



Business Plan | 01/09/2018 - 31/08/2023



www.enterprisebathgate.com

Working together..... Investing in your town centre



CONTENTS

Page	
4	<ul style="list-style-type: none"> For the businesses new to the concept of Business Improvement Districts (BIDs) What advantages does a BID offer Bathgate Everyone benefits
5	<ul style="list-style-type: none"> About Business Improvement Districts How it works in Bathgate
6 - 7	<ul style="list-style-type: none"> Premises Improvement Scheme
8 - 9	<ul style="list-style-type: none"> CCTV
10 - 11	<ul style="list-style-type: none"> Bathgate In Bloom
12	<ul style="list-style-type: none"> Budget Plan Summary 2018 – 2023
13	<ul style="list-style-type: none"> Budget Plan Projects 2018 – 2023
14 - 15	<ul style="list-style-type: none"> Further Projects to Support Bathgate Businesses and improve their Working Environment
16 - 17	<ul style="list-style-type: none"> Our Partnership Working with the Bathgate Community
18	<ul style="list-style-type: none"> Bathgate BID Area
19	<ul style="list-style-type: none"> The BID Ballot Process
20	<ul style="list-style-type: none"> How can I work out my BID Levy
21	<ul style="list-style-type: none"> How will we measure success
22	<ul style="list-style-type: none"> The Levy Arrangements and Collection
23	<ul style="list-style-type: none"> Baseline Information Summary Management Arrangements Summary Communications and Engagement Summary Minimising Risk Summary Marketing and Promotions Summary

FOREWORD

Vote

YES



to continue to improve
Bathgate town centre

WELCOME TO ENTERPRISING BATHGATE'S BUSINESS PLAN

Business or variations of the word business are used throughout this document and the use of this terminology 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. The word 'business', refers to all properties included in the Scottish Assessors website database which includes properties where the occupier or eligible person liable to pay the non-domestic rate may be a charitable organisation, public sector organisation or social enterprise who may not consider themselves a 'business'.

The Enterprising Bathgate board of directors is delighted to present our 2018 – 2023 Business Plan. It outlines your priorities and gives a taste of how we can continue to support Bathgate businesses and organisations and improve our town centre by working together. Every business has been given the opportunity – through the business survey – to indicate their priorities and this has formed the basis of the Business Plan.

A Business Improvement District (BID) is where businesses in a geographically defined area vote to invest collectively in local improvements over and above those provided by statutory authorities. It is a partnership arrangement where the local business community and the statutory authorities work together on projects that will benefit the local economy and local businesses, with businesses taking the lead

Supporting the Bathgate BID is a great opportunity to work together and make the changes we all want. The cost to our businesses is low and through the Bathgate BID we can access external assistance and funding not available to individual businesses.

By continuing to support the Bathgate BID we can work together to increase footfall, stimulate investment and enhance the reputation of our town. We have delivered a series of projects and initiatives over the past 10 years which aimed to offer financial support through grants, to

promote the town's businesses, to fund improvements which enhance the local environment in which we work, and to form working partnerships with others to provide quality projects while obtaining the best value for the BID Company.

The Business Survey demonstrated the popularity of our established projects. The Premises Improvement Scheme, the Bathgate in Bloom initiative, funding 24/7 monitoring of the town centre's CCTV cameras and providing free First Aid courses all received overwhelming approval in our survey, and we feel it is vital to maintain all of them. This Business Plan highlights these projects along with many others currently funded by Enterprising Bathgate.

We are asking you to show your support for our work by voting "**YES**" to continue our status as a Business Improvement District for the next 5 years.

Enterprising Bathgate made history as a trailblazer when it became Scotland's first Business Improvement District in 2008. Many others have followed our lead. Now it's time to take our ideas forward for the next term.

Vote "YES" in 2018

*The Bathgate BID (Enterprising Bathgate)
Board of Directors*

Working together.... Investing in your town centre

FOR BUSINESSES NEW TO THE CONCEPT OF BUSINESS IMPROVEMENT DISTRICTS (BIDS)

BIDs first started in Canada over 40 years ago in a small town called Bloor West Village near Toronto.

Businesses were struggling to cope with competition from a new out-of-town shopping centre, which resulted in many business insolvencies, empty shops and a neglected looking town centre. Businesses got together and devised a plan to revitalise the town and successfully lobbied for legislation for all businesses in the proposed BID area to pay a levy. The investment levy money was used to make physical improvements to the appearance of the town centre and to promote the town centre. The strategy paid off and the model has been successfully copied to create BID areas throughout the world.

In 2008, Bathgate Town Centre became Scotland's first BID.

Over the past few years, the popularity of BIDs in the UK has grown at a phenomenal rate, with over 300 established BIDs in the UK. There are currently 38 operational BIDs in Scotland with a further 21 development BIDs. This proves that BIDs really do work as a tool for providing the trading environment, which businesses want for themselves, their staff, customers and clients.

WHAT ADVANTAGES DOES A BID OFFER BATHGATE?

