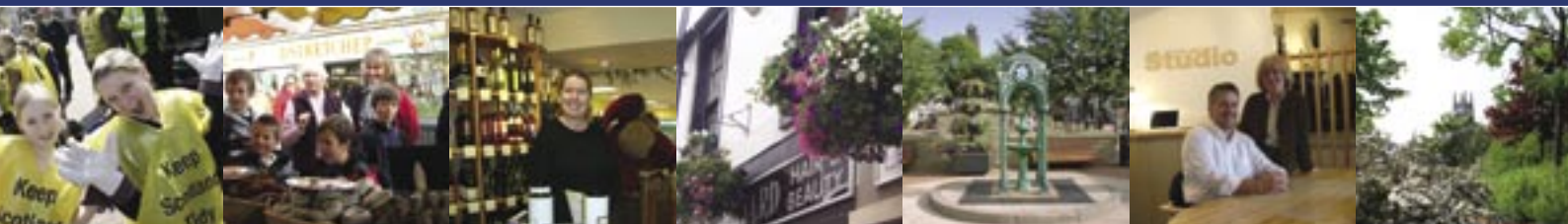




Enterprising  
**Bathgate**

The Bathgate Business Improvement District

## Business Plan | 2008 – 2013



**... ready to do your bidding**

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# Welcome

## to Enterprising Bathgate's Business Plan



The BID's Team.  
From left to right: Sam Crawford,  
Amanda Finlayson and Pat Kerr

The BID's team has worked hard to ensure that this Business Plan reflects the wishes of the businesses in the town. 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. Indications are that businesses support this initiative and are prepared to fund the BID through a small levy based on the rateable value of each business property. West Lothian Council has agreed to match the funding raised by the levy which will result in a total of almost £800,000 extra to invest in Bathgate town centre over the five year period of the BID. If the ballot is successful the BID will commence in April 2008.

Bathgate BID will give businesses a unique opportunity to input directly into the needs of the area and give it new life and energy over the next five years. A BID will generate ring-fenced funding for the BID area alone and will give businesses a direct say on how to re-invest the funding back into the area.

The businesses in Bathgate have developed a strong partnership with West Lothian Council over the past couple of years and a successful BID will strengthen this partnership. Bathgate has many positive characteristics and we want the businesses to become involved in making the town a place to be proud of and **the** place to do business.

**The notification of the ballot will be sent to every business in January, followed by the ballot papers at the beginning of February. There is a 6 week period during which the postal ballot will take place. The ballot closes on 14<sup>th</sup> March 2008.**

As chairman of the Bathgate BID steering group and as someone who has managed a family business in Bathgate for many years, I urge you not miss out on this unique opportunity.

**Sam Crawford**  
**Chair, Enterprising Bathgate**

# What is a Business Improvement District (BID)?

**A Business Improvement District (BID) is a business-led initiative within a defined geographical area. Businesses within the area are invited to come together to make decisions on how to improve their trading environment. Through consultation, a range of projects and services which will improve the business environment are agreed, which are then voted upon by all the eligible businesses in the area.**



A BID provides businesses with the opportunity to become directly involved in the development and improvement of the local area, by working in partnership with the council and other statutory authorities to bring improvements to the area in which the BID operates.

A BID can only come into existence if it is approved in a ballot by businesses within the defined BID area. For this ballot to be a success over 50% of those that vote must vote in favour, and those voting in favour must also represent a majority of the rateable value. If businesses give this approval, the BID is funded by an investment levy which is either a defined amount or an amount based on the rateable value of all eligible businesses within the proposed BID area.



**The Bathgate BID will initially operate between 2008 and 2013. After this the success of the BID must be reviewed and its continuation is subject to a new ballot.**

**A BID company is not part of the council and the projects and services that a BID delivers will be in addition to statutory council services and will not replace existing council services.**

Part of the role of a BID is to ensure that the council and its contractors fulfil their contractual obligations. To achieve this, Bathgate BID has been working with the council and the police on a number of baseline agreements.



These agreements allow businesses to be clear on what services are covered by business rates and where the best possible standards are not being achieved and maintained, the BID company will work on behalf of the businesses to both lobby and work with the statutory authorities to ensure that services delivered into the town centre are appropriate and to an agreed standard. Furthermore, it is important that the activities of the BID clearly add value over and above the services already provided in the BID area by the council and other bodies.

A summary of the service baselines can be seen on page 26.



## Gallery 1

“ Whitburn Road was really run down for quite a number of years. The partnership has helped the businesses in this part of the town make a big difference and I believe the BID will build on this. That’s why I support the BID. ”

**Gerry Cameron**

# What advantages does a BID offer?

**BIDs operate on a basis of statutory contributions. This means that all eligible businesses in the Bathgate BID area will contribute to the scheme after a majority of businesses have supported the BID in a ballot. This means that there is no “free-loading” – everyone benefits and everyone contributes.**



## **BIDs are sustainable over a longer period of time**

Because the BID will operate over five years, we know how much income will be generated and can put in place agreed short, medium and long-term projects.

## **The BID levy can be supplemented with other funding**

West Lothian Council has agreed to matched funding of the levy raised for the five year term of the BID. Other funding will also be sourced to supplement the levy. It is foreseen that the BID will lever in extra funds from private and public sources for specific projects.

