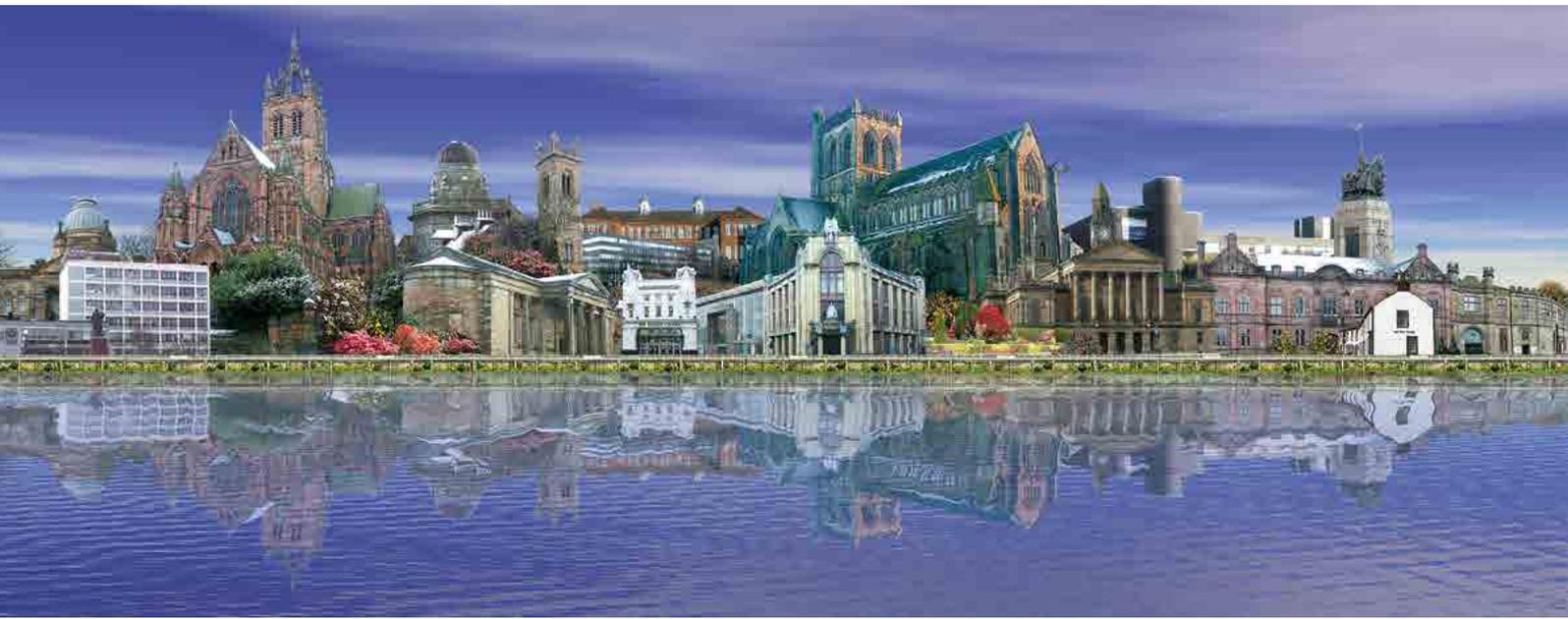


BID Business Plan

Summary

2015-2020

PAISLEY
FIRST



Think **Paisley First** • Put **Paisley First** • Back **Paisley First**

The time is Now...

Vote for the

BID



Foreword

The very name of the BID, “Paisley First”, offers you an idea of what we are aiming to achieve – to make customers think of Paisley FIRST! First for their shopping, eating and socialising needs because we have lost much of the footfall from the town centre over the years. And for our town centre businesses, we want to re-create a trading environment where business can flourish which in turn will encourage other new businesses to come and locate here while attracting more customers back.

Many business people have taken part in a series of presentations, workshops and meetings over the last few months. Following detailed consultation with businesses, property owners, shoppers and other stakeholders, your views have firmly shaped the BID priorities set out in the Business Plan which will be issued next month. The BID will be a business-led, independent not-for-profit company run for the benefit of Paisley town centre.

The Time is Now!

Hugh McMahon
Chairman



I have seen first-hand the success of other BIDs in operation around Scotland and I am a passionate believer in what it can achieve for business in Paisley town centre. A BID offers a unique opportunity for local businesses to work together in partnership to help their town centre reach its full potential.

Paisley First BID has a major role to play in making improvements to bring the heart and soul back to the town centre and will aim to bring more footfall back to the town centre by increasing the focus on providing great experiences for our customers. This ranges from making the trading environment cleaner, safer and more welcoming to bringing in new events, and ideas to increase customer loyalty while saving costs for businesses in Paisley town centre.

