



Business Plan 2022

1st November 2022 to 31st October 2027





Message from the Chair

I would like to take this opportunity to thank you for your interest in our business plan which outlines our aims in support of the Hamilton Business Improvement District area for the next 5 years.

Like you I am passionate about what happens in our town centre. This is why myself and the rest of the board have volunteered as board members for Hamilton Our Town (BID). Our aim is to deliver projects that otherwise would not take place in support of business and the area.

Of course, without the support from the business community none of the work over the past term would have been possible. I would like to thank you for the ongoing support and look forward to delivering a range of exciting and important projects over the next 5 years.

Our Town..

We need a town that is inviting, vibrant and a great place for our community and businesses to thrive.

Well documented challenges in town and city centres present ongoing concerns that will take dynamic, collaborative and determined approaches to tackle.

Hamilton Our Town (BID), connects at grass roots level to the business and the local community. We listen to understand the issues first hand, and take action to support our town centre.

We are perhaps best known for our digital marketing and events. Whilst these are vital in driving footfall and promoting the town, there is so much more that we do, not so easily seen. From waste reporting, business advice and support, influencing the local authority to visual improvements and much more.

We aim to work together to co-ordinate and provide support to you that otherwise would not take place. This year we need your support by voting YES at our renewal ballot.

Joann Smith - Chair Hamilton Our Town & Owner Excel Sales and Letting - Cadzow Street

What is a BID?

A **Business Improvement District (BID)** is a geographically defined area, where businesses come together and agree to invest collectively in projects and services the businesses believe will improve their trading environment.

BID projects are new and additional projects and services; they do not replace services that are already provided by South Lanarkshire Council and other statutory bodies.

Whilst the council collects the levy, they have no access to these vital funds.

BIDs can support regeneration, grow local economies, create local employment and create a cleaner, safer trading environment.

A key element to their success is that the local businesses take ownership and responsibility for their trading environment, identifying the projects necessary to resolve common problems and issues, and overseeing their implementation, whilst also contributing to the future direction of the town and its future development.

What we don't do!

South Lanarkshire Council and Hamilton Our Town have agreed on what services are council led baseline services and NOT within our remit. This ensures that services provided by Hamilton Our Town are in addition to those provided by the council.

South Lanarkshire Council provide statutory and discretionary services in the town.

These include:

- Street lighting
- Car parking - availability and charging structure
- Waste removal
- Road maintenance
- Street cleaning
- Christmas decorations
- Planting and landscaping



“
*The BID have really
made a massive
effort to improve
Hamilton*

*Mark Dugiud - Mark One
Financial services*

”

Why does Hamilton need a BID?



Hamilton Our Town (BID) facilitate investment, work and focus into the area that otherwise would not exist and not just through levy payments.

As a BID we also generate further additional income that simply would not be available for the town.

Additional funding:

In 2021 we submitted applications and won additional funding in excess of £30,000 enabling us to host the largest event schedule ever undertaken in town. The new events that incorporated participation from the businesses, local groups and the public generated an estimated 15,000 additional visitors to the area from August to December. Positive commercial impact and visitor experience were measured via survey results and visitor comments. Grant investment also supported our digital channels with a 200% increase in our town centre marketing reach in 2021.

Vitaly we were a key partner with South Lanarkshire council in obtaining funding for the redevelopment of the old **Hamilton Advertiser** site.

Further to this we were also a key partner, again working with the local authority in a successful funding application for planned renovation work on the former **Vogue Bingo Hall** worth **£340,000**.

In previous years Hamilton Our Town (BID) has successfully won grant awards and we would anticipate that further additional investment will be brought to the town through the next term.

Hamilton needs a BID to continue the work, focus and investment in the area. No other group will take on the work currently in place and the future plans.



“

Malcolm and the team have been extremely helpful. You can see they are passionate about making Hamilton a success

Lisa Blair - The White Room

”

“

It's great to have someone to call on to help promote, upkeep and improve the town for everyone to enjoy

**Heather Laurie
Let's Lets**

”



What have we been doing? 

