



Living Lerwick Limited Annual Report 2017/18

Together let's make Lerwick town centre better

Introduction – Living Lerwick Ltd

Lerwick Town Centre businesses voted in favour of establishing a Business Improvement District in 2012. A BID is an organisation voted for by businesses in a set boundary area which operates to improve the physical, trading and community conditions in that area for the benefit of the businesses.

Living Lerwick, the BID management organisation provide support to local businesses, arrange events and promotion of the area, and liaise with other public bodies and stakeholders to develop projects and activities to boost the local economy or address public issues such as parking, cleansing or future developments in the area.

All business properties in the BID area

Valuation Role are automatically members of Living Lerwick, unless exemptions, as specified in the BID Proposal, apply.

There are 39 BIDs across Scotland and this is set to increase with the recent establishment of a new national support organisation, Scotland's Towns Partnership and the Scottish Government supporting Scotland's Improvement Districts – an extension to the concept which will further encourage collaborative working practices over wider community areas in the public, private and third sectors.

This annual report is a summary of the first year of the second BID term. Year six overall for the Lerwick BID.

Management and Board of Directors during Year Six

In January 2018, the Project Team from CU Marketing stood down from the management role and were succeeded by Emma Miller and Selina May Miller, representing Realta Events Management.

In 2017/18 Living Lerwick had 9 registered Directors. (1 as proxy)

Current Directors:

Steve Matheison (VisitScotland – Chairman), David Coe (Ninian), Edna Irvine (Smith & Robertsons), Stewart Jamieson (Harrv's), Ben Mullav (The

Camera Centre), James Tonge & Gemma Tonge (Aa Fired Up), Ingrid Webb (Shetland Soap Company), and Dave Williams (Mirrie Dancers).

In addition, there are two SIC Elected Members who attend Board Meetings in an informal advisory capacity. These are Beatrice Wishart and Stephen Leask.

Chairman's Foreword

The first year of Lerwick town centre's second BID term has been a time to reflect on the first term and get to know our new project team as they settled into the role, applying their own approach to the challenges we face.

There have been no significant changes to our operations or events this year, but we have continued to deliver a series of events, activities and promotional campaigns. The creation of a new mascot for the town centre has triggered a re-branding exercise which will see Living Lerwick with a change of image in year seven.

Footfall continues to decline on high streets across the country and all traditional town centres face challenges from internet shopping, large retail parks and economic pressures.

The closure of the Anderson High School at the knab site has had a clear impact on footfall and lunch time trade on Commercial Street and we will be working on ideas to attract a different audience to the area.

There is much to be positive about in regard to Commercial Street this year. Nine new businesses opened for trade, including shops, cafes/bars and office premises. Many businesses installed new signage and painted their shop-fronts and the flowers and bunting made 'the street' a bright and

cheery place to be.

Cruise ship passengers are a rapidly growing market in Shetland, and the town centre does feel a direct impact of this. It's up to us as Directors, and business owners to make this a positive impact and take advantage of the 100,000+ visitors expected in 2019. Living Lerwick is committed to working alongside businesses, Lerwick Port Authority and Shetland Islands Council to manage this as effectively as possible.

We currently have nine directors from a range of different businesses, but do have space for more. If you would like to be more involved in what we do, please get in touch and join the board.



Renewal

The renewal process to allow Living Lerwick to continue to operate a BID in Lerwick was carried out in accordance with the correct legal procedures in August 2017. The ballot, which had a 68% return rate in respect of rateable values and a 62% return rate in respect of ratepayers returned a positive

result with 55% in favour and 45% against. The new BID proposal was accepted by Shetland Islands Council, BIDS Scotland and the Scottish Government and Living Lerwick was confirmed for a further four year term.

Mid Term Review

Year 7 will be the mid way point of the second BID term and as such there is a legal requirement for a mid-term review to be carried out by an independent assessor who will scrutinise progress of actions identified in the business plan.