I urge all Paisley businesses to give their full support to the Paisley First BID. I feel this is the last opportunity we have to save our town centre and help regenerate Paisley with increasing footfall.

Ken MacDonald
Vice Chairman



Our Mission:

To restore Paisley’s reputation as a **business location** and **rebuild the town centre** as a **visitor destination**

The Paisley First Steering Group wish to

- acknowledge the support for the BID of the late **Ellen Farmer OBE, Bill Duncan and Bob Saunders** in helping to set up the original Steering Group.
- Thank both **Renfrewshire Council** and **BIDs Scotland** for their support in the development of this BID.
- Thank the **Viewfield Gallery** for the Paisley By Day and Paisley By Night images on the front and back cover

Executive Summary

Business Improvement Districts (BIDs) in Scotland are acknowledged to contribute to both local and national government economic growth objectives, and contribute to the 'Vibrant Local Economies' in the Scottish Government's "Town Centres Review and Action Plan 2014". There are already 25 BIDs in Scotland and over 170 in the UK making a positive impact in their communities. The Paisley First BID will be a business-led partnership with EVERY business within the BID boundary making a financial contribution through a levy agreed by the Steering Group if the majority of businesses vote for the BID through a ballot.

The BID's approach is based on tackling issues raised by businesses : help reverse the sometimes negative reputation, image and perception of the town centre in order to gradually re-capture some of the lost footfall by providing a much improved overall experience of the town centre to locals and visitors alike. Ultimately, the BID will work to attract new and more businesses, help existing businesses and aim to increase footfall and business prospects.

The "bigger picture" for Paisley's longer term future is a positive one. The University of the West of Scotland (UWS) and the recently created West College Scotland (WCS) are key stakeholders looking to significantly build on Paisley's status as a "University and Student Town". Renfrewshire

Council has a 10 year strategy and action plan for the town centre to capture the economic benefits of Paisley's Heritage through :

- **Re-branding Paisley as an internationally renowned heritage destination;**
- **Providing the platform for economic regeneration through a coordinated tourism framework;**
- **Upgrading Paisley Museum & Art Gallery into one of the leading museums in Europe – as a museum of textile, fashion and costume;**
- **Creating a fashion design centre in the heart of the town centre;**
- **Creating a larger multi-use performance space.**

The Council will also:

- **aim to make Paisley into a "Festival Town" by enhancing its town centre events programme which will attract additional footfall into the town centre;**
- **establish a new "Community Safety Hub" which will accommodate a new CCTV system, and offer retail radio link facilities for businesses.**

The BID's approach is based on **tackling issues raised by businesses**

BID Business Plan Objectives:

- To create a clean, safe, well promoted and vibrant town centre.
- To increase footfall and customer spend.
- To attract more visitors.
- To increase the number and size of events.
- To create a place in which businesses thrive.
- To raise Paisley's profile by improving people's perception of the town centre.
- To provide a strong local voice for businesses in the BID area.
- To help businesses make cost savings, improve their business operations and increase their sustainability.

The **Business Plan objectives** will be achieved through the following :

Making First Impressions Count

Making the business trading environment cleaner, safer and more welcoming.

Bringing Life to Paisley

Coordinated marketing, promotions & events for the benefit of businesses.

Property and the High Street

Work with stakeholders to bring vacant properties back into use.

Helping Businesses

Act as a "buying group" for and on behalf of businesses and reduce operational costs (e.g. waste collection, utilities, and help deliver a business training programme to bring business benefits).

Providing a Business Voice

Represent the interests of Paisley Town Centre businesses.

Making it Happen

Employ a team of staff to deliver the Business Plan projects.

Keeping Businesses Aware of the BID's work

Maintain contact with BID businesses in a variety of ways about the BID's achievements throughout the year.

The BID Business Plan will be delivered on behalf of businesses through a BID levy contribution that all eligible properties will be required to pay when the BID is voted through in the ballot from 3rd October to 13th November 2014. There are 677 non-domestic properties (liable to pay non-domestic rates) in the BID area and collectively a total of £356,000 per annum will be raised to deliver this Business plan for a period of 5 years through the following BID levy.

In total, over the 5 years of the BID's existence, the BID will add £1,780,000 to help Paisley First make progress on the issues that matter to business.

What is a BID?

A BID is a business-led initiative within a geographically defined area, where businesses come together and agree to invest collectively in projects and services that they believe will improve their trading environment.

BID projects and services are new; they do not replace services that are already provided by Renfrewshire Council and other public bodies such as Police Scotland.

