting. It also builds on Velocity's existing and successful Own Your Street Inverness community engagement approach.

The Bike-it project strand aims to engage with businesses in the Carse Industrial Estate in Inverness and offer staff the free loan of an e-bike/trike (with locks and lights) on a medium term basis, encouraging people to try them out for their commute and other short journeys. Businesses will identify a champion within the organisation who will be trained in delivering an e-bike induction to other staff. Staff participating will sign a disclaimer before borrowing the bike based on the Energy Saving Trust templates. Participants will be asked to provide anonymous feedback online on their use and experience. A mileometer fitted on the bike will monitor mileage.

Bike-it aims to engage businesses with current low rates of commuting by active travel by giving staff an easy experience of trying e-bikes for personal and work use. Evidence from the BTfHC project suggests that this will lead to an increase in active travel among staff.

Hours and rate of pay

21 hours per week, including some weekend or evening work.

This is a fixed term, part-time contract which will run from April 2021 to end March 2022

Rate of pay: £12.51per hour equivalent to £22,768 per annum pro rata

Annual leave: 25 days pro rata

Responsibilities

The Project Officer will report to Velocity's Project Coordinator. The duties of the post will include:

1. Making contact with businesses in the project area and identifying potential project participants.
2. Providing training and support to staff wishing to try out e-bikes for commuting and leisure use.
3. Co-ordinating the lending of e-bikes, including administering loan agreements and record-keeping regarding condition on issue and return, maintenance, mileage readings etc
4. Collecting and analysing feedback from staff using e-bikes, and making recommendations based on this feedback for potential future projects
5. collecting monitoring/evaluation data and assisting with the preparation of monitoring reports.

Duties

1. Organisation, promotion and implementation of engagement activities with businesses in the project area.
2. Liaising with the Velocity team to ensure the efficient running of the project
 - Liaise regularly with the Velocity team to ensure a good working knowledge of the scope of the project and the needs of the current participants. Feedback on the take up of the project, the effectiveness and popularity of the sessions delivered and agreed monitoring and evaluation data.
 - Provide monthly updates on progress to the project coordinator on links with partner organisations, participant numbers and take up, retention rates and impact of the project on participants' wellbeing
 - Collate monthly figures into quarterly reports
 - Work with Velocity workshop staff to arrange and deliver Dr Bike sessions, with a particular focus on e-bikes.
 - Liaise with the Velocity team to coordinate use of the van, e-bike/ bike fleet and other resources
 - Taking joint responsibility for the care of Velocity equipment and resources
3. Planning, evaluating and risk assessment of sessions
 - Respond flexibly to the needs of Bike-it project participants
 - Collect and record data as per agreed parameters
 - Adapt project delivery to maximise the impact of the project for participants.
4. Promotion of the project to potential participants and the wider community, in order to increase awareness generally of the benefits of ebikes to commuters.

- Sharing information within the Velocity team, on Facebook, online and through other avenues where appropriate and with the express permission of participants where content relates to individual participants
 - Ensuring that funders' requirements are correctly adhered to and that logos are used appropriately
-

Skills and experience

Essential:

- Excellent understanding of the potential barriers for using active travel for commuting and leisure trips, and how these can be addressed
- Previous experience of work involving encouraging community engagement and/or promoting active travel
- Previous experience of working positively with groups or businesses
- Experience of providing cycling skills training and advice, including in relation to e-bikes.
- Passionate about the benefits ebikes and active travel can bring to other people and want to widen access to this
- Ability to liaise with business owners, workplace and staff at all levels.
- Good project building and previous delivery experience
- Ability to work positively and effectively with colleagues and communicate as part of a team
- Ability to work in a solution focussed and positive way

Desirable:

- Good working knowledge of e-bikes/bicycles and good level of bike maintenance knowledge and skills
 - Cycle Ride Leader trained
 - Full current UK driving licence.
-

VELOCITY

∞ Café and Bicycle Workshop ∞

Project Officer: Scoot-it project (14 hours per week)

Job Description

We would like to recruit a part-time Project Officer (14 hours per week) to deliver the Scoot-it strand of our new Bike-it/Scoot-it project in Inverness.

Scoot-it aims to encourage parents/carers of school children, mainly via workplaces in Inverness, to use adult scooters on the school run and short leisure trips, by providing them with free loans of adult sized scooters. The aim is to give an easy introduction to frequent car commuters to an easy, cheap, portable and enjoyable way of replacing car journeys with active travel. The project will also complement existing school Bikeability projects by Velocity and Sustrans which aim to encourage local school children to use bicycles and scooters to go to/from school and for leisure.

We aim to identify champion parents/carers who will be role models for other parents/carers and encourage wider use of active travel methods for accompanying children to/from school and after school activities and, indeed, for other activities with children where the journeys are short. Evidence from the successful Bikes and Trikes for Highland Carers (BTfHC <https://bikesandtrikesforhighlandcarers.com/>) project, which was funded by Cycling Scotland and MOVE NHS Highland fund, suggests that this will lead to an increase in the use of active travel.

Encouraging more adults and children to use active travel to get to/from school and for short leisure trips will bring benefits in terms of the environment and physical health/mental well-being as well as reducing vehicle congestion and emissions at schools at drop-off/collection times.

Hours and rate of pay

14 hours per week, including some weekend or evening work.

This is a fixed term, part-time contract which will run from April 2021 to end March 2022

Rate of pay: £12.51 per hour equivalent to £22,768 per annum pro rata

Annual leave: 25 days pro rata

Responsibilities

The Project Officer will report to Velocity's Project Coordinator. The duties of the post will include:

1. Making contact with parents/carers in Inverness, primarily through workplaces or through schools, and identifying potential project participants.
2. Providing training and support to parents/carers wishing to try out scooters for commuting and leisure use.
3. Organising events/activities and publicity to promote the use of adult scooters by parents/carers
4. Co-ordinating the lending of scooters, including administering loan agreements and record-keeping regarding condition on issue and return, maintenance, mileage readings etc
5. Collecting and analysing feedback from project participants, and making recommendations based on this feedback for potential future projects
6. Collecting monitoring/evaluation data and assisting with the preparation of monitoring reports.

Duties

1. Organisation, promotion and implementation of engagement activities with businesses in the project area.
2. Liaising with the Velocity team to ensure the efficient running of the project
 - Liaise regularly with the Velocity team to ensure a good working knowledge of the scope of the project and the needs of the current participants. Feedback on the take up of the project, the effectiveness and popularity of the sessions delivered and agreed monitoring and evaluation data.
 - Provide monthly updates on progress to the project coordinator on links with partner organisations, participant numbers and take up, retention rates and impact of the project on participants' wellbeing
 - Collate monthly figures into quarterly reports
 - Work with Velocity workshop staff to arrange and deliver Dr Bike sessions for adult scooters and bikes
 - Liaising with Velocity's GoByCycle/Bikeability staff to arrange joint events (led rides and Dr Bike sessions etc) for parents/carers and children using scooters and bikes..
 - Liaise with the Velocity team to coordinate use of the van, scooter/bike fleet and other resources
 - Taking joint responsibility for the care of Velocity equipment and resources
3. Planning, evaluating and risk assessment of sessions
 - Respond flexibly to the needs of Bike-it project participants
 - Collect and record data as per agreed parameters
 - Adapt project delivery to maximise the impact of the project for participants.
4. Promotion of the project to potential participants and the wider community, in order to increase awareness generally of the benefits of using adult scooters and other modes of active travel.

- Sharing information within the Velocity team, on Facebook, online and through other avenues where appropriate and with the express permission of participants where content relates to individual participants
 - Ensuring that funders' requirements are correctly adhered to and that logos are used appropriately
-

Skills and experience

Essential:

- Excellent understanding of the potential barriers for using active travel for school-run, commuting and leisure trips, and how these can be addressed
- Previous experience of work involving encouraging community engagement and/or promoting active travel
- Previous experience of working positively with groups, businesses and/or schools
- Experience of providing scooting and cycling skills training and advice
- Passionate about the benefits scooters and active travel can bring to people and keen to widen access to these
- Ability to liaise with people from all backgrounds and pre-existing knowledge/use of active travel.
- Good project building and previous project delivery experience
- Ability to work positively and effectively with colleagues and communicate as part of a team
- Ability to work in a solution focussed and positive way

Desirable:

- Good working knowledge of scooters/bicycles and good level of scooter/bike maintenance knowledge and skills
- Cycle Ride Leader trained
- Full current UK driving licence.

Please note: a PVG check will be arranged for the preferred candidate prior to confirmation of appointment.

3. Inverness Botanic Gardens High Life Highland



APPLICATION FORM FOR ORGANISATIONS APPLYING FOR GRANT AND DISCRETIONARY FUNDING AND FUNDING IN KIND FROM THE HIGHLAND COUNCIL – Over £10,000 – Common Good Funds

Name of Organisation:

Inverness Botanic Gardens High Life Highland

Name of Project or Activity Requiring Support:

Apples for All at Bught Apple Park. (Ubhlan dha na h-uile)

Which of the Council’s funding streams are you applying to?

(Please provide closing date details where applicable)

City of Inverness Common Good Fund

Is the amount you are applying for:

£5,000 or under Under £10,000 £10,000 or over

Total amount applied for: £.....£16,127.....

Estimated cost of funding in kind applied for: £.....

Please detail what funding in kind has been applied for e.g. Council staff time, use of premises or equipment, waiving of fees or administration support

n/a

What type of organisation are you? (please tick all that apply)

Third Sector (voluntary or community) organisation		Community Council	
Registered Charity If yes – Registration number SC042593	x	Company Limited by Guarantee If yes – Company Number SC407011	x
Other - please specify.....			

Please remember guidance to completing the application form is available [here](#). Appropriate links to the guidance are situated throughout the form: [This page](#)

For official use only Application reference number			
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PART 1: ABOUT YOUR ACTIVITIES OR PROJECT

Guidance on completing part 1: [ABOUT YOUR ACTIVITIES OR PROJECT](#)

1.1 What is the name of your activity or project?

Apples for All at Bught Apple Park (Ubhlan dha na h-uile)

1.2 When will your activity or project take place? (specifically those for which you are seeking an award from The Highland Council)

Start date (month and year)...February 2021

End date (month and year).....April 2021

Location.....Inverness Botanic Gardens.....

1.3 What activity or project do you want us to support?

For example:

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

Aim-

To create a Community Orchard around and within the perimeter of Inverness Botanic Gardens.

To plant a mixture of Scottish heritage apple, plum and pear trees.

To promote local, sustainable and healthy eating.

To be accessible to the community for generations to come.

To be maintained and developed by Inverness Botanic Gardens, The Grow Project (adults with learning disabilities) and volunteers, encouraging community groups, and schools to get involved.

To run fruit tree and fruit related community workshops including tree care, cooking and juicing day.

Help Required- Financial

Material costs: Fruit trees.

Stakes, to support trees.

Temporary fencing, to protect young trees from dogs, people, etc

Gates, to allow easy public access

Interpretation panels and signage.

An apple press, to facilitate community juice-making sessions.

Labour costs: Highlife staff are required to coordinate volunteers in digging, planting and staking the trees.

Who will benefit?

The local community will benefit, particularly:

Children

Leisure centre users/local walkers
Adults with learning disabilities
People without gardens
People living locally
People on low income
Volunteers

Apples for All will be assisted by

The GROW Project (25 adults with learning difficulties who learn horticultural and healthy living skills while taking care of a section of Inverness Botanic Gardens.)

Junior Botany Club- A club for 8 to 12 years old who learn about horticulture.

Volunteers- an expanding and active team of 20 plus volunteers at the gardens.

Des Kelly of Torbreck Orchard, providing expert advice.

1.4 Does your activity or project involve building or landscaping work?

Yes **X** No

If yes please answer both a) and b) below.

a) Does your organisation (Please tick):
Have ownership of the land or building

Yes No **X**

OR

Hold at lease of at least 5 years that cannot be ended by the landlord?

Yes No **X**

b) Is planning permission needed for your project? Tick one option below.

Planning permission not required **X**

Planning permission required and has been granted

1.5 Please tell us how your project or activity will help the Council to meet its Public Sector Equality Duty to:

- Get rid of unlawful discrimination, harassment and victimisation;
- Make sure that people from different groups* are treated fairly and have equal chances to use services and that there is more equality between groups*;
- Make sure that people from different groups* get on together.

*Groups are people who have “protected characteristics” in the Equality Act: age, gender reassignment, pregnancy and maternity, religion or belief, sexual orientation, disability, marriage and civil partnership, race and sex.

For example are people with protected characteristics likely to face barriers; how you intend to tackle these barriers; does your project promote inclusion?

‘Apples for All’ endeavours to provide free food to everyone. Once the trees are established, people will be encouraged to pick apples for their own use, or be part of workshops learning to make juice, pies, vinegar etc.

This will particularly benefit:

The adults with learning disabilities from the Grow Project (who will be part of the Orchard development) and from the wider community.

Children, especially those without gardens.

Anyone using area for sport/recreation can pick an apple.

Community cohesion – we have a diverse and growing group of volunteers of different ages, beliefs, genders, sexual orientation, abilities/disabilities and nationalities who would love to work together on this project, bringing in and engaging others with seasonal activities and festivities surrounding the overall project.

We would also like to include benches (recycled plastic for minimal upkeep) to provide seating, so the orchard can be enjoyed by the elderly, pregnant, and infirm, as a place to enjoy and engage in chance conversations with others – helping to beat loneliness and enhance community mental health.

There are no barriers to engaging with this project or eating the fruit. High Life staff are experienced in working alongside adults with learning disabilities and all sectors of society. High Life staff and volunteers are respectful, patient and inclusive, and look forward to planting a community food resource that will be enjoyed by everyone for generations.

1.6 Where relevant and appropriate please describe any contribution your project may make towards promotion of the Gaelic language?

All interpretation signage will in Gaelic and English, and we will encourage educational visits/ workshops from Bun-Sgoil Ghaighlig Inbhir Nis and other schools.

- 1.7 Please tell us if you have spoken to anyone about your application for advice and support – e.g. Local Highland Council Elected Member, Community Council Member, Council Staff, local Council for Voluntary Service (CVS) – If yes, please provide details:

Cllr Graeme Ross and Dot Ferguson
Both are keen to support the project and suggested applying here for funding.

- 1.8 Please tell us about any funding in kind you are seeking from the Council:

Detail i.e. premises, facilities, staff time, waiving of fees	Estimated value

1.9 Please provide a breakdown of how much will your activities/project will cost and how much Funding you are applying for from The Highland Council:

Item/Activity	Breakdown of Total Costs £	Year 1 £	Year 3* £	Year 5* £	Total £																								
Staffing	<table border="1"> <thead> <tr> <th></th> <th>hours</th> <th>£-rate</th> <th>£-costs</th> </tr> </thead> <tbody> <tr> <td>Management</td> <td>70</td> <td>25</td> <td>1750</td> </tr> <tr> <td>Supervision</td> <td>140</td> <td>20</td> <td>2800</td> </tr> <tr> <td>Labour</td> <td>455</td> <td>16</td> <td>7280</td> </tr> <tr> <td>Admin</td> <td>40</td> <td>16</td> <td>640</td> </tr> <tr> <td>total</td> <td></td> <td></td> <td>12470</td> </tr> </tbody> </table>		hours	£-rate	£-costs	Management	70	25	1750	Supervision	140	20	2800	Labour	455	16	7280	Admin	40	16	640	total			12470	12,470			
		hours	£-rate	£-costs																									
	Management	70	25	1750																									
	Supervision	140	20	2800																									
	Labour	455	16	7280																									
	Admin	40	16	640																									
	total			12470																									
Trees etc	Trees Stakes Other required materials	2,552																											
Temporary Fencing	Fencing and gates	4,980																											
Benches	4 benches, (recycled plastic for long-term low cost maintenance).	2,000																											
Paths	Paths	4,960																											
Signage	4 interpretation panels Individual tree plaques	1,200																											
Equipment	2 apple presses and kit	1,400																											
Landscaping	From contractor contributions in kind	2,250																											
Total Project Cost £		31,812																											
Total Funding Request £		16,127																											

1.10 **Other funding relating to this project** Please include other funders and own resources and income. Continue on separate sheet if required.