The results of this review will be made public when it is complete.

Business Plan - Overview

With the second term of the BID came the need for a new business plan to accompany the revised BID proposal document. This set out the priority action areas to be addressed over the next four years, based on feedback from members during the consultation stage on what they wanted to see.

There are five key areas of activity in addition to the ongoing BID management tasks relating to administration and finance.

More Footfall

The Winter Festival in 2017 was again a popular event, attracting hundreds of people to the town centre for Santa's parade, Grotto, and the Christmas light



switch on. Thanks must go to all the agencies who are now involved to support this event: Lerwick Lifeboat, Santa, Peerie Foxes, Lerwick Jarl Squad, Lerwick Brass Band, NorthLink, Northwards, SIC and Lerwick Community Council.

A number of 'Find the...' competitions were run including an Easter Egg hunt where the eggs were decorated by bairns from Peerie Foxes. 82 entries were received and 6 lucky

More Footfall cont.

winners received a prize.

The World Cup competition was very popular with many people collecting flags from 32 member businesses. The lower number of returned entries was not representative of the number of 'players' but three of them were awarded a prize, with Love From Shetland receiving the chocolate replica World Cup, having represented competition winners, France.



Shopping Week was held from 6th – 12th August, with 12 businesses and the Living Lerwick team hosting 62 events over the week, culminating in the Lerwick Lanes fun run which saw double the number of runners from year one! £50 was donated to Disability Shetland from registration fees. 22 member businesses ran special offers and 8 competitions were available for the public to enter through the week.



Over 100 people attended the Street Party which was held on a sunny day in August to raise money for the STV Children's Appeal. Weatherman, Sean Batty, came along with appeal supporters Loganair and his film crew and the event was included in a broadcast on national TV in October. £558.58 was raised in public donations and passed to the appeal.

The Heritage Trail app was finalised and plans are underway to formally launch this in late November, with updates planned in 2019, including adding more businesses to the first 100



More Marketing

A competition was held to create a new mascot for Lerwick town centre which will be used in marketing campaigns and become the 'buy local' brand.

Maunsie da Market Cross is uniquely representative of the area and will be widely used in future marketing. He was officially launched during Shopping Week.



Ongoing updates were made to the website, including the additional of a new page for newsflash type announcements including daily specials for food outlets, additional opening hours or new services. This provides a more focused way to access member profiles too. A new website address was added as a direct link to this page – www.lerwicktowncentre.co.uk for better

promotion of the town centre.

A new page is also being added to promote empty properties for rent or sale.

Blog posts were published online relating to the new businesses that opened in the town centre. These were also shared on social media and a programme of future business focused blogs is planned.

The website received 11,182 visits in 2017/18 from 8,736 unique users. The events and Directory pages were the most frequently viewed, with the new town centre page the third highest visited.

Social Media continues to be well used, with an increase of 455 likes on the Facebook page. 988 member posts were shared, with another 339 original posts. Instagram has been used more regularly and the number of followers more than doubled to over 500.

The team were pleased to work with Promote Shetland on the production of a video which highlighted many of the new and established businesses on Commercial Street. The video was released in August and had over 9200 views on the Living Lerwick Facebook page, with many thousands more engaging worldwide through Promote Shetland's own channels.

More Marketing cont.

Press releases are issued regularly and good coverage has been received from the local print, online and broadcast media on a broadly positive basis.

Paid print and broadcast advertising was done locally for summer Sunday openings and Shopping Week. Additional paid promotion was done through Facebook for Shopping Week events.

Both project managers have appeared on BBC Radio Shetland's evening show, Speakeasy, in addition to radio interviews on various topics by project managers and Directors.

More Informed Decision Making on Access

No changes have been made regarding the issue of de-criminalised parking. It is hoped that the Islands Bill may go some way to addressing the challenges this presents small local authorities. Anecdotal evidence suggests there remains a split opinion from local businesses regarding vehicular access to Commercial Street.