BIDs are developed, managed and paid for by the private sector by means of an investment levy, which the businesses in the proposed BID area must vote in favour of before the BID can be established. Each business liable to pay the BID levy will be able to vote on whether or not the BID goes ahead.

BIDs are underpinned by legislation passed by the Scottish Government and can last no more than 5 years. A BID can only proceed if:

- **There is a minimum 25% turnout (headcount) by number of eligible persons and by combined rateable value.**
- **Over 50% of those that vote must vote in favour of the BID.**
- **Those that vote in favour represent over 50% of the total rateable value of the votes cast.**

Background to BIDs and their Origins

BIDs first started in 1970 in Bloor West Village, Toronto, Canada, by the town's business community and the situation is similar to that faced by Paisley town centre today. Bloor West Village's businesses were under continued pressure from the new shopping centres that were being developed on the outskirts of the town, diverting shoppers away from the traditional town centre out to the new shopping malls. As a result some businesses were forced to cease trading and the town started to look tired and neglected.

To stop the haemorrhage of deserting shoppers, local businesses fought back to revitalise the town. They successfully lobbied for legislation for all the businesses in the proposed BID area to pay a levy. The levy money was used to improve the physical appearance of the town, and then promote the town centre as a vibrant, attractive and safe place to work shop and live. The strategy paid off, as shoppers started to return to the town centre in large numbers. The success of the Bloor West Village BID paved the way for future BIDs, not only in Toronto; but spreading throughout Canada, and the USA in the late 1960's and 1970's. Today, there are more than 1700 successful BIDs worldwide.

Over the past few years, the popularity of BIDs in the UK has grown at a phenomenal rate, with over 170 BIDs in operation in England, Scotland and Wales. The Scottish Government passed BID legislation in 2006 when it funded 6 pilot projects and continues to fully support the development of BIDs. Currently, there are 25 BIDs in operation in Scotland with at least another 23 in the formal development phase, including "Paisley First".

An additional measure of the success of BIDs is in the renewal process. Most BIDs run for a period of five years and approximately 99% of businesses vote in favour of continuing the BID (for a further 5 years) when they come up for renewal. Several BIDs in England have gone through the renewal process and are now in their second term, while all 7 in Scotland that have been through the renewal ballot have succeeded, most recently in Dunfermline in June 2014. This highlights that businesses recognise the value of BIDs and the collective and collaborative working to provide the type of improved trading environment that businesses want for themselves, their staff, customers and clients.

Scotland's BIDs



Paisley's Position: Why does Paisley need a BID?

Support the
BID



Paisley's business environment is under threat with decreasing footfall and a higher than the Scottish average vacancy rate. Without a cohesive Business Voice – Paisley does not have a Business Association, Retail Traders Association or a Pubwatch Association – the town lacks a voice to represent interests and views of businesses. Business networking is negligible and there is little collaborative effort to make high impact. There needs to be a coordinated mechanism to give town centre users a series of great experiences to stop the daytime leakage to Glasgow/Braehead/Silverburn and night time leakage to Glasgow through better promotions and events, and to attract more visitors to the town. From a business angle, there is also the need in Paisley to grasp and embrace the opportunities that the E-Commerce revolution presents as only a handful of businesses currently do so.

On 25th June 2014, Renfrewshire Council launched a longer term strategy for Paisley town centre to the wider community based on the Cultural Heritage Assets of the town. This strategy, "Paisley – The Untold Story", will bear fruit in 5 to 10 years with an investment of about £80million from a variety of funding sources.

It is important to recognise that, beyond this significant investment by the Council, the business community requires to bring forward a series of ideas and projects through a BID. These need to not only complement the Heritage Assets Strategy but make a significant difference to the

business environment. It is clear from diminishing footfall, particularly in the retail area, that greater activity is needed to ensure that Paisley Town Centre improves its competitiveness.

The Paisley First BID provides a unique opportunity for Paisley businesses to work together, invest collectively and leverage additional external funding. By doing so, this will allow new projects to be delivered and contribute positively to improving their economic viability and to increasing future investment in the town. **The BID, through this Business Plan, offers the prospects of taking Paisley Town Centre to the next stage of its development – be the voice of business and lead on a number of initiatives that are priority for businesses.** In doing so, the BID will create a better business environment, track business and town centre performance through the collection of Key Performance Indicators (KPIs), positively promote our businesses to improve the reputation, image and perception. Ultimately, the goal is to improve business development.

Importantly, through a BID, Paisley would be well placed to plan for and take advantage of many opportunities over the next few years to improve the business environment and business prospects. **The BID brings the best prospects of working proactively with key stakeholders and accessing additional stream of funds available for the benefit of Paisley businesses** e.g. from Renfrewshire Council, Event Scotland, VisitScotland, Zero Waste Scotland, etc.