DIGITAL MARKETING

- Introduction of a professional photography scheme
- Lockdown digital commerce marketing
- New video marketing projects
- New website and business finder function
- Business promotion using our extensive mailing list
- Creation of business profile pieces
- Digital engagement increase project
- Introduction of paid advertising

MARKETING

- Extensive outdoor marketing
- Paid for press advertising
- Regular local press content
- Regular front cover 'takeover', - Hamilton People Magazine
- Radio advertising with local radio
- Significant press engagement in promotion of events

IMPROVING THE LOOK

- Vacant building front wrap - Former Baird's department store
- Reporting and working with the local authority on concerns and opportunities
- New signage and clean up of Quarry Place
- Working with the local police on vandalism issues
- Weekly town centre audit and reporting of waste and fly tipping
- Town centre planter management
- Additional Christmas lighting

EVENTS

- New community partnerships with local groups and people
- Introduction of a Hamilton Our Town Market, ran by the BID
- Brand new strategically focused events
- Strategic event zone move to the centre of the BID area
- Management and control of the light switch on event
- Huge increase in events in 2021, with 11 events in 5 months to support driving footfall and visitor reconnection with the town
- Introduction of Hamilton Hero community awards

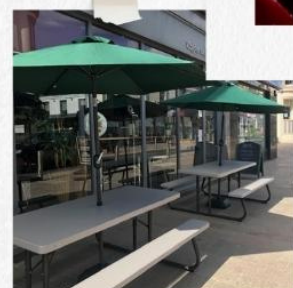
ADVICE AND SUPPORT

- Strategic framework grant advice and signposting
- 23k of shop front grant awards across the area in the term
- Free PPE provision across the area during the pandemic
- Free social distancing floor sticker provision
- Regular business updates on government legislation relating to the pandemic
- General business advice and support

BUSINESS VOICE

- Working with the local authority to ensure that the area is maintained to a high standard
- Raising business opportunities and challenges regarding parking
- Town centre audits and reporting of issues
- Press engagement and reporting in support of business
- Parliamentary committee visit, host organisation

What have we been doing?



EVENTS IN NUMBERS.....



TRADITIONAL MARKETING IN NUMBERS.....



2021 in numbers...

DIGITAL MARKETING IN NUMBERS.....



Life without a BID?



WHAT WILL BE LOST?

If the Business Improvement District is unsuccessful with the ballot, all services and activities will stop on the 31st October 2022.

There is no alternative organisation to fund and continue the work and focus that the town centre receives now.

Examples of what will stop from 31st October 2022

- Hamilton Our Town social media channels and website will stop
- Free public town centre wi-fi will be removed
- All planters around the town centre will be removed
- Planned events will not proceed including festive plans
- Town centre outdoor and digital marketing will stop
- Business marketing and photography schemes will stop
- Funding into the town through grants won by the BID will stop
- BID team contracts will end
- Lobbying in support of business in the area will stop
- All future planned BID projects and investment will not proceed
- Shop front improvement grant scheme will stop

This is a sample of the activity that would no longer take place in the BID area. We need your vote for us to continue this work.

Over £1,000,000 of funding will be lost from the area.



What we will deliver...



**WE WILL ONLY
ACCEPT THE HIGHEST
STANDARDS FOR OUR
TOWN**

WE WILL..

CONTINUE THE SHOP FRONT GRANT SCHEME

INTRODUCE NEW BUSINESS SIGN POSTING AND SIGNAGE PROJECTS

SET UP A VACANT PROPERTY REGISTER THAT WILL FEATURE ON OUR WEBSITE. WE WILL PROMOTE VACANT PROPERTY AND SUPPORT FINDING TENANTS AND ENCOURAGE NEW BUSINESS TO THE TOWN

ENSURE THAT THE TOWN CENTRE WI FI WILL BE FREE TO USE

SUPPORT THE PUB WATCH PROGRAMME. AIM TO PROVIDE RESOURCE AND FUTURE PROJECT WORK IN SUPPORT OF THE SECTOR

PRIDE
In our town
£90,000

What we will deliver...



 **HAMILTON**
OUR TOWN
5-year plan



WE WILL..

