Galashiels

BUSINESS IMPROVEMENT DISTRICT

Business Proposal

Term 01/04/2019 – 31/03/2024
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Business Proposal

BID Proposal Compliance with Legislation

In accordance with Business Improvement District (Scotland) legislation we acknowledge, as the BID Proposer, we must submit to Scottish Borders Council and Scottish Ministers the following in respect of BID Proposals, Renewal Proposals and Alteration Proposals:

1.0  **A document which demonstrates a cross section of at least 5% of the electorate, within the BID area supports the BID Proposals.**

A draft business plan detailing the BID area, levy, projects and services was launched in July 2018. Face to face consultation took place throughout July and early August. 136 eligible persons, representing 41% of the electorate are in support of the BID. 
See Appendix 1 (Support for the BID) and Section 7.0 Consultation

2.0  **Summary of the consultation BID for Galashiels has undertaken with those eligible to vote.**
The BID for Galashiels Steering Group oversaw the process of consultation with the businesses. The consultation took the form of

- electronic and hard copy surveys
- meetings and events
- telephone calls, electronic and hard copy newsletters
- emails
- local newspaper reports
- local radio reports
- website
- social media (facebook and twitter)
- one to one consultations

Please see Appendix 2 (Details of Consultation) and Section 7.0 Consultation

3.0  **The Proposed Business Plan**
A hard copy of the BID Business Plan will be issued to all of the BID electorate. See Appendix 3

4.0  **The Financial Arrangements of the BID body.**
See Section 13.2 Financial Management Arrangements

5.0  **The Arrangements for periodically providing the Local Authority and billing body with information on the finances of the BID body (i.e. after a successful ballot)**
The BID finances will form an integral part of a monthly report issued to the BID Board of Directors. Two representatives from Scottish Borders Council (one Elected Member representing the Council as levy payers, and one officer in an advisory, non-decision making capacity) will sit on the BID Board and will automatically be provided with the BID finance details.
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6.0 The names and addresses of all those eligible to vote and a description (address) of each relevant property.
See Appendix 4

7.0 A notice in writing requesting that the Local Authority hold the ballot.
In accordance with legislation the attached letter will be issued to Scottish Borders Council by Craig Murray, Chair of the steering group by 4 October 2018. See Appendix 5

8.0 Provide the LOCAL AUTHORITY and billing body with such information as they shall reasonably require satisfying themselves that the BID Proposer or, as the case may be, the BID body has sufficient funds to meet the costs of the BID ballot.
Scottish Borders Council has agreed to pay for the costs of the ballot.

9.0 A statement of the works or services to be provided, the name of the person responsible or body for the delivery of these works and services and the status of such person/s; both on and after the date the BID Proposals come into effect.
On a successful ballot outcome a BID Company (not for profit company limited by guarantee with no share capital) will be formed with directors elected from the eligible persons (the levy payers), limited to one eligible person from each eligible property. They will oversee and direct the delivery of all the projects and services, including recruitment of staff. See section 6.3 Management of the BID. See Appendix 3 Business Plan.

10.0 A statement of existing baseline services provided by the Local Authority, police and other agencies.
See Appendix 6 Baseline Services.

11.0 A precise description of the geographical area of the BID, including a map which defines exactly the boundaries of the BID area.
See Section 5.1 for the BID Map and Streets.

12.0 A statement providing details of any additional financial contributions, or additional actions for the purpose of enabling the projects specified in the BID Proposals.
The projects specified in the BID Proposal have been identified and the levy calculated and apportioned without the requirement for additional contributions. It is expected that the BID will attract additional funding however this has not been allowed for at this stage. See Section 13.3 Projected Income and Expenditure.

13.0 A statement of which aspects of the BID Proposals and or Business Plan may be altered without the need for an alteration ballot to be undertaken.
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. See section 6.3 Management of the BID

14.0 A statement of the proposed start and end dates of the BID Arrangements and the term of the BID. The BID arrangements must commence no later than a year after the date of the statement. Following a successful ballot on 29th November 2018 a new BID company will be established by 1 April 2019. The current BID Steering Group will manage the operations of the BID until the new Company and Board of Directors is established. The BID levy will commence from 1 April to generate income for the BID company to manage and deliver the business plan. The BID Company will cease activities on 31st March 2024.

15.0 BID Proposals shall specify the apportionment of BID levy in respect of relevant properties and who will be liable to pay the levy: proprietors, tenants, occupiers or if appropriate a specific business sector or sectors or businesses who will participate. It is advisable to include caps, thresholds, or other arrangements reflecting local circumstances or ability to pay.

The BID Improvement Levy (the BID levy) will be paid by the occupier (the eligible person liable to pay the non-domestic rate). However, the property owner will be liable to pay the levy where a property is vacant or empty on the day the levy invoice is issued and for all the period thereafter when the property is vacant.

See Section 9 The BID Levy.

16.0 Confirmation of rates of levy and how the charge was arrived at.

It was agreed by the BID Steering Group that the levy rate will be a fee structure based on the rateable value of the property on the day of the ballot (29/11/18) and throughout the 5-year term of the BID. See Appendix 9 for the minutes agreeing this.

See Appendix 8 (Operating Agreement) and Section 9 The BID Levy

17.0 Confirmation that the levy or fee is to be calculated on the RV of the property on the date of the ballot.

The fee structure is based on the rateable value of the property on the day of the ballot (29/11/18). Any new commercial development, sub division of existing properties or merging of properties or new business with a non-domestic rateable valuation coming into the area during the 5 year term of the Business Improvement District will be liable for the BID levy.