“ The BID gives power to businesses with a vested interest in Paisley's success; raising and investing money in initiatives they know will attract paying customers. We look forward to working with the BID as a key partner in our regeneration strategy for Paisley. Together, we can make the best use of our heritage, our cultural assets and - most importantly - of our people's skills, energy and pride in Paisley. ”

Councillor Mark MacMillan
Leader, Renfrewshire Council



“ I support the BID because after 8 years working to promote regeneration in Paisley both with Renfrewshire Council and my own company I realise that business needs a collective voice. The BID can produce this & alongside the proposed heritage led regeneration and UWS development we have a very real chance of success in making Paisley a successful economic force again. BIDs are known to work because they have the necessary funds and enough local business interest to drive them forward. ”

Tom Stewart
Ashtree House Hotel, Orr Square



“ The Piazza is proud to be involved with the Paisley BID and we strongly believe BIDs are the way forward to make Paisley's future the destination for shopping, living and tourism. We would urge all businesses to vote yes at the ballot and take Paisley forward by the businesses taking the lead ”

Maureen Hill
Piazza Centre



“ The BID will be good and positive in bringing businesses together collectively as opposed to acting individually. This mechanism for a business forum is definitely needed in Paisley and we need more businesses to get involved ”

Alex Mayes and Ian Bridges
Summits Outdoors, Moss Street

What the BID will do :

Key Themes, Projects & Costs

1) First Impressions Count: Clean, Safe and Welcoming

A key priority is to make Paisley town centre's business environment attractive and appealing to locals, visitors and to businesses.

Projects/Activities	Measurements	Benefits to BID Businesses
Removal of chewing gum	Specific areas cleaned (square metres)	Improves appeal of business environment as part of overall "Pride in Paisley" campaign
Removal of plants & rubbish from buildings and gutters	Volume (tons) of rubbish collected	Improves appeal of business environment as part of overall "Pride in Paisley" campaign
Floral Decorations towards "Paisley in Bloom"	Provision of hanging baskets to businesses that have brackets attached to their properties	Improves appeal of business environment as part of overall "Pride in Paisley" campaign
Clean up railway arches	Clean up all arches	Improves appeal of business environment as part of overall "Pride in Paisley" campaign
Gable End Artists' project	Two per annum	Improves appeal of business environment as part of overall "Pride in Paisley" campaign
Keep Scotland Beautiful Annual Survey	KSB carry out independent survey of all streets to highlight the level of cleanliness of the town centre	Independent survey ensures cleanliness standards are maintained
"Free Parking" Campaign and things to do	Higher profile signage and associated "things to do" campaign	Evidence of promotion of parking options of Paisley Town Centre
Establish "Purple Flag" Status for Paisley 	Partnership with Police and Council manage the night time economy and apply for and attain "Purple Flag" status for a better night out in the town centre	Purple Flag Towns and Cities report higher footfall figures and lower crime statistics.
Establish Business Crime Partnership	Formal signing of a Partnership document to lower business crime, reduce anti-social behaviour during the day and night	Evidence of partnership working in action
Establish Pubwatch Association	Number of licensed premises signed up	Enhanced partnership between pubs and night clubs to reduce anti-social behaviour
Safer Car Parks Accreditation for 6 town centre car parks	6 town centre car parks included in this nationally accredited scheme	Part of campaign to bring more people into town centre car parks
New Street Festive Taxi Marshal Scheme	Six week project recording number of incidents, dispersal of late night revellers from town centre	Confidence of the public to socialise in the town centre and increase business opportunities for night time economy businesses
Commercial Waste Collection - work towards a single supplier	Establish single supplier of waste collection for the town centre as part of the BID becoming a "buying group" on behalf of BID businesses.	Lower business costs more efficient and effective collection services to meet the needs of BID businesses and less rubbish on the streets.

2) Bringing Life to Paisley: Marketing, Promotions and Events

A key priority is to promote and market Paisley and generate footfall for the benefit of BID businesses.