Organisation and status of application				Year 1 £	Year 2* £	Year 3* £	Total £
Contractor contributions in kind				2,250			
Labour				11912			
	hours	£-rate	£-costs				
Management	60	25	1500				
Supervision	135	20	2700				
Labour	447	16	7152				
Admin	35	16	560				
total			11912				
Trees and Materials				1,523			
Successful <input checked="" type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>							
Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>							
Totals				£15,685			

*See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.

- 1.11 Please tell us how you know that there is a need for this activity or project and how your approach will meet this need. This might include:
- a. Community support for your project (e.g. surveys, etc.)
 - b. Statistics which show the need for your project (e.g. unemployment figures, crime statistics)
 - c. Evidence from similar projects which shows that they have worked (e.g. research from elsewhere or evaluations of previous local work)

We know there is a need for free food in our community. During 2020 – the pandemic year – Inverness Botanic Garden regularly provided freshly grown food to Inverness Foodstuffs, The Council Food Hub, Inverness Foodbank and Crown Community Cupboard. Inverness Botanic Gardens are keen to collaborate long term with these charities in the fight against food poverty, and part of the Apples for All project is to provide an asset that can be used to build strong and resilient communities, contributing to people’s knowledge, skills and opportunities.

With increasing awareness of climate change, people are more concerned about food miles. There is a need for local food, to keep down carbon emissions.

During 2020 there has been a huge surge in volunteering. The Grow Project alone has taken on 20 new volunteers since September. People are keen to help in the local communities and to connect with other people by working together on projects. Working to provide the community with no-barrier, no-stigma, free food is an inspiring project to be part of.

There are many examples of community orchards becoming increasingly popular - an example is the Dunkeld & Birnam Community Orchard, established in 2008. Advice we have taken from experts is to protect the trees with temporary fencing, as key to the success of the project.

- 1.12 Is this a new or additional activity or project? – Yes **X** No

If yes, what change will your activities or project make in your community?

This is an extra project that will potentially last for hundreds of years, providing free fruit.

It will also provide a source for activities surrounding fruit harvesting and processing, that local people can engage with and learn life skills from, and make community connections.

It will also provide a meeting point/stopping off point for people taking a stroll and wanting to be somewhere fruitful.

Contributing to community mental health – not everyone will go and pick and prepare apples, but many people will feel happy walking past, and seeing that that they have an invitation to help themselves – it is part of their community assets.

If No, how has your activities or project been funded in the last three years?

- 1.13 Please tell us how you will know that your activities or project is working and that you are benefiting your community. You only need to provide targets for the years in which your project will operate. See the detailed guidance for examples of targets.

How you will know you have made the change?		
Year 1 Measurable Outcome	Year 3 Measurable Outcome	Year 5 Measurable Outcome
Visitor figures Feedback on social media etc		
Volunteer interest in participation in planting	Trees in good shape	Harvesting reasonable amounts of fruit – able to donate to food charities.
Bulb planting	Volunteers involved in pruning	

- 1.14 If it is intended that this activity or project continue beyond the period of Council support, how will it be funded?

High Life Highland will oversee maintenance of the orchard and aim to set up a particular volunteer group of people with an interest in pruning and keeping the area attractive.

HLH will also work with others to run spin off workshops on apple juicing etc. as well as educational activities.

- 3.3** a) When did your organisation start? Month - October Year.....2011
- b) What geographic areas and/or communities of interest (e.g. Young people, people with disabilities, older people, people from an ethnic minority background) does your organisation cover?

Inverness Botanic aims to serve the local community and visitors to the city

- c) Is there any restriction on who can join your organisation?
Yes No If yes, what are they and why do you have them?

N/A

- d) How many people are on your governing body or management committee? ...12...
- e) Are there Highland Council Elected Members or Officers or Community Councillors on or attending your Management Committee or Board? *(please note that this will not affect your application)*
Yes x No

If yes, please provide names:

Highland Council Elected Members	Role i.e. Office Bearer, Voting Member, Ex-official / advisory, other
Cllr Andrew Jarvie	Board member
Cllr Linda Munro	Board member
Cllr Tom Heggie	Board member
Cllr Duncan Macpherson	Board member

Community Councillors	Role i.e. Office Bearer, Voting Member, Ex-official, other

Council Officers	Role i.e. Office Bearer, Voting Member, Ex-official, other

3.4 Does or has your organisation receive(d) any other funding from The Highland Council? Please provide information relating to Council funding for the last 3 years:

Yes x No

If yes –

a) What is/was it for, and from which Service or Ward budget was it provided?

Year 1: Ward discretionary fund for junior botany club
Year 2:
Year 3:

b) How much funding do/did you receive?

Year 1: £ 690
Year 2:
Year 3:

c) Estimated value of existing funding in kind, and from which Service or Ward budget was/is it provided?

Year 1:
Year 2:
Year 3:



APPLICATION FORM FOR ORGANISATIONS APPLYING FOR GRANT AND DISCRETIONARY FUNDING AND FUNDING IN KIND FROM THE HIGHLAND COUNCIL – Over £10,000 – Common Good Funds

Name of Organisation:

Visit Inverness Loch Ness

Name of Project or Activity Requiring Support:

Inverness City Recovery Marketing

Which of the Council's funding streams are you applying to?

(Please provide closing date details where applicable)

Inverness Common Good Fund: 25th January Sub-Committee, 18th February City of Inverness Committee

Is the amount you are applying for:

- £5,000 or under Under £10,000 **X** £10,000 or over

Total amount applied for: £30,000 *per annum
Estimated cost of funding in kind applied for: £N/A

Please detail what funding in kind has been applied for e.g. Council staff time, use of premises or equipment, waiving of fees or administration support

N/A

What type of organisation are you? (please tick all that apply)

Third Sector (voluntary or community) organisation	<input type="checkbox"/>	Community Council	<input type="checkbox"/>
Registered Charity If yes – Registration number	<input type="checkbox"/>	Company Limited by Guarantee If yes – Company Number SC474489	<input checked="" type="checkbox"/>
Other - please specify.....			

Please remember guidance to completing the application form is available [here](#). Appropriate links to the guidance are situated throughout the form: [This page](#)

For official use only			
Application reference number			

PART 1: ABOUT YOUR ACTIVITIES OR PROJECT

Guidance on completing part 1: [ABOUT YOUR ACTIVITIES OR PROJECT](#)

1.1 What is the name of your activity or project?

Inverness City Recovery Marketing

1.2 When will your activity or project take place? (specifically those for which you are seeking an award from The Highland Council)

Start date (month and year) – 1st March 2021

End date (month and year) – 28th February 2023

Location – Inverness

1.3 What activity or project do you want us to support?

For example:.

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

The Problem

- ❖ Business Improvements Districts deliver activities and services within a defined area. The full remit is agreed in a business plan which is then voted for at ballot
- ❖ The primary activity of Visit Inverness Loch Ness is marketing and it has a substantial network, contacts and staffing resource to perform this role while being recognised by visitors as the destination organisation for the area. Visit Inverness Loch Ness is currently unable to market the centre of Inverness due to the area of Inverness Business Improvement District (BID) being excluded from its business plan. All funding comes from member businesses out with the city centre, therefore promoting Inverness as a whole including the city centre is in conflict with the needs of business members and agreed activity in the business plan
- ❖ Inverness BID does not engage in the same marketing activities as Visit Inverness Loch Ness
- ❖ An inability to market across boundary lines has a detrimental impact on the business members of both BID organisations and local communities who rely on employment, a strong economy and a high quality of life with many opportunities for activities, food and drink, places to stay and services that support these sectors
- ❖ Through an unprecedented collaboration by the BID organisations, while working in partnership with the City of Inverness Area Manager, a proposal has been reached which all parties believe the solution to support the recovery from Covid-19 of the City of Inverness, its

combined business members and communities

The Solution

- ❖ Visit Inverness Loch Ness, as the recognised destination organisation, will deliver visitor marketing activities using its staff, experience and network in a project managed by a steering group with representatives of all funding organisations. It is to be funded with a contribution from the Inverness Common Good Fund and both BID organisations – who in a challenging financial climate have allocated their combined available resources due to the importance of this project
- ❖ This collaborative proposal allows activity to take place which due to a structural conflict with both business plans could not happen otherwise and has not been previously been delivered
- ❖ Businesses from both BID organisations in Inverness would significantly benefit from this new activity while also enhancing the appeal to visitors by combining business memberships and geographical assets in marketing activities
- ❖ To maximise the benefit of the activity to businesses and communities a 24-month project period is suggested on the understanding an evaluation report would be presented at the end of the first year, prior to extending the project for a second year

Activity

Visit Inverness Loch Ness are highly experienced in visitor marketing and engagement. The proposed range of activities are within the skills and experience of Visit Inverness Loch Ness team to deliver within Scottish Government guidelines, case studies available in the appendix.

❖ **Virtual Media Marketing**

- Targeted social media, online marketing and campaigns
 - Production and marketing of a series of branded campaigns to meet the changing markets. Aimed at driving engagement, inspiration and visits using a range of digital marketing platforms
- Increased organic social media marketing
 - Using existing platforms with a combined reach of over 50k to market the combined BID's membership and key city locations – currently not included in visitor marketing due to organisational and boundary structure
- [Website presence](#)
 - Inclusion of key sites and visitor focal points within the city BID area such as the Victorian Market, Falcon Square, Eastgate Centre – currently not included in visitor marketing due to organisational and boundary structure
 - Inclusion of key tourism and hospitality businesses within the city BID area that will impact the economic recovery of Inverness
- Hosting
 - Influencers – physical visits followed by online marketing

- Trade – physical visits followed by online marketing
- Media & film – physical visits, facilitation of filming, online marketing
- Business Events
 - Marketing of venues and business events opportunities through TV ads, social media and website
 - Sponsorship of high-profile buyer events at trade shows

❖ **Content Gathering**

- Gathering high quality content of key sites and businesses
 - For use in campaigns and provision of an online library for the combined BID memberships to use in promoting their own business
- Business Events
 - Imagery and Video of key venues for a venue showcase video

❖ **Providing visitor maps, guides and itineraries**

- Inclusion of key sites within the city BID area such as Victorian Market, Falcon Square, Eastgate Centre in See and Do A3 maps – currently not included in visitor marketing due to organisational and boundary structure
- Inclusion of key tourism and hospitality businesses within the city BID area that will impact the economic recovery of Inverness

Key Performance Indicators (KPI's)

A range of relevant Key Performance Indicators would be used dependant on the specific activity. The steering group would discuss the proposed activity, agree the relevant KPI's and then report the results of the activity. An example list of the KPI's which would be used can be seen below, these are line with the reporting outputs used by Visit Inverness Loch Ness which is also consistent with Visit Scotland for tourism marketing activity.

❖ **KPI's**

- Impressions and reach (both organic and paid)
- Unique page views
- Web visits
- Engagement
- Shares
- Cost per click
- Email marketing volume and response

- Content created: Videos, images, listings, blogs
- Visits hosted

The Financial Proposal

The BID organisations agreed a maximum financial contribution, that is deliverable in the current financial climate, for the first draft proposal. Following positive feedback from Councillors about the importance of the activity and a suggestion further funds may be required the proportional contribution of the Inverness Common Good Fund has increased.

❖ Governance of funds

- Highland Council to hold the agreed funds
- Steering group to agree content and draw down funds throughout the project

Visit Inverness Loch Ness	Inverness BID	Inverness Common Good Fund
16.66%	16.66%	66.67%
33.33%		66.67%
£15k per annum		£30k per annum
£45k annual budget for new marketing activities for the City of Inverness		

Budget breakdown			
Virtual Media Marketing	Content Gathering	Maps/Guides	Staff Costs
70%	10%	10%	10%

Project Partners

❖ Highland Council

- An officer as a representative of Inverness Common Good Fund, proposed to be the City of Inverness Area Manager

❖ Inverness BID

- A City BID with 700 businesses including a mix of retail, office, leisure and other commercial uses

❖ Visit Inverness Loch Ness

- A Tourism BID and Destination Management Organisation with 450 tourism business members across a 1200 square mile area

Please see appendix for a summary report and example case studies.

1.4 Does your activity or project involve building or landscaping work?

Yes No

If yes please answer both a) and b) below.

a) Does your organisation (Please tick):
Have ownership of the land or building

Yes No

OR

Hold at lease of at least 5 years that cannot be ended by the landlord?

Yes No

b) Is planning permission needed for your project? Tick one option below.

Planning permission not required

Planning permission required and has been granted

1.5 Please tell us how your project or activity will help the Council to meet its Public Sector Equality Duty to:

- Get rid of unlawful discrimination, harassment and victimisation;

- Make sure that people from different groups* are treated fairly and have equal chances to use services and that there is more equality between groups*;
- Make sure that people from different groups* get on together.

*Groups are people who have “protected characteristics” in the Equality Act: age, gender reassignment, pregnancy and maternity, religion or belief, sexual orientation, disability, marriage and civil partnership, race and sex.

For example are people with protected characteristics likely to face barriers; how you intend to tackle these barriers; does your project promote inclusion?

The marketing activities will support economic recovery, business survival, employment and quality of life across the communities included in the project and their surrounding areas. The benefits of these activities will be experienced by all including those with protected characteristics. Visit Inverness Loch Ness is committed to working in a wholly inclusive matter in all activities and will continue to do so in this new project.

1.6 Where relevant and appropriate please describe any contribution your project may make towards promotion of the Gaelic language?

Where relevant Gaelic may be included in the marketing and branding of campaigns throughout the duration of the project

1.7 Please tell us if you have spoken to anyone about your application for advice and support – e.g. Local Highland Council Elected Member, Community Council Member, Council Staff, local Council for Voluntary Service (CVS) – If yes, please provide details:

David Haas – City of Inverness Area Manager

1.8 Please tell us about any funding in kind you are seeking from the Council:

Detail i.e. premises, facilities, staff time, waiving of fees	Estimated value
N/A	

1.9 Please provide a breakdown of how much will your activities/project will cost and how much **Funding you are applying for from The Highland Council:**

Item/Activity	Breakdown of Total Costs £	Year 1 £	Year 2* £	Year 3* £	Total £
Marketing	70% Virtual Media Marketing 10% Content Gathering 10% Maps and Guides	40,500	40,500		81,000
Staff Costs	10% Staff costs	4,500	4,500		9,000
Total Project Cost £		45,000	45,000		90,000
Total Funding Request £		30,000	30,000		60,000

1.10 **Other funding relating to this project** Please include other funders and own resources and income. Continue on separate sheet if required.

Organisation and status of application	Year 1 £	Year 2* £	Year 3* £	Total £
Visit Inverness Loch Ness Successful X	7,500	7,500		15,000
Inverness BID Successful X	7,500	7,500		15,000
Totals	15,000	15,000		30,000

*See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.