See Section 9 The BID Levy

18.0 The apportionment of the levy between proprietors, tenants and occupiers.

The BID Proposal does not include proprietors (property owners) except where the eligible property is vacant or empty, at which time the property owner will be liable for the payment of the levy. The occupier (the eligible person liable to pay the non-domestic rate) will be liable for the payment of the levy. See Section 9 The BID Levy

19.0 A statement as to how the steering group arrived at who will pay the levy, the percentage levy and how the levy will be split between proprietors, tenants and occupiers.
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The BID Steering Group set the levy fee; the streets included in the BID and voted on who will pay the levy. The geographic boundary is based on the Scottish Borders Council core retail zone for Galashiels with some adjustment, see section 5 and Appendix 7.

The levy amount is based on the amount required to carry out the projects in the business plan and discussions with businesses on what they believe is reasonable. The levy will be paid by the occupier (the eligible person liable to pay the non-domestic rate).

The decision to adopt the levy table and BID area was taken by the Steering Group. See Appendix 7.

20.0 Whether any future re-assessment of RV of the property by the Rates Assessor will or will not be taken into account in the calculation of the levy

It was agreed by the BID Steering Group that the levy fee, calculated on the Rateable Value of the properties in the BID area on the day of the ballot will change should there be a revaluation of the properties during the term of the BID.

Any new commercial development, sub division of existing properties or merging of properties or new business with a non-domestic rateable valuation coming into the area during the 5 year term of the Business Improvement District will be liable for the The BID levy at the appropriate rate.

21.0 A statement on why groups or individual businesses are exempt or receive a levy discount

The steering group agreed that the properties exempted would receive no benefit from the BID projects and services. Groups or individuals who are exempted can apply for associate membership of the BID. See Section 9.2 Exclusions and Appendix 7.

22.0 A statement on whether the levy will be index linked.

The BID levy will not be index linked and there will be no increase of the levy over the 5 year period of the BID.

23.0 A statement on whether any of the costs incurred in developing the BID Proposals, holding of the ballot or implementing the BID arrangements are to be recovered through the BID levy.

None of the above costs will be recovered through the BID levy.

24.0 The constitution of the BID Company to be formed and its legal status. A statement on who will administer the BID, details regarding the BID board and the BID body and those who drew up BID Proposals and Business Plan.

The BID Company will be a not for profit limited liability company and will be administered by the Board of Directors who will be drawn from the eligible persons (liable to pay the levy) but restricted to one eligible person per eligible property. Nominations for a person outwith the BID area, or from excluded persons (see 9.2) within the BID area will be solely at the discretion of the Board of Directors. The projects will be delivered by the BID team recruited by the Board of Directors. See section 6.3 Management of the BID
Mags Fenner as Project Manager prepared the BID for Galashiels Proposals and Business Plan in full consultation with and support from the BID for Galashiels Steering Group.

25.0 The methodology for BID levy payers to nominate themselves or others to the BID Board of Directors and the proposed make-up of the BID Board.
Every eligible person that pays the levy will have the opportunity to nominate themselves or someone else from within the BID area to be elected onto the new Company Board. Directors will be limited to one eligible person per eligible property. The Board of Directors may invite at their discretion people from outwith the BID with appropriate skills and experience to join the Board in a non-voting capacity. See section 6.3 Management of the BID

26.0 A statement on how the BID Proposals will be publicised prior to the ballot.
The BID Proposer will send a copy of the BID Business Plan to all persons eligible to vote on the Proposals. Should any eligible person require a copy of the BID Proposal, a copy will be provided on request. The Proposal and Business Plan will also feature on the BID for Galashiels website at www.bidforgalashiels.co.uk
1.0 Foreword by BID Steering Group Chair

I’m delighted to present to you the BID for Galashiels Business Proposal.

We’ve seen significant change in Galashiels in recent years. The re-opening of the Borders Railway, the development of the Galashiels Masterplan, investment in the new road system and the decision to host the Great Tapestry of Scotland in Gala reflect a huge financial investment in the town.

Of course, as businesses, we’ve had our fair share of challenges too. Energise Galashiels Trust and the Town Centre Coordinator project made headway in addressing some of these. However, it quickly became clear that a larger, more impactful project was needed for there to be meaningful and sustainable improvement for the town. With this in mind, Energise Galashiels Trust and Galashiels Chamber of Trade worked together to secure funding to enable plans for a Galashiels Business Improvement District (BID) to be developed.

The timing is right for a Galashiels BID. We will not get another opportunity like this. The Borders Railway has made the town more accessible than it has been for half a century and when The Great Tapestry of Scotland opens to the public early in 2020 it will bring an estimated 45,000 visitors each year. We need to be ready for 2020. We need to make sure that those visitors have an exceptional experience and are inspired to visit us again, stay longer and spend more! We also want Galashiels residents to have a renewed sense of pride in the town. And we want to create an environment where business can flourish and that is attractive to inward investment.

Creating a Business Improvement District is a pathway to achieving these aims. Establishing a Galashiels BID Company, with a Board of Directors nominated by you, will allow us to work together to a 5 year business plan to achieve much more than we could ever hope to achieve as individual enterprises. Becoming a BID will allow us to apply for funding not available to individuals or volunteer groups. By coming together as businesses, we can speak with one voice and ensure we have a seat at the table to influence and take full advantage of current and future investments in the town. A BID will benefit us individually as BID Members and collectively as the town. It will give us the opportunity to make Galashiels the best it can be and to showcase our beautiful Borders town to the wider world.

On behalf of the Steering Group, I hope that you will join us in voting ‘YES’ to the creation of a Galashiels Business Improvement District.