## Everyone Benefits

### **Benefits for the Retail Sector**

- 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
- Additional consumer spend and retail sales leading to increased profit
- A safer and more attractive shopping environment in Bathgate
- Sustained investment over a five year period

### **Benefits for the Leisure Sector**

- A safer and more secure environment for customers
- 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 business ability to recruit and retain quality staff and in turn, minimise loss of expertise
- A reduction in staff turnover, to deliver an improved bottom line
- 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





# THE KILT Studio

## The Kilt Studio

“ In terms of improving the image of the town and the expected increase in quality customers, a body that is accountable to levy payers, which co-ordinates the towns business interests and pooled funds is a positive steps. That’s why we support the BID. ”

**Alan and Barbara Waddell**

# Why Bathgate?

Bathgate has experienced changing fortunes over the years. The closures of the British Leyland manufacturing plant in the 70s, Motorola and NEC in 2000 plus the rapidly expanding town of Livingston and its shopping facilities have all impacted on the Bathgate economy. Further development of retail parks in the surrounding area has also had a detrimental effect on the town.



**Bathgate is the largest traditional town in West Lothian and has many positive characteristics. The town's strength lies in the diversity of its businesses and this is seen as the foundation on which to re-build the town for the future.**

The existing town centre management programme run by West Lothian Council provides a number of services for the town centre, but it is clear that more activity is needed to ensure that Bathgate maintains and improves its business competitiveness. Bathgate BID will give businesses a unique opportunity to input directly into the needs of the area and give it a new life and energy over the next five years. A BID will generate ring-fenced funding for the BID area alone, and will give businesses a direct say on the investment of the levy in the town centre.

# The Bathgate BID Area



- Academy Street
- Bloomfield Place
- Edinburgh Road
- Engine Lane
- Gardner's Lane
- George Place
- George Street
- Gideon Street
- Glasgow Road up to & including 40
- Hopetoun Lane
- Hopetoun Street
- Jarvey Street
- King Street
- Kings Lane
- Livery Street
- Main Street
- Mansefield Street
- Menzies Road
- Mid Street
- North Bridge Street
- South Bridge Street
- South Mid Street up to & including 119
- Torphichen Street up to & including 10/1
- Union Road
- Waverley Street
- Whitburn Road up to & including 69



*The town's strength lies in the **diversity of its businesses** and this is seen as **the foundation on which to re-build the town for the future.***

# What your priorities are for Bathgate

**Enterprising Bathgate, as the proposer for the Bathgate BID, has been consulting with the businesses in the BID area through meetings, 1-2-1 consultations and an extensive business survey, to identify the areas you feel could be improved upon in order to make Bathgate a more desirable place to work, visit, live and be entertained.**



The results of this consultation process established the following key themes as your priorities for the BID area:

## Perception and Image

For Bathgate BID to build on the existing image of the town and work on spreading a positive image of Bathgate both locally and nationally.

## Clean and Attractive

For Bathgate BID to work with the council and other service providers to improve the cleanliness of Bathgate town centre and to make it more attractive.

## Safe and Secure

For Bathgate BID to ensure that businesses, employees and visitors feel safer when visiting Bathgate town centre.

## Accessibility

For Bathgate BID to promote awareness of good public and private transport access to the Bathgate area and make the town centre easier to navigate through and park.



## Facilitation

For Bathgate BID to act on behalf of businesses and to represent them to the council and other organisations.

A range of projects within these five key themes were identified by businesses and will take place over the next five years when the BID comes into operation, giving real improvements to Bathgate town centre through the BID. The following pages describe the projects that the BID will undertake to meet these priorities.



## Nautica

“ I’m supporting the BID because I believe that it will improve Bathgate and make it a more desirable place for shoppers to come and spend their money. ”

Scott Wilson

# The BID Projects

## Perception and Image

- Undertake a positive PR campaign with local and national press
- Advertise and promote existing events within the BID area
- Organise additional events for the Bathgate area, such as markets and festivals
- Develop a Bathgate brand

## Clean and Attractive

- Ensure the council adheres to their existing contracts
- Work in partnership with other organisations to clean up walkways and vennels
- Provide gum removal services and extra graffiti removal services
- Provide extra maintenance of street furniture (eg seats and bins)
- Improve town centre flower displays
- Encourage public art and sculptures for display in public areas

## Safe and Secure

- Work in partnership with other organisations to improve street lighting/illuminations
- Work in partnership with other organisations to improve the appearance of the walkways and vennels in the town centre
- Explore ways of improving direct links to local community police
- Assist businesses in making changes in the design of their shop or business to increase security and reduce the likelihood of crime
- Improve CCTV provision and monitoring