Projects/Activities	Measurements	Benefits to BID Businesses
Enhance Paisley First website and create new Town Centre App	Provision of web page for each BID business and creation of new Town Centre App	Promotion of businesses digitally
Create Marketing & promotional campaigns, including Town Centre Map and Business Directory	Production and delivery of maps and business directories for general public use and combined with parking and “things to do”	Evidence of promotion of businesses and footfall created
“Wild in Art” Festival 2016	Number of sponsors attracted and make this part of a wider 2016 “Summer of Fun” campaign; Measure footfall and spend over 10 week period of Festival.	Increased footfall and potential spend as part of an overall campaign for a Festival taking place exclusively in Paisley in Scotland in 2016
John Witherspoon (Literary) Festival 2016 – to celebrate the 240th Anniversary of the Signing of the Declaration of Independence	Staging of play, showing of film, street theatre, celebration of “Independents Day”, Story telling : footfall, attendance at events	Part of the 2016 “Summer of Fun” to celebrate Independence Day and focus on independent businesses
International Youth Art Festival (in partnership with PACE) 2017	Number of participants and range of events both on and off street; footfall and spend generated	Attraction of new audiences to Paisley and business opportunities
Introduce up to 6 new family friendly events	Footfall and spend generated and feedback from the general public	The increase in the smaller scale events on a more regular basis to improve the calendar of events bringing families into the town centre
Coordinated Retail opening hours campaign - late nights, Sunday	Critical mass of 30 businesses taking part; promotional material and social media promotion footfall	Businesses benefit from critical mass of businesses being open
Introduce a “Light Night” event to broaden town centre appeal in evening	Introduce a night market, street theatre, critical mass of retail businesses open	Retail and pubs/clubs benefit from encouraging the general public to visit the town centre during the evening
Monitor & Measure Town Centre and Business Performance through KPIs	Measure footfall, routes the public take in the town centre, how much they spend	A more accurate measure of footfall for all events, how much and where the money was spent
EXPO 2015 – take a stall and/or work with Discover Renfrewshire to have Paisley represented	Number of follow-up enquiries	Project Paisley to the travel trade for 2016 itineraries



3) Property and the High Street : Addressing the vacant property issues

The BID will work with local stakeholders, property owners and letting agents to bring vacant properties back into use

Projects/Activities	Measurements	Benefits to BID Businesses
Business Talent Showcase (Property Conference/summit)	Number of letting agents and property owners attending; number of new businesses attending; distribute Paisley statistics and the prospects for the future	Ongoing process of improving the retail and business mix in the town centre
Vacant Shops Project	Number of new hoardings combined with letting agents details	Removal of “To Let” boards in favour of coordinated message across all vacant properties. Part of the “Pride in Paisley” campaign
Paisley First App incorporating vacant properties	Creation of App with all data relating to vacant properties and marketed widely	Proactive marketing of vacant properties will help in bringing them back into use.

4) Helping Businesses : Business Support Programme

The BID will act as a “buying group” for and on behalf of businesses, reduce operational costs and help deliver a business training programme that will be designed to bring business benefits.

Projects/Activities	Measurements	Benefits to BID Businesses
Business Training Workshops e.g. marketing, social media, fraud prevention, trading standards, shop window displays, merchandising	Range of workshops organised and number of participants	Learn about different aspects of running a business
Business development – Business mentoring (Chamber of Commerce, Invest in Renfrewshire, Business Gateway)	Range of workshops organised and number of participants	More targeted learning opportunities for BID businesses
Business Cost Reductions – utilities, communications, commercial waste collection	Number of businesses helped; amount of money saved;	The BID would help make businesses more efficient

5) Providing a Business Voice : Advocacy

To represent the interests of Paisley Town Centre businesses in making the town centre a destination of choice for both businesses and visitors, and for businesses to thrive.

Projects/Activities	Measurements	Benefits to BID Businesses
Vision/Strategy for Paisley as a destination	Present long term vision of Paisley	Commitment of businesses to Paisley based on known strategy
Work with stakeholders to attract major events to Paisley	Introduce new events	Additional visitors and increased visitor spend to the local economy
Address Parking situation, town centre parking strategy	Present strategy and issues beyond decriminalisation of parking	Encourage additional footfall into town centre
Environmental Wardens Service Employed by Renfrewshire Council	Business responses and timely resolution of issues	Issues relating to anti-social behaviour and litter can be more effectively addressed.
The BID would seek to leverage additional funds from other sources such as : BIG Lottery Fund – Awards for All EventScotland e.g. development of and staging events VisitScotland e.g. Growth Fund Common Good Fund Zero Waste Scotland	Level of external funding attracted by BID and in partnership with key stakeholders including Renfrewshire Council, Discover Renfrewshire	The BID would attract additional funds to Paisley in support of the BID vision of making Paisley a destination of choice for visitors and help businesses thrive
Work with major stakeholders to install superfast broadband facilities to improve digital connectivity	Installation of facilities	Improve the online presence of Paisley town centre businesses.

6) Keeping Businesses Aware of the BID's work : Communications

The BID will maintain contact with BID businesses in a variety of ways on what the BID is achieving throughout the year.