Craig Murray
Chair BID for Galashiels

‘Business’ or variations of the word ‘business’ are used throughout this document. The word ‘business’ in this context refers to property owners or tenants and occupiers of properties who are liable to pay the non-domestic rate, whether they pay business rates (NDR) or not. This includes all properties itemised on the Scottish Assessors database with non-domestic ratable value, many of whom may be a charitable organisation, public sector organisation, social enterprise or community group who may not consider themselves a ‘business’.
2.1 Aims and Objectives

The BID aims to deliver projects and services that will improve the trading environment of the BID area to benefit businesses, their customers, the people of Galashiels and visitors.

The objectives of the BID are to:

- Increase footfall
- Make the Town more welcoming to shoppers and visitors
- Attract new businesses to the town
- Represent all levy payers and have a strong united voice with statutory service providers
- Position Galashiels as a prime visitor destination

2.2 Key Findings

The BID Steering Group oversaw considerable research with businesses based in the town to identify common areas of concern and opportunity. The research established the clear need for a BID and confirmed the following:

- There is a strongly identified local need for a BID
- The BID area is logical and clearly defined
- The BID has the support of the Local Authority at both officer and political level
- The BID levy is sufficient to deliver the projects in the business plan

3.0 Introduction

3.1 What is a Business Improvement District (BID)?

A Business Improvement District (BID) is a geographically defined area, where businesses come together and agree to invest collectively in projects and services that 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 the Local Authority and other statutory bodies.

BIDs are developed, managed and paid for by the non-domestic sector by means of a compulsory levy, which the eligible persons in the proposed BID area must vote in favour of before the BID can be established. Each eligible person liable to pay the BID levy will be able to vote on whether or not the BID goes ahead.
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BIDs first started in Bloor West Village, Toronto, Canada nearly 40 years ago, by the Town’s business community. The Town’s businesses were increasingly under 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. BIDs are now many thousand BIDs successfully operating around the world.

An additional measure of BIDs success 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 when they come up for renewal. In Scotland all of the BIDs that have been to renewal ballot have been successful demonstrating that the businesses value the projects and services delivered by the BIDs. 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.

BID legislation was passed in Scotland in 2006 with the Scottish Government funding 6 pilot projects in March 2006. The Scottish Government fully supports the development of BIDs in Scotland. There are now 36 BIDs operating in Scotland

4.0

4.1 Why does Galashiels need a BID?

In common with other towns, Galashiels has seen a significant and continuing drop in footfall in recent years. The traditional town centre has an increasing number of empty units, some of which have been out of use for up to a decade. The decline is in part due to the global change in shopping habits, with online shopping increasingly becoming the norm. Galashiels has also been challenged by the opening of the Borders Railway in 2015 which provides a one-hour rail connection to Edinburgh. Whilst the railway has brought significant positive investment and benefit to the Midlothian and Central Borders region as a whole, it has also drawn retail and night time economy footfall away from Galashiels as people choose to spend time, and money, in Edinburgh. Passenger numbers demonstrate that people do not travel down the line to Galashiels in the same numbers. Once in Galashiels, there is little for visitors to do and no real enticement for them to return for second or subsequent visits.

It’s not all negative, the Asda and Tesco superstores along with Gala Water Retail Park attract the largest footfall and spend of any Borders town. With an eye to the future, the Great Tapestry of Scotland is to take up its permanent home in Galashiels in 2020, bringing with it an estimated 50,000 visitors a year.
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with a gross annual visitor spend of over £2 million. In preparation for the Tapestry, there is a £6.7 million investment in the new Tapestry Visitor Centre, and £900,000 additional investment in town improvements. To add to this, the Scottish Borders is emerging as a visitor and tourism destination; the region was represented at VisitScotland EXPO in 2017 and 2018 and interest from international market is growing. Given the rail link, central Borders location and attraction of the Great Tapestry, Galashiels is ideally placed to become a regional tourism gateway. And finally, the new South of Scotland Interim Economic Partnership which paves the way for a South of Scotland Enterprise Agency gives the region as a whole set of new opportunities for improved investment in economic growth.

All of this combines to present Galashiels with a unique and once in a lifetime opportunity. It is against this backdrop that the Energise Galashiels Trust and Galashiels Chamber of Trade recognised that dedicated staff time and increased investment were required to ensure that Galashiels was ready to maximise on this opportunity. A chance like this will not come along again. A BID was identified as the best vehicle for this work and funding was obtained from BIDs Scotland, Scottish Borders Council and the Borders Railway Blueprint to develop the BID project.

4.2 Local Authority Support

A BID is a business led regeneration strategy which contributes to the wider regeneration aspirations of the public sector and the local community. It is essential to have the support of the Local Authority and access to its expertise throughout the development of the BID.

Scottish Borders Council have been supportive of the development of the BID with one council officer (Julie Hogg, Principal Officer Regeneration) attending steering group meetings and further support being offered from Electoral Services and Customer Services within the Council.

The BID Steering Group has agreed that Scottish Borders Council as a public body subject to external scrutiny should manage the formal ballot on behalf of the BID Proposer. The Council have agreed to do this at no cost to the BID.

5.0 The BID Area

The BID Steering Group initially looked at a project that included all of the business in the town, including the Gala Park and Buckholmside areas. After consultation with businesses and key stakeholders, the decision was made to take the Scottish Borders Council key retail area boundary as the map for the BID to the North, South and East. The boundary to the West is brought back to focus on the area adjacent/ closer to the area surrounding the site for the Great Tapestry of Scotland Visitor Centre. One of the key aims for the Galashiels BID is to improve footfall and performance in the town. There is not an immediate link or connection to the peripheral western side of this area which includes a predominance of business to business rather than retail / tourism related activity. As a whole the BID area extends to approximately 750 m to both the East and West from the site of the new Tapestry Building.