**WE WILL INFLUENCE
AND CHALLENGE ON
BEHALF OF
BUSINESSES**

REPRESENT BUSINESS VIEWS BY RAISING CHALLENGES AND WORKING WITH THE LOCAL AUTHORITY ON ISSUES SUCH AS PARKING

ENCOURAGE AND FACILITATE NEW NETWORKING

USE OUR MEDIA PLATFORMS INCLUDING PRESS TO PROMOTE, INFLUENCE AND REPRESENT BUSINESS

CARRY OUT BUSINESS COST SAVING INITIATIVES WORKING WITH PARTNERS

INFLUENCE AND WORK WITH THE LOCAL AUTHORITY TO REIMAGINE & REVITALISE THE TOWN CENTRE

VOICE
For our town
£65,000

What we will deliver...



Christmas Market

WE WILL...

AIM TO INCREASE DIGITAL ENGAGEMENT LEVELS AND FOLLOWERS ACROSS OUR DIGITAL PLATFORMS ANNUALLY

CONTINUE THE POPULAR BUSINESS PHOTOGRAPHY AND DIGITAL MARKETING SCHEME

REVIEW OPPORTUNITIES TO INTRODUCE A GIFT CARD

PRODUCE REGULAR CONTENT PROMOTING THE AREA FOR THE LOCAL PRESS AND ACROSS OUR CHANNELS INCLUDING OUR MAILING LIST

PRODUCE PROMOTIONAL ACTIVITY TARGETING TOURISM OPPORTUNITIES

**WE WILL DEVELOP
OUR MARKETING
PLAN TO ATTRACT
NEW VISITORS AND
SPENDING**

SPOTLIGHT
On our town
£191,500

Supported by



MADE IN SCOTLAND
DIGITAL AGENCY LANARKSHIRE



What we will deliver...



WE WILL..

**WE WILL DELIVER
NEW, EXCITING AND
INCLUSIVE EVENTS TO
DRIVE FOOTFALL**

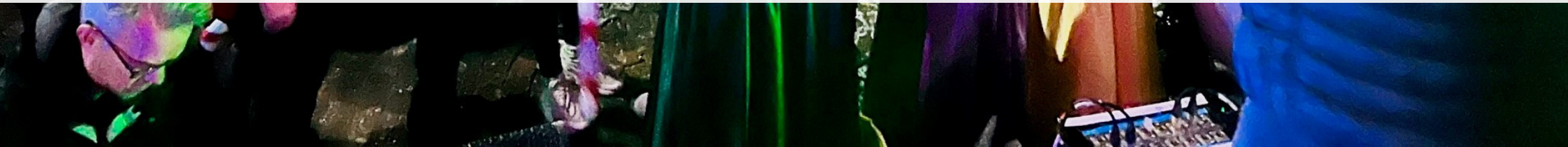
**CONTINUE THE WORK STARTED TRIALLING MULTIPLE NEW AND VIBRANT
EVENTS. THESE EVENTS WILL BE DESIGNED TO MAXIMISE BUSINESS
OPPORTUNITY AND COMMERCIAL IMPACT**

**BUILD AN EVENT PROGRAM THAT PUTS HAMILTON ON THE MAP AS AN
EXCITING DESTINATION FOR NEW, INCLUSIVE AND COMMUNITY EVENTS**

**WORK WITH THE EVENING ECONOMY TO DEVELOP AN EVENTS PROGRAM
THAT DELIVERS ACROSS MULTIPLE BUSINESS LOCATIONS IN TOWN**

**WORK TO HIGHLIGHT AND SUPPORT OPPORTUNITIES TO EXTERNAL
PROMOTERS AND ORGANISATIONS BRINGING NEW EVENTS INTO TOWN.**

LIFE
In our town
£325,000



Consultation:

Hamilton Our town (BID), is set up by business for business. To truly represent the views of levy payers and in turn shape our plans accordingly we need to listen and understand the ideas and priorities for the town.

In December 2021 Hamilton Our Town (BID), launched a business consultation process. BID area surveys were distributed through multiple methods including by email, mail-shot by post and by hand. The survey was available on the Hamilton Our Town website home page, digital media channels and highlighted within a full-page article in the Hamilton Advertiser alongside two newsletters sent to businesses by post one of which included a hard copy survey.

We received back a significant response which combined with face-to-face feedback enabled the production of a 'Next Steps' Document. This document which was distributed by post, mailshot and made available on our website was produced to further engage with the business community and gain their feedback.