BIDs operate on the basis of statutory contributions. This means that all eligible properties in the Bathgate BID area would contribute after a majority of levy payers have supported the BID in the ballot. This means that everyone benefits and everyone contributes. It is foreseen that Enterprising Bathgate will lever in extra funds from private and public sources for specific projects.

EVERYONE BENEFITS

Benefits for the Retail Sector

- Sustained investment over the next five-year period
- An increase in footfall as a direct result of an improved business environment
- A reduction in retail crime and stock loss through additional focus on safety and security
- A safer and more attractive shopping environment in Bathgate

Benefits for the Leisure Sector

- A more accessible location as marketing and promotion projects gather momentum
- A co-ordinated events programme to ensure there is regularly something to see in Bathgate

Benefits for the Office Sector

- An improved working environment, which will increase ability to recruit and retain quality staff and in turn minimise loss of expertise
- A reduction in staff turnover
- A reduction in business crime
- Improved perception by clients of business, due to a more positive experience in, and perception of, Bathgate
- A strong voice on issues that matter to businesses

ABOUT BUSINESS IMPROVEMENT DISTRICTS

HOW IT WORKS IN BATHGATE

What do we mean by a Business Improvement District (BID)?

A BID is a geographically defined area where businesses have agreed to invest collectively to improve the trading environment over a fixed period of time.

The BID area in Bathgate is the town centre. See detailed map of BID area on page 18.

How is a BID funded?

Businesses agree to pay a levy to invest in projects and initiatives, which are additional to statutory services provided by the local authority and other public authorities.

The occupiers (i.e. eligible persons, those liable to pay the non-domestic rate) of properties in the core town centre, which are liable for non-domestic rates will pay a levy of 1.5% of the Rateable Value of their property. The eligible properties with a rateable value of less than £10,000 will pay the minimum contribution of £150. Any property which is in the secondary BID area will pay a levy of 0.25%.

Are any other funds available?

A BID Company should always try to enhance budgets by sourcing additional funding.

West Lothian Council has agreed a contribution of 10% of all levy collected annually for a period of 3 years.

What does a BID company spend its money on?

Projects and initiatives which have been developed in consultation, detailed in a Business Plan and approved by the levy payers.

This Business Plan details proposed projects and initiatives, divided into the following budgets:

- Support for Businesses.
- Safe & Secure
- Clean & Attractive
- Marketing & Promotion.

Further details explained on pages 12 & 13.

How do levy payers approve the Business Plan?

Every eligible person will be encouraged to vote in a postal ballot to say "yes" or "no" to the Business Plan.

Voting papers will be sent out 12th July 2018. See full details on page 19.

How do we distinguish between Local Authority services and BID Company projects?

A Baseline Service Agreement is drawn up between Local Authority and BID Company.

A Summary of the Baseline Service Agreement between Enterprising Bathgate and West Lothian Council is shown on page 23.

How is the levy collected?

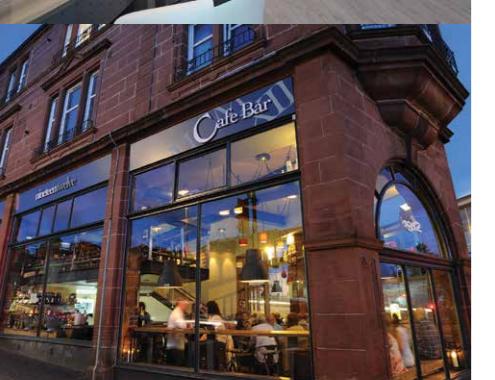
Levy payers are invoiced annually for their levy contribution.

West Lothian Council's Revenue Unit invoice levy payers in September of each year. The funds, which have been collected are held in a Bid Revenue Account and drawn down by Enterprising Bathgate. See page 22 for full details of Levy Collection Arrangements.

How will the BID company operate and be managed?

The BID will be managed by a Board of Directors in a transparent way that is accountable to the businesses in the BID area.

Enterprising Bathgate is a company limited by guarantee, run and managed by a Board of Directors with responsibility for strategic direction of the BID Company. Further details on page 23.



PREMISES IMPROVEMENT SCHEME

What we said about the Premises Improvement Scheme in 2013:

“We propose to make a Premises Improvement Scheme available EVERY YEAR during the next 5 year term. This will allow us to help businesses plan a series of improvements to their premises, whilst also supporting new businesses entering or expanding in the town.”

We delivered:

This project continues to attract wide participation from businesses, with five successful annual schemes completed during Enterprising Bathgate's second term. On average more than 80 businesses have participated each year with an average grant award in excess of £500. In our business survey 100% of responders either strongly agreed or agreed with the statement that **“the Premises Improvement Scheme provides real support for businesses and should continue as an annual project.”**

Moving forward:

We propose to continue with this popular project on an annual basis for the next 5 years.

“Very impressed with the help and support given with opening a new business in my home town. **Fab**”.

Vicki Ann Black (Midnight Breakfast Club)

“We were delighted to receive funding through the Premises Improvement Scheme to help with the painting costs of our office. **It was very beneficial indeed**”.

Bridget Meisak,
(Voluntary Sector Gateway West Lothian)

“Good work all round.
Helping to improve the area and businesses”.