There are approximately 340 properties contained within the BID area. Following a successful ballot all eligible persons within the BID area will be required to pay the BID levy.

5.1 The BID Map and Streets
The following streets were chosen to be included in the BID area. Consultations with businesses in this area highlighted several common issues of concern that could be addressed by a BID.
Albert Place
Bank Close
THERE ARE CIRCA 340 PROPERTIES LOCATED IN THE BID AREA.

6.0 BID Management

6.1 BID Development Staff

The Project Manager for the BID is Mags Fenner. She is accountable to the BID Steering Group.

6.2 BID Development Steering Group

The BID Steering Group is made up from a cross section of the business community in the area. The Steering Group provides direction to the development of the BID and BID development staff. Advice is also given by Julie Hogg, Principal Officer Regeneration, Scottish Borders Council and Mike Gray, Chair, Energise Galashiels Trust.

Ultimately all key decisions relating to the developing BID have been taken by the BID Steering Group, who are as follows:
### Business Proposal

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<th>Name</th>
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<tr>
<td>Craig Murray (Chair)</td>
<td>Alex Dalgetty &amp; Sons, Bakers</td>
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<tr>
<td>Andrew Poole</td>
<td>Pavilion Cinema</td>
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<tr>
<td>Kevin Ferguson</td>
<td>JRW Chartered Accountants</td>
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<td>Jonathan Packer</td>
<td>Border Computing</td>
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<tr>
<td>Lorna Ferguson</td>
<td>Wilkies</td>
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<tr>
<td>Fiona Horsburgh</td>
<td>Winter Spring Summer &amp; Fall</td>
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<tr>
<td>Jane Hogg</td>
<td>LIVE Borders</td>
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<tr>
<td>Therese Penfold</td>
<td>B&amp;Q</td>
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<tr>
<td>David McMunn</td>
<td>Tesco</td>
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#### 6.3 Management of the BID

Following a successful ballot on 29th November 2018 a new BID company will be established by 1 April 2019. The current BID Steering Group will manage the operations of the BID until the new Company and Board of Directors is established. The BID levy will commence from 1 April to generate income for the BID company to manage and deliver the business plan. The BID Company will cease activities on 31st March 2024.

The Company will operate in an open and transparent way, answerable to the businesses in the area. The Board of Directors will ensure that a Code of Conduct (including a Register of Interests) and Management and Governance procedures will be created and agreed as policy by the Directors. There will be a detailed set of protocols which will cover the management of the BID Company and billing, collection and transfer of the levy.

A Board of Directors will be established, consisting of no fewer than 6 (and a maximum of 12) Directors. Every eligible person that pays the levy will have the opportunity to nominate themselves or someone else from within the BID area to be elected onto the new Company Board but limited to one eligible person from each eligible property. The new Company will be run by the businesses for the businesses. The Board will be responsible for all decisions relating to staff, contracts, the delivery of the approved business plan and other activities generated by the BID. The Board will recruit staff to manage and deliver the business plan. Nominations for a person out with the BID area, or from excluded persons (see 9.2) within the BID area will be solely at the discretion of the Board of Directors. The Board of Directors may invite at their discretion people from out with the BID with appropriate skills and experience to join the Board in a non-voting capacity.
Business Proposal

The Board will be representative of the businesses and stakeholders in the area. The Board will include one Elected Member representative from Scottish Borders Council. Other non-voting members or local groups may be co-opted onto the Board at the Board’s discretion.

The BID Company Board 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.

7.0 The Consultation Process

7.1 Introduction

A brand, website and social media feeds (Facebook and Twitter) were established in August 2018. At the same time, limited consultation took place with a small number of businesses. This was designed to gauge likely response to the idea of a BID and to get a feel for common areas of concern.

A launch event was hosted on 4 October 2017 and attended by 40 people representing local businesses, community groups and Scottish Borders Council. The audience broke into discussion groups. Common areas of concern and ideas for future projects were gathered. The event received coverage on local radio and in The Southern Reporter newspaper.

Consultation on a 1:1 basis continued. In November 2017, businesses were also provided with a BIDs update by enewsletter with an additional 150 copies being distributed by hand.

Businesses were invited to attend sector-based information meetings in December 2017 and January 2018. Night-time Economy and Independent retail were the sectors targeted. Although turnout was low, the BID was highlighted with businesses who each received an electronic and/or hard copy invitation.

By the Spring of 2018, the information gleaned from the launch event and 1:1 consultation allowed the Steering Group to identify four key areas on which to focus the Business Plan. A Spring Update was designed and printed. This was distributed electronically and in hard copy to over 200 eligible people. The update was also distributed to key stakeholders and potential BID Company partners including Visit Scotland, MP, MSPs, ScotRail and others.

In April of 2018 IBP were contracted to undertake independent market research designed to hone in on what specific projects and services were required under each of the four key themes. The research was conducted online and by hard copy survey. Links were shared on Social Media and by email, hard copy questionnaires were delivered by hand on request. The link was also emailed to circa 200. There was a response rate of 25%.

A Draft Business Plan was launched during the last week of June 2018. This was shared through Social Media, on the website and by email. 300 hard copies were printed and distributed to businesses with intensive consultation taking place throughout July and early August. Two public meetings were hosted which were attended by 35 people, including Councillors and business owners/managers. Further 1:1 consultation with persons representing 70% of the electorate.