Regular communication is maintained with staff in the Roads Service on issues relating to temporary road closures and plans for consultation on traffic management. Information will be passed on to members as and when requested.



More Attractive

Research has been carried out into new Christmas lighting for the town centre which will be implemented in 2018. The new system will see 25,000 LED lights installed which will be brighter and cheaper to run than the previous lights. Lights suppliers and the Planning service were consulted during this process.

Flowers and bunting were in place during the summer months, with 44 new wall baskets procured to replace the existing ones which were beyond repair. These worked well and will save on installation time in future years.

Picnic bench seating was borrowed from the Council and placed throughout the town centre during the summer, adding at least 60 additional seating spaces.

Dialogue with the Roads Service postponed the re-laying of slabs at the north end of commercial street by one year following the opening of several new businesses in the immediate area at the time of the scheduled works. These works will be carried out in 2019 instead.

A request from a member to replace broken handrails in Quendale Lane was passed on to the Roads Service and new railings installed.



Image by Leah Irvine (Instagram)

More Business Support

The management team have spent time visiting many businesses in the area personally and have offered individual meetings to every member. Feedback on interaction has been positive and the team are building good relationships with members.

Over 200 emails have been received with general queries or requests, in addition to hundreds received in relation to specific events or activities.

Newsletters were issued to all members every 6-8 weeks with contact details for project managers and all directors as well as a summary of what the team had been working on. Information on training opportunities, events, competitions, and a range of other useful details were included in these newsletters which have resulted in very positive feedback.



Are you Cruise Ready?

Living Lerwick's guide to making the most of the 2018 Cruise season
Lerwick is set to welcome a record number of cruise ship passengers in 2018. Over 90,000 visitors are estimated to be arriving in the town between March and October, with at least one day where there are 5000 extra people expected to be arriving (31st July)

This leaflet includes a number of suggestions to help you make sure you maximise the benefit of this extra footfall in the town. If we can help by supplying printed posters, or giving extra advice, please do get in touch.

Welcome visitors

Consider putting a printed sign in your window each morning welcoming passengers of the specific ship.

Even for non-English speaking visitors, this will be a familiar name and encourage them inside.

Language barrier?

If you have staff who speak other languages, mention this on your welcome sign: in the appropriate language. Even if they only come in to ask a question - they are still in your premises and your merchandise can speak for itself.

And remember - a smile and a warm welcome goes a long way in any language!

Opening hours

Check the list of ships due to be in and consider

revising your opening hours to make sure you are open when there will be lots of footfall in the town. For example, there are 8

Sundays between May and August with ships due to arrive. 12th August expects over 2100 passengers - can you afford to close the door on that many potential customers?



Know what to expect

There are a number of ways to find out how many passengers are likely to be in town, and where they are from.

Living Lerwick will send out updates on passenger numbers, nationalities and how many are scheduled to be leaving on bus trips/hours. Please note that this information is only supplied a day or so before the ships arrive, so we cannot supply this any earlier as numbers are subject to change until that point! You can also sign up for your own cruise alerts on the Lerwick Port Authority website - <https://www.lerwick-harbour.co.uk/cruise-ships>

Consider the weather!

We all know the weather plays a big part in how a visitor might experience our town.

If it's cold/wet, use window/door signs to promote jumpers, weties, hot soup or drinks for example.

If the sun is shining open your door to encourage folk inside and highlight appropriate products.



A guide to maximising benefit from cruise ship passengers was issued at the start of the season. In addition, 71 emails were sent with passenger numbers, nationality breakdown and scheduled tour information for 91 ships to 119 members.

(some requested removal from this particular mailing list)

A series of 'Sector Sessions' were planned with one open surgery style event for each business sector. Members were encouraged to attend these to raise any issues with project managers, share ideas and good practice with each other and increase a sense of community within the area. Further sessions were planned on an ongoing basis.