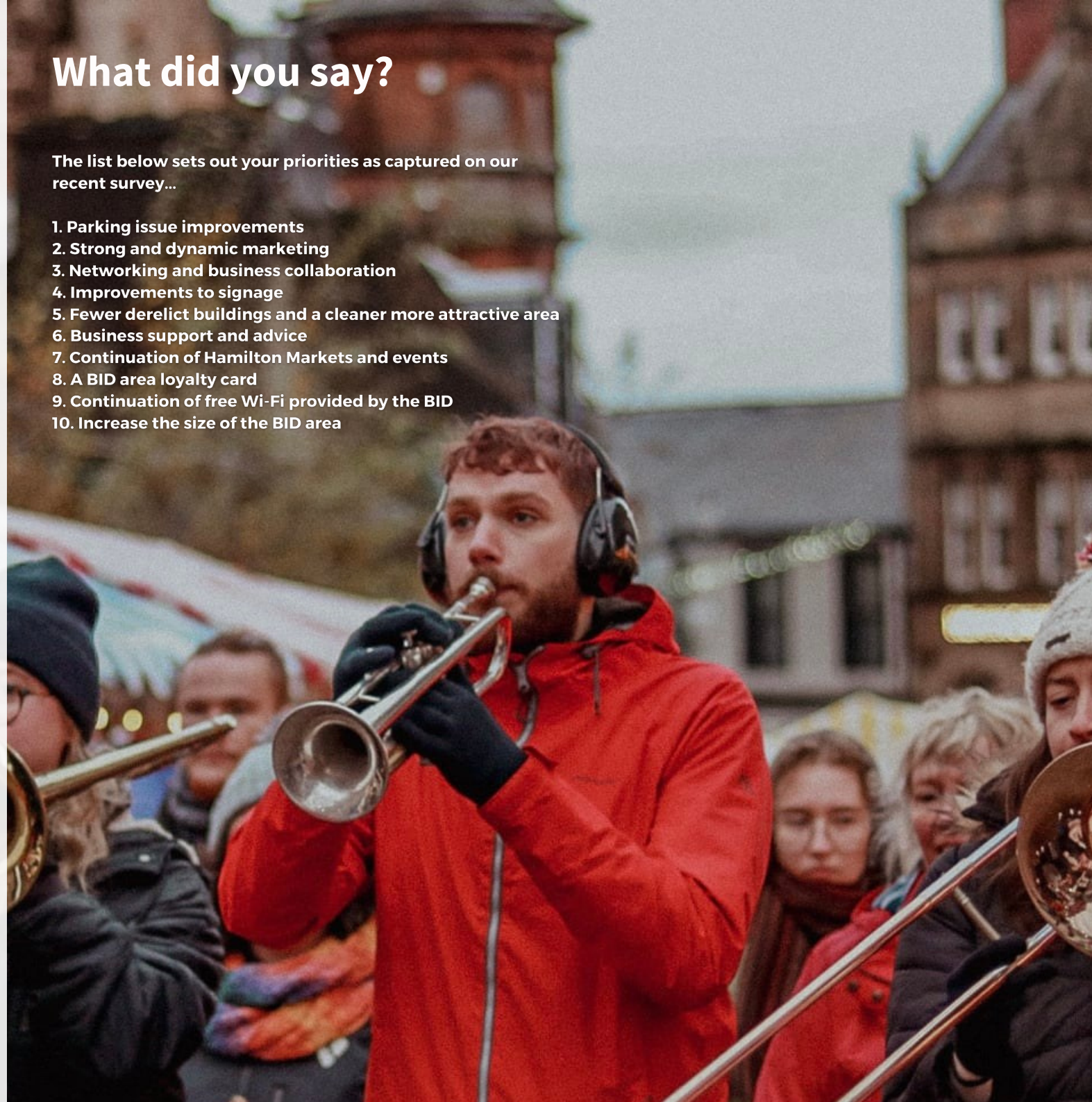
After a successful ballot result on the 6th October 2022 the current term will end on 31st October 2022 and the new term will begin on the 1st November 2022.

Projects as drawn from levy payer feedback will commence. We will deliver with energy, pace and dynamism these projects as set out by you starting with exciting town centre festive events at the end of November 2022.

What did you say?

The list below sets out your priorities as captured on our recent survey...