7.2 The Key Findings
Business Proposal

From the surveys it was determined that businesses would like:

1. To increase footfall and spend
2. To capitalise on the opportunity offered by the Railway and Great Tapestry of Scotland
3. A cleaner town
4. A safer town
5. More events and attractions in the town
6. A Christmas event that included the whole town and was an attraction to visitors
7. A well promoted and vibrant town
8. To see parking issues resolved within the BID area
9. To see fewer vacant units and for those that are vacant to be kept clean and tidy
10. To see new businesses open in the town
11. To see Borders produce and attractions highlighted in the town
12. To reverse the trend of people using the train to travel to Edinburgh, to more to attract visitors down the line
13. A stronger voice with statutory service providers
14. Networking opportunities within Galashiels

8.0 Proposed Improvements

We believe that the best way to achieve lasting and sustainable change, and best value for money, is by working in partnership, so where appropriate we will work strategically with:

Community Groups, VisitScotland, LIVE Borders, Scottish Borders Council, Police Scotland, Scottish Borders College, Heriot-Watt University School of Textiles and Design, Creative Arts in the Borders Network, Midlothian and Borders Tourism Action Group (or successor organisation), Scottish Borders Tourism Partnership, ScotRail, Scotland’s Towns Partnership.

The Steering Group was briefed on the Scottish Governments Town Centre Action Plan and on the Community Empowerment (Scotland) Bill.

The Steering Group believe that the following year one projects support the Scottish Governments Town Centre Action Plan themes of, Town Centre First, Town Centre Living, Vibrant Local Economies, Enterprising Communities, Accessible Public Services, Digital Towns and Proactive Planning.

The Steering Group believes that they will contribute to the Scottish Government’s broader regeneration strategy by:

• supporting community-led regeneration by enabling local people and businesses to identify and take responsibility for the economic, social and environmental action that will make a difference in their communities.
• advocating the application, where appropriate, of the Town Centre First Principle. That is that communities of all kinds put the health of town centres at the heart of proportionate and best value decision making and through this, seek to deliver the best local outcomes.
Business Proposal

• empowering community bodies through the ownership of land and buildings and strengthening their voices in the decisions that matter to them.
• supporting an increase in the pace and scale of public service reform by cementing the focus on achieving outcomes and improving the process of community planning. through the delivery of projects and services that involve working with the local Community Planning Partnership, providing businesses and local groups with a mechanism (the BID Company) to have a more proactive role in having their voices heard in how services are planned and delivered, consider local opportunities under the urban right to buy (community bodies a right to request to purchase, lease, manage or use land and buildings belonging to local authorities, certain Scottish public bodies or Scottish Ministers) and work in partnership with the Local Authority to contribute to community empowerment and improved local outcomes.

The proposed projects will be progressed over the five-year period of the BID. Some projects will be provided on an annual basis while others are one-off projects. The time frame for delivering the projects will be decided by the Board of Directors within the agreed budget.

The projects will be based on the following themes, individual projects and services are detailed in the Business Plan

1. DEVELOPING EVENTS AND ATTRACTIONS

   Businesses told us that they want to see more events in the town targeted at increasing footfall and visitor spend. The re-opening of the Borders Railway makes Galashiels more accessible than it has been in decades, and the Great Tapestry of Scotland will bring us forecast 50,000 visitors a year. The Exhibition space located within the Tapestry building will provide a new opportunity for the town to host touring exhibitions and attractions. The BID will seek to capitalise on these opportunities and make sure that people visiting our town have a memorable experience for all the right reasons. We want them to enjoy visiting Galashiels and leave with great memories, and a desire to visit again.

2. PROMOTING A VIBRANT GALASHIELS

   Galashiels has a great story to share; the town’s history as a world-renowned centre for textiles and a future as the home of the Great Tapestry of Scotland, a beautiful Borders town in outstanding scenery, a town with a proud past and an exciting future. The Borders Railway, puts Edinburgh and the Lothians area within easy reach Galashiels and gives the town a new target market. The BID will promote Galashiels as a good place to visit and do business.

3. CREATING A WELCOMING ENVIRONMENT

   It’s key that when visitors arrive in Galashiels they feel welcome and have a sense that they’ve arrived somewhere special. It’s also important to the BID that Gala residents have a renewed pride in the town. The town has got a lot going for it; lots of good quality public space, a river running though the town and the beauty of Bank St Gardens, access to stunning countryside and a gateway to other Borders towns. The BID will work to make the most of these assets and work together with BID members and key stakeholders to create a Galashiels that everyone can all be proud of.

4. BUSINESS DEVELOPMENT

   The BID will benefit businesses individually as well as the town collectively. The BID will work to create an environment within which businesses can thrive. We will provide a framework within
Business Proposal

which Galashiels businesses can be better networked with each other. We aim to demonstrate that Galashiels is a good place to do business and use this to attract inward investment.

9.0 The BID Levy

9.1 Who will pay the levy?

The BID Proposal is ambitious and comprehensive. We believe that the projects we have identified can make a real difference to Galashiels and help shape the town into a more vibrant and profitable place that is attractive to visitors as well as those looking to set up home and business here. We need to secure a budget to help us reach those aims and this, in part, is funded by a levy charge paid by each eligible person of each eligible property within the BID area.

A minimum payment of £195 (£3.75 per week or less than one cup of coffee per day) is believed to be affordable for the smallest businesses and will be cost neutral for many (eg if they take the opportunity to procure utilities through the BID or apply for training or shop improvement grants).