Projects/Activities	Measurements	Benefits to BID Businesses
4 x Newsletters	Circulation and response	Maintain communications.
Email bulletins, Social media	Circulation and response	Regular communications about matters relating to Paisley and businesses
Quarterly Business Networking meetings with Guest Speakers	No of attendees	Business networking with speakers on key business issues
AGM	No. of attendees	Report on progress for the past year and plans for the coming year
Annual Report	Circulation, feedback and response	Measurement of Progress



7) Making it happen: Resourcing the new BID Company

The BID will employ a team of staff to deliver the Business Plan projects, to make the BID company operate to an optimum and maintain transparency for BID businesses.

			Benefits to Levy Payers
Staffing	BID Manager, Marketing & Events Manager, Administration Executive	Performance of staff to deliver the BID Business Plan	The key individual to deliver the benefits of the Business Plan
Office	Office : rent, BID levy, Insurances equipment, Accounts		One-stop shop for Paisley business & proper financial accountability

8) Contingency

The cost of the ballot has to be met while a contingency budget is good business practice.

	Costs	Benefits to Levy Payers
Levy Collection Costs to be paid to Renfrewshire Council	£10,000	The Council is considered the best organisation to collect the levy on behalf of the BID
Bad Debt/Contingency	£20,000	Good business practice

BID Expenditure

	2015	2016	2017	2018	2019	
THEME 1 - CLEAN, SAFE & WELCOMING						
Removal of chewing gum	£10,000	£10,000	£10,000		£10,000	
Removal of plants and rubbish from buildings and gutters	£25,000	£25,000	£25,000			
Floral Decorations towards "Paisley in Bloom"	£10,000	£10,000	£10,000	£10,000	£10,000	
Clean up railway arches	£10,000		£3,000		£3,000	
Gable End Artists' project	£5,000	£2,000			£2,000	
"Free Parking" Campaign and things to do	£10,000	£10,000	£5,000			
Keep Scotland Beautiful Annual Survey	£3,000	£3,000	£3,000	£3,000	£3,000	
Establish "Purple Flag" Status for Paisley	£5,000	£5,000	£3,000	£3,000	£3,000	
Establish Business Crime Partnership	£2,000					
Establish Pubwatch Association	Nil	Nil	Nil	Nil	Nil	
Safer Car Parks Accreditation for town centre 6 car parks	£2,000	£2,000	£2,000	£2,000	£2,000	
New Street Festive Taxi Marshal Scheme	£3,000	£3,000	£3,000	£3,000	£3,000	
Commercial Waste Collection - work towards a single supplier						
Total	£85,000	£70,000	£64,000	£21,000	£36,000	£276,000
THEME 2 - MARKETING PROMOTIONS AND EVENTS						
Enhance Paisley First website and create new Town Centre App	£5,000	£3,000	£2,000	£1,000	£1,000	
Create Marketing & loyalty campaigns, e.g. Town Centre Map and Business Directory, coordinated opening hours, loyalty scheme	£18,000	£5,000	£5,000	£10,000	£8,000	
EXPO Exhibition - showcase tourism and events for 2016 onwards	£2,000	£1,000	£1,000	£1,000	£1,000	
"Wild in Art" Festival 2016	£5,000	£40,000				
Witherspoon Festival 2016		£20,000				
International Youth Art Festival (in partnership with PACE) 2017			£28,000	£20,000	£10,000	
Introduce upto 6 new family friendly events	£40,000	£40,000	£40,000	£40,000	£40,000	
Introduce a "Light Night" event to broaden town centre appeal in evening			£18,000	£17,000	£14,000	
"Paisley Patter" Comedy Festival 2017 onwards			£15,000	£15,000	£25,000	
Monitor & Measure Town Centre & Business Performance through KPIs	£15,000	£15,000	£15,000	£15,000	£15,000	
Total	£85,000	£124,000	£124,000	£119,000	£114,000	£566,000
THEME 3 - PROPERTY & THE HIGH STREET						
Business Talent Showcase (Property Conference/Summit)	£5,000		£5,000		£5,000	
Vacant Shops Project	£20,000	£7,000	£8,000	£15,000	£10,000	
Paisley First App to incorporate Vacant properties	£5,000	£2,000	£2,000	£2,000	£2,000	
Create conditions Pop Up shops	£5,000	£5,000	£5,000	£5,000	£5,000	
Total	£35,000	£14,000	£20,000	£22,000	£22,000	
THEME 4 - BUSINESS SUPPORT						
Business training workshops e.g. Marketing, social media, fraud prevention, trading standards etc	£10,000	£7,000	£7,000	£7,000	£7,000	
Business Development - Mentoring (Chamber of Commerce), Invest in Renfrewshire, Business Gateway	Nil	Nil	Nil	Nil	Nil	
Business Cost Reduction e.g. utilities, communications, commercial waste collection	Nil	Nil	Nil	Nil	Nil	
Total	£10,000	£7,000	£7,000	£7,000	£7,000	£38,000
THEME 5 - PROVIDING A BUSINESS VOICE : ADVOCACY	NIL	NIL	NIL	NIL	NIL	
THEME 6 - KEEPING BUSINESS AWARE OF THE BID'S WORK : COMMUNICATIONS						
4 Newsletters a year	£4,000	£4,000	£4,000	£4,000	£4,000	
Quarterly Business meetings	£4,000	£4,000	£4,000	£4,000	£4,000	
Email bulletins, social media	Nil	Nil	Nil	Nil	Nil	
Annual General Meeting	£500	£500	£500	£500	£500	
Annual Report	£1,500	£1,500	£1,500	£1,500	£1,500	
Total	£11,000	£11,000	£11,000	£11,000	£11,000	£55,000
THEME 7 - MAKING IT HAPPEN - RESOURCING THE BID COMPANY						
Staffing (BID CEO, Marketing and Events Manager, Administration Executive)	£90,000	£90,000	£90,000	£90,000	£90,000	
Office and Finance	£10,000	£10,000	£10,000	£10,000	£10,000	
Reballot costs				£46,000	£36,000	
Total	£100,000	£100,000	£100,000	£146,000	£136,000	£582,000
CONTINGENCY						
Levy Collection Costs	£10,000	£10,000	£10,000	£10,000	£10,000	
Bad Debt	£20,000	£20,000	£20,000	£20,000	£20,000	
Total	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
THEME 1 - CLEAN, SAFE & WELCOMING	£85,000	£70,000	£64,000	£21,000	£36,000	£276,000
THEME 2 - MARKETING, PROMOTIONS AND EVENTS	£85,000	£124,000	£124,000	£119,000	£114,000	£566,000
THEME 3 - PROPERTY & THE HIGH STREET	£35,000	£14,000	£20,000	£22,000	£22,000	£113,000
THEME 4 - BUSINESS SUPPORT	£10,000	£7,000	£7,000	£7,000	£7,000	£38,000
THEME 5 - ADVOCACY	Nil	Nil	Nil	Nil	Nil	Nil
THEME 6 - COMMUNICATIONS	£11,000	£11,000	£11,000	£11,000	£11,000	£55,000
THEME 7 - MAKING IT HAPPEN	£100,000	£100,000	£100,000	£146,000	£136,000	£582,000
CONTINGENCY	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
Total	£356,000	£356,000	£356,000	£356,000	£356,000	£1,780,000