1. Parking issue improvements
2. Strong and dynamic marketing
3. Networking and business collaboration
4. Improvements to signage
5. Fewer derelict buildings and a cleaner more attractive area
6. Business support and advice
7. Continuation of Hamilton Markets and events
8. A BID area loyalty card
9. Continuation of free Wi-Fi provided by the BID
10. Increase the size of the BID area



The BID area:

What area do we represent?

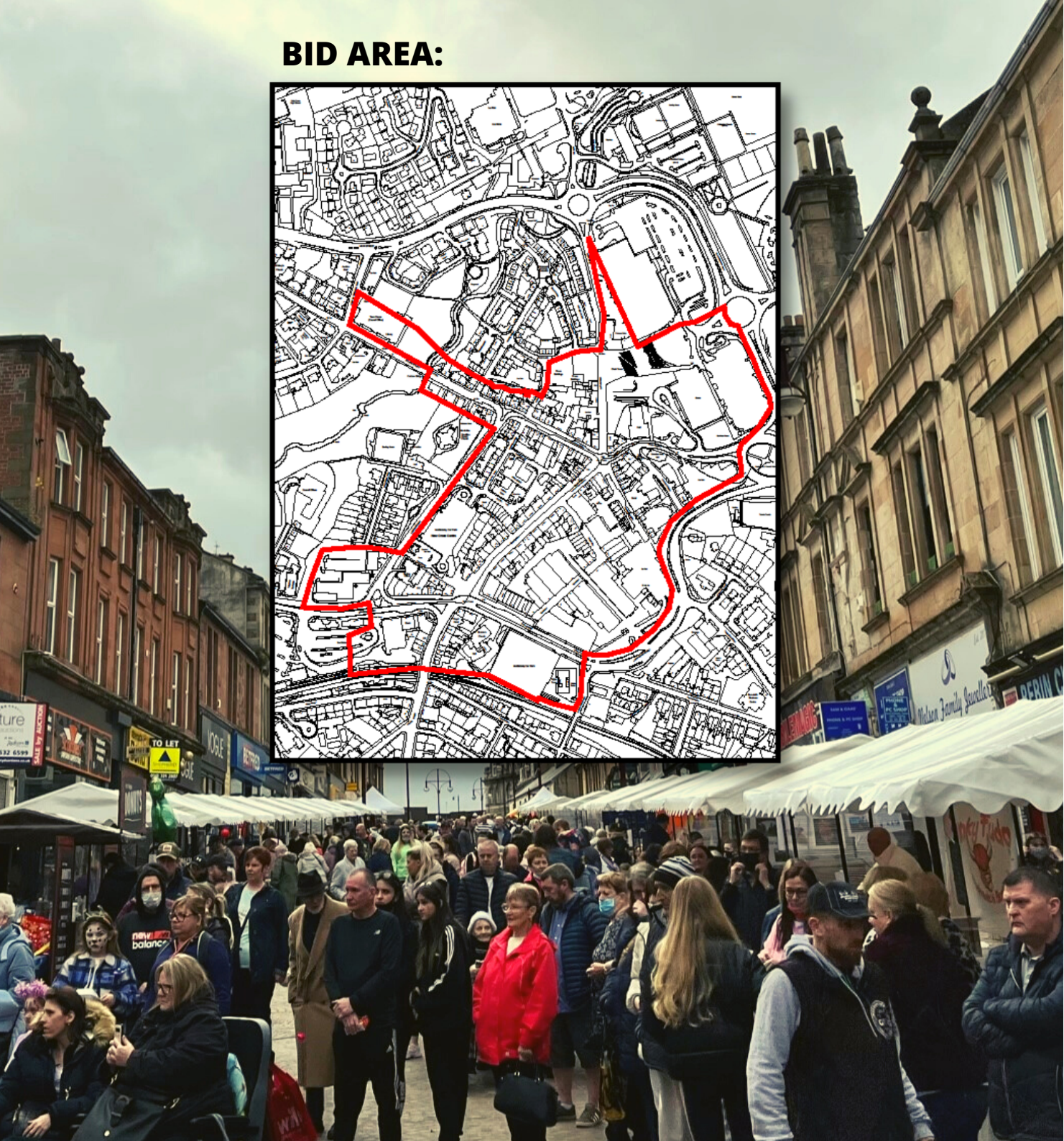
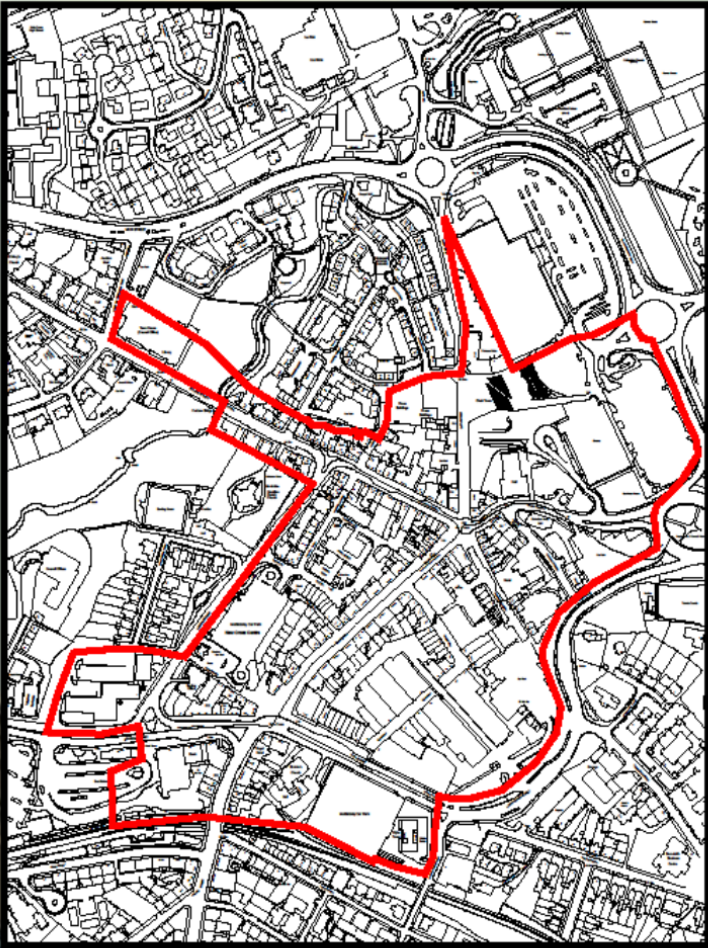
We will continue to represent all locations currently included in the BID area. We are proud to help make a difference in this important and central zone and look forward to a delivering our projects for the area over the next 5 years.