<table>
<thead>
<tr>
<th>THE BID LEVY</th>
<th><strong>Annual Charge to business</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Rateable Value</td>
<td></td>
</tr>
<tr>
<td>Less than £2500</td>
<td>Voluntary membership by donation</td>
</tr>
<tr>
<td>Between £2501 and £10263</td>
<td>£195</td>
</tr>
<tr>
<td>Greater than £10264</td>
<td>1.9% of RV</td>
</tr>
<tr>
<td>Greater than £1,300,000</td>
<td>a variable % levy up to a maximum of £25,000</td>
</tr>
</tbody>
</table>

(*The rateable value of the property is set by the Scottish Rate Assessors (www.saa.gov.uk).
**The Annual Charge to business is not linked to what businesses actually pay in rates (ie where a concession is in place) but is based solely on the rateable value of the property.*)

- There are approximately 340 eligible properties in the BID area which will generate a BID investment levy income of approximately £190,000 per annum and an estimated total levy income of £950,000 over 5 years.
- All eligible occupiers (of eligible properties) i.e. the eligible person liable to pay the non-domestic rate that are listed on the Local Assessors Valuation Roll on the ballot date will be liable to pay the levy.
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 in instalments by arrangement with the billing body.

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 commercial development, sub division of existing properties or merging of properties or new business with a non-domestic rateable valuation coming into the area during the 5 year term of the business improvement district will be liable for the The BID levy.

If the property is vacant or empty 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.

Self-catering holiday accommodation which is not the sole or main residence of any person and which is available (or intended to be available) for letting on a commercial basis, with profit in mind, for short periods totalling more than 140 days in the financial year remain liable for non-domestic rates for the whole year and will be included.

### Exclusions

The BID Steering Group decided to exclude non-domestic properties that have a rateable value of under £2,500. These non-domestic properties can become an “associate member” by paying a voluntary levy.

The BID Steering Group 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 Registered Charities (charity shops will be included)
- Churches and all active places of worship
- NHS health centres and GP surgeries
- Schools
- Advertising stations
- ATM points
- Territorial Army
- Police Scotland (residential)

### Enforcement

In the event of any nonpayment of the The BID levy, it will be strongly pursued by Scottish Borders Council (as the billing body) using the recovery powers available to the Council to ensure complete
fairness to all the businesses that have paid. Scottish Borders 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.

9.4 Collection of the BID Levy

Scottish Borders Council will collect the investment levy on behalf of the BID, as this will be an efficient, safe and cost effective method of collection. Scottish Borders 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 Scottish Borders Council nor can it be used by the Council as an additional source of income.

10.0 The Voting Process

10.1 Pre Ballot

The BID Proposer must notify the Local Authority, the Scottish Ministers and the billing body 98 days in advance of the ballot date of their intention to put the BID Proposals to ballot. The Local Authority then has 28 days in which to veto or not the proposal.

The BID Proposer must make available a full copy of the BID Proposal to any person who is eligible to vote on the BID Proposals who requests a copy. A copy of the BID Proposals and BID Business Plan must also be sent to the Scottish Ministers and the Chief Executive of the Local Authority 98 days in advance of the final ballot date.

Prior to, or on the date the ballot papers are issued the BID Proposer must provide all those eligible to vote in the proposed BID area with a detailed BID Business Plan.

10.2 The Ballot

- Ballot papers will be issued to every eligible person in the BID area 42 days before the final ballot date.

- Ballot papers, together with a copy of the BID Business Plan will be posted to the eligible person responsible for casting a vote within their business. In the case of national companies the responsibility for voting may lie with head office.

- The BID ballot is a confidential postal ballot conducted by Scottish Borders Council on behalf of BID for Galashiels and in accordance with Scottish BID legislation.

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

- BID for Galashiels voting papers will be issued on 18/10/2018.

- The final date for all ballot papers to be returned is 5pm on 29/11/2018. Papers received after this date and time will be deemed null and void.
• Voting papers are easy to complete, simply place a cross on either “yes” or “no” to the question “are you in favour of a BID?” The ballot paper must then be signed by the person eligible to vote and returned in the pre-paid envelope.

• For the ballot to be successful there must be a minimum of 25% “turn-out” (headcount) by number of eligible persons and by combined rateable value.

• Of those that vote, over 50% by number of ballots and 50% by combined rateable value must vote in favour of the BID.

• 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 30/11/2018 and the results announced by Scottish Borders Council within one week.

• Following a successful ballot on 29th November 2018 the BID Steering Group will continue to manage the BID until the BID Company is formed. Management and operation of the BID will then be transferred to a Company which will be operational by 1st April 2019. The BID Company will cease activities on 31st March 2024.
## Business Proposal

### BID Timetable

Please see below for the BID Timetable

<table>
<thead>
<tr>
<th>Item</th>
<th>B-n</th>
<th>Procedure</th>
<th>Time</th>
<th>Date</th>
</tr>
</thead>
</table>
| 1    | B-154 | Last day for notice of intention to put BID proposals to ballot. | Regulation 4
At least 154 days before ballot | 28/6/18 |
| 2    | B-120 | BID Review | BID project should be reviewed and agreement reached as to whether a positive ballot is achievable or not. If a positive ballot is not achievable, then the BID should not go to ballot. | 1/8/18 |
| 3    | B-98  | Last day for the submission of the BID proposal to the Local Authority and Scottish Ministers. | Regulation 5 (2) (a) (i)
At least 98 days* before the day of the ballot in accordance with regulation 4.

*This would give the Local Authority at least 28 days to consider proposals before deciding whether or not to exercise veto. | 23/8/18 |
| 4    | B-70  | Local Authority to confirm that it is or is not vetoing the BID proposals. | Regulation 14 (1)
For the purposes of section 42(2) of the 2006 Act, the prescribed period is 70 days prior to the day of the ballot. | 20/9/18 |
| 5    | B-56  | 98 days after item 1 the BID Proposer requests Local Authority to instruct ballot holder to hold ballot. | Regulation 5 (2) (a) (ii) and (b)
The request to hold a ballot should be at least 56 days* before the ballot date.