- 1.11 Please tell us how you know that there is a need for this activity or project and how your approach will meet this need. This might include:
- Community support for your project (e.g. surveys, etc.)
 - Statistics which show the need for your project (e.g. unemployment figures, crime statistics)
 - Evidence from similar projects which shows that they have worked (e.g. research from elsewhere or evaluations of previous local work)

- ❖ The Coronavirus pandemic has brought an unprecedented challenge to the tourism and hospitality sectors
- ❖ The challenges facing tourism and hospitality negatively affects many other reliant businesses and sectors, to provide a few examples: retail, graphic designers, accountants, delivery drivers, events companies, food and drink supply chains, food producers, taxi firms, cleaners, builders, painters and decorators, sign makers and many more examples
- ❖ 16% of all employment within the Inverness City BID area, 1140 jobs, are in [Sustainable Tourism Growth Sectors](#), nationally in 2018 it was 8.3% - Tourism and Hospitality is of significant important to employment in Inverness
- ❖ Neighbouring wards are heavily reliant on the success of Inverness tourism, for example ward 12 has 26% of all employment in Sustainable Tourism Growth Sectors
- ❖ The success of tourism and securing of at-risk employment will support a diverse range of additional employment sectors
- ❖ There is a sizeable market for overnight trips to Inverness – [a national survey](#) showed that 44% of overnight trips are considering planning to visit the Highlands, with 9% of all responses choosing Inverness – second only to Edinburgh in Scotland. Effective marketing can ensure this sizeable potential market and recovery opportunity is captured
- ❖ Tourism and hospitality continue to be one of the most impacted sectors as a result of the pandemic, a targeted and responsive recovery effort has the greatest potential to spearhead a local economic recovery
- ❖ There is a large potential market of visitors with an interest in visits to Inverness
- ❖ It is recognised that there is demand for future years is likely to be positive, however we must ensure there is a sustainable sector able to capitalise on this future opportunity by taking the appropriate action to support businesses during this most challenging time.
- ❖ The significant investment to develop Inverness Castle into a visitor attraction will further enhance the appeal of Inverness in future years. It is therefore important to ensure the surrounding tourism offering from 2024 meets visitor expectation by supporting recovery efforts

1.12 Is this a new or additional activity or project? – Yes No

If yes, what change will your activities or project make in your community?

- ❖ By marketing Inverness and encouraging the return of visitors the members of Inverness BID, Visit Inverness Loch Ness and the wider public will benefit from securing the future of

businesses - creating opportunities in employment, things to do and places to stay while driving economic recovery

- ❖ The collaborative approach between the BID organisations and the common good fund allows the structural issues of boundary lines to be overcome and provide a stronger destination package to market. This will lead to an enhanced recovery which will benefit sectors and people who are both directly and indirectly reliant on hospitality and tourism
- ❖ This new partnership will also provide a foundation and legacy which further activity can be delivered from in the future – continuing to benefit the people of Inverness and surrounding communities.

If No, how has your activities or project been funded in the last three years?

1.13 Please tell us how you will know that your activities or project is working and that you are benefiting your community. You only need to provide targets for the years in which your project will operate. See the detailed guidance for examples of targets.

How you will know you have made the change?		
Year 1 Measurable Outcome	Year 2 Measurable Outcome	Year 3 Measurable Outcome
<ul style="list-style-type: none"> ○ Impressions and reach (both organic and paid) ○ Unique page views ○ Web visits ○ Engagement ○ Shares ○ Cost per click ○ Email marketing volume and response ○ Content created: Videos, images, listings, blogs ○ Visits hosted 	<ul style="list-style-type: none"> ○ Impressions and reach (both organic and paid) ○ Unique page views ○ Web visits ○ Engagement ○ Shares ○ Cost per click ○ Email marketing volume and response ○ Content created: Videos, images, listings, blogs ○ Visits hosted 	

1.14 If it is intended that this activity or project continue beyond the period of Council support, how will it be funded?

N/A

If yes, what are they? (maximum 20 words)

N/A

- 3.3 a) When did your organisation start? April 2014
- b) What geographic areas and/or communities of interest (e.g. Young people, people with disabilities, older people, people from an ethnic minority background) does your organisation cover?

Highland Council wards 12, 13, 14, 15, 16, 17, 19 – excluding the area of the Inverness BID
Representing the whole destination and the communities of the area, supporting their economy through tourism activities.

- c) Is there any restriction on who can join your organisation?

Yes No If yes, what are they and why do you have them?

--

- d) How many people are on your governing body or management committee?
An elected board of 12 Directors

- e) Are there Highland Council Elected Members or Officers or Community Councillors on or attending your Management Committee or Board? *(please note that this will not affect your application)*

Yes No

If yes, please provide names:

Highland Council Elected Members	Role i.e. Office Bearer, Voting Member, Ex-official / advisory, other
Helen Carmichael	Councillor, Provost and City Leader

Community Councillors	Role i.e. Office Bearer, Voting Member, Ex-official, other

Council Officers	Role i.e. Office Bearer, Voting Member, Ex-official, other

3.4 Does or has your organisation receive(d) any other funding from The Highland Council? Please provide information relating to Council funding for the last 3 years:

Yes

No

If yes –

a) What is/was it for, and from which Service or Ward budget was it provided?

<p>Year 2018:</p> <p>1) May 2018 – From tourism development grant scheme budget to assist the Tourism BID in providing services and projects on behalf of the local tourism industry</p> <p>2) June 2018 – From Common Good Fund for Business Tourism</p>
<p>Year 2019:</p> <p>1) May 2019 – From tourism development grant scheme budget to assist the Tourism BID in providing services and projects on behalf of the local tourism industry</p> <p>2) June 2019 – From Common Good Fund for Business Tourism</p>
<p>Year 2020:</p> <p>1. May 2020 – From tourism development grant scheme budget to assist the Tourism BID in providing services and projects on behalf of the local tourism industry</p> <p>2. June 2020 – From Common Good Fund for Inverness Influencer Lodge Project to assist with the destination recovery and to increase content (blogs, images, video)</p>

b) How much funding do/did you receive?

<p>Year 2018:</p> <p>1) £10,000.00</p> <p>2) £20,000.00</p>
<p>Year 2019:</p> <p>1. £10,000.00</p> <p>2. £20,000.00</p>
<p>Year 2020:</p> <p>1) £10,000.00</p> <p>2) £10,000.00</p>

c) Estimated value of existing funding in kind, and from which Service or Ward budget was/is it provided?

Year 2018:

1. N/A
2. N/A

Year 2019:

3. N/A
4. N/A

Year 2020:

1. N/A
2. N/A

**GROWTH FUND
CAMPAIGN UPDATE REPORT**

Each campaign update report should be submitted in accordance with the payment schedule as outlined in the contractual agreement.

Applicant Group	Visit Inverness Loch Ness Ltd		
Campaign Name	Inverness Influencer Lodge Project		
Payment Number	03	Payment Amount	£?????

1. SUMMARY OF PROJECT PROGRESS:	
Please provide details of what has been undertaken to date/since last payment. Please report against the agreed KPIs (as per contract agreement).	
Agreed Claim Key Performance Indicators	Progress to date and comment: Please provide any results detail of the monitoring and evaluation, etc.
Find and contract influencers All influencers will be selected based on a number of factors: <ul style="list-style-type: none"> • Level of reach • Usual Engagement % • Quality (particularly of photography/video) • Audience – who and how many For Bloggers – minimum of 30,000 unique visitors For Instagrammers – minimum of 20,000 followers	10 influencers contracted for week 1 of the project Total of 12 people as two of the influencers work as a couple <ul style="list-style-type: none"> - Above all postponed/cancelled due to Covid Re booked for October 2020 4 UK based influencers
Each Influencer to provide one or more of the below deliverables – Final KPI's for each influencer to be agreed and tracked	See later in document for agreed deliverables per influencer

<p>Number of Social Media Posts</p> <ul style="list-style-type: none"> Instagram post – at least 2 per influencer per day Instagram stories – at least 3 per influencer per day Twitter – at least 3 tweets per influencer per day Facebook - at least 1 post per influencer per day 	<p>See attached document for:</p> <ul style="list-style-type: none"> Selection of the influencer posts & stats Stats for the content we have created using the Influencer content/material Examples of VILN and local member businesses sharing posts VS engagement
<p>Blog Posts</p> <p>Content, number and size (words / images) of each Blog Post</p> <ul style="list-style-type: none"> Must include mention of allocated 'hidden gems' and bookable businesses (see below) At least 750 words To include at least 10 images <p>Number of views per blog</p> <ul style="list-style-type: none"> At least 150 sessions <p>Dwell time</p> <ul style="list-style-type: none"> At least 90 seconds average per session <p>Business Referrals</p> <ul style="list-style-type: none"> At least 5 bookable businesses 	<p>Links to blog posts:</p> <p>https://travelswithakilt.com/loch-ness-blog/</p> <p>https://watchmeseem.com/blog/things-to-do-in-loch-ness/</p> <p>https://community.visitscotland.com/discussion/2032/autumn-in-inverness</p>
<p>Image Library</p> <p>Number of images created</p> <ul style="list-style-type: none"> At least 25 'royalty free' images per influencer photographer Total at least 200 images 	<p>https://www.dropbox.com/sh/qr33doyoa6ymytu/AAAJ6qUzoJgite6RO3adNo9za?dl=0</p>
<p>Video Library</p> <p>Number and duration of videos</p> <ul style="list-style-type: none"> One 2 minute 'royalty free' video per influencer videographer Three 30 second videos per influencer videographer Total of at least six 2 minute and eighteen 30 second videos <p>Number of unique views of posted video</p> <ul style="list-style-type: none"> At least 1,000 views over a 6 month period 	<p>https://www.dropbox.com/sh/qr33doyoa6ymytu/AAAJ6qUzoJgite6RO3adNo9za?dl=0</p> <p>https://www.youtube.com/watch?v=T6din32tl24</p>

<ul style="list-style-type: none"> • Live for at least 12 months 	
Is the campaign on track with the agreed timescale? Do you anticipate any issues? Please provide detail if applicable.	YES / NO / N/A
Have any activity changes taken place?	YES / NO / N/A
Have these changes been agreed in advance of being undertaken?	YES / NO / N/A
Please provide detail of changes:	
From: March week and influencers canceled at last minute due to Covid June week postponed due to Covid	To & rationale: October week for reduced number of UK based influencers only Provisional February 2021 week booked – may be postponed due to Covid and if project can be expanded beyond 31 March 2021
Please provide details of your campaign activity and what has been delivered during this claim period:	
<ul style="list-style-type: none"> • Cancellation of all elements re the March week • Communication with all influencers re the March cancellation and potential future weeks – Oct 2020 / Feb 2021 • Recruitment of 4 UK Based influencers for week one of the project in Oct 2020 • 1 lodge, 1 self catering cottage and 1 hotel booked due to household number limits • Hidden gem's booklet written and sent • Contracts issued for all influencers – as follows: 	
Kathi Kamleitner, Watch Me See – 16 to 20 October https://www.facebook.com/watchmesees/ https://www.instagram.com/watchmesees/ https://twitter.com/watchmesees/ https://www.youtube.com/channel/UCLlzaWC9oRztRk4css-XmEw	
Agreed minimum content:	
1. Social Media Posts <ul style="list-style-type: none"> • Instagram post – at least 1 per day • Instagram stories – at least 1 per day • Twitter – at least 3 tweets per day • Facebook - at least 1 post per day 	
2. Blog Posts <ul style="list-style-type: none"> • Must include mention of allocated 'hidden gems' and bookable businesses • At least 750 words • To include at least 10 images 	
3. Video <ul style="list-style-type: none"> • A Video package: 1 long video + shortened teaser version to be hosted on your YouTube channel + Facebook page (teaser is FB only) 	
Calum Mclean, Caldamac – 17 to 20 October https://www.facebook.com/caldamac/ https://www.instagram.com/caldamac/ https://www.youtube.com/user/CDMChannel	
Agreed minimum content:	
1. Photography <ul style="list-style-type: none"> • At least 25 'royalty free' images 	
2. Video <ul style="list-style-type: none"> • One 2 minute 'royalty free' video • Three 30 second 'royalty free' videos 	

Neil Robertson, Travels With A Kilt – 20 to 23 October

<https://www.facebook.com/travelswithakilt>

<https://www.instagram.com/travelswithakilt/>

<https://twitter.com/travelwithakilt>

<https://www.youtube.com/channel/UCph-ajEdRhLT4zA0KnC0OBA?>

Agreed minimum content:

1. Social Media Posts

- Instagram post – at least 1 per day
- Instagram stories – at least 4 per day
- Twitter – at least 2 tweets per day
- Facebook - at least 1 post per day

2. Blog Posts

- Must include mention of allocated 'hidden gems' and bookable businesses
- At least 1500 words
- To include at least 10 images

Alistair Horne – Ali Horne - 20 to 23 October

<https://www.facebook.com/alihornephotography>

<https://www.instagram.com/ali.horne/>

Agreed minimum content:

1. Social Media Posts

- Instagram post – at least 4 over duration
- Instagram stories – at least 3 per day

2. Blog Posts

- Must include mention of allocated 'hidden gems' and bookable businesses
- At least 750 words
- To include at least 10 images

Branding and Acknowledgement – Please provide an update / examples and evidence on the implementation of the agreed branding and acknowledgement schedule i.e. changes in planned activity, sign off deadlines being adhered to, use of agreed logos.

See previously sent documents:

- Initial influencer invite document
- Hidden Gem's booklet

BUDGET SUMMARY

a) INCOME SOURCE	A	C
Please provide confirmation of the project match funding (as detailed in Appendix 1 of your contractual agreement)	Projected as per contract (£)	Actual income to date (£)
Visit Scotland Growth Fund	21,500	6,000
Visit Inverness Loch Ness	11,500	11,500
Inverness Common Good Fund	10,000	10,000

Total Income	43,000	27,500

Please provide a summary of the project income e.g. has the overall income figure changed, is the income being received in instalments, is anticipated income not forthcoming? *Please provide reasons for any differences and detail any impact these will have on the project.*

- The income figure has not changed
- The Growth Fund income is being received in 4 instalments
- The Visit Inverness Loch Ness income has been received

Please provide a summary of the project expenditure e.g. has the project activity changed, has this affected the over app project cost or budget summary? *Please provide reasons for any differences and detail any impact these will have on the project. NB Any major differences must be approved by Growth Fund team.*

The project expenditure is made up across three categories and has changed.

- Content creation – the fees for the influencers
 - a. Reduced amount due to lower number of influencers for October week
- PR – agency fees, FAM Trips – the cost for the Lodge accommodation and any activity / visitor attraction costs
 - a. Additional accommodation costs and trip element costs (canoeing/bike hire etc)
- Travel and Subs – flights, car hire, petrol, breakfast
 - a. Some of the original flight cost refunds have been received
 - b. Reduced costs for October week due to lower number of influencers

CERTIFICATION BY CLAIMANT ORGANISATION

TO BE SIGNED BY A DESIGNATED MEMBER OF THE MARKETING GROUP

I certify that to the best of my knowledge the information contained in this claim is correct. I confirm that this project is being carried out and monitored as described in the approved application and detailed in my contractual agreement.

Please tick



NAME OF DESIGNATED MEMBER: Alan Rawlinson

DESIGNATION: Business Development Manager

SIGNATURE OF DESIGNATED MEMBER *A Rawlinson*

DATE
09/12/2020

CERTIFICATION BY GROWTH FUND MANAGER

TO BE SIGNED BY THE DESIGNATED GROWTH FUND MANAGER

I certify that to the best of my knowledge the information contained in this claim is correct.