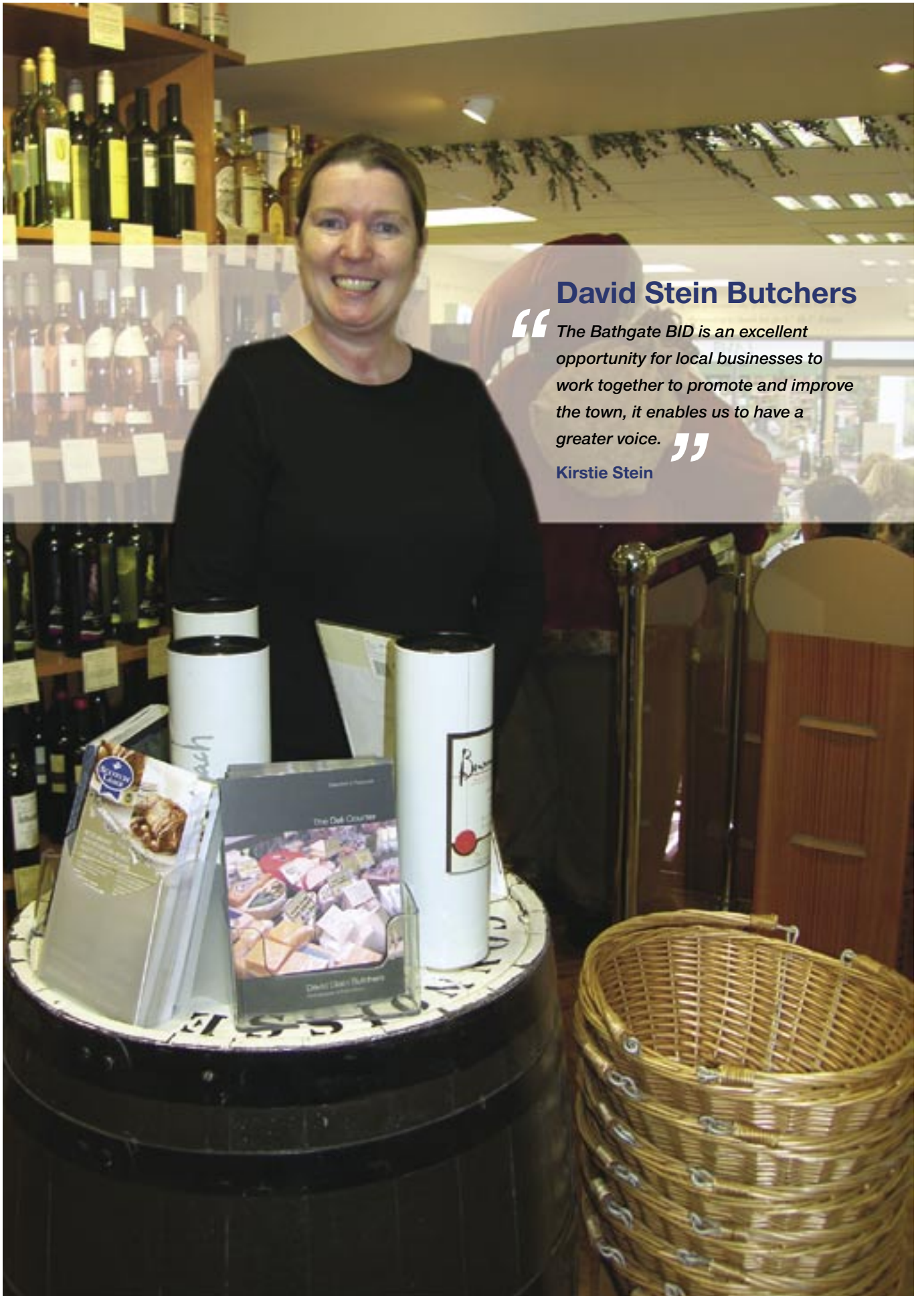
## Accessibility

- Promote awareness of accessibility to Bathgate via public transport
- Produce and distribute a visitors map of the BID area
- Produce and make available an updated Bathgate guide including all businesses in the Bathgate BID area
- Work in partnership with other organisations to implement a car parking strategy and improved signage

## Facilitation

- Work in partnership with other organisations to produce a development plan for the town centre
- Troubleshooting – improve access and provide links to relevant authorities to resolve problems/ongoing issues
- Lobby for additional funds and apply for funding and grants to invest in extra improvement projects within the BID area
- Foster strong links with Bathgate Traders Forum and other organisations in the town
- Work in partnership with Education Services to foster strong links between schools and the business community

**Additional projects may be identified through future surveys and/or by the Board.**



## David Stein Butchers

“ The Bathgate BID is an excellent opportunity for local businesses to work together to promote and improve the town, it enables us to have a greater voice. ”

Kirstie Stein

# Income and Expenditure

## Income overview:

Existing BIDs report a collection rate of between 98% and 99%. The Bathgate BID estimated income and expenditure during 2008/09 is based on an estimated 95% collection rate of the 1% BID investment levy. Any funds collected above this estimated recovery will be added to a discretionary fund. The full BID levy arrangements are detailed on page 18.



Once the BID is operational, variations within budgets will be reported to the BID Board for agreement.

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

## Other income

West Lothian Council has agreed to match fund for the five year period of the BID. The council will contribute up to a maximum of £73,500 during the first year of the BID, in addition to its contribution via the BID levy.

The BID levy will make it easier to obtain other sources of public funding for specific projects and these opportunities will be pursued.

The BID levy is nothing to do with business rates. It is based on 1p in the £ of the rateable value of a business unit and is an investment in the town centre. The funds collected through the BID levy will be kept in a separate BID bank account, held by the BID Company. The income from the levy, and from extra funds attracted, will be managed by the BID Board and used to fund local activities and services, as decided by businesses.