*To allow time to put in place ballot arrangements, before issuing ballot papers (at least 42 days before ballot), it is recommended that the request to hold a ballot should be made at least 56 days before the ballot date. | 4/10/18 |
| 6    | B-56  | The Local Authority instructs the ballot holder to hold BID ballot. | Regulation 6 |
|      | B-42  | Ballot holder puts in place arrangements to hold BID ballot. | Regulation 8 |
### Business Proposal

<table>
<thead>
<tr>
<th>Day</th>
<th>Code</th>
<th>Event</th>
<th>Reference</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>B-42</td>
<td>Issue of ballot papers. Spoilt ballot papers. Publication of notice of ballot (by ballot holder).</td>
<td><strong>Schedule 2, para. 3</strong> 42 days before ballot date. <strong>Schedule 2, para. 11</strong> Spoilt ballot papers may be replaced at any time from the issue of ballot papers. <strong>Schedule 2, paras. 2(c) and 3</strong> - at least 42 days after but no more than 90 days after, the date on which the ballot holder published the notice required by paragraph 3(a).</td>
<td>18/10/18</td>
</tr>
<tr>
<td>8</td>
<td>B-42</td>
<td>Last day for postponing the day of the ballot by up to 15 days.</td>
<td><strong>Schedule 2, para. 2 (2)</strong>- No later than 42 days before the day of the ballot, the ballot holder may postpone the day of the ballot by up to 15 working days.</td>
<td>18/10/18</td>
</tr>
<tr>
<td>9</td>
<td>B-10</td>
<td>Last day for the appointment of a proxy.</td>
<td><strong>Schedule 2, para. 5(5)</strong> An application to appoint a proxy shall be refused for the purposes of a particular ballot if the ballot holder receives it after 5 p.m. on the tenth day before the day of the ballot.</td>
<td>19/11/18</td>
</tr>
<tr>
<td>10</td>
<td>B-7</td>
<td>First day for the request for issue of replacement of LOST ballot paper.</td>
<td><strong>Schedule 2, para. 12</strong> Where a voter has not received their ballot paper by the seventh working day before the day of the ballot, that voter may apply (whether or not in person) to the ballot holder for a replacement ballot paper.</td>
<td>22/11/18</td>
</tr>
<tr>
<td>11</td>
<td>B-5</td>
<td>LAST day for cancellation of proxy</td>
<td><strong>Schedule 2, para. 5 (10)</strong> A notice under sub-paragraph (9) by a person entitled to vote cancelling a proxy’s appointment shall be disregarded for the purposes of a ballot if the ballot holder receives it after 5 p.m. on the fifth day before the date of the poll at that election.</td>
<td>24/11/18</td>
</tr>
<tr>
<td>12</td>
<td>B</td>
<td>Ballot Day</td>
<td><strong>Schedule 2, para. 2</strong> at least 42 days after but no more than 90 days after, the date on which the ballot holder published the notice required by paragraph 3(a). (see Item 7).</td>
<td>29/11/18</td>
</tr>
<tr>
<td>13</td>
<td>B+1</td>
<td>The Count</td>
<td><strong>Schedule 2, paras. 14-16</strong> As soon as practicable after the day of the ballot, the ballot holder shall</td>
<td>30/11/18</td>
</tr>
</tbody>
</table>
make arrangements for counting the votes cast on such of the ballot papers as have been duly returned (in accordance with paragraph 13) and record the number counted.

<table>
<thead>
<tr>
<th>14</th>
<th>Declaration of results</th>
<th>Schedule 2, Para 17</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>(2) The ballot holder, having made the certification under subparagraph (1) Shall:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(a) forthwith make a declaration of the matters so certified; and</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(b) Give public notice of the matters so certified as soon as practicable and within 7 days after the counting of the votes.</td>
</tr>
</tbody>
</table>

11.0 Public Sector BID Involvement

11.1 Baseline Services

A baseline service agreement ensures the BID does not use the levy money to duplicate any services provided by The Local Authority, Police Scotland or other statutory service providers. The services directly delivered by the BID are additional to any statutory services. The baseline services agreement gives an assurance to businesses that the levy payment will only be used for additional projects which they voted on in the BID ballot. Additionally, a baseline agreement avoids the risk that public agencies including the Local Authority will not reduce its statutory level of service to the BID area following a successful ballot.

For a full and detailed list of services provided in the BID area by Scottish Borders Council, please see appendix 6.

12.0 Measuring Success

12.1 Measuring the Success of the BID

The BID Board of Directors will monitor and oversee the efficient delivery of the BID projects to ensure that the projects proposed in the BID Business Plan are impactful and are progressing well. Once in place, specific outputs and regeneration outcomes will be developed. Strategies for measuring the success of projects will include:

| OVERALL TOWN PERFORMANCE MEASURES |
|------|----------|---------|----------|
| Area | KPI      | MEASURE | FREQUENCY|
| Footfall | Increase | % increase/decrease | annually |

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#### Business Proposal

<table>
<thead>
<tr>
<th>Vacant Units</th>
<th>No and square footage of vacant units</th>
<th>% increase/decrease</th>
<th>Biannually</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business Development</strong></td>
<td>Business performance Turnover Staff levels Business confidence</td>
<td>% increase/decrease</td>
<td>Individual How’s business survey</td>
</tr>
<tr>
<td><strong>Consumer / Visitor Satisfaction</strong></td>
<td>Consumer / Visitor Perception of Galashiels</td>
<td>% increase/decrease</td>
<td>Individual Shoppers/ consumer survey</td>
</tr>
</tbody>
</table>