Katie Millar
(Nouveau Hairdressing)



“The annual premises improvement scheme is a brilliant project. It has allowed us to programme a series of improvements to our premises. Long may it continue”.

**Kirsty & Jon
(Macy's Lounge)**

CCTV

What we said in 2013 about CCTV:

“Our main objective is to deliver improvements to CCTV coverage in the town centre and to provide dedicated monitoring of our CCTV system, 24 hours per day and 365 days per year.”

We delivered:

Enterprising Bathgate invested in partnership with West Lothian Council to upgrade the CCTV cameras in the town centre and renew all cabling. The project also involved a successful funding application to the Scottish Government and input from Police Scotland.

Enterprising Bathgate now provides the revenue to facilitate 24/7 dedicated monitoring and management of the town centre public space CCTV in Bathgate, by Town Centre Activities Ltd, who specialise in such services through their North Lanarkshire facility.

In our business survey more than 92% of responders either agreed or strongly agreed with the statement that **“The CCTV Monitoring project is an excellent development which should improve safety for both daytime and evening economies.”**

Moving forward:

We propose to continue and develop this popular project over the next 5 years.

“As an award winning organisation we deal with a variety of clients and have found working with Enterprising Bathgate to be **extremely straightforward and motivating**. The willingness to look at the requirements for the BID area and commitment to deliver the best possible service has been clear from the outset. We look forward to working closely with EB to deliver the first cross-council area monitoring project and aim to continue to deliver efficient services that will hopefully expand in the future”.

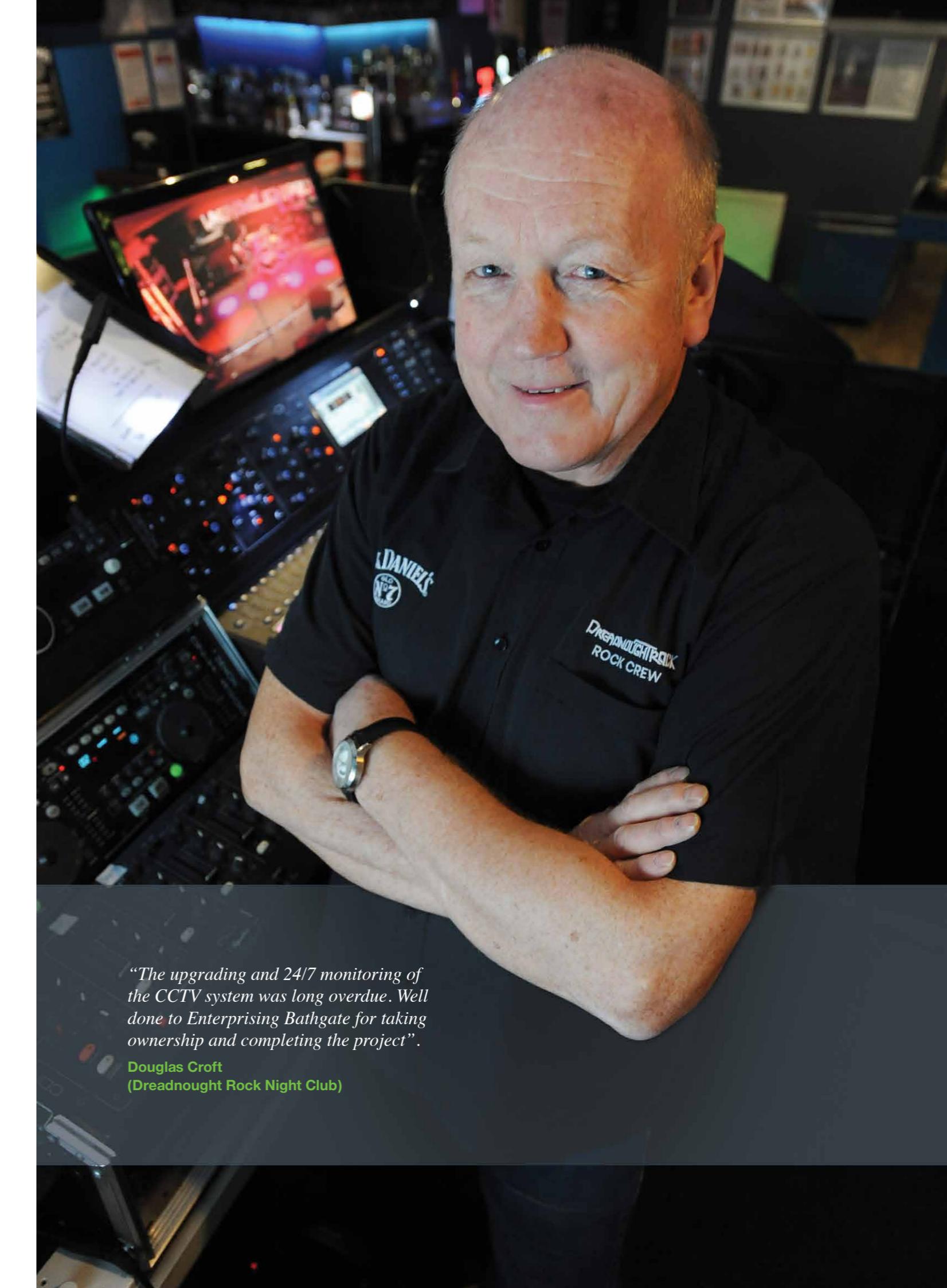
Tonia Burnie
(Managing Director, TCA)

“The recent CCTV upgrade and 24/7 monitoring will continue to provide and enhance a safer environment for people going about their daily business in the Bathgate town centre. Police in West Lothian fully support Enterprising Bathgate and West Lothian Council in continuing to make Bathgate **a safer place to live, work and socialise**.”