Please tick

Supporting documentation, including detail of payments and up to date cash flow have been provided.		<i>Please tick</i>
NAME OF GROWTH FUND MANAGER:		
SIGNATURE OF GROWTH FUND MANAGER:		DATE

Inverness City Marketing Proposal



Who

- **Highland Council** as representative of Inverness Common Good Fund
- **Inverness Business Improvement District** is a City BID with 700 properties including a mix of retail, office, leisure and other commercial uses.
- **Visit Inverness Loch Ness** is a Tourism Business Improvement District and Destination Management Organisation with 450 tourism business members

Context – the challenges

- Visit Inverness Loch Ness market the destination however the business plan excludes the area within the Inverness BID membership, creating a challenge marketing Inverness
- The Coronavirus pandemic has brought an unprecedented challenge, in particular to the tourism and hospitality sectors. These key sectors have been one of the greatest losses to our economy due to the pandemic
- Visitors choose one place to visit, their experience of planning and visiting should be clear and smooth – regardless of the organisational structure behind the delivery
- An inability to market across boundary lines negatively impacts the business members of both BID organisations and local community who rely on employment, a strong economy and a high quality of life with many opportunities for activities, food and drink, places to stay and services that support these sectors
- The challenges facing tourism and hospitality negatively affects many other reliant businesses and sectors, to provide a few examples: retail, graphic designers, accountants, delivery drivers, events companies, food and drink supply chains, food producers, taxi firms, cleaners, builders, painters and decorators, sign makers and many more examples

The opportunity

- There are a large number of potential visitors with a desire to visit Inverness if effectively marketed to
- As one of the greatest losses to our economy from Coronavirus hospitality and tourism has great potential to spearhead recovery efforts
- By marketing Inverness city and increasing the number of visitors the members of Inverness BID, Visit Inverness Loch Ness and the wider public will benefit from secured opportunities in employment, things to do and places to stay while driving economic recovery
- It is recognised that there is demand for future years is likely to be positive, however we must ensure there is a sustainable sector able to capitalise on this future opportunity by taking the appropriate action to support businesses during this most challenging time.

Timing – why now?

- The Coronavirus has brought an unprecedented challenge to the members of both BID organisations
- There is a strong demand waiting to be tapped into for visits to Inverness
- The future market demand looks strong, we must support businesses through this time
- Investment such as the development of Inverness Castle into a visitor attraction will further enhance our offering in years to come, we must ensure the supply chain businesses and wider offering meets expectation
- The need for collaboration has never been stronger, the BID organisations have reached an unprecedented proposal for the mutual benefits of their combined memberships and the wider public

Activity

Visit Inverness Loch Ness are highly experienced in marketing activities such as:

- Driving traffic to websites
- Driving traffic and engagement on social media
- Commissioning influencers to visit the area
- Delivering branded marketing campaigns
- Delivery of TV adverts
- Working with national and international partners
- Encouraging TV and Film producer visits to the area
- Empowering businesses with content to market their business
- Providing visitor maps, guides and itineraries

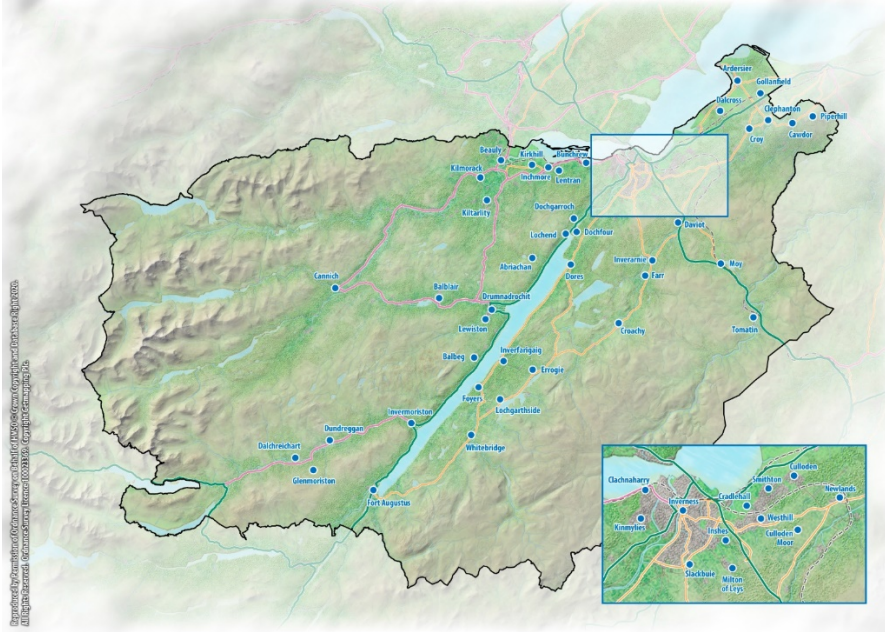
The proposal

The proposed marketing activity for Inverness would be delivered by Visit Inverness Loch Ness with a steering group of a Highland Council representative, Inverness BID and Visit Inverness Loch Ness. It is proposed that both BID's allocate and combine funding from their budget, with the total to be matched by the Inverness Common Good Fund. This would be delivered in line with Scottish Government guidelines.

Visit Inverness Loch Ness	Inverness BID	Inverness Common Good Fund
25%	25%	50%
50%		50%
£10k – 15k per annum		£10k – 15k per annum
£20k – £30k annual budget to market the city of Inverness		

APPENDIX

Visit Inverness Loch Ness area – excluding Inverness BID area



Inverness BID area



LINKS

<https://www.visitinvernesslochness.com/> *a new website is launching on 30th November
<https://www.invernessbid.co.uk/>

Visit Inverness Loch Ness Ltd, Tower Road, Smithton, Inverness. IV2 7NL
T: 01463 219219 E: admin@visitiln.com W: www.visitinvernesslochness.com

Scottish City Campaign – Best of both worlds

Campaign overview

- A new marketing partnership was formed between Visit Inverness Loch Ness and Inverness BID to support Covid-19 recovery, this led to the creation of a two week social media marketing campaign themed the “Best of Both Worlds”.
- Create and showcase a 1 minute video that highlights the destinations unique combination of a vibrant city and incredible rural landscapes.
- The campaign was targeted to 6 Scottish cities Edinburgh, Glasgow, Aberdeen, Dundee, Stirling, Perth. These cities were chosen by using the latest visitor insights to target the people most likely to visit the destination.

Campaign projections

- 120k reach
- 21k video views (reach and views were the medium figures based on Facebook ad manager (e.g. 80 – 160k reach we have used the 120k figure)
- Video creation costs £200 + VAT
- Marketing spend £2000 + VAT
- Initial campaign length 21 days

Campaign results

- 698,889k reach
- Video plays for more than 3 seconds 67,400
- Video plays for 50-100% of the video 15k
- Campaign ran for 14 days (Decision to stop early was due to stats showing we were replaying to initial audience and not a new audience)
- Only half of the initial budget spent due to it’s success
- Additional press coverage through local print media

Inverness Influencer Lodge

Social Media Examples and Statistics

Add this Report to a Campaign so you can track insights and ROI easier.
Create a Campaign first, then come back, refresh the Report and select the Campaign from the list.

Create Campaign

Campaign Summary:

Watch Me See spent 5 days in the Inverness Loch Ness area to discover hidden gems off the beaten path around Loch Ness and in Inverness.
The aim of the campaign was to showcase lesser-known places to see, activities and visitor attractions in the area in order to encourage future visitors to spend more around Loch Ness.
The selection of locations in the itinerary had a particular focus on outdoor activities, hikes, scenic natural places and vegan-friendly eateries.

Output:

Watch Me See created a 5-day social media campaign across Instagram, Facebook and Twitter, one blog post on watchmesee.com and one YouTube video about the trip.

Partner:

This campaign was created in partnership with Visit Inverness Loch Ness and funded by VisitScotland.







Social Media Metrics

Impressions & Engagement for each social media channel.



Facebook

15.5K Impressions | 1.3K Engagement | 859 Clicks | 27 Shares | 38 Comments

Date	Image	Impressions	Engagement	Clicks	Shares	Comments
27. October 2020		1.1K	118	63	2	8
26. October 2020		1.1K	124	77	1	4
24. October 2020		4.8K	310	205	12	11
23. October 2020						

#ad One of my favourite places to visit for a wander, lunch and medieval history was the charming village of Beaulieu which takes its name from the French for "beautiful place". No surprises here! Here are some tips: 🏠 Visit the ruins of Beaulieu Abbey which date back to the 13th century. 🌿 Note the ancient El

#ad Did you know you can travel from Scotland's north coast to the west coast by boat? 🚢 The Caledonian Canal runs some 60 miles from Inverness on the Moray coast to Fort William on the sea loch Linnhe. Only about 1/3 of its length is a man-made canal, the rest is made up of navigable lochs (Dochfour, Ness

#ad Paddling with In Your Element - Scotland on the River Beaulieu was undoubtedly a highlight on my trip to the Loch Ness area! 🌿 Despite the rain, we paddled up and down the river through the spectacular Aigas Gorge, marvelling at the autumn colours and the perfect reflections on the water surface. Our


#ad Let's talk about vegan food in the Loch Ness area! 😊 Like everywhere in Scotland, it's pretty easy to find vegan food near Loch Ness. Many places have a few vegan options and can cater for most dietary requirements. On this trip, everything was a bit different, of course, and because of the Covid restri



Instagram

20.6K Impressions | 1.8K Engagement | 1.5K Likes | 19.2K Reach | 68 Comments | 31 Saves

24. October 2020



3K Impressions

305 Engagement

270 Likes


2.6K Reach

18 Comments

4 Saves

#ad Would you be game for a paddle 🛶 in the rain? ☁️ To say it was chucking it down when I met Mike from @iye_scot for our paddle on River Beauly would be an understatement. Of course, we went anyways - rain's got nothing on us! We took our canoes up and down the Aigas Gorge, marvelling at the autumn col

23. October 2020



2.8K Impressions

217 Engagement

198 Likes


2.5K Reach

5 Comments

8 Saves

#ad At first, I wasn't so sure about the hike to Knockie Boathouse on the south side of #LochNess... It follows a forestry track and while I loved spotting colourful mushrooms and pheasants left and right of the path, I just didn't know what to expect. Then I turned the corner and saw this view! So glad, I

22. October 2020



2.5K Impressions

271 Engagement

233 Likes


2.3K Reach

14 Comments

3 Saves

#ad The most beautiful views are often found in the most unexpected places... After I was surprised by an unexpected road closure and had to drive a detour which made me late for a booked activity, I was STRESSED! But this view along the detour made up for that 100%! And delayed me even further 😊 I simply

21. October 2020



2.2K Impressions

197 Engagement

176 Likes

2.1K Reach

12 Comments

1 Saves

#ad There are places in Scotland that are so popular, it seems like they don't need an introduction. LOCH NESS is one of these places: a bucket list destination for so many people who come to Scotland. And yet, many only spend a day on Loch Ness to visit Urquhart Castle, go on a cruise and maybe add a quick



IG Stories

65.8K Impressions 53.5K Engagement 57.5K Reach 112 Replies 50.2K Taps Forward 3.3K Taps Back 2.4K Exits

21. October 2020

I found Nessie!

516 Impressions

412 Engagement

470 Reach

3 Replies

398 Taps Forward

11 Taps Back

16 Exits

21. October 2020

531 Impressions

383 Engagement

475 Reach

348 Taps Forward

35 Taps Back

13 Exits

21. October 2020

I did it!!

569 Impressions

433 Engagement

486 Reach

3 Replies

395 Taps Forward

35 Taps Back

12 Exits

21. October 2020

Just a short distance from the city centre, Ness Islands lie in the middle of the Ness River and are connected by Victorian bridges.

564 Impressions

474 Engagement

488 Reach

1 Replies

448 Taps Forward

25 Taps Back

7 Exits

Twitter

209.1K Impressions 2.1K Engagement 1.3K Likes 582 Clicks 147 Retweets 12 Quotes 30 Replies

25. October 2020

#ad More impressions from #Inverness as I wandered around town before catching the train back home. Such a pretty city, especially when the sun shows up! In partnership with Visit Inverness Loch Ness and @visitscotland. <https://t.co/Ck5ZDPv1hv>

2.1K Impressions
45 Engagement
30 Likes
11 Clicks
3 Retweets
1 Replies

25. October 2020

#ad Ticked off another 100% vegan eatery in Scotland (my kind of bucket list 😊) - The Alleycat in #Inverness! I had a lasagna, hot choc and "snickers" bar. Nothing beats being able to choose from the entire menu! In partnership with Visit Inverness Loch Ness and @visitscotland. <https://t.co/dqWGaWP0y1>

374 Impressions
4 Engagement
1 Likes
2 Clicks
1 Replies

25. October 2020

#ad Going off the beaten path in #Inverness: visiting the Botanic Gardens @inthebotanics & walking on Ness Islands. You don't have to leave the city for a dose of nature! In partnership with Visit Inverness Loch Ness and @visitscotland. <https://t.co/UXyVJK8YSG>

118.5K Impressions
1.1K Engagement
776 Likes
208 Clicks
73 Retweets
5 Quotes
12 Replies

24. October 2020

#ad Not the weather I had ordered for my first visit to #GlenAffric, but remember: today's rain is tomorrow's whisky 🥃 I still loved my time in the glen, especially walking down to River Affric. I'll be back! In partnership with Visit Inverness Loch Ness and @visitscotland. <https://t.co/ihd7V5zSqY>

1.1K Impressions
32 Engagement
24 Likes
7 Clicks
1 Replies



Ali Horne Photography is at River Beaully.

October 27 - Beaully · 🌐



#Ad Canoeing on the River Beaully last week with [Visit Inverness Loch Ness](#). The perfect time of year to see the autumn colours if you [VisitScotland](#). Big thanks to Mike at [In Your Element - Scotland](#) for taking us on the water, seeing everything from a different perspective.



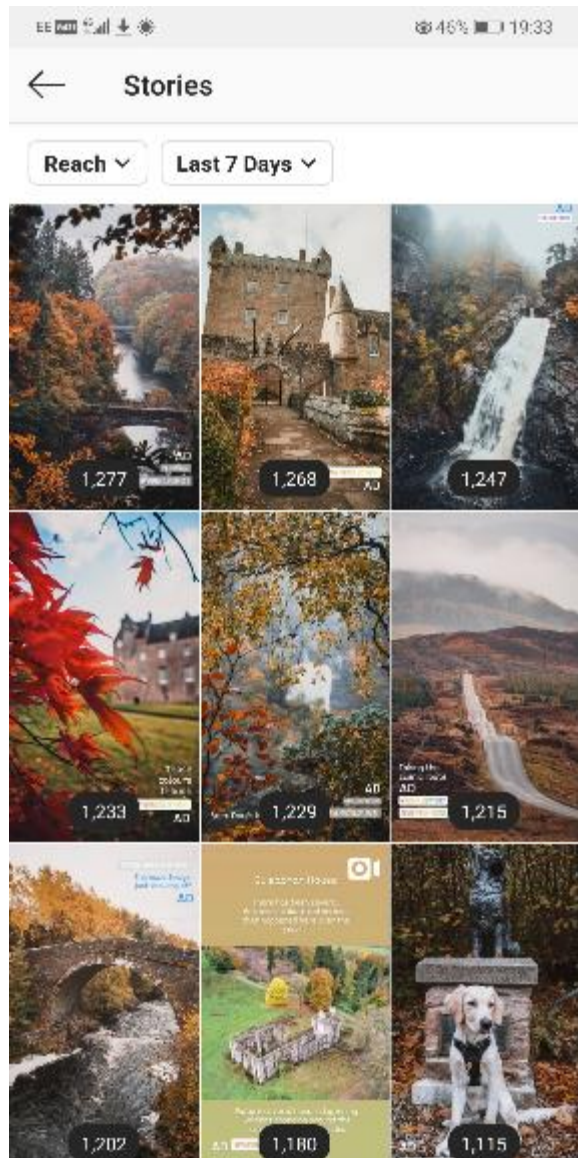
Ali Horne Photography is at Loch Ness.