June 2018

LIVING LERWICK NEWSLETTER JUNE 2018



Updates on the BID of Lerwick Town Centre

In this month:

- What we've been up to in May
- Want to save on bills?
- That 'GDPR' thing
- World Cup Competition 2018
- Diemonta Awareness Training
- Sunday Openings
- Living Lerwick Website
- New Film Production
- Planned Paving Replacement - Advanced Warning
- Repairs and Maintenance

Hello...

Welcome to the June edition of the Living Lerwick newsletter.

We have a lot to update you on and a few opportunities and events to let you know about so please keep reading for further information!



World Cup Competition 2018

We are about to launch the World Cup Sweepstake competition for 2018. 32 businesses have signed up and been allocated a team in this summer's tournament to represent. From 14th June to 15th July, we'll post details of which local representation is playing in the games of the day. The first game is Thailand v Loose Ends (or Russia v Saudi Arabia). The winning business receives a replica world cup - made of chocolate! The public will collect country flag stickers from each of the businesses during the tournament for a chance to win some great prizes donated by Mirrie Dancers, Camera Centre and Thulecraft.



RUSSIA 2018

Income and Expenditure Summary

Income

The income Living Lerwick receives is used to deliver the projects laid out in the business plan. Projects that form the business plan came from the members ideas and feedback during the consultation phase of the BID renewal process in summer 2017.

All businesses within the BID area are automatically Living Lerwick members and are required by law to pay a Business Improvement levy to help fund the work that is carried out on their behalf. Shetland Islands Council invoices and collects the levy payments on behalf of Living Lerwick. The levy received reduced slightly in 2017 due to a revision of the BID area boundary and membership criteria.

In year 6 the SIC continued to support the BID with additional core funding grant to cover project management costs. The grant was reduced from £20,000 to £5,000 which meant that expenditure on this area had to be closely monitored.

Grant income of £1,944 was received from Lerwick Community Council towards the Summer Flower Scheme and the Christmas Tree lights. Additional grant income from SIC Community Development Fund (£750) and the Heritage Lottery Fund (£2500) was received for the final stage of the Heritage Trail project.

Expenditure

The project with the highest expenditure this year was 'More Attractive' with a spend of £16,600. This included Christmas lights, summer flowers, bunting, additional seating and contractor costs for installation of all this.

The 'More Footfall' project included events such as Shopping Week and the Winter Festival activities. More work was done to finalise the Heritage trail app ahead of a new year launch.

'More Marketing' was the other project with a significant cost: £10,236. In addition to advertising costs, this including printing, website maintenance and the identification and launch of Maunsie - the new town centre mascot.

Reserves

The end of year accounts show a surplus of £7,357 for the 2017/18 financial year, following a deficit in the previous year.

A review of budgets in addition to less expenditure on some projects is the reason for the surplus. With additional planned expenditure on capital equipment such as Christmas lighting, this leaves the accounts in a comfortable position to manage this.

Reserves are in place for the costs of the mid term review in year 7 and planning for renewal in 2021.

Income and Expenditure Account

Period 1st September 2017 to 31st August 2018. Full accounts are available to members on the Living Lerwick website, or on request.

Income	£	£
Business Improvement Levy	70,620	
Lerwick Community Council Grants	1,944	
SIC Community Development Fund	750	
Heritage Lottery Fund	2,500	
SIC Core Funding	5,000	
Miscellaneous income	780	
Turnover		81,594
 Project Expenditure		
More Attractive	16,600	
More Business Support	1,756	
More Footfall	13,648	
More Informed Decisions on Access	400	
More Marketing	10,236	
BID Management	24,358	
Operational Costs	7,239	
Total costs		74,237
Surplus for year		7,357

Living Lerwick Ltd is a 'Not for Profit' company.



Living Lerwick Limited

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Shetland
Islands Council