However, from our survey we can also see that there is a high percentage of levy payers that would like to see the BID area extended. **As a result, we will be ensuring that businesses from out with the central area can join on a voluntary basis following assessment whilst contributing income to our projects.** This will enable us to assess opportunities to propose an extension of the BID area at a future date.

- Brandon Street (part)
- Chapel Street
- Quarry Street (part)
- Campbell Lane
- Duke Street
- Quarry Place
- Campbell Street
- Keith Street
- New Cross Shopping Centre
- Cadzow Street (part)
- Cadzow Lane (Part)
- Lamb Street
- Palace Grounds road (part)
- Castle Street (part)
- Leechlee road (part)
- Regent Way
- Bourne Street
- Station Road (Part)
- Townhead Street (part)

BID Area outlined by red border (See BID Area Image)

BID AREA:



Who pays the Levy?

The past few years have been incredibly challenging for the business community and economic uncertainty remains a concern. Rising costs are impacting across all sectors and like most businesses we too have been impacted requiring new and innovative approaches.

The majority of our funding is provided via levy payments and without these funds we could not continue. Given the economic uncertainty, the BID board have agreed to freeze the BID levy charge across all levy bandings for the next 5 years. This will allow levy payers to plan with certainty around this aspect of expenditure over the period. Given price rises that we have all felt, this decision will require a continued dynamic management of the Hamilton Our Town BID to ensure that we deliver for the town.

More detail on levy payment funding:

Hamilton Our Town will be funded by a levy on all non-domestic properties within the BID area. This costed-out business plan has been developed based on the fee structure from the previous term.

Exclusions:

The BID Board decided to exclude premises that have a rateable value of less than £3,001. These premises can pay a voluntary levy and become an "associate member" should they wish by contacting Hamilton Our Town office on 01698453353. Alternatively, via the contact us section on our website at www.hamiltonourtown.co.uk

The BID Board decided that there is no benefit from being part of the BID to the following categories of property and therefore are exempt from paying the levy.