The money is kept locally, and spent locally, for the benefit of the local area.



# BID Budget Plan Summary

## Projects 2008 – 2013

<b>INCOME</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>	<b>TOTAL</b>
BID Levy	73,500	75,500	77,500	79,600	81,800	<b>387,900</b>
WLC Matched Funding	73,500	75,500	77,500	79,600	81,800	<b>387,900</b>
Other	0	0	0	0	0	<b>0</b>
<b>INCOME TOTAL</b>	<b>147,000</b>	<b>151,000</b>	<b>155,000</b>	<b>159,200</b>	<b>163,600</b>	<b>775,800</b>

<b>EXPENDITURE</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>	<b>TOTAL</b>
Perception and Image	24,500	24,600	41,200	40,100	40,600	<b>171,000</b>
Clean and Attractive & Accessibility	51,000	51,000	7,000	7,000	36,000	<b>152,000</b>
Safe and Secure	23,000	26,500	27,000	27,500	28,000	<b>132,000</b>
Facilitation	2,000	2,050	2,100	2,150	2,200	<b>10,500</b>
Other	9,500	9,630	39,740	40,085	10,460	<b>109,415</b>
Management of the BID	36,700	37,420	38,160	38,915	49,690	<b>200,885</b>
<b>EXPENDITURE TOTAL</b>	<b>146,700</b>	<b>151,200</b>	<b>155,200</b>	<b>155,750</b>	<b>166,950</b>	<b>775,800</b>

<b>VARIANCE</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>	<b>TOTAL</b>
	<b>300</b>	<b>-200</b>	<b>-200</b>	<b>3,450</b>	<b>-3,350</b>	<b>0</b>

# BID Budget Plan

## Projects 2008 – 2013

PERCEPTION & IMAGE	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Bathgate Brand Support and Merchandise	3,000	3,000	10,000	10,000	10,000	<b>36,000</b>
Christmas Lights	10,000	10,000	10,000	10,000	10,000	<b>50,000</b>
Skating Rink	5,000	5,000	8,000	8,500	8,500	<b>35,000</b>
Distribution of Lifestyle Guide	1,500	1,500	1,700	1,700	1,900	<b>8,300</b>
Christmas Brochure	2,000	2,000	2,200	2,300	2,400	<b>10,900</b>
Marketing	3,000	3,100	5,300	5,600	5,800	<b>22,800</b>
<b>TOTAL</b>	<b>24,500</b>	<b>24,600</b>	<b>37,200</b>	<b>38,100</b>	<b>38,600</b>	<b>163,000</b>

CLEAN & ATTRACTIVE	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Shop Front Improvements	3,000	25,000	3,000	3,000	32,000	<b>66,000</b>
Improvements to Vennels	18,000	10,000	2,000	2,000	2,000	<b>34,000</b>
Signage (Vennels)	10,000	8,000	0	0	0	<b>18,000</b>
Environmental Improvement Project	2,000	2,000	2,000	2,000	2,000	<b>10,000</b>
<b>TOTAL</b>	<b>33,000</b>	<b>45,000</b>	<b>7,000</b>	<b>7,000</b>	<b>36,000</b>	<b>128,000</b>

LIGHTING & SECURITY	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Contribution to CCTV Monitoring	20,000	20,500	21,000	21,500	22,000	<b>105,000</b>
Additional CCTV Cameras (Car Parks)	0	6,000	6,000	6,000	6,000	<b>24,000</b>
Lighting	3,000	0	0	0	0	<b>3,000</b>
<b>TOTAL</b>	<b>23,000</b>	<b>26,500</b>	<b>27,000</b>	<b>27,500</b>	<b>28,000</b>	<b>132,000</b>

ACCESSIBILITY	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Signage (Street Panels)	12,000	0	0	0	0	<b>12,000</b>
Information Boards (Town Plan)	6,000	6,000	0	0	0	<b>12,000</b>
<b>TOTAL</b>	<b>18,000</b>	<b>6,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>24,000</b>

<b>FACILITATION</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>	<b>TOTAL</b>
Enterprise in Education Partnership	2,000	2,050	2,100	2,150	2,200	<b>10,500</b>
<b>TOTAL</b>	<b>2,000</b>	<b>2,050</b>	<b>2,100</b>	<b>2,150</b>	<b>2,200</b>	<b>10,500</b>