#### BID PROJECT PERFORMANCE MEASURES

<table>
<thead>
<tr>
<th>Project</th>
<th>KPI</th>
<th>MEASURE</th>
<th>FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events</td>
<td>Footfall Visitor numbers Visitor Spend / Stay Economic Impact</td>
<td>% increase/decrease</td>
<td>By event and with year on year comparison</td>
</tr>
<tr>
<td>Marketing</td>
<td>Media coverage</td>
<td>Column inches, airtime</td>
<td>By event/campaign</td>
</tr>
<tr>
<td>Marketing</td>
<td>Online marketing</td>
<td>Website and social media engagement</td>
<td>Quarterly</td>
</tr>
<tr>
<td>Welcoming Environment</td>
<td>Business perception</td>
<td>Positive/negative perception</td>
<td>Annually</td>
</tr>
<tr>
<td>Welcoming Environment</td>
<td>Public perception</td>
<td>Positive/negative perception</td>
<td>By event</td>
</tr>
<tr>
<td>Business Development</td>
<td>Business perception</td>
<td>Positive/negative perception</td>
<td>By event/project</td>
</tr>
</tbody>
</table>

The BID will undergo an independent evaluation of its activities at the half way point and towards the end of the 5 year term.

#### 12.2 Marketing, Communications and Social Media

The Steering Group have agreed that an open and transparent approach must be adopted by the BID Company.

To assist in achieving an open and transparent operation the Steering Group have agreed that the BID Project Manager will communicate regularly with BID Members. This will include One to One meetings, Business Briefings, Social Media posts, newsletters and enewsletters, Press releases. Details of Director Meetings (agenda and minutes), annual accounts, BID Business Plan and BID Proposal will be made available on the BID Company website.
**Business Proposal**

**13.0 Finances**

**13.1 Estimated Income**

Income from the levy is estimated at circa £190,000 pa. There is an expectation that the BID will be successful if accessing additional project funding, but no allowance has been made at this stage.

<table>
<thead>
<tr>
<th></th>
<th>rate</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td>properties paying £195 (ie where RV is £10263 or less)</td>
<td>£195</td>
<td>£35,100</td>
</tr>
<tr>
<td>properties paying 1.9% (ie where RV is between 10264 and 1,315,789)</td>
<td>1.9% of RV</td>
<td>£104,918</td>
</tr>
<tr>
<td>capped properties (ie where RV is greater than £1,315,789)</td>
<td>25000*</td>
<td>£50,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>£190,018</td>
</tr>
</tbody>
</table>

(*to a maximum of*)

**13.2 Financial Management Arrangements**

Once the BID is operational, any variations within budgets will be reported to the BID Board of Directors.

The Board will agree on an annual basis how funds for subsequent years will be allocated. This will be based on project evaluation and business feedback during the previous year balanced with priorities for the coming year. This will give the BID the flexibility to respond to changing business needs and requirements.

Scottish Borders Council will collect the levy payments on behalf of the BID, and will retain these funds in a separate account until the BID Board calls these funds down. The BID Board will manage the levy funds that are collected by the Council. This arrangement will ensure that projects are delivered and any financial liabilities of the BID are transparent.

**13.3 BID for Galashiels Projected Income and Expenditure**

The projects specified in the BID Proposal have been identified and the levy calculated and apportioned without the requirement for additional contributions. It is expected that the BID will attract additional funding however this has not been allowed for at this stage.

<table>
<thead>
<tr>
<th>INCOME</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated BID Levy</td>
<td>190,000</td>
<td>190,000</td>
<td>190,000</td>
<td>190,000</td>
<td>190,000</td>
</tr>
<tr>
<td>EXPENDITURE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Developing events and attractions</td>
<td>45,000</td>
<td>50,000</td>
<td>50,000</td>
<td>50,000</td>
<td>50,000</td>
</tr>
</tbody>
</table>
## Business Proposal

<table>
<thead>
<tr>
<th>Promoting a vibrant Galashiels</th>
<th>30,500</th>
<th>30,500</th>
<th>30,500</th>
<th>30,500</th>
<th>30,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating a welcoming environment</td>
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<tr>
<td>Business Development</td>
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</tr>
<tr>
<td><strong>TOTAL project expenditure</strong></td>
<td><strong>130,500</strong></td>
<td><strong>130,500</strong></td>
<td><strong>130,500</strong></td>
<td><strong>130,500</strong></td>
<td><strong>130,500</strong></td>
</tr>
<tr>
<td><strong>BID DELIVERY and RUNNING COSTS</strong></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating costs</td>
<td>50,000</td>
<td>50,000</td>
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<tr>
<td>General Contingency</td>
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</tr>
<tr>
<td><strong>Total delivery and running costs</strong></td>
<td><strong>59,500</strong></td>
<td><strong>59,500</strong></td>
<td><strong>59,500</strong></td>
<td><strong>59,500</strong></td>
<td><strong>59,500</strong></td>
</tr>
<tr>
<td><strong>TOTAL EXPENDITURE</strong></td>
<td><strong>190,000</strong></td>
<td><strong>190,000</strong></td>
<td><strong>190,000</strong></td>
<td><strong>190,000</strong></td>
<td><strong>190,000</strong></td>
</tr>
</tbody>
</table>

### 14.0 Contact Information

If you would like more information please visit our website [www.bidforgalashiels.co.uk](http://www.bidforgalashiels.co.uk) or contact
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