Inspector Andrew Elliot
(Police Scotland)

“The upgrading and 24/7 monitoring of the CCTV system was long overdue. Well done to Enterprising Bathgate for taking ownership and completing the project”.

Douglas Croft
(Dreadnought Rock Night Club)





BATHGATE IN BLOOM



What we said in 2013 about Bathgate In Bloom:

“ Bathgate in Bloom will continue to develop its partnership with businesses and organisations to make Bathgate a more attractive place to work, shop and visit. **”**

We delivered:

Bathgate in Bloom along with the Adopt a Station initiative - under the wing of Enterprising Bathgate - continues to grow, with 114 hanging baskets providing a riot of colour during the summer months. Over 100 of the hanging baskets are sponsored by businesses in the town.

In addition to this Enterprising Bathgate is responsible for the flower beds at the top of Hopetoun Street, the raised bed outside the Regal Theatre, the soft landscaping outside Albacare / Partnership Centre and in Acredale car park, and the plant troughs and containers situated at the rail station.

In our Business Survey 99% of responders either strongly agreed or agreed with the statement that "**Bathgate in Bloom is an important project which enhances the town centre**". More than 84% of those responding to the statement "**The Adopt a Station initiative helps create a good first impression of Bathgate for visitors**" either strongly agreed or agreed.

Moving forward:

We propose to continue and develop this popular project over the next 5 years.

"I've been a sponsor of Bathgate in Bloom since the beginning of the project. The hanging baskets in particular provide a colourful welcome to everyone who visits our town."

Grant Sutherland
(Grants of Bathgate)

"We at HomeAid would like to thank Enterprising Bathgate for all their hard work in making Bathgate a more **pleasant / safer place to live and visit** with lovely floral displays and the CCTV project. HomeAid has always been well supported by Enterprising Bathgate and hopefully we can work together for years to come".

Jacqueline Agnew MBE
(HomeAid)



Budget Plan Projects 2018 - 2023

Enterprising Bathgate Ltd.

BID BUDGET PLAN SUMMARY 2018 - 2023

Income	Year 1	Year 2	Year 3	Year 4	Year 5	Total
BID Levy	125,700	125,700	125,700	125,700	125,700	628,500
WLC Contribution	11,940	11,940	11,940	0	0	35,820
Income Total	£137,640	£137,640	£137,640	£125,700	£125,700	£664,320

Expenditure	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Support for Businesses	39,300	40,000	39,300	36,800	36,500	191,900
Safe & Secure	38,500	37,800	38,500	38,500	38,800	192,100
Clean & Attractive	10,000	10,000	10,000	8,400	8,400	46,800
Marketing & Promotion	16,320	16,200	16,080	13,240	13,110	74,950
Other	16,680	16,680	16,680	11,560	11,560	73,160
Management & Admin.	16,840	16,960	17,080	17,200	17,330	85,410
Expenditure Total	£137,640	£137,640	£137,640	£125,700	£125,700	£664,320

Vote  YES to continue to improve Bathgate town centre

Support For Businesses	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Premises Improvement Schemes	37,000	38,000	37,300	35,300	35,000	182,600
First Aid Training	2,300	2,000	2,000	1,500	1,500	9,300
TOTAL	£39,300	£40,000	£39,300	£36,800	£36,500	£191,900

Safe & Secure	Year 1	Year 2	Year 3	Year 4	Year 5	Total
CCTV Monitoring	36,500	36,500	37,500	38,000	38,300	186,800
Retail Radio Link	1,500	800	500	0	0	2,800
Street Pastors	500	500	500	500	500	2,500
TOTAL	£38,500	£37,800	£38,500	£38,500	£38,800	£192,100

Clean & Attractive	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Bathgate in Bloom	10,000	10,000	10,000	8,400	8,400	46,800
TOTAL	£10,000	£10,000	£10,000	£8,400	£8,400	£46,800

Marketing & Promotion	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Sponsorship	7,000	7,000	7,000	6,500	6,500	34,000
Choose Bathgate Website	2,000	2,000	2,000	1,000	1,000	8,000
Christmas Event	1,500	1,500	1,500	1,500	1,500	7,500
Other Marketing & Promotion	5,820	5,700	5,580	4,240	4,110	25,450
TOTAL	£16,320	£16,200	£16,080	£13,240	£13,110	£74,950