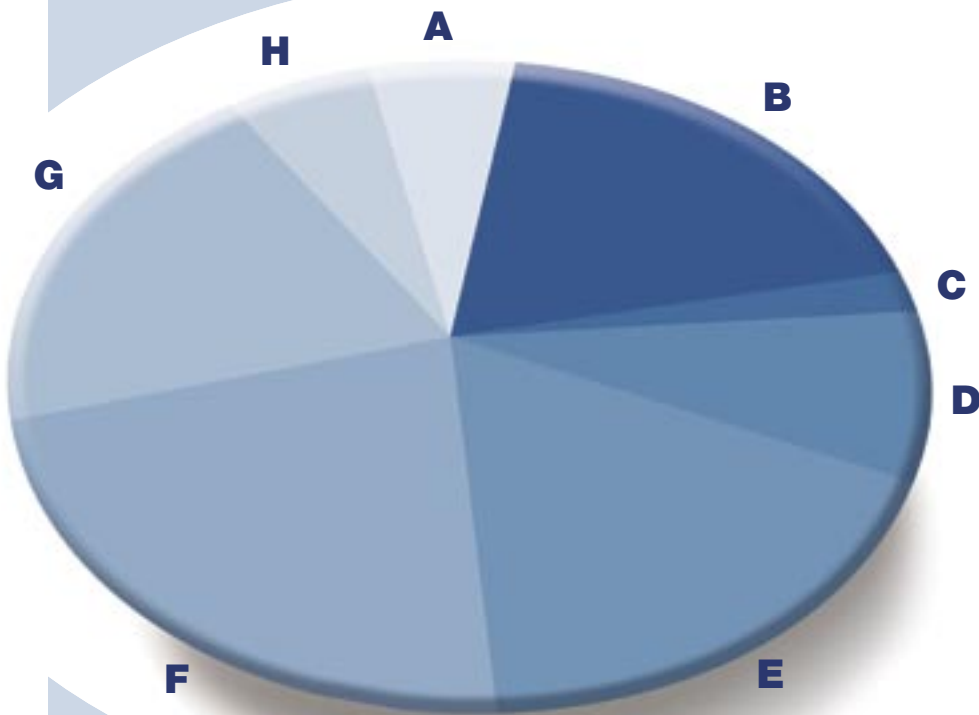
<b>OTHER</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>	<b>TOTAL</b>
Discretionary Fund	3,700	3,800	3,900	4,000	4,100	<b>19,500</b>
Unidentified Major Projects	0	0	30,000	30,000	0	<b>60,000</b>
Contingency	5,800	5,830	5,840	6,085	6,360	<b>29,915</b>
<b>TOTAL</b>	<b>9,500</b>	<b>9,630</b>	<b>39,740</b>	<b>40,085</b>	<b>10,460</b>	<b>109,415</b>

<b>MANAGEMENT</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>	<b>TOTAL</b>
Staffing	28,700	29,420	30,160	30,915	31,690	<b>150,885</b>
Levy Collection	3,000	3,000	3,000	3,000	3,000	<b>15,000</b>
Operational Costs - Monitoring and Evaluation	3,000	3,000	3,000	3,000	3,000	<b>15,000</b>
Operational Costs - Legal and Auditing	2,000	2,000	2,000	2,000	2,000	<b>10,000</b>
Operational Costs - Preparation for BID Renewal	0	0	0	0	10,000	<b>10,000</b>
<b>TOTAL</b>	<b>36,700</b>	<b>37,420</b>	<b>38,160</b>	<b>38,915</b>	<b>49,690</b>	<b>200,885</b>

<b>EXPENDITURE TOTALS</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>	<b>TOTAL</b>
	<b>146,700</b>	<b>151,200</b>	<b>155,200</b>	<b>155,750</b>	<b>166,950</b>	<b>775,800</b>

# Share of Expenditure

## 2008 – 2013



<b>A</b>	Operational costs & facilitation 6%
<b>B</b>	Staffing 19%
<b>C</b>	Levy collection 2%
<b>D</b>	Unidentified major projects 8%
<b>E</b>	Safe & secure 17%
<b>F</b>	Perception & image 22%
<b>G</b>	Clean & attractive & accessibility 20%
<b>H</b>	Discretionary/contingency funds 6%

# The Ballot

From 1 February to 14 March 2008 businesses will be asked to cast their vote for the BID in a formal and confidential ballot. Electoral Reform Services is responsible for managing the ballot, to ensure it is carried out fairly and is not influenced by the BID.



A ballot paper will be sent to each rateable business, to be completed by placing a cross in either a 'YES' or 'NO' box, as a response to the question 'Are you in favour of the Business Improvement District proposals?' The ballot paper should be signed by the person that completed it and returned in the pre-addressed postage-paid envelope.

If a business has more than one rateable property it will receive a ballot paper for each property. Each paper counts as one vote. It is important that EVERY paper received is completed and returned.

The BID will proceed if the following tests are met:

- 1 A 25% return is achieved;**
- 2 Of the votes received, a numerical majority of the rateable properties voting in the ballot must vote in favour; and**
- 3 Those voting in favour must represent a majority by rateable value of the rateable properties exercising their vote.**

Vote **YES**   
to improve your  
town centre

# BID levy arrangements and collection

## The Levy Arrangements:

**The BID investment levy will be the principle source of income for the BID. The Bathgate BID will apply a levy of only 1p in the £ on all rateable properties with a rateable value of over £10,000 located in the eligible area. Those properties with a rateable value of £10,000 or less will pay a fixed contribution of £100 per year.**

This will be increased each year in line with the Retail Price Index, which can be viewed by accessing: [www.statistics.gov.uk/CCI/nugget.asp?ID=19](http://www.statistics.gov.uk/CCI/nugget.asp?ID=19)

- The levy will be applied on the basis of year 2005 rateable values as at 1 April 2008.
- If after 1 April 2008 the 2005 rateable values change retrospectively because of an appeal, new and existing rateable properties will be subject to a levy based on the revised rateable value.
- The BID levy is charged on an annual basis.
- Charitable status or mandatory charitable relief will not apply to the BID levy.
- The levy will apply to offices, charity shops, government buildings etc. Churches and state schools will be exempt.
- The BID levy will be chargeable to the occupier. However, the levy will be chargeable to the property owner where a rateable property is vacant at the start of the charging period.
- Businesses that begin to occupy existing rateable properties during the five year term of the BID will be liable to pay the levy provided the rateable property remains eligible for BID membership.
- New builds within the BID area will be subject to the levy.
- Rebates will be given when an occupier vacates a property. The new occupier will be liable/invoiced to the value of the rebate. Similar arrangements are proposed for proprietors who sell property or terminate leases.
- Businesses in receivership and administration will be exempt. This exemption will be effective from the date of sequestration/liquidation.
- Where an appeal against rateable value is in process on the date of collection in any year, the levy will be collected as normal, and will be based on year 2005 rateable values.
- Payment terms will be 28 days from the date of invoice.