- Non-Retail Charities with a rateable value under £16,500
- Food Banks



VOTE **YES** FOR...

HAMILTON

OUR TOWN

The Levy Table:

Rateable Value	Each Week	Each Month	Annual Levy	No of Businesses	Total
3,001 to 8,000	£3.85	£16.66	£200	87	£17,400
8,001 to 16,000	£4.81	£20.83	£250	129	£32,250
16,001 to 25,000	£6.73	£29.16	£350	75	£26,250
25,001 to 35,000	£8.65	£37.50	£450	32	£14,400
35,001 to 45,000	£12.50	£54.16	£650	11	£7,150
45,001 to 70,000	£16.35	£70.83	£850	17	£14,450
70,001 to 100,000	£21	£91.66	£1,100	11	£12,100
100,001 to 150,000	£32	£138.00	£1,650	8	£13,200
150,001 to 200,000	£48.07	£208.33	£2,500	0	0
200,001 to 300,000	£57.63	£250.00	£3,000	6	£18,000
300,001 to 400,000	£76.92	£333.33	£4,000	0	0
400,001 - 500,000	£96.15	£416.67	£5,000	2	£10,000
500,001 plus	£115.38	£500.00	£6,000	1	£6,000
				379	£171,200

Who pays the levy?

A BID levy is an equitable and fair way of funding additional projects and services, which the local authority and other statutory bodies are not required to provide. There are approximately 379 commercial properties in the BID area which will generate a BID investment levy income of approximately £171,200 per annum and an estimated total levy income of £856,000 over 5 years.

It has been agreed by the BID Board the levy structure will remain the same banded system based on the rateable value (RV) of the property on the day of the ballot, 06.10.22 and throughout the 5-year term of the BID and: -

- The BID levy bill will be the liability of the non-domestic ratepayer for any period they are liable for non-domestic rates during the BID term. Where a property is occupied, the ratepayer/BID levy payer is the occupier, and where a property is vacant the ratepayer/BID levy payer is the landlord or owner. The non-domestic ratepayer is the entity shown as liable on South Lanarkshire Council's non-domestic rates system.
- There will be no increase in the levy amount throughout the term of the BID or because of a non-domestic rateable revaluation occurring during the BID term.
- The levy payments are not linked to what businesses actually pay in rates but are based on the rateable value of the property.
- The levy must be paid either in one payment within 28 days from the date of the levy invoice or by instalments agreed with South Lanarkshire Council's non-domestic rates team.
- If there is a change, in occupier to a property, until a new occupier is found, the property owner will be responsible for paying the levy.
- Any new property entered into the valuation roll during the BID term will have their BID levy bill based on the rateable value at that time. If a property is merged or split there will be no change to the BID levy bill for the original property.
- If a property is vacant on the date the levy is issued and for any subsequent vacant periods, the property owner will be liable for the full levy amount, which must be paid within 28 days.
- The levy will apply to properties with a rateable value of £3,001 and above. Levy bandings will be applied with a maximum banding at £500,001 and above.
- The BID levy will not be index-link to either the Retail Price Index (RPI) or the Consumer Price Index (CPI)] to take account of inflation, so that those liable to pay the levy can budget accordingly for the full five-year term.

Further information on the levy

Collection of the BID Levy

South Lanarkshire Council will collect the investment levy on behalf of the BID, as this will be an efficient, safe and cost-effective method of collection. South Lanarkshire Council will lodge the levy within a BID Revenue Account. The BID levy can only be drawn down by the Board of Directors of the BID to allow the delivery of the business plan.

The BID Revenue Account and levy cannot be accessed by South Lanarkshire Council nor can it be used by the Council as an additional source of income.

Enforcement

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



Background information:

What if I vote no?

In the event that majority support is not achieved after the result is announced on Friday 7th October 2022, all BID activity will cease on the 31st October, the final day of operation under the current five year term of operation. The Board of Directors will officially wind up the company, projects and services will not be delivered, The BID Manager and Admin Assistant will no longer be available as their contracts will be terminated and the BID office will be closed.

A no vote will result in over £1 million of investment being lost to the town.

The Business Improvement District will only proceed if...