November 1 - Inverness · 🌐



#Ad High above Loch Ness - serene, still scenes on the road north with [Visit Inverness Loch Ness](#) and [VisitScotland](#).



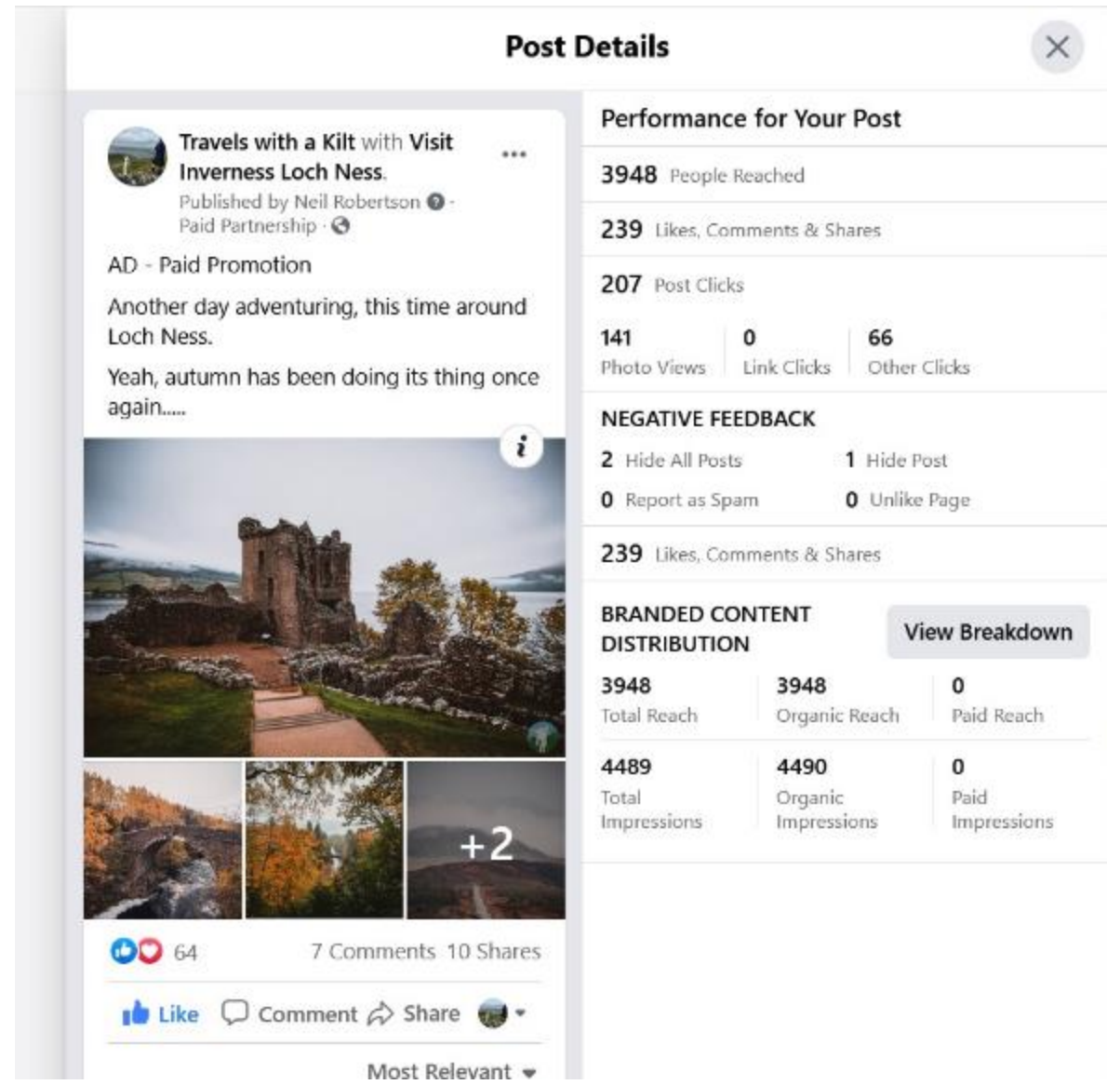


Twitter
 Posts x4
 Reach: 268,128
 Engagements: 11,644



IG Stories
 Posts x 31
 Reach: 41,155

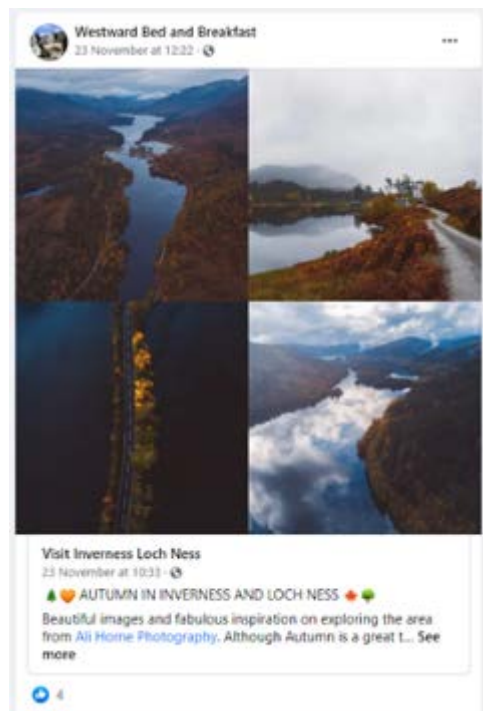
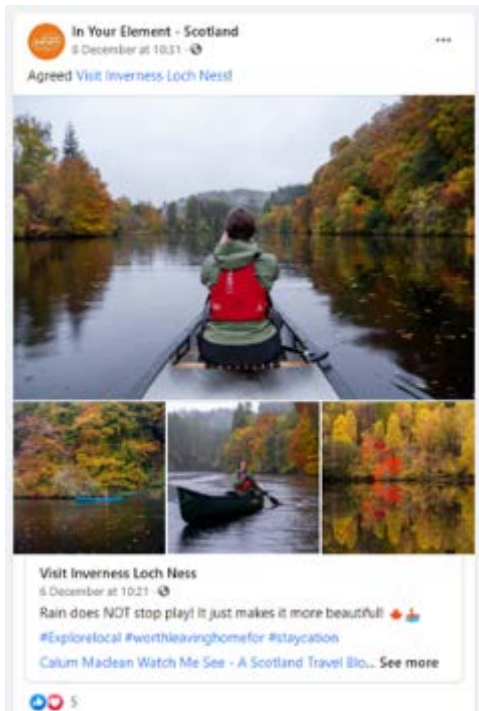
IG Wall / Grid
 Posts x 1 (more to come)
 Reach 31,089
 Engagements: 1,857



Facebook
 Posts x 4
 Reach: 14,973
 Engagements: 804

Across all channels VILN have created/shared 170 pieces of content that reached 141,551 people and received 4353 likes.

	Insta Stories	Stories Reach	Insta Feed Post	Insta Feed reach	Post Likes	Facebook Posts	Facebook Reach	Facebook likes
Watch Me See	95	32092				8	18789	488
Travels with Kilt	32	9431				5	12302	460
Ali Horne	12	3681	3	33756	2074	4	11580	394
Caldamac	8	2310	1	8905	695	2	8705	242
Totals	147	47514	4	42661	2769	19	51376	1584



Examples of VisitScotland engaging with the influencers includes:

<https://twitter.com/caldamac/status/1318812316138340352> (retweet & like)

<https://twitter.com/watchmesees/status/1318915002229805057> (retweet & like)

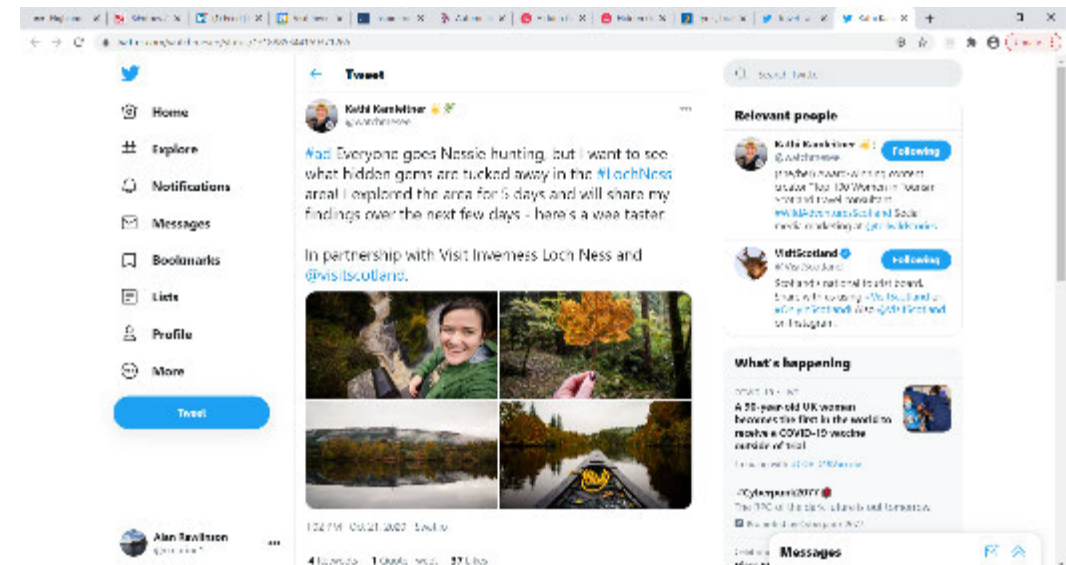
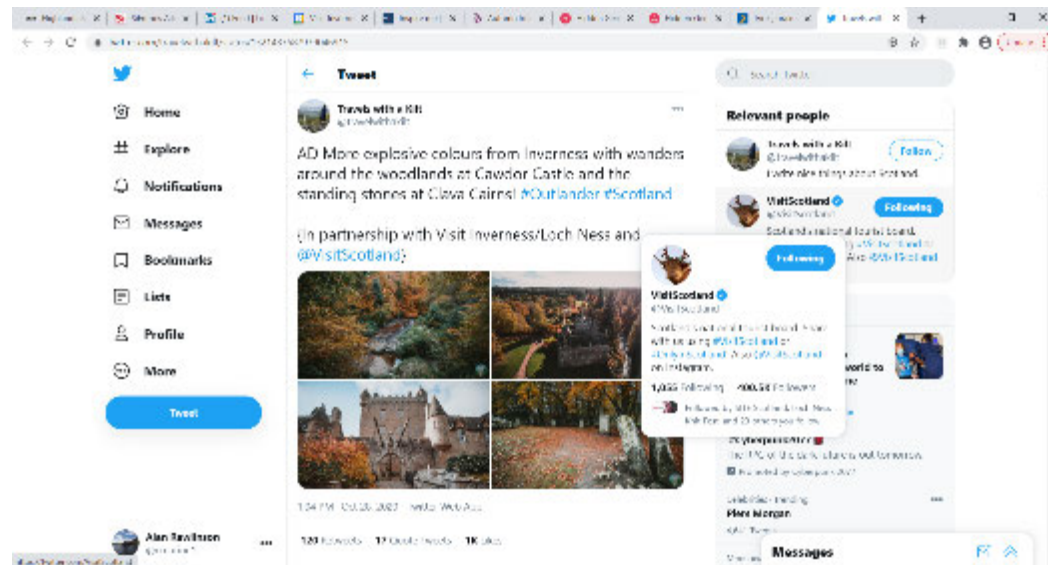
<https://twitter.com/watchmesees/status/1318885344159371265> (like & comment)

<https://twitter.com/travelwithakilt/status/1318617012948619264> (like & comment)

<https://twitter.com/watchmesees/status/1319186944199397376> (like & comment)

<https://twitter.com/travelwithakilt/status/1321437587979046915> (Retweet)

<https://twitter.com/watchmesees/status/1320289162319351809> (Retweet)



Agenda Item	5
Report No	GSC/02/21

THE HIGHLAND COUNCIL

Committee: Inverness Common Good Fund Sub-Committee

Date: 25 January 2021

Report Title: Inverness BID – Grant Application 2021/22

Report By: Inverness City Area Manager

1. Purpose/Executive Summary

1.1 This report invites Members to consider applications from Inverness BID.

2. Recommendations

2.1 Members are asked to consider the applications from Inverness BID as detailed in the Appendices to this report and to make a recommendation to the Area Committee either to accept or refuse the applications for funding.

3. Implications

3.1 **Resource** - The cost to the Inverness Common Good Fund will be £91k. Members will be invited to approve the inclusion of a Partnership Working Budget when the 2021/22 Inverness Common Good Fund Budget is presented at this meeting of the City of Inverness Area Committee on 18 February 2021.

Covid19 will impact delivery of the projects. The ability of the projects to be fully implemented will be subject to review. The implication is that resources may need to be reallocated and Members will be asked to consider proposals within the usual governance as we progress through the year.

3.2 **Legal** - Grant conditions require recipients to meet all legal obligations ensuring that the funds allocated are applied to the relevant project

3.3 **Community (Equality, Poverty, Rural and Island)** - The Grant conditions require compliance with Council policy where appropriate.

- 3.4 **Climate Change / Carbon Clever** - None
- 3.5 **Risk** – None
- 3.6 **Gaelic** - Where appropriate, projects are required to meet with the Councils policy in respect of supporting Gaelic language and culture

4. Background

- 4.1 Inverness BID have submitted four applications for funding from the Inverness Common Good Fund.
1. Floral Displays 2021 see Appendix 1
 2. Operation Respect Task Team Easter/Summer/Autumn 2021 see Appendix 2
 3. Inverness Gull Project 2021 see Appendix 3
 4. Inverness Community Safety Partnership 2021 see Appendix 4
- 4.2 Appendix 5 contains up to date accounts and bank statements, Appendix A as mentioned in the application forms and some additional information.
- 4.3 A total of £91,113 is being applied for (as detailed in Appendix 6). This is a decrease of £17,207 on 2020/21 Inverness BID have experienced a reduction in levy income as a result of the uncertainty over the ongoing impact of Covid19. The Project programme also reflects the impact of Covid, for example the Coach Ambassador project is not planned for delivery this season.

5. Partnership Working

- 5.1 The Partnership with BID is now well established. A specific cost centre to fund Partnership Projects was created. In financial year 2020/21 the agreed budget for "Partnership Working – BID" was £112k. However, consideration should be given to the implications of the joint Inverness Lochness TBid and Inverness Bid Marketing application together with the T_BID application and these items are being accommodated within the draft budget for 2021/22 accordingly.

6. BID Projects 2021/22

- 6.1 2021/22 sees a minimal increase due to extra costs, however the projects have proven themselves as providing significant public benefit on a cognisant basis.
- 6.2 Comparative costs per project are set out in Appendix 7. Importantly, it should be noted due to Covid19, the full allocation was not taken up in 2020/21.

Designation: Inverness City Area Manager

Date: 15 January 2021

Author: David Haas

Background Papers:



APPLICATION FORM FOR ORGANISATIONS APPLYING FOR GRANT AND DISCRETIONARY FUNDING AND FUNDING IN KIND FROM THE HIGHLAND COUNCIL – Over £10,000 – Common Good Funds

Name of Organisation:

Inverness BID

Name of Project or Activity Requiring Support:

The City of Inverness Annual Floral Displays 2021

Which of the Council's funding streams are you applying to?
(Please provide closing date details where applicable)

Inverness Common Good Fund

Is the amount you are applying for:

£5,000 or under Under £10,000 £10,000 or over

Total amount applied for: £61,100

Estimated cost of funding in kind applied for: £...