## How can I work out my BID Levy?

Simply multiply the rateable value of the business unit by 0.01 (see examples below). For clarification of rateable value or potential BID levy, please contact the Bathgate BID team on **01506 776386**.

RATEABLE VALUE	ANNUAL BID LEVY	EQUIVALENT WEEKLY COST
<b>£10,000 or less</b>	<b>£100</b>	<b>£1.90</b>
<b>£15,000</b>	<b>£150</b>	<b>£2.88</b>
<b>£ 20,000</b>	<b>£ 200</b>	<b>£3.85</b>
<b>£50,000</b>	<b>£500</b>	<b>£9.62</b>

## Collection of the Levy

West Lothian Council will issue the BID levy bills and collect the levy on behalf of Bathgate BID. Funds will be transferred to the BID's bank account under arrangements set out in a formal Operating Agreement. This agreement will be available on [www.bathgatebid.net](http://www.bathgatebid.net). A hard copy may be requested by calling the BID team on **01506 776386**.

The levy will be held in a separate account solely for the BID. It will be collected in one installment and due on 1 April each year. Funds that are collected over the expected collection rate will be added to the discretionary fund.

The non-payment of the BID charge will be strongly pursued via all available enforcement options to ensure fairness to those businesses that have paid the BID levy, and a fee will be charged to meet the additional administration costs incurred.



# Management of the BID

**Following a successful yes vote, the management and operation of the Bathgate BID will be undertaken by Enterprising Bathgate Ltd, a company limited by guarantee, which will operate from 6 April 2008. This will mean that the legal and financial liabilities of the BID company are covered and that the BID company will operate in a transparent way that is answerable to the businesses in the BID area.**



There will 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 BID Board will be responsible for the strategic management of the BID and be responsible for all decisions relating to the BID. The Board structure will be representative of the types of business and stakeholders in the BID area, and will also include the three local elected members. The Chair will be elected from the business members of the Board.



Each eligible business will be given the opportunity to nominate a representative for election to the Board. It will be possible to nominate yourself for election.

The Board will also comprise of two non-voting members; a representative from Community Planning and Regeneration, West Lothian Council and a Lothian and Borders Police representative. Other members may be co-opted onto the Board at the Board's discretion.

The BID company will report results of annual auditing and its AGM to the BID Board and the levy payers.

Minor budget and project variations will be managed by staff and reported to the BID Board, major variations will be referred to the BID Board for approval. Funding may be transferred between projects (due to projects being amended or postponed) as the needs of the business dictate on the authority and instruction of the BID Board without resorting to an alteration ballot.

The Memorandum and Articles of Association that govern Bathgate BID will be available from [www.bathgatebid.net](http://www.bathgatebid.net).

In addition to agreeing to match fund the BID levy, West Lothian Council will support the development of the BID company through staff resources additional to those staffing costs to be met from the BID income, as detailed in the budget plan on page 15.



## Eva Morrison Hairdressing

“It’s time for the businesses to get together and have a stronger voice and to promote Bathgate. That’s why I support the BID.”

Eva Morrison

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# Management of the BID

## Alterations of the BID Arrangements

Rateable properties to be included in the BID area may change due to alterations in West Lothian Council's ratings list. Rateable properties may be additionally included if at any time during the BID period if they are newly added to the ratings list. Rateable properties may also be excluded from the BID area and BID levy charge in cases where rateable properties are removed from the list.

BID arrangements may be altered without an alteration ballot as long as there is no proposal to alter:

- The geographical area of the BID
- The BID levy in such a way that would:
  - 1 Cause any person to be liable to pay the BID levy who was not previously liable to pay; or
  - 2 Increase the BID levy for any person other than for inflation purposes, as mentioned above.

## Termination of the BID

West Lothian Council may terminate the BID if:

- In the council's opinion, the BID has insufficient finances. Before this happens, however, the council must offer the BID body a reasonable opportunity to arrange for financing the shortfall or for a reduction in the works or services which is sufficient to offset the shortfall. In addition, the council must give those businesses that are liable for the BID levy an opportunity, at a public meeting, to make representations in relation to the termination of the BID arrangements.
- The council is unable, due to any cause beyond its control, to provide works or services which are necessary for the BID to continue and the authority has consulted the BID and conducted a consultation with such representatives of the business community for the BID area as the authority considers appropriate.

Bathgate BID may terminate the BID arrangements if:

- The works or services to be provided are no longer required.
- It is unable, due to any cause beyond its control, to provide works or services which are necessary for the BID to continue.