What will it cost me?

The table (right) indicates how much eligible persons (i.e. those liable to pay non-domestic rates) will be required to invest in the Paisley BID based on the bandings agreed by the Paisley First Steering Group based on the Rateable Value of the property that they occupy.

The Paisley First BID Steering Group agreed to the above fee structure to calculate the levy charged. The reasons behind this are as follows:

- The levy payments must add up to the amount required to deliver the business plan.
- A banding system was chosen as it represents a simple and easy way for businesses to identify their levy payment, provides for ease of collection and represents a fair and reasonable methodology. Everybody benefits therefore everybody pays.
- A minimum payment of £200 (£0.55 per day) is believed to be affordable for the smallest businesses.
- A maximum of £6,000 is believed to be affordable for the businesses/organisations at the higher end of the banding.

BID LEVY			
	Rateable Value Range	BID Levy p.a	Costs per day
BAND A	£1000 - £3999	£200	£0.55
BAND B	£4000 - £6999	£280	£0.77
BAND C	£7000 - £9999	£340	£0.93
BAND D	£10,000 - £15,999	£480	£1.32
BAND E	£16,000 - £25,999	£600	£1.64
BAND F	£26,000 - £49,999	£780	£2.14
BAND G	£50,000 - £75,999	£880	£2.41
BAND H	£76,000 - £87,999	£1600	£4.28
BAND I	£88,000 - £139,999	£2400	£6.58
BAND J	£140,000 - £799,999	£3000	£8.22
BAND K	£800,000+	£6000	£16.44

Support the
BID



“ Across Scotland BIDS have made a difference, and now we have an opportunity to achieve great things in Paisley. I back the Paisley BID and would continue to work with the team to make Paisley a success. ”

Derek Mackay MSP
Minister for Local Government & Planning, The Scottish Government

The Ballot Process

What You need to do between 3rd October and 13th November 2014

From 3rd October 2014 until 5pm on 13th November 2014, all eligible persons will be able to cast their vote for the Paisley First BID in a confidential, postal ballot. Renfrewshire Council is responsible for managing the ballot, to ensure it is done fairly and is not influenced by Paisley First BID.