Please detail what funding in kind has been applied for e.g. Council staff time, use of premises or equipment, waiving of fees or administration support

N/A

What type of organisation are you? (please tick all that apply)

Third Sector (voluntary or community) organisation		Community Council	
Registered Charity If yes – Registration number		Company Limited by Guarantee If yes – Company Number SC339914.....	✓
Other - please specify... ..			

Please remember guidance to completing the application form is available [here](#).
Appropriate links to the guidance are situated throughout the form: [This page](#)

For official use only			
Application reference number			

PART 1: ABOUT YOUR ACTIVITIES OR PROJECT

Guidance on completing part 1: ABOUT YOUR ACTIVITIES OR PROJECT

1.1 What is the name of your activity or project?

The City of Inverness Annual Floral Displays

1.2 When will your activity or project take place? (specifically those for which you are seeking an award from The Highland Council)

Start date (month and year).....June 2021.....

End date (month and year).....October 2021.....

Location.....City of Inverness.....

1.3 What activity or project do you want us to support?

For example:

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

Although the 2020 City of Inverness Annual Floral Displays had to be cancelled due to the March Covid-19 lockdown which prevented our contractors High Life Highland from cultivating the plants in their nursery, from recent discussion with HLH they are confident that they can put in place arrangements this year which will enable the displays to be developed in time for their installation in June.

The 2020 Floral Display was much missed, however the seedlings already committed and not able to be used for the Display were put to good use by many Community Groups across the City and Area.

The City of Inverness Annual Floral Displays have been a major feature within the city centre since 1993 having been originally co-ordinated by The Inverness Project with the total cost of the displays fully funded by the Inverness Common Good Fund.

The displays are an important part of creating an attractive and welcoming city for the benefit of residents of the burgh and visitors alike.

Inverness BID Limited (a not for profit company) was established in 2008 to assist the marketing of the Inverness City Centre economy.

When in 2009 the Directors of Inverness Project decided to retire it requested (with the Highland Council's agreement) that BID take on the role of co-ordinating the arrangements for the city-wide displays.

This role involves liaising with display venues (both in advance and during the 5 month season), organising for the purchase of plants, their propagation, installation of the displays, their watering (at least twice weekly at unsocial times to avoid disrupting the

public and businesses) and at the end of the term the removal and disposal of the displays.

The equipment used to present the displays (supports/tubs/baskets/brackets/chains etc) was originally provided by Inverness Common Good Fund and these remain its responsibility. Of course it is necessary to inspect, replenish, repair and renovate these items annually.

In 2015 the floral displays were, at the request of the Highland Council, extended to include Bank Street and Huntly Street which have both had new lampposts installed as part of the streetscaping element of the flood alleviation works - these lampposts hold 2 baskets per lamppost.

And in 2018 the project was extended again at the request of the Highland Council to include the upgrading of Drummond & Lombard Streets by the installation of new displays.

Proposals for 2021

The well-designed floral displays have always had a dramatic effect on the appearance of the city and are much appreciated by residents and visitors alike. As previous years in 2021 there will be a large range of flowers used to make colourful, exciting and interesting displays. Particular care is taken to choose plants that provide a wide range of colours but are also hardy to the elements. Native cultivators will be used to ensure that the plants look their best for the full June-October period.

The displays are concentrated to create maximum impact and to ensure that the displays give the maximum value for money.

With hoped for easing of Covid 19 restrictions during the Spring and Summer, the Displays will play an important role in making the City, especially its Landmarks, as attractive as possible to all. This can only help Footfall in the City which will help enhance the chances of recovery.

BID is prepared to be responsible again for co-ordinating all the 2021 arrangements for the 660 City Centre floral displays scheduled.

As previously stated the ICGF is responsible for maintaining, replacing and repairing the display equipment (supports/tubs/baskets/brackets/chains etc). Based on previous experience and given that the equipment has not been used since 2019 it is considered prudent that an extra sum of £1.5k be added for this year only making a budget of £3.5k to be provided by the Common Good Fund to meet any such costs in 2021.

All the contractors to the Project have agreed to maintain their charges at 2019 levels and thus the core floral display costs (plants, installation, watering, removal and disposal) are projected at £74.8k.

The Inverness Common Good Fund is requested to contribute the sum of £61.1k which is the same as that requested for the 2020 displays.

The balance of funding of £13.7k will be met by the contributions from Inverness BID and traders outside the BID area.

--

1.4 Does your activity or project involve building or landscaping work?

Yes No

If yes please answer both a) and b) below.

a) Does your organisation (Please tick):
Have ownership of the land or building

Yes No

OR

Hold at lease of at least 5 years that cannot be ended by the landlord?

Yes No

b) Is planning permission needed for your project? Tick one option below.

Planning permission not required

Planning permission required and has been granted

1.5 Please tell us how your project or activity will help the Council to meet its Public Sector Equality Duty to:

- Get rid of unlawful discrimination, harassment and victimisation;
- Make sure that people from different groups* are treated fairly and have equal chances to use services and that there is more equality between groups*;
- Make sure that people from different groups* get on together.

*Groups are people who have "protected characteristics" in the Equality Act: age, gender reassignment, pregnancy and maternity, religion or belief, sexual orientation, disability, marriage and civil partnership, race and sex.

For example are people with protected characteristics likely to face barriers; how you intend to tackle these barriers; does your project promote inclusion?

<p>There are no barriers to any group benefiting from the Project.</p>
--

1.6 Where relevant and appropriate please describe any contribution your project may make towards promotion of the Gaelic language?

N/A

- 1.7 Please tell us if you have spoken to anyone about your application for advice and support – e.g. Local Highland Council Elected Member, Community Council Member, Council Staff, local Council for Voluntary Service (CVS) – If yes, please provide details:

Advice has been sought from David Haas, Inverness City Area Manager

- 1.8 Please tell us about any funding in kind you are seeking from the Council:

Detail i.e. premises, facilities, staff time, waiving of fees	Estimated value
N/A	
N/A	
N/A	

1.9 Please provide a breakdown of how much will your activities/project will cost and how much Funding you are applying for from The Highland Council:

Item/Activity	Breakdown of Total Costs £	Year 1 £	Year 2* £	Year 3* £	Total £
Personnel & Overheads		£2,000			£2,000
Other Costs e.g. property costs, transport, equipment, insurance, marketing	Plants	£25,080			£25,080
	Installation/Removal of Displays	£13,350			£13,350
	Watering	£30,875			£30,875
	Inspection, repair & renovation of baskets, fittings etc.	£3,500			£3,500
Total Project Cost		£74,805			£74,805
Total Funding Request		£61,100			£61,100

1.10 **Other funding relating to this project** Please include other funders and own resources and income. Continue on separate sheet if required.

Organisation and status of application	Year 1 £	Year 2* £	Year 3* £	Total £
Traders outside the BID area Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input checked="" type="checkbox"/>	£5,500			£5,500
Inverness BID Limited Successful <input checked="" type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>	£8,205			£8,205
Totals	£13,705			£13,705

*See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.

- 1.11 Please tell us how you know that there is a need for this activity or project and how your approach will meet this need. This might include:
- Community support for your project (e.g. surveys, etc.)
 - Statistics which show the need for your project (e.g. unemployment figures, crime statistics)
 - Evidence from similar projects which shows that they have worked (e.g. research from elsewhere or evaluations of previous local work)

The Project has received Common Good Funding for the past 3 years as follows:

2020 £61,138 – but not incurred due to Covid-19 Lockdown

2019 £58,277

2018 £59,000

- 1.12 Is this a new or additional activity or project? – Yes No If yes, what change will your activities or project make in your community?

If No, how has your activities or project been funded in the last three years?

In the same way as is proposed for 2021

- 1.13 Please tell us how you will know that your activities or project is working and that you are benefiting your community. You only need to provide targets for the years in which your project will operate. See the detailed guidance for examples of targets.

How you will know you have made the change?		
Year 1 Measurable Outcome	Year 2 Measurable Outcome	Year 3 Measurable Outcome
Feedback from individuals, businesses and other users		

- 1.14 If it is intended that this activity or project continue beyond the period of Council support, how will it be funded?

The Floral Displays are part of making Inverness an attractive and welcoming & attractive place for residents and tourists alike. They improve the city centre ambience which has a long term effect of improving the local economy.

- 3.3 a) When did your organisation start? Month...March.....Year...2008...
- b) What geographic areas and/or communities of interest (e.g. Young people, people with disabilities, older people, people from an ethnic minority background) does your organisation cover?

Inverness BID limited (a not-for-profit company) was established in 2008 to assist the marketing and economic development of the city centre area.

The City of Inverness Annual Floral Displays have been a major feature within the city since 1993. They are an important part of creating an attractive and welcoming city for the benefit of residents of the burgh and visitors alike.

- c) Is there any restriction on who can join your organisation?

Yes No If yes, what are they and why do you have them?

Businesses based within Inverness City Centre who pay BID levy are automatically eligible for membership and entitled to vote at General meetings. Other businesses are entitled to apply for voluntary membership.

- d) How many people are on your governing body or management committee? ...17...
- e) Are there Highland Council Elected Members or Officers or Community Councillors on or attending your Management Committee or Board? *(please note that this will not affect your application)*
- Yes No

If yes, please provide names:

Highland Council Elected Members	Role i.e. Office Bearer, Voting Member, Ex-official / advisory, other
Provost Helen Carmichael	Director

Community Councillors	Role i.e. Office Bearer, Voting Member, Ex-official, other

Council Officers	Role i.e. Office Bearer, Voting Member, Ex-official, other

3.4 Does or has your organisation receive(d) any other funding from The Highland Council? Please provide information relating to Council funding for the last 3 years:

Yes No

If yes –

a) What is/was it for, and from which Service or Ward budget was it provided?

Year 1: See Appendix A
Year 2:
Year 3:

b) How much funding do/did you receive?

Year 1: See Appendix A
Year 2:
Year 3:

c) Estimated value of existing funding in kind, and from which Service or Ward budget was/is it provided?

Year 1: See Appendix A
Year 2:
Year 3:



APPLICATION FORM FOR ORGANISATIONS APPLYING FOR GRANT AND DISCRETIONARY FUNDING AND FUNDING IN KIND FROM THE HIGHLAND COUNCIL – Over £10,000 – Common Good Funds

Name of Organisation:

Inverness BID Limited

Name of Project or Activity Requiring Support:

Operation Respect - Task Team Easter, Summer and Autumn 2021

Which of the Council's funding streams are you applying to?

(Please provide closing date details where applicable)

Inverness Common Good Fund

Is the amount you are applying for:

£5,000 or under

Under £10,000 ✓

£10,000 or over

Total amount applied for: £9,113

Estimated cost of funding in kind applied for: £ None.....

Please detail what funding in kind has been applied for e.g. Council staff time, use of premises or equipment, waiving of fees or administration support

What type of organisation are you? (please tick all that apply)

Third Sector (voluntary or community) organisation		Community Council	
Registered Charity If yes – Registration number		Company Limited by Guarantee If yes – Company Number SC339914.....	✓
Other - please specify.....			

Please remember guidance to completing the application form is available [here](#). Appropriate links to the guidance are situated throughout the form: [This page](#)

For official use only			
Application reference number			

PART 1: ABOUT YOUR ACTIVITIES OR PROJECT

Guidance on completing part 1: **ABOUT YOUR ACTIVITIES OR PROJECT**

1.1 What is the name of your activity or project?

Operation Respect - Task Team Easter, Summer & Autumn 2021

1.2 When will your activity or project take place? (specifically those for which you are seeking an award from The Highland Council)

Start date: April 2021

End date: October 2021

Location: Inverness City Centre.

1.3 What activity or project do you want us to support?

For example:

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

The Operation Respect – City Centre Programme has operated in the Easter, Summer, Autumn and Winter holiday periods for the past 10 years. The project originally met the objectives of the 2013 -2019 Single Outcome Agreement and now aligns with and compliments many aspects of the current Highland Community Planning Partnership and its vision for Community Justice and a Safer Highland, the Highland Outcome Improvement Plans for Inverness, and the Scottish Government Criminal Justice and Community Safety agendas in that it acts to reduce crime, the fear of crime and anti-social behaviour and provides increased public reassurance and safety.

Integral to the success of these programmes, in support of the General Public and Businesses, has been the operation of a Security Task Team on the city centre streets. The Task Team have contributed and consistently demonstrated the added value and benefits that are derived from such a crime prevention and public reassurance initiative at peak times of City Centre activity, frequently commented on by residents, visitors and businesses alike.

Although Inverness Common Good Funding was agreed for the 2020 programme the Task team wasn't able to operate for Easter & Summer 2020 periods due to the March COVID -19 Lockdown. However the Task Team did return and operate for the Autumn Half Term and then in December as part of Operation Respect Festive programme - both programmes again justifying the community safety benefits of their being on the city centre streets.

The value of operating a 2 person Task Team was demonstrated by the results recorded by the Task Team in the Easter, Summer and October 2019 holiday periods when they dealt with a total of 247 recorded incidents. The majority of these were either reported via the Shop Safe Radio system or mobile phone, or encountered directly by the Task Team through their pro-active city centre patrols. These incidents have covered criminal

activity, anti-social behaviour, preventative actions as well as generally assisting the public in providing an ambassadorial and point of contact role.

The continuance of this project is supported by Police Scotland who acknowledge the valuable assistance provided by the Security Task Team to the general public, business and to the Police and other Emergency Services at reported incidents.

The Task Team are seen as an integral part of Operation Respect and to the City Centre and they work in partnership with the relevant Agencies to provide support, assistance and public reassurance to businesses and those who use the City Centre, with the collective aim to provide a hi-vis presence to assist in reducing street violence, disorder, theft, shoplifting and ASB and the Task Team are invaluable with their local knowledge.

With tourism being such a major industry for Inverness & the Highlands such a programme in the Spring, Summer and Autumn of 2021 continues to offer both positive benefits for the visitors to the area as well as underpinning this vital economic sector in the Easter, Summer and Autumn holiday periods when Inverness attracts the peak number of visitors to the City.

As previously the operating period will again be focused on the two-week Easter holiday break, the eight-week Summer holiday period covering the Scottish and UK School holiday periods of July and August and the two-week Autumn holiday period in October.

The total cost of this year's scheme is £15,525. Maintaining the ratio of the proportional funding used in 2020, support is requested from the Inverness Common Good Fund of the sum of £9,113 with the balance of 6,411 being contributed by Inverness BID Limited from the levy collected from the city centre businesses.

1.4 Does your activity or project involve building or landscaping work?

Yes No

If yes please answer both a) and b) below.

a) Does your organisation (Please tick):
Have ownership of the land or building

Yes No

OR

Hold at lease of at least 5 years that cannot be ended by the landlord?

Yes No

b) Is planning permission needed for your project? Tick one option below.

Planning permission not required

Planning permission required and has been granted

1.5 Please tell us how your project or activity will help the Council to meet its Public Sector Equality Duty to:

- Get rid of unlawful discrimination, harassment and victimisation;
- Make sure that people from different groups* are treated fairly and have equal chances to use services and that there is more equality between groups*;
- Make sure that people from different groups* get on together.

*Groups are people who have “protected characteristics” in the Equality Act: age, gender reassignment, pregnancy and maternity, religion or belief, sexual orientation, disability, marriage and civil partnership, race and sex.

For example, are people with protected characteristics likely to face barriers; how you intend to tackle these barriers; does your project promote inclusion?