## Fresh n' Fragrant

*“BIDs is an excellent new venture allowing businesses to have their say in creating the ‘new Bathgate’. We know the area, we see the problems and we care. The BID concept is the way forward to a brighter, better Bathgate”*

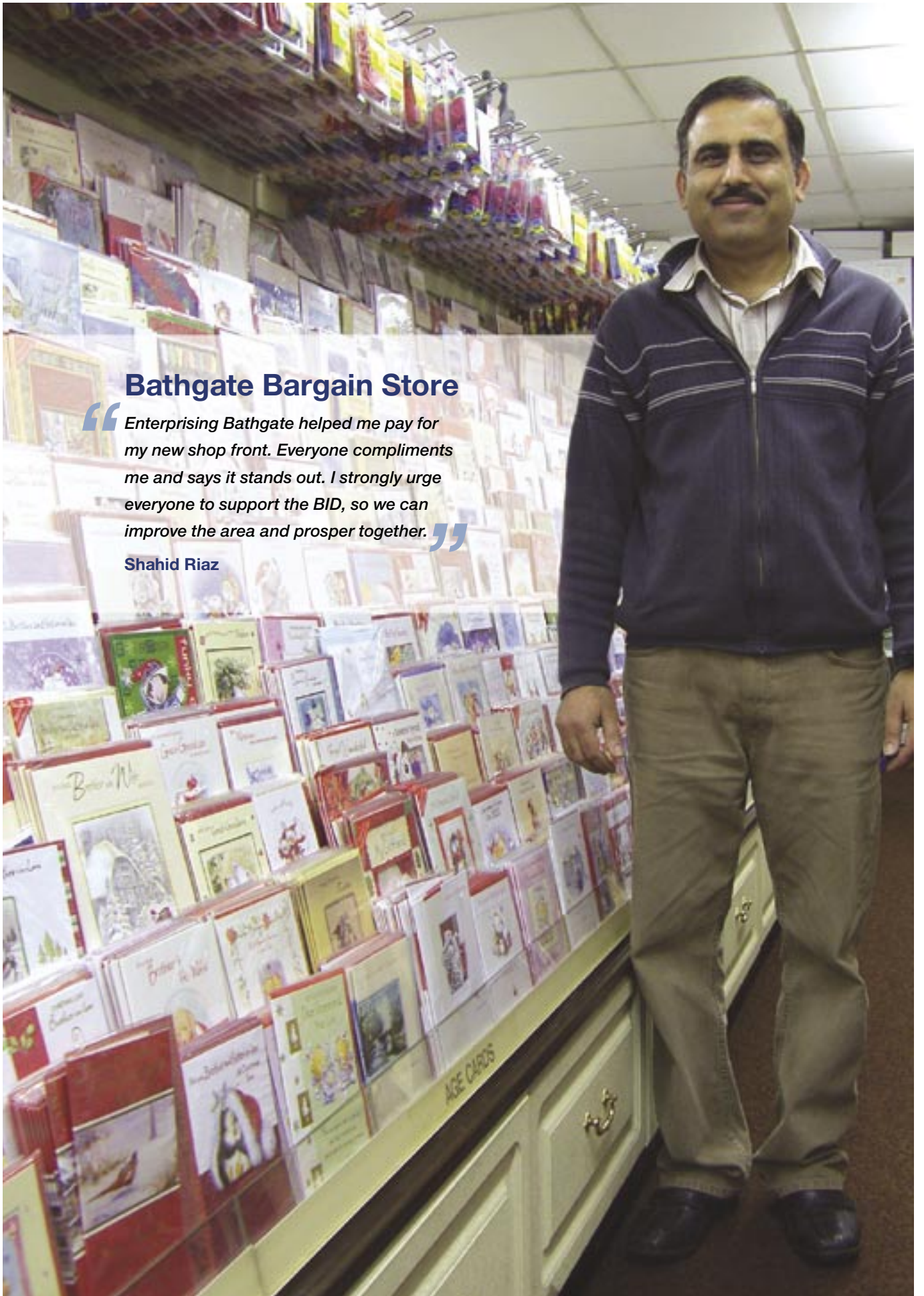
**Irene MacDonald**

# How will we measure success?

The projects and services will be delivered by Bathgate BID. Each project and service will either build on what is already provided or introduce a new service that is considered a priority by businesses. The level of progress made on these projects will be assessed during each year of the BID. This will be reported back on a regular basis to BID levy payers through the following performance measures:

## Key Performance Indicators

SUBJECT	KEY PERFORMANCE INDICATOR	DATA SOURCE	GEOGRAPHY (LOWEST LEVEL)	VARIABLE(S)	FREQUENCY
Business Base	Number of businesses in BID area	BID Audit	BID Level	By type (retail, service, manufacturing etc)	Annual
	Mix of retail businesses	BID Business Questionnaire	BID Level	By type (independent, multiple outlets, UK national, multinational)	Annual
Business Base Mix	Number of leisure/entertainment operators	BID Database	BID Level	By type (pub, club, restaurant, café etc)	Annual
Business Stock Vacancy	Number of vacant business premises	BID Audit	BID Level	By type (office, leisure, industrial, warehouse etc)	Annual
Car Parking	Number of car parking spaces	Local Authority/BID Audit	BID Level	On and off street spaces	Annual
	Business rating of car parking access	BID Business Questionnaire	BID Level		Annual
Crime	Business perception of safety	BID Business Questionnaire	BID Level	Daytime and evenings	Annual
	Number of crimes	Local Police	Beat Level	By crime type	Quarterly
Employment	Number of employees (workplace based)	BID Business Questionnaire	BID Level		Annual
Perceptions of BID Area	Overview of BID areas as place to operate business	BID Business Questionnaire	BID Level	Past and present	Annual
Street Cleansing	Business perception of street cleansing	BID Business Questionnaire	BID Level	By frequency and timing	Annual
	Business perception of rubbish collection	BID Business Questionnaire	BID Level	By frequency and timing	Annual