All eligible persons (i.e. those persons liable to pay non-domestic rates) will have one vote or where an eligible voter is liable to pay the 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. A ballot paper will be sent to each eligible person, to be completed by placing a cross in either a 'YES' or 'No' box, as a response to the question 'Are you in favour of the Paisley First Business Improvement District proposals?' The ballot paper should be signed by the person nominated to vote and returned in the pre-addressed postage-paid envelope by 5pm on Thursday 13th November 2014. Ballots received after 5pm on the 13th November 2014 will not be counted and will be void.

If an eligible person is liable for the non domestic rates for more than one rateable property they will receive a ballot paper for each property. Each ballot paper counts as one vote. It is important that EVERY ballot paper received is completed and returned. Where the property is vacant the ballot paper will be sent to the owner of the property as the eligible person entitled to vote.



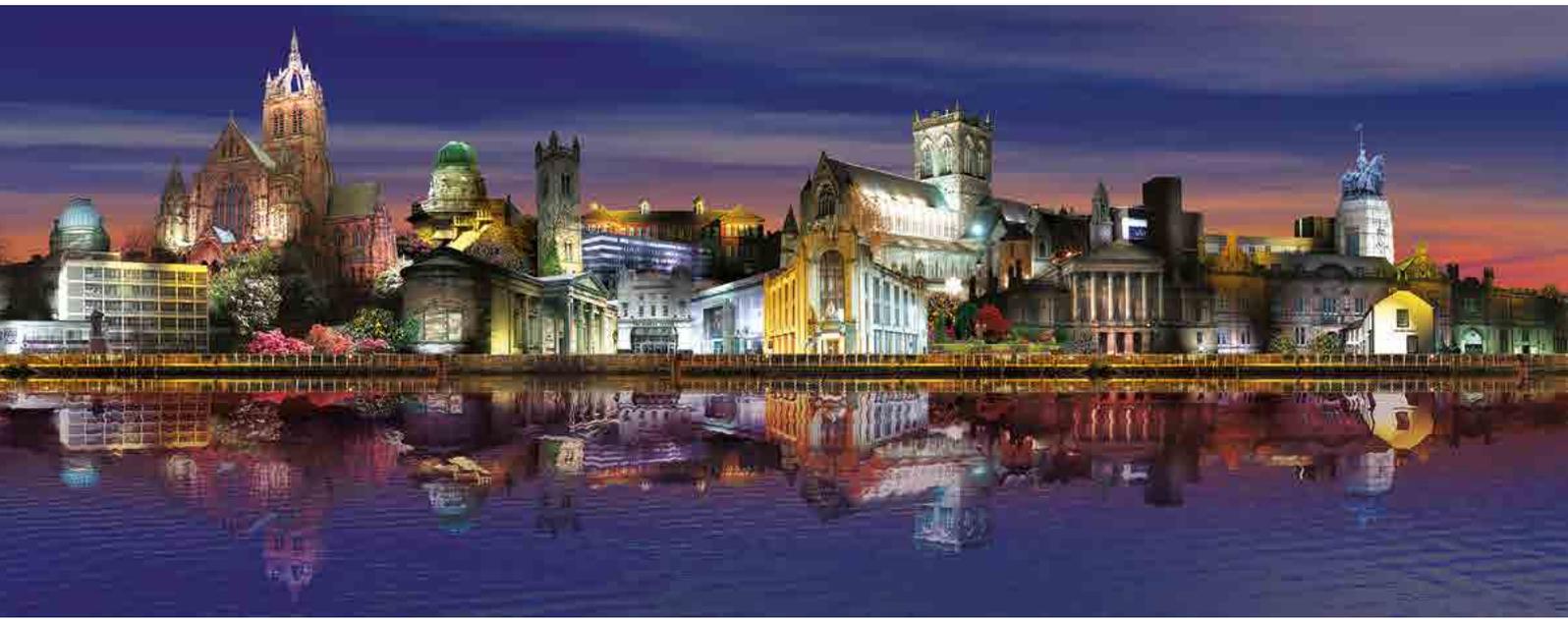
“ I fully support this BID because it puts the success of the town centre at its core, it puts its future in the hands of its businesses and it puts Paisley first. ”

David Wallace
Executive Director
PACE Theatre Company
School Wynd



PAISLEY FIRST
YMCA Building
39 High Street
Paisley PA1 2AH

t: 07985 704 983
e: ask@paisleyfirst.com
w: www.paisleyfirst.com



Think **Paisley First** • Put **Paisley First** • Back **Paisley First**

The time is Now..