Other	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Healthy Lifestyle	10,400	10,400	10,400	5,280	5,280	41,760
Contingency	6,280	6,280	6,280	6,280	6,280	31,400
TOTAL	£16,680	£16,680	£16,680	£11,560	£11,560	£73,160

Management & Admin.	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Management & Admin.	9,240	9,240	9,240	9,240	9,240	46,200
Levy Collection	4,000	4,120	4,240	4,360	4,490	21,210
Audit & Accountancy	3,000	3,000	3,000	3,000	3,000	15,000
Insurances	600	600	600	600	600	3,000
TOTAL	£16,840	£16,960	£17,080	£17,200	£17,330	£85,410



FURTHER PROJECTS TO SUPPORT BATHGATE BUSINESSES AND IMPROVE THEIR WORKING ENVIRONMENT

First Aid Training & Defibrillators

Enterprising Bathgate introduced a new initiative in 2017 offering free Emergency First Aid Training to levy payers and their employees. To date nearly 100 people have attended the courses. We also installed public access defibrillators in the town centre.

In our Business Survey 94% of responders either strongly agreed or agreed with the statement that ***"First Aid Training for people working in the town centre is an excellent idea which should be encouraged."***

Moving forward:
We propose to continue this project
in our third term.

Streetscape Improvements

Enterprising Bathgate has been involved in various projects throughout the last 10 years including the physical regeneration of George Street and The Steelyard.

Enterprising Bathgate has shown a commitment to continue to improve the accessibility and attractiveness of the public spaces within the town centre. Recent improvements made with funding contributions by Enterprising Bathgate include:

- Provision of new co-ordinated seating in George Street
- Enhancement of St David's Square through relocated hanging basket provision and additional seating
- Planting of floral displays within column and street planters to add colour to George Street
- Refurbishment of the vennel between Hopetoun Street and Acredale Car Park

Hopetoun Street Vennel

We received feedback from businesses that the vennel connecting Hopetoun Street with Acredale Car Park was in a poor state and felt dark and unwelcoming.

Enterprising Bathgate stepped in and contracted a focused short programme of improvements to the vennel, to address the concerns, as well as enhancing the CCTV coverage in the vennel.

Choose Bathgate Website

Enterprising Bathgate funds the Choose Bathgate website which provides a free listing for all businesses and organisations in the BID area. We offer a free service to achieve a high level and consistency of design long with links to individual websites and social media.

In our Business Survey 72% of responders either strongly agreed or agreed with the statement that ***"The Choose Bathgate Website is well designed and provides an excellent platform to showcase businesses."***

Moving forward:
We propose to continue this project
in our third term.



"Having been a retailer in Bathgate for 14 years, the improvement in our town centre has been significant and has grown each five-year term of the BID. We need to keep progressing as a town centre".

**Alan Waddell
(The Kilt Studio)**

"I thought the First Aid Training Class was excellent. Our instructor made the whole experience very engaging and I would encourage more representatives from the businesses in the BID area to participate".

**Scott McKenzie
(Nautica)**



Regal Radio

www.regalradio.net



OUR PARTNERSHIP WORKING WITH THE BATHGATE COMMUNITY

Sponsorship

Enterprising Bathgate continues to support local organisations, in return Enterprising Bathgate receives advertising in various forms. Enterprising Bathgate will continue to support these organisations during the next term of the BID.

Bathgate Procession and John Newland Festival

Bathgate Procession and John Newland Festival is a well-established and much-loved event in the annual calendar of Bathgate. Many people – Bathgate Bairns or nay – flock to the town lining the streets of the parade and increasing the footfall in the town centre.

Bathgate Thistle Community Football Club

Bathgate Thistle FC is a well-established football club with a much-envied stadium within junior football. The club's community programme strives to include kids, youths and adults of both sexes, all ages, all abilities from all backgrounds in their community programme.

Regal Radio

Regal Radio is West Lothian's number one online community radio station broadcasting from Bathgate. The radio station is entirely run by enthusiastic volunteers passionate to bring you local information and a fantastic mix of music.

Child Healthy Lifestyle Programme

After a successful pilot project, Enterprising Bathgate and its partner in this project Xcite Bathgate rolled out a programme of child healthy lifestyle classes in Bathgate's primary schools in 2017.

The concept behind the classes is based around the NHS Lothian Get Going Programme. The aim is to provide a mix of Education and Physical Activity creating an environment that is both educational and fun which the pupils will hopefully take into their adult life. Xcite Bathgate's expertise in preparing the programme has been invaluable and greatly appreciated by staff and pupils.

In our Business Survey 84% of responders either strongly agreed or agreed that **"The funding of these classes is a worthwhile project which also builds links to the wider community."**

Christmas in Bathgate

The Christmas illuminations installed in the town centre during the festive period were purchased by Enterprising Bathgate. Enterprising Bathgate also pay for the installation and removal of the units.

"We had lots of fun with Xcite especially during team games. We also learned lots about healthy eating, our portion sizes and what Red, Amber and Green foods are"

St. Mary's Primary School

"We all appreciate the continued support and involvement of Enterprising Bathgate with the wider Bathgate community".