For the ballot to be successful there must be a minimum turnout of 25% (the headcount) by number of eligible persons and by combined rateable value; and of those who turnout, the majority must vote in favour by number and rateable value.

The Ballot and who is eligible to vote:

All eligible persons (i.e., those persons liable to pay non-domestic rates) will have one vote or where a person is liable for non-domestic rates for more than one property, that individual shall be eligible to cast more than one vote however they will be required to pay the levy for each of the properties that they occupy.

The ballot papers will be counted on 07/10/2022 and the results announced by South Lanarkshire Council within one week.

Following a successful ballot, the BID will commence on 01/11/2022 and will run for a period of five years until the 31/10/2027.

The Ballot:

Ballot papers will be posted to the eligible person responsible for casting a vote within their business at least 42 days before the day ballot. In the case of national companies, the responsibility for voting may lie with head office.

Prior to or on the date the ballot papers are issued the BID Proposer will provide to all those eligible to vote in the ballot, with a copy of the BID Business Plan.

The BID ballot is a confidential postal ballot conducted by South Lanarkshire Council on behalf of Hamilton BID and in accordance with Scottish BID legislation.

Where an eligible property is vacant the voting papers will be sent to the property owner.

In Hamilton Our Town (BID) case, voting papers will be issued no later than 25/08/2022.

The last date for all ballot papers to be returned is 5pm on 06/10/2022. Papers received after this date and time will be deemed null and void and not be counted.

How to vote:

Voting papers are easy to complete.

Simply place a cross in the box of your choice. 'Yes' to vote in favour of the Business Improvement District or 'No' to vote against the Business Improvement District.

The ballot paper must then be signed by the person eligible to vote. The voters name and position must be added in block capitals.

Return in the pre-paid envelope.





Directors:

Joann Smith, Chair – Service sector

Jim Gordon – Charity sector

Joanne Hood – Church

Andrew Liddell – Service sector

Maurice Logie – Care sector

Matt Meyerhoff – Leisure / Fitness

Bernard O'Neil – Hospitality sector

Davie McLachlan – Councillor

Elected Official - Councillor

Directors:

Hamilton Our Town (BID), is set up as an independent organisation to support businesses in Hamilton town centre.

The board are made of up of unpaid volunteers who give up their own time to help improve the fortunes of the town centre. The board represent a cross section of the business community in the area and includes locally elected councillors.



VOTE YES FOR...

HAMILTON

OUR TOWN



VOTE YES FOR

 **HAMILTON**
OUR TOWN

Management:

Following a successful yes vote in the ballot, the management and operation of the BID will continue to be undertaken by Hamilton BID Ltd, a company limited by guarantee, which was formed in April 2012. The Board of Directors will be responsible for the strategic management of the BID and for all decisions associated to the BID. The Board of Directors structure will be representative of the types of business and stakeholders in the BID area, and will also include two elected members (to be nominated by South Lanarkshire Council). The Chairperson will be elected from the business members of the Board of Directors. All of these Director's posts are on a voluntary basis and are not paid positions. Other members may be co-opted onto the Board of Directors at the Board's discretion. The BID company will report results of annual auditing to the Board of Directors and the BID levy payers.

Minor budget and project variations will be managed by staff and reported to the Board of Directors; major variations will be referred to the Board of Directors for approval. The BID Board of Directors will have the authority to adapt or alter the projects and services from year to year to reflect any change in economic circumstances or any new opportunities that may arise. This will be in the best interests of the levy payers and without recourse to an alteration ballot. Nominations of directors from outside of the BID, who do not pay the levy and who may or may not represent those making voluntary or other financial contributions toward the BID, will be strictly at the discretion of the Board of Directors. Day to day management will be led by a BID Manager with support from an Administration Assistant.

Throughout the lifetime of the BID, all work on the BID projects will be monitored to ensure the projects proposed in the BID Business Plan achieve a high level of impact, and are progressing to the satisfaction of the businesses that voted for the BID. The BID Board of Directors will monitor and oversee the efficient delivery of the BID projects.

Thank you for reading our business plan and please get in touch for further information:

Find us at:

hamiltonourtown.co.uk
malcolm.thomasharley@hamiltonbid.org

Hamilton Our Town , BID
1 Leechlee Road,
Hamilton
ML3 0XB

Business plan, written and designed by Hamilton Our Town