N/A

1.6 Where relevant and appropriate please describe any contribution your project may make towards promotion of the Gaelic language?

N/A

1.7 Please tell us if you have spoken to anyone about your application for advice and support – e.g. Local Highland Council Elected Member, Community Council Member, Council Staff, local Council for Voluntary Service (CVS) – If yes, please provide details:

Advice has been sought from David Haas, the City Manager

1.8 Please tell us about any funding in kind you are seeking from the Council:

Detail i.e. premises, facilities, staff time, waiving of fees	Estimated value
N/A	

- 1.9 Please provide a breakdown of how much will your activities/project will cost and how much **Funding you are applying for from The Highland Council:**

Item/Activity	Breakdown of Total Costs £	Year 1 £	Year 2* £	Year 3* £	Total £
Staffing & Management	Security Task Team	£14,475			£14,475
Other Costs e.g. property costs, transport, equipment, insurance, marketing	Communications, Clothing etc	£1050			£1,050
Total Project Cost £		£15,525			£15,525
Total Funding Request £		£9,113			£9,113

- 1.10 **Other funding relating to this project** Please include other funders and own resources and income. Continue on separate sheet if required.

Organisation and status of application	Year 1 £	Year 2* £	Year 3* £	Total £
Inverness BID Limited Successful <input checked="" type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>	£6,412			£6,412
Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>				
Totals	£6,412			£6,412

*See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.



APPLICATION FORM FOR ORGANISATIONS APPLYING FOR GRANT AND DISCRETIONARY FUNDING AND FUNDING IN KIND FROM THE HIGHLAND COUNCIL – Over £10,000 – Common Good Funds

Name of Organisation:

Inverness BID Limited

Name of Project or Activity Requiring Support:

Inverness Gull Project 2021

Which of the Council's funding streams are you applying to?

(Please provide closing date details where applicable)

Inverness Common Good Fund

Is the amount you are applying for:

£5,000 or under Under £10,000 £10,000 or over

Total amount applied for: £11,200

Estimated cost of funding in kind applied for: £ None.....

Please detail what funding in kind has been applied for e.g. Council staff time, use of premises or equipment, waiving of fees or administration support

What type of organisation are you? (please tick all that apply)

Third Sector (voluntary or community) organisation		Community Council	
Registered Charity If yes – Registration number		Company Limited by Guarantee If yes – Company Number SC339914....	<input checked="" type="checkbox"/>
Other - please specify.....			

Please remember guidance to completing the application form is available [here](#). Appropriate links to the guidance are situated throughout the form: [This page](#)

For official use only Application reference number			
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PART 1: ABOUT YOUR ACTIVITIES OR PROJECT

Guidance on completing part 1: ABOUT YOUR ACTIVITIES OR PROJECT

1.1 What is the name of your activity or project?

Inverness Gull Project

1.2 When will your activity or project take place? (specifically those for which you are seeking an award from The Highland Council)

Start date (month and year).....April 2021.....

End date (month and year).....July 2021.....

Location.....City of Inverness

1.3 What activity or project do you want us to support?

For example..

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

Gull Project Summary

It is recognised the Inverness Gull Project has been successful in reducing the gull population – an independent census carried out in May 2019 identified 502 nests apparently occupied by breeding pairs which is 25% less than at the count in May 2016. The success in achieving of this level of reduction is even greater when one recognises that without this intervention programme, the gull population would be expected to grow by 7% per annum!

The long term nature of this project was recognised in the original discussions with SNH setting up this project (detailed below). Unfortunately the COVID Lockdown in March 2020 meant that last year's agreed egg removal programme was unable to proceed as we were unable to obtain permission/access for the contractor's mobile hoist to the 80 premises. In consequence not only is there likely to be a rise in gull population but the new birds could be capable of breeding for 15 years (from the age of 4 up to 20).

With the 2021 Gull project scheduled to start in May we have been working with the contractor and are confident that can be put in place which should allow the project to proceed (subject of course to any government restrictions).

Background

In response to concerns expressed by the public, councillors and businesses at the number of gulls in the Inverness area and the mess and disturbance they were causing, in late 2011 Scottish Natural Heritage were asked for advice on what could be done to reduce the problems. There followed a joint report from the Policy and Advice Manager of Scottish Natural Heritage with the Inverness City Manager to the Inverness City Committee on 13th February 2012 on the options for managing urban herring gulls in Inverness.

The report noted the continuing significant increases of the gull population since the last census in 2000 and stressed that without intervention, the number of breeding gulls were projected by SNH to continue to grow by 7% annually.

It concluded that the problems that the gull population were causing could best be managed by direct intervention to the breeding cycle by nest & egg removal as licensed by the Scottish Government.

In approving the Report the City Committee agree to:

- 1) delegate power to the City Manager, in consultation with the Members of the Donations Working Group, to formulate a course of action based on the actions recommended by (the) report which will include a programme of nest and egg removal within the BID area;
- 2) a budget of up to £30,000 for the pilot (project in) 2012 Summer to be drawn from the large grants budget of the Common Good Fund

Inverness BID had undertaken the original review of other gull management schemes including liaising with the successful project in Dumfries. BID were asked to deliver a egg and nest removal project in both Inverness city centre and the Longman and as part of that intervention programme a total of 661 nests and nearly 1400 eggs were removed in the May-July 2012 breeding period.

In his review of the 2012 programme SNH Advisor Andy Douse supported the success of the work undertaken and concluded that "it is thus essential that the programme of control work is maintained if management of the city centre gull problem is to be effective".

Mr Douse went on to say that the project had established that access to the majority of nesting roofs was possible and this means that the programme is likely to be viable and effective in controlling the gull population in the long term.

Although a budget of £40k (ICGF £30k & BID £10k) was set aside for the 2012 Gull Project based on the costs of the similar project in Dumfries, the total costs incurred in that year were £18k which was funded in the agreed proportions.

Outcomes

Following the initial programme in 2012, both the Inverness Common Good Fund & BID have continued to support the project on a 66.6%:33.3% basis with the 2020 budget being projected at £18k

Over the years the project has been extended to include additional properties in Carsegate as well as the city centre and the Longman.

Over the past 8 years a total of 12,908 eggs have been removed and destroyed - the number of eggs removed and destroyed in 2019 was 1,456.

An independent count at the beginning of May 2019 identified 502 breeding pairs apparently occupying nests which indicates a drop in gull population of 25% since the last census in 2016.

It is important to note that neither the 2019 nor the 2018 count found any evidence of

gulls relocating to nest into the residential areas of Inverness where of course they are often seen seeking food.

It is worth recalling the modelling that SNH carried out in 2016, in that year the project prevented between 659-1095 gulls being fledged i.e. reared to an age at which they can fly. Based on a survival rate of 65% of gulls achieving breeding age (normally their 4th year) from being fledged, the 2016 egg removal programme has thus was projected to have stopped from between 428 - 712 gulls joining the breeding pool.

To put these figures into further perspective if the gulls prevented in 2016 had reached breeding age, then SNH project that over their expected breeding life they would have produced between 3,650 and 6,464 fledged chicks.

Proposed Summer 2021 Programme

As stated it has always been accepted that to control and seek to reverse the growth in the gull population that had occurred over so many years, intervention in the gull breeding cycle by annually removing eggs would need to be undertaken for the long term.

The SNH Scientific Adviser stated that it was essential that action was taken annually to reduce the problems caused by gulls and that failure to do so would mean that the population would revert to increasing by 7% annually.

The first 8 years of the programme has reversed the trend of an annual increase in the gull numbers and the 2019 census identified a 25% reduction in the gull population compared with 2016.

The cost of this year's Gull project is projected at £16,800 which reflects a 6.6% saving in costs. This does include having an independent census carried out in May 2021 which should make the changes to the breeding population clearer.

Maintaining the ratio of the proportional funding previously allocated by the two parties, support is therefore requested from the Inverness Common Good Fund of the sum of £11,200 (66.6%) with the balance (33.3%) of £5,600 being contributed by Inverness BID Limited from the levy collected from the city centre businesses.

1.4 Does your activity or project involve building or landscaping work?

Yes No

If yes please answer both a) and b) below.

a) Does your organisation (Please tick):
Have ownership of the land or building

Yes No

OR

Hold at lease of at least 5 years that cannot be ended by the landlord?

Yes No

b) Is planning permission needed for your project? Tick one option below.

Planning permission not required

Planning permission required and has been granted

1.5 Please tell us how your project or activity will help the Council to meet its Public Sector Equality Duty to:

- Get rid of unlawful discrimination, harassment and victimisation;
- Make sure that people from different groups* are treated fairly and have equal chances to use services and that there is more equality between groups*;
- Make sure that people from different groups* get on together.

*Groups are people who have “protected characteristics” in the Equality Act: age, gender reassignment, pregnancy and maternity, religion or belief, sexual orientation, disability, marriage and civil partnership, race and sex.

For example are people with protected characteristics likely to face barriers; how you intend to tackle these barriers; does your project promote inclusion?

N/A

1.6 Where relevant and appropriate please describe any contribution your project may make towards promotion of the Gaelic language?

N/A

1.7 Please tell us if you have spoken to anyone about your application for advice and support – e.g. Local Highland Council Elected Member, Community Council Member, Council Staff, local Council for Voluntary Service (CVS) – If yes, please provide details:

Advice has been sought from David Haas, Inverness City Manager

1.8 Please tell us about any funding in kind you are seeking from the Council:

Detail i.e. premises, facilities, staff time, waiving of fees	Estimated value
N/A	

1.9 Please provide a breakdown of how much will your activities/project will cost and how much Funding you are applying for from The Highland Council:

Item/Activity	Breakdown of Total Costs £	Year 1 £	Year 2* £	Year 3* £	Total £
Staffing		£1800			£1800
Other Costs e.g. property costs, transport, equipment, insurance, marketing	Egg & Nest Removal Programme	£13,000			£13,000
	Census	£1,000			£1,000
	Sundry	£1,000			£1,000
Total Project Cost £		£16,800			£16,800
Total Funding Request £		£11,200			£11,200

1.10 **Other funding relating to this project** Please include other funders and own resources and income. Continue on separate sheet if required.

Organisation and status of application	Year 1 £	Year 2* £	Year 3* £	Total £
Inverness BID Limited - Confirmed	£5,600			£5,600
Successful <input checked="" type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>				
Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>				
Totals	£5,600			£5,600

*See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.

- 1.11 Please tell us how you know that there is a need for this activity or project and how your approach will meet this need. This might include:
- Community support for your project (e.g. surveys, etc.)
 - Statistics which show the need for your project (e.g. unemployment figures, crime statistics)
 - Evidence from similar projects which shows that they have worked (e.g. research from elsewhere or evaluations of previous local work)

The report to Inverness City Committee from the Inverness City Manager and the Policy and Advice Manager, Scottish Natural Heritage on 13th February 2012 established the need for and benefits of this project.

- 1.12 Is this a new or additional activity or project? – Yes No
- If yes, what change will your activities or project make in your community?

If No, how has your activities or project been funded in the last three years?

The project has received part funding from Inverness Common Good Fund in the Summers since 2012 as well from Inverness BID.

- 1.13 Please tell us how you will know that your activities or project is working and that you are benefiting your community. You only need to provide targets for the years in which your project will operate. See the detailed guidance for examples of targets.

How you will know you have made the change?		
Year 1 Measurable Outcome	Year 2 Measurable Outcome	Year 3 Measurable Outcome
Through the level of eggs and nests removed.		
An annual gull count		

- 1.14 If it is intended that this activity or project continue beyond the period of Council support, how will it be funded?

The report by Scottish Natural Heritage established that it would be necessary for a number of years to intervene in the gull breeding cycle by egg and nest removal to reverse the increase in the existing population and then reduce numbers.

BID has committed budget to the project for future years and it is proposed that a future application for funding be made to ICGF



APPLICATION FORM FOR ORGANISATIONS APPLYING FOR GRANT AND DISCRETIONARY FUNDING AND FUNDING IN KIND FROM THE HIGHLAND COUNCIL – Over £10,000 – Common Good Funds

Name of Organisation:

Inverness BID Limited

Name of Project or Activity Requiring Support:

Inverness Community Safety Partnership

Which of the Council's funding streams are you applying to?
(Please provide closing date details where applicable)

Inverness Common Good Fund

Is the amount you are applying for:

- £5,000 or under Under £10,000 £10,000 or over

Total amount applied for: £9,700.

Estimated cost of funding in kind applied for: £ NONE.....

Please detail what funding in kind has been applied for e.g. Council staff time, use of premises or equipment, waiving of fees or administration support

What type of organisation are you? (please tick all that apply)

Third Sector (voluntary or community) organisation		Community Council	
Registered Charity If yes – Registration number		Company Limited by Guarantee If yes – Company Number SC339914....	✓
Other - please specify.....			

Please remember guidance to completing the application form is available [here](#).
Appropriate links to the guidance are situated throughout the form: [This page](#)

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Application reference number			

PART 1: ABOUT YOUR ACTIVITIES OR PROJECT

Guidance on completing part 1: ABOUT YOUR ACTIVITIES OR PROJECT

1.1 What is the name of your activity or project?

Inverness Community Safety Partnership

1.2 When will your activity or project take place? (specifically, those for which you are seeking an award from The Highland Council)

Start date (month and year)... 1st April 2021.....

End date (month and year)... 31st March 2022.....

Location... City of Inverness.....

1.3 What activity or project do you want us to support?

For example:

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

Project Details

The Scottish Government funded the work of the original Crime Reduction Partnership for an initial 3-year basis. The Highland Council then asked BIDs predecessor, Inverness City Centre Management (ICCM) to take over this role and duties with support funding from the Inverness Common Good Fund.

With the dissolution of ICCM in December 2008, BID was asked to take over this role with funding & support from Inverness Common Good fund. That funding was at a much reduced level compared with that given by ICGF to ICCM.

This application follows the creation of the ICSP pursuant to a decision taken by the Inverness City Committee (ICC) in April 2010.

As part of its core activity, BID has taken responsibility for the provision of administrative support and programming of the Inverness Community Safety Partnership (ICSP) which co-ordinates community safety initiatives in the wider Inverness area. It is also responsible for a number of community safety projects specific to the BID area.

As explained since 2010 the Inverness Community Safety Partnership has taken over an expanded role for community safety in the wider Inverness. ICSP partners include representatives from;

- Police Scotland
- Highland Council

- Inverness BID
- The Voluntary Sector Agencies
- Highlands & Islands Fire and Rescue Service
- NHS Highland
- Crimestoppers
- Inverness Drug & Alcohol Forum
- Street Pastors
- Inverness Prison

ICSP appoints a Chair and Vice-Chair from its partners on an annual basis.

Highland Council are represented by a nominated elected member, Councillor Janet Campbell, and Mr David Haas, Inverness City Area Manager.

The activity and programmes of ICSP is co-ordinated and implemented by Inverness BID through its Community Safety Manager who has very significant experience in community safety having previously spent 30 years working at a senior level with Northern Constabulary.

As part of its remit, ICSP is responsible for;

- Acting on behalf of ICSP, Inverness BID will be responsible for delivery/co-ordination of a wide range of community safety programmes for residents and visitors including Operation Respect - a jointly funded programme with the Highland Council, Police Scotland, BID and other stakeholders including the Street Pastors, Stagecoach, NHS.
- Oversight of Community Safety initiatives that may be undertaken by any of the partner agencies within the boundaries of the geographical remit of the Inverness Partnership, being the 7 City Wards.
- co-ordination of the activity of the partners of the Inverness Partnership in relation to all Community Safety / Business Crime initiatives;
- formulation and review of objectives for Community Safety / Business Crime initiatives on an annual basis;
- Where practicable to assist with the delivery of Community Safety initiatives;
- co-ordinate good practice and make best use of funding opportunities;
- deliver an annual report to the Inverness City Committee on the activities of the Crime Reduction Partnership and its proposals for the forthcoming year; and
- the management of media engagement in all supported activity.