Kirstie Stein
(Stein Butchers)



"Xcite is delighted to be working again with Enterprising Bathgate to deliver this innovative project to the local primary school children. This excellent example of partnership working is proving to be a real winner with teachers and pupils".

Tracy McAlpine,
Health and Wellbeing
Team Leader
(Xcite)

"The sponsorship provided by Enterprising Bathgate in return for advertising at our football ground and on our away strip is invaluable to a community club like Bathgate Thistle".

Bathgate Thistle
Community FC

erprisingbathgat
.co
TOGETHER ... INVESTING IN YOUR TOWN CENTRE

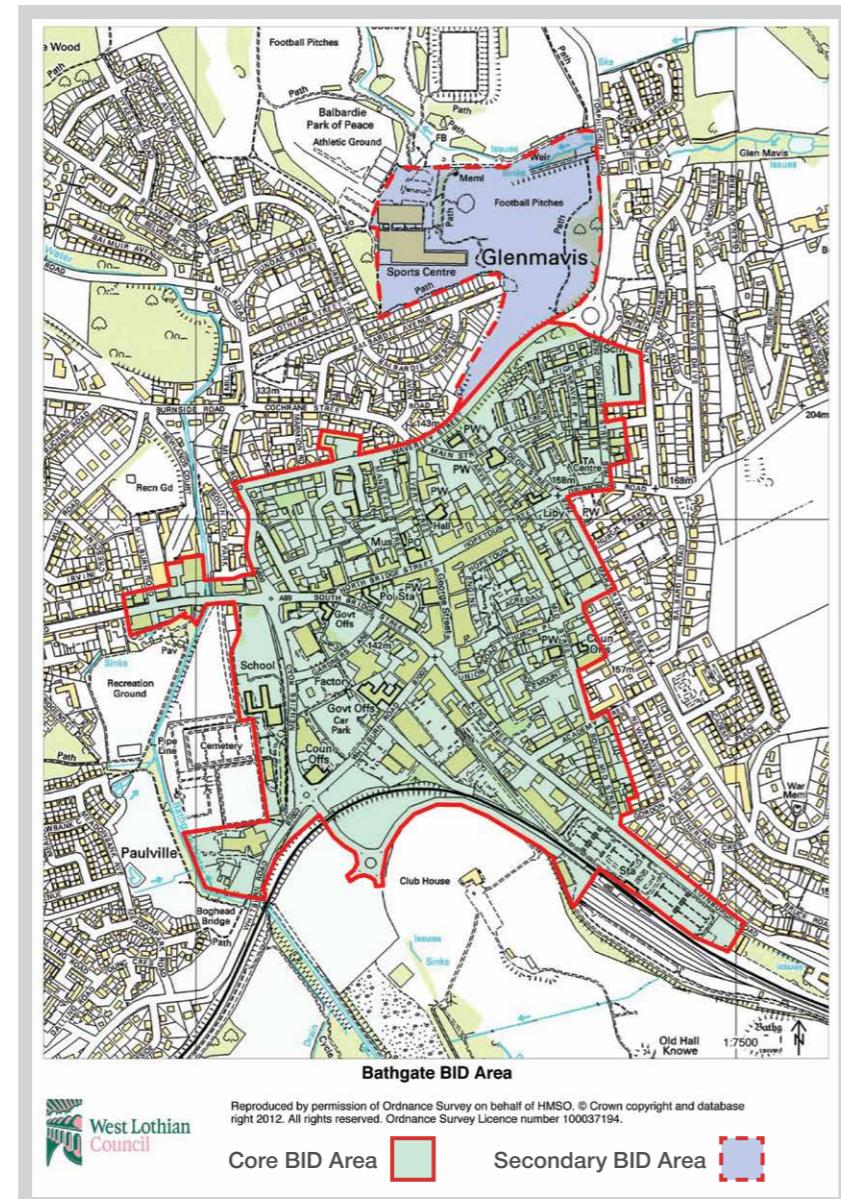
BATHGATE BID AREA

Why was this BID Area selected?

The following streets are included within the BID area as they represent the core traditional town centre, and the evolving expanding central business and commercial area of Bathgate.

The area has been carefully considered, reflecting upon the operational BID area, as well as those streets

Academy Street
Bloomfield Place
Edinburgh Road
Engine Lane
Gardners Lane
George Place
George Street
Gideon Street
Glasgow Road (part)
Hopetoun Lane
Hopetoun Street
Jarvey Street
King Street
Kings Lane
Linkston Way (part)
Livery Street
Main Street
Mansefield Street
Marjoribanks Street (part)
Menzies Road
Mid Street
North Bridge Street
South Bridge Street
South Mid Street
Torphichen Road
Torphichen Street
Union Road
Waverley Street
Whitburn Road (part)



The core BID area represents that part of the BID which is within Bathgate town centre, as defined by the Local Plan. The Secondary BID area is outwith the town centre definition in the Local Plan.