## Bathgate Bargain Store

“*Enterprising Bathgate helped me pay for my new shop front. Everyone compliments me and says it stands out. I strongly urge everyone to support the BID, so we can improve the area and prosper together.*”

Shahid Riaz

# Summary of Baseline Information

**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 Baselines will also ensure that the services and projects directly delivered by the BID Company are an efficient, effective and productive investment of the BID 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 the services will be provided, and their contribution to achieving Bathgate BID's objectives will be assessed.

**The following baseline agreements have been drawn up in partnership with West Lothian Council and Lothian and Borders Police:**

## 1. Street furniture and signage

**The council provides and maintains street furniture and signage including:**

- Provision, maintenance and cleansing of litter bins, seating, hanging basket columns, planters, signage and street lamps including banners.

## 2. Street cleansing

**The council provides a regular programme of street cleansing including:**

- Cleaning pavements and kerbside channels
- Emptying litter bins

**Core street cleansing services are supplemented by the council's neighbourhood Environment teams (nEts), a rapid response team responsible for:**

- Street cleaning
- Litter picking
- Removal of fly tipped materials
- Removal of dog fouling
- Chewing gum removal
- Graffiti removal
- Ground maintenance
- Removal of abandoned vehicles

**Environment wardens are a dedicated council resource to undertake enforcement action on environmental crimes, eg:**

- Dog fouling
- Graffiti
- Fly posting
- Abandoned vehicles

## 3. Town centre ground maintenance

**The council is responsible for the horticultural and arboricultural design and maintenance of council owned sites, including:**

- Design and maintenance of grass plots, street trees and permanent planted areas
- Removal of weeds
- Design and installation of annual planting including hanging baskets and planters

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## 4. Street lighting

**The council provides:**

- Maintenance of street lights, signs and beacons
- Design and implementation of new lighting schemes
- Technical advice on street and exterior lighting
- Repairs to lighting faults

## 5. Trading standards

**The council makes provision for a fair and safe trading environment by providing the following services:**

- Advice on trading standards
- Guidance on legislation
- Protection from unfair competition
- Anti-counterfeiting
- Age-restricted sales

## 6. Licensing

**The council licenses a number of premises, taxis/private hire cars and miscellaneous activities within the BID area.**

## 7. Public car parking

**The council is responsible for:**

- Reviewing the suitability of on-street parking in partnership with the community and the Police.
- Ad hoc supply and demand surveys of off-street parking undertaken.

## 8. Waste management

**The council collects waste and recyclable materials from non-domestic ratepayers and businesses on a twice-weekly basis.**

## 9. Highways maintenance

**The council is responsible for maintenance of the public highway. This includes:**

- Co-ordinate works on public roads to minimise disruption and improve safety
- Carry out road safety and boundary fencing repairs on public roads and footpaths
- Maintenance of road markings
- Traffic light repairs
- Maintenance watercourses to reduce flooding risks
- Clean gullies on public roads
- Carry out safety inspections of public roads

# Summary of Baseline Information

## 10. Tourism and town centre management information

**The council funds a Town Centre Management scheme within the BID area.**

**This service deals with:**

- Co-ordination of the Bathgate Town Centre Management Group
- The promotion of the town centre
- Support of initiatives
- Organisation, delivery and promotion of an events programme
- Supports the delivery of the BID.

## 11. CCTV

**The council has made a commitment to upgrade the current CCTV provision through the town centres regeneration budget. (The Safe and Secure budget detailed on page 14 reflects this position and will be reviewed following baseline agreement for this service.)**

## 12. Planning and transportation

**The council is responsible for all aspects of planning, including:**

- Planning control
- Building control
- Transportation planning
- Policy and strategy
- Major developments
- Environmental sustainability

## 14. Policing

**The police provide:**

- A dedicated Community PC who works with partner agencies and groups, including the Town Centre Management Group, to address local issues
- 24/7 response team patrols
- Additional Officers and Special Constabulary assistance during Friday and Saturday evenings, benefiting the night-time economy
- CID and specialist departments, which investigate serious crime
- Crime Prevention Officers, who can provide advice and expertise to businesses

## 15. Parking traffic enforcement

**The police employ a Traffic Warden to enforce parking within the town**

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Vote **YES**



to improve your  
town centre



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## Contact Information

**Enterprising Bathgate, Lindsay House, South Bridge Street, Bathgate, EH48 1TS**

**tel: 01506 776386**

**e-mail: [amanda.finlayson@westlothian.gov.uk](mailto:amanda.finlayson@westlothian.gov.uk)**

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