Inverness BID will also service the business community through a number of Community Safety Initiatives. Safeinverness (now managed by BID as a project) operates as a Business Crime Reduction Partnership, sharing information between its members in the Inverness Business Community, liaising with Retailers Against Crime (RAC) and the Scottish Business Resilience Centre (SBRC), and co-ordinating the Inverness Retail Security Group.

ICSP support the vital night time economy and encourages participation in the Inverness Pub Watch and the Best Bar None Awards which promotes excellence in staff welfare, training, performance, community support and the customer experience in the licensed trade, with BID acting as Secretariat and Co-ordinator for both.

Finance

In its role as servicing agent for the ISPC, BID is responsible for the staffing/ overhead costs of the designated Community Safety Manager and will be contributing to the programme budget for ICSP of £20,300 making a total cost of the project of £30k

Benefit of Project

The Inverness Community Safety Partnership will be responsible for the delivery of community safety projects for the benefit to residents, visitors and businesses in Inverness. It seeks through its programmes to reduce crime and the fear of crime in conjunction with working with its partner agencies. Through the Partnership full support is given to the Safe Inverness Crime Reduction Partnership and to the regular Operation Respect programmes throughout the year.

There is an extended role for the ICSP in relation to monitoring the use of and extending the benefits of the City's CCTV network. Noting the importance of the CCTV network to the wellbeing of our communities, the role of the ICSP is pivotal in ensuring there is a strong platform for agencies to share ideas and plan for the enhancement of the CCTV network. This also supports good scrutiny of the significant funding allocation towards the delivery of CCTV within the City from the Inverness Common Good Fund, agreed annually

1.4 Does your activity or project involve building or landscaping work?

Yes No

If yes please answer both a) and b) below.

a) Does your organisation (Please tick):
Have ownership of the land or building

Yes No

OR

Hold at lease of at least 5 years that cannot be ended by the landlord?

Yes No

b) Is planning permission needed for your project? Tick one option below.

Planning permission not required

Planning permission required and has been granted

1.5 Please tell us how your project or activity will help the Council to meet its Public Sector Equality Duty to:

- Get rid of unlawful discrimination, harassment and victimisation;
- Make sure that people from different groups* are treated fairly and have equal chances to use services and that there is more equality between groups*;
- Make sure that people from different groups* get on together.

*Groups are people who have “protected characteristics” in the Equality Act: age, gender reassignment, pregnancy and maternity, religion or belief, sexual orientation, disability, marriage and civil partnership, race and sex.

For example, are people with protected characteristics likely to face barriers; how you intend to tackle these barriers; does your project promote inclusion?

There are no barriers to groups benefiting from this Project.

1.6 Where relevant and appropriate please describe any contribution your project may make towards promotion of the Gaelic language?

N/A

1.7 Please tell us if you have spoken to anyone about your application for advice and support – e.g. Local Highland Council Elected Member, Community Council Member, Council Staff, local Council for Voluntary Service (CVS) – If yes, please provide details:

Advice has been sought from David Haas, Inverness City Manager

1.8 Please tell us about any funding in kind you are seeking from the Council:

Detail i.e. premises, facilities, staff time, waiving of fees	Estimated value
N/A	

1.9 Please provide a breakdown of how much will your activities/project will cost and how much Funding you are applying for from The Highland Council:

Item/Activity	Breakdown of Total Costs £	Year 1 £	Year 2* £	Year 3* £	Total £
Staffing	Employment Costs	£24,000			£24,000
Other Costs e.g. property costs, transport, equipment, insurance, marketing	Programme Costs	£8,000			£8,000
Total Project Cost £		£32,000			£32,000
Total Funding Request £		£9,700			£9,700

1.10 **Other funding relating to this project** Please include other funders and own resources and income. Continue on separate sheet if required.

Organisation and status of application	Year 1 £	Year 2* £	Year 3* £	Total £
Inverness BID Limited - Confirmed	£22,300			£22,300
Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>				
Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>				
Totals	£22,300			£22,300

*See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.

- 1.11 Please tell us how you know that there is a need for this activity or project and how your approach will meet this need. This might include:
- Community support for your project (e.g. surveys, etc.)
 - Statistics which show the need for your project (e.g. unemployment figures, crime statistics)
 - Evidence from similar projects which shows that they have worked (e.g. research from elsewhere or evaluations of previous local work)

The need for this Project was recognised by the Inverness City Committee in 2010 and its role continues to be supported by the member organisations.

The Project has received funding from the Common Good Fund as follows:

2020/21	£9700
2019/20	£9,000
2018/19	£9,000

- 1.12 Is this a new or additional activity or project? – Yes No
- If yes, what change will your activities or project make in your community?

If No, how has your activities or project been funded in the last three years?

Jointly funded by Inverness Common Good Fund & BID

- 1.13 Please tell us how you will know that your activities or project is working and that you are benefiting your community. You only need to provide targets for the years in which your project will operate. See the detailed guidance for examples of targets.

How you will know you have made the change?		
Year 1 Measurable Outcome	Year 2 Measurable Outcome	Year 3 Measurable Outcome
Achievement of business objectives as set down by ICSP – Response from member agencies – Interaction with public		

- 1.14 If it is intended that this activity or project continue beyond the period of Council support, how will it be funded?

The Inverness Community Safety Partnership helps the Council achieve its goals and objectives in community safety for residents and visitors alike

Inverness BID Limited
Balance Sheet
As at 31 March 2019

Registered number: SC339914

	Notes	2019		2018	
		£	£	£	£
FIXED ASSETS					
CURRENT ASSETS					
Debtors	3	21,759		5,972	
Cash at bank and in hand		1,154		14,714	
		<u>22,913</u>		<u>20,686</u>	
Creditors: Amounts Falling Due Within One Year	4	<u>(22,555)</u>		<u>(18,694)</u>	
NET CURRENT ASSETS (LIABILITIES)			<u>358</u>	<u>1,992</u>	
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>358</u>	<u>1,992</u>	
Creditors: Amounts Falling Due After More Than One Year	5		<u>-</u>	<u>(3,757)</u>	
NET ASSETS			<u>358</u>	<u>(1,765)</u>	
Income and Expenditure Account			<u>358</u>	<u>(1,765)</u>	
MEMBERS' FUNDS			<u>358</u>	<u>(1,765)</u>	

For the year ending 31 March 2019 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
- These accounts have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime.
- The company has taken advantage of section 444(1) of the Companies Act 2006 and opted not to deliver to the registrar a copy of the company's Income and Expenditure Account.

On behalf of the board


Ms Jacqueline Cuddy

20/12/2019

Inverness BID Limited
Notes to the Financial Statements (continued)
For The Year Ended 31 March 2019

2. Tangible Assets

	Fixtures & Fittings
	£
Cost	
As at 1 April 2018	17,439
Additions	1,629
As at 31 March 2019	<u>19,068</u>
Depreciation	
As at 1 April 2018	17,439
Provided during the period	1,629
As at 31 March 2019	<u>19,068</u>
Net Book Value	
As at 31 March 2019	<u>-</u>
As at 1 April 2018	<u>-</u>

3. Debtors

	2019	2018
	£	£
Due within one year		
Trade debtors	8,242	3,677
Other debtors	13,517	2,295
	<u>21,759</u>	<u>5,972</u>

4. Creditors: Amounts Falling Due Within One Year

	2019	2018
	£	£
Trade creditors	22,328	18,694
Corporation tax	227	-
	<u>22,555</u>	<u>18,694</u>

5. Creditors: Amounts Falling Due After More Than One Year

	2019	2018
	£	£
Trade creditors	-	3,757
	<u>-</u>	<u>3,757</u>

6. Pension Commitments

The company operates a defined contribution pension schemes which are expensed in the period to which they relate.

<u>APPENDIX A 2020-21</u>		
PROJECT FUNDING FROM INVERNESS COMMON GOOD FUND		
DATE	FOR	AMOUNT
	COMMUNITY SAFETY - CGF	
2020-21	Easter/Summer/Autumn 2020 Task Team agreed but not paid as project aborted	£8,565
May, Sept & Nov 19	Easter/Summer/Autumn 2019 Task Team	£8,075
May & Sept 18	Easter/Summer 2018 Task Team	£6,025
Apr-20	Inverness Community Safety Partnership period 1.4.20-31.3.21	£9,700
Apr-19	Inverness Community Safety Partnership period 1.4.19-31.3.20	£9,000
Apr-18	Inverness Community Safety Partnership period 1.4.18-31.3.19	£9,000
	CIVIC AMENITY - CGF	
2020-21	Gull Project 2020 agreed but not paid as project aborted	£12,000
April & Sept 19	Gull Project 2019	£12,000
April & Sept 18	Gull Project 2018	£12,000
2020-21	Floral Displays Summer 2020 agreed but not paid as project aborted	£61,138
May & Sept 19	Floral Displays Summer 2019	£58,277
May & Sept 18	Floral Displays Summer 2018	£59,000
	CITY CENTRE RECOVERY - CGF	
2020-21	Here to Help Ambassadors	£5,973
	COACH AMBASSADOR - CGF	
2020-21	COACH AMBASSADOR - Summer 2020 agreed but not paid as project aborted	£10,500
April & Sept 19	COACH AMBASSADOR - Summer 2019	£9,750
April & Sept 18	COACH AMBASSADOR - Summer 2018	£9,340

Inverness BID Applications

		Amount Requested	Total Project Costs	%
1	Floral Displays 2021	£61,100.00	£74,805.00	81.68%
2	Operation Respect Easter/Summer/Autumn 2021	£9,113.00	£15,525.00	58.70%
3	Inverness Gull Project 2021	£11,200.00	£16,800.00	66.67%
2	Inverness Community Safety Partnership 2020	£9,700.00	£32,000.00	30.31%
		£91,113.00	£139,130.00	65.49%

Appendix 7

Inverness Common Good Fund Applications 2021/22 - (with 2020/21 as comparison)									
	Project Cost	ICGF	BID	Other	Project Cost	ICGF	BID	Other	Comments
					2020/21				
Coach Friendly Project					£17,500	£10,500	£7,000		Not claimed 2020/21
Task Team Easter/Summer/Autumn 2021	£15,525	£9,113	£6,412		£14,469	£8,560	£5,903		Not Claimed 2020/21
Gull Project 2021	£16,800	£11,200	£5,600		£18,000	£12,000	£6,000		Paid in Full 2020/21
ICSP year to 31.3.21	£32,000	£9,700	£22,300		£32,000	£9,700	£22,300		Paid in Full 2020/21
Floral Displays Summer 2019	£74,805	£61,100	£8,205	£5,500	£78,938	£61,138	£9,800	£8,000	Only £1,894 claimed 2020/21
Here to Help City Ambassadors					£8,562	£6,422	£2,140		£5,973 paid
	£139,130	£91,113	£42,517	£5,500	£169,469	£108,320	£53,143	£8,000	
		65%	31%	4%		64%	31%	5%	

Michael Golding, CEO
VisitInverness, Loch Ness

21st January 2021

Inverness City Recovery Marketing

Dear Michael,

VisitScotland is grateful for the opportunity to comment on your proposals to help support recovery in the tourism sector. Tourism has been hit especially hard as a result of COVID-19 and we are aware that tourism businesses of all sizes are facing unprecedented challenges. During the 2nd half of 2020, while many rural areas proved extremely popular with visitors, city destinations were slower to recover. The complete absence of business events – conferences, meetings and incentive travel - also hit cities particularly hard. At the same time however, it is important to acknowledge that tourism can play a strong role in recovery of the wider economy, in bringing expenditure back into the region and in supporting businesses to get back on their feet.

As the national tourism organisation, VisitScotland works closely with tourism businesses, public agencies, local authorities and other tourism stakeholders to maximise the economic benefits of tourism to Scotland. Our visitor surveys continue to show high levels of demand for the Highlands as visitors seek out rural locations, space, landscape and countryside. Yet there remains a need to help reposition the city, within that Highland brand, and reaffirm the range and quality of attractions, accommodation, retail, food & drink, tours and activities, all of which have witnessed growth and investment over the last decade. Inverness is now a year-round, vibrant city and yet, in some of key markets, a more historic perception of the city may still prevail. I believe that it is only through a strong partnership, involving all the key interests in the city, that we can address this and realise the city's full potential.

The approach you have set out provides a wide range of benefits to tourism businesses and to the wider city economy. Through a strong, compelling city brand and proposition, delivered by an active collaboration across the TBID, City Centre BID and Highland Council I am confident that our post-COVID recovery can be accelerated. As such, we are very pleased to offer our full support to your application to the Common Good fund.

Looking ahead, I would hope that VisitScotland can work extremely closely with this new collaboration and help use our channels and our reach around the world to help amplify this important work. I look forward to hearing the outcomes of the Common Good fund application and to working closely with you and other partners to help make this vision a reality.

Yours sincerely,

Chris Taylor

Chris Taylor
Regional Partnerships Director
VisitScotland

21st January 2021

Michel Golding CEO
Visit Inverness Loch Ness
c/o Forestry and Land Scotland
Tower Road
Smithton
Inverness
IV2 7NL

Dear Sir

Letter of Support
Inverness Common Good Fund
Inverness City Recovery Marketing


On behalf of Loch Ness by Jacobite, please accept this letter of support to Visit Inverness Loch Ness in their application to the Inverness Common Good Fund for the Inverness City Recovery Marketing project.

For over forty years, Loch Ness by Jacobite has welcome visitors from around the world to experience an award-winning cruise on Loch Ness. Prior to the pandemic there were almost 300,000 visitors a year welcomed on board.

There is an interdependent relationship between Inverness and the businesses throughout the wider destination. Visit Inverness Loch Ness and its predecessor Destination Loch Ness has promoted the destination since 2004, this has however not included Inverness due to the boundary lines between organisations. This new collaborative project from Visit Inverness Loch Ness, in partnership with Inverness BID and the City of Inverness Area Manager allows this to be overcome and for Inverness to be promoted as a whole, encouraging visitors to return at this critical time. The additional visitors to the Inverness will inevitably explore the destination during their trip and visit businesses including Loch Ness by Jacobite and lead to a wider economic recovery. It is for these reason that Loch Ness by Jacobite fully supports this application.

If you require any further information from Loch Ness by Jacobite please do not hesitate to ask.

Yours faithfully



Freda Newton
Managing Director

From: [Jo de Sylva](#)
To: michael@visitiln.com
Subject: Inverness City Recovery Marketing
Date: 08 January 2021 11:42:40

Hi Michael,

as the owner of two businesses, Bogbain Farm in the VILN Bid area, and MacGregors Bar in the Inverness City Centre Bid area, we would like to see a more co-hesive relationship between the two.

Over the years of Bid membership it is very apparent that there is no overlap. Visitors are receiving information on each area separately, which is incredibly confusing and does nothing to promote the overall area.

To have a cohesive plan where both Bids work together to promote the various activities and opportunities would be hugely beneficial to any visitor to the area, to locals and to the Bid members who would benefit greatly from a more co-hesive

marketing plan.

Now more than ever it's imperative that these organisations work together to ensure the area is promoted in the best way possible and I'm hopeful that a collaboration between both bids would be beneficial to every member.

Kind regards

Jo de Sylva

Director

N.R.E
Bogbain Farm
bogbainfarm.com
+44 (0)1463 772800