THE BID BALLOT PROCESS

- The BID ballot is a confidential postal ballot commissioned by the Returning Officer of West Lothian Council on behalf of the Bathgate BID and in accordance with Scottish BID legislation.
- Prior to the ballot taking place, a 'Notice of Ballot' will be issued to all properties in the BID area.
- Voting papers will be issued to every eligible person located in the BID area and entitled to vote in the ballot. Ballot papers for national companies will be sent to the eligible person who may be located at the head office of the national company.
- Voting papers will be issued on Thursday 12th July 2018.
- The final date for all ballot papers to be returned is 5pm Thursday 23rd August 2018. Ballot papers received after this time and date will be 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 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% 'turnout' (headcount) by number of eligible persons and by combined rateable value.
- Of those that vote, over 50% by number and 50% by combined rateable value must vote in favour of the BID.
- All eligible voters (i.e. those persons liable to pay non-domestic rates) will have one vote or where an eligible voter has more than one property (liable for the non-domestic rate), that individual shall be eligible to cast more than one vote and will also be required to pay the levy for each of the properties they occupy. Where the property is vacant (i.e. with no tenant or occupier in place) then the property owner will receive the ballot paper as the eligible person.
- If an eligible person has more than one property liable for the non-domestic rate 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.
- The ballot papers will be counted on 23rd August 2018 and the results announced within one week.
- Following a successful outcome to the renewal ballot, Enterprising Bathgate will continue and manage the BID in a way that is transparent and answerable to the businesses within the BID area.



The BID will continue if the following tests are met:

For the ballot to be successful there must be:

- A minimum of 25% turn-out by number of eligible persons (the headcount) and by combined rateable value
- Of those who vote, over 50% by number and 50% by combined rateable value must vote in favour of the BID.

HOW CAN I WORK OUT MY BID LEVY?

To work out your BID levy contribution, simply take the rateable value of the business unit and multiply by 0.015 (see examples below). For clarification of rateable value or potential BID levy, please feel free to contact the Enterprising Bathgate team on 01506 637537; or by email to info@bathgatebid.net

Rateable Value	BID Levy Per Annum	Equivalent Cost Per Week
£10,000 or less	£150	£2.88
£15,000	£225	£4.32
£20,000	£300	£5.77
£30,000	£450	£8.65
£50,000	£750	£14.42
£100,000	£1,500	£28.84

WHO WILL COLLECT THE LEVY?

West Lothian Council will be the billing body and will issue the levy invoices under the heading Business Improvement District Levy. All income collected under the 'BID levy' will be kept in a separate BID Revenue Account and passed to the BID Company to deliver the BID projects and services. The BID levy cannot be used as an additional source of revenue for the Council.

The BID levy will be collected in one instalment and due on 1 September each year.

Any non-payment of the BID Levy will be strongly pursued by West Lothian Council as the billing body with statutory recovery powers to ensure fairness to those businesses that have paid the BID levy, West Lothian Council will be entitled to charge a fee to meet the additional administration costs incurred in the levy collection.

HOW WILL WE MEASURE SUCCESS?

The projects and services outlined in the Business Plan will be delivered by Enterprising Bathgate. Each project and service will either build on what is already provided or introduce a new provision that is considered a priority by local businesses. The level of progress made on these will be assessed throughout the term of the BID and reported back to BID levy payers through a range of performance measures or indicators.

The BID will undergo Assessment and Accreditation Interim Review (AAIR) for Scottish Companies. The AAIR is a bespoke review which recognises and accords with the Scottish BIDs legislation. It has been developed by BIDs Scotland in consultation with key stakeholders and organisations.

Key Performance Indicators (KPI's)

SUBJECT	KEY PERFORMANCE INDICATOR	DATA SOURCE	GEOGRAPHY (LOWEST LEVEL)	VARIABLE(S)	FREQUENCY
Business base	Number of businesses within the BID area	BID	BID level	By type (retail, service, office etc.)	Annual
	Mix of retail businesses and services	BID	BID level	By type (independent, multiple outlets)	Annual
Business base mix	Number of leisure/ entertainment operators	BID	BID level	By type (pub, club, restaurant, café etc)	Annual
Business stock vacancy	Number of vacant/ derelict business premises	BID	BID level	By type (retail, service, office etc.)	Annual
Car parking	Number of car parking spaces	West Lothian Council	BID level	On and off street spaces and regulations	Annual
	Business perception of car parking availability and access	BID	BID level	On and off-street parking spaces and regulations	Annual
Safety	Business perception of safety	BID	BID level	Daytime and evenings	Annual
	Number of business crimes (and anti-social behaviour)	Police Scotland	Beat level	By crime type (crime statistics)	Quarterly
Employment	Number of employees (workplace based)	BID	BID level	By number and type (part time, full time)	Annual
Perceptions	Overview of BID area as place to operate business	BID	BID level	Past and present	Annual
Street cleansing	Business perception of street cleansing	BID	BID level	By frequency and timing	Annual
	Business perception of rubbish collection	BID	BID level	By frequency and timing	Annual
Environment	Business perception of environmental appearance and attractiveness	BID	BID level	Number of floral baskets Number of sponsored floral displays	Annual
Premises Improvement Scheme	Improved presentation of town business	BID	BID level	Number of businesses expressing interest Number of grants awarded Total Investment made	Annual
Events	Business perception of events throughout the year	BID	BID level	Number of events	Annual

THE LEVY ARRANGEMENTS AND COLLECTION

The BID investment levy will be the principle source of income for Enterprising Bathgate. Enterprising Bathgate will apply a levy of 1.5% on all properties liable to pay the non-domestic rate with a rateable value of £10,000 or more, and located within the defined BID area. Those properties with a rateable value of £10,000 or less will pay a fixed contribution of £150 per year. An exception to this will be those falling within the Secondary BID zone (see page 18) who will pay a lesser levy contribution of 0.25% of their non-domestic rateable value.

This will be a fixed BID levy arrangement for the duration of the five year BID term and will not be increased each year to take account of inflation (index-linked to the Retail Price Index).

The BID levy is not related to the actual amount of non-domestic rates paid by the businesses but is a separate levy agreed by businesses to facilitate improvements to the town centre and which are in addition to statutory services delivered by public authorities.

- The BID levy will be applied on the basis of year 2017 rateable valuations as at 1 September 2018.
- Where an appeal against rateable value is in process on the date of collection in any year, the BID levy will be issued as normal. The levy fee will not change during the 5-year term of the BID unless there is a successful appeal of the 2017 Non-Domestic Rates Revaluation resulting in a downward valuation. The levy will not be amended to reflect the change until the following year and will not be back dated.
- The BID levy is charged on an annual basis.
- Charitable status or mandatory charitable relief will not apply to the BID levy.
- The BID levy will not apply to functioning places of worship and ATMs.
- The BID levy will be chargeable to the occupier (the eligible person liable to pay the non-domestic rate), however, where a property is empty or vacant the property owner will be liable to pay the levy.
- Any new commercial development, merging of properties or division of existing properties or new businesses moving into an existing property that is liable for the non-domestic rate during the 5-year term of the BID will be liable for the levy.
- If there is a change or several changes in the occupier of the property within the BID area, rebates will be given to any outgoing occupier. The property owner will then be responsible for paying the Levy until a new occupier is found.
- Businesses in receivership and administration will be exempt. This exemption will be effective from the date of sequestration/liquidation.
- Payment terms will be 28 days from the date the BID levy invoice is issued or by annual direct debit. The levy must be paid in one payment and will be due on the 1 September for each year of the BID term.

BASELINE INFORMATION SUMMARY

Regular monitoring and evaluation of the standards within the BID area will ensure that the services provided by public agencies are to the standard and requirements set out in the baseline and operating agreements.

The baseline will also ensure that the services and projects directly delivered by the BID Company are an efficient, effective and productive investment of the BID's income and are additional to the services already provided within the BID area.

To this end, annual reviews and surveys, and independent status reports on these services will be provided and their contribution to achieving the BID's objectives will be assessed.

The baseline service has been drawn up by the BID Company in collaboration with the West Lothian Council and Police Scotland, and covers the following services:

- Street furniture and signage
- Street cleansing and environmental enforcement
- Town centre ground maintenance
- Street lighting
- Automated public convenience provision
- Trading standards
- Environmental health
- Waste management and enforcement
- Licensing
- Traffic management (on and off-street car parking)
- Roads and footway operation and maintenance
- Planning (development management and development planning)
- Building standards
- Property management and development
- Economic development and regeneration: including support for businesses, community regeneration, community planning and engagement
- Town centre management
- Tourism promotion
- Community policing, including parking enforcement

MANAGEMENT ARRANGEMENTS SUMMARY

Following a successful outcome to the renewal ballot, the management and operation of the BID will continue to be undertaken by Enterprising Bathgate Ltd, a company limited by guarantee, which was formed in 2008.

There will continue to be a detailed set of protocols including a formal operating agreement, which covers the management of the BID and billing, collection and transfer of the BID levy.

The Board of Directors will be responsible for the strategic management of the BID and for all decisions associated to the BID. The Board of Directors structure will be representative of the types of business and stakeholders in the BID area.

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.

Every eligible person who pays the levy will have the opportunity to nominate themselves or someone else from within the BID area to be elected onto the Board. Directors will be limited to one eligible person per eligible property. Nominations of directors from outside of the BID, who do not pay the levy or may not represent those making voluntary or other financial contributions toward the BID, will be strictly at the discretion of the Board of Directors.

COMMUNICATION AND ENGAGEMENT SUMMARY

Enterprising Bathgate will communicate with the BID levy payers and stakeholders and ensure that they are kept informed of activities and progress being made on their behalf.

MINIMISING RISK SUMMARY

The Board of Directors will adopt best practice in governance and operational procedures whilst seeking to be open and transparent in its operations.

MARKETING AND PROMOTION SUMMARY

Enterprising Bathgate will ensure that all marketing and promotional materials, projects and services are branded to help inform the business community and public of the range of activities undertaken.

Vote

YES



to continue to improve
Bathgate town centre



Contact Information

Enterprising Bathgate
Bathgate Business Centre
Whitburn Road
Bathgate
West Lothian
EH48 1HH
Tel. 01506 637537

www.enterprisingbathgate.com



Working together..... Investing in your town centre