

# Next Steps: What Happens Now?



## Introduction from BID Chairman

Our Next Steps document has been produced to give Living Lerwick members a quick and easy update on where we are in the renewal ballot process, and to outline the priorities we will work towards in the next five years, if the ballot in August is successful.

The priorities and objectives come from the feedback we have had from you as members – every Living Lerwick member has had the opportunity to give their opinion and ideas and I would like to thank every one of you who took the time to engage with this process.

The last year has been more than challenging for everyone, and we need to ensure that we provide a local platform for every business to thrive. We need a place where people enjoy coming to shop, work, eat, find services or even just to socialise in the outdoor public spaces.

A BID is about local businesses working together as a focussed group to achieve more than we can individually; to co-ordinate our efforts to bring about positive change for the area we all choose to operate our businesses in, and for the benefit of our customers.

**Steve Mathieson, Chairman**

*Living Lerwick  
Renewal Ballot  
2021*



## Board of Directors

The Living Lerwick board of directors are responsible for overseeing the work of the project team on your behalf.

Any member business is eligible to nominate a representative to sit on the board. Our current board is made up of people from businesses and organisations who give up their time on a voluntary basis to help their fellow business owners.

You can make a difference and you can have your say by getting involved. There are 4 director meetings per year, and an opportunity to engage with individual projects which specifically interest you.

To find out more, or nominate yourself or a colleague, contact project manager, Emma Miller on 07379 765020 or email [emma@livinglerwick.co.uk](mailto:emma@livinglerwick.co.uk).

## Why do we need a BID?

If the ballot for a third term BID is unsuccessful, the activities and services delivered by the BID team will stop on 31st August.

There is no alternative organisation or agency to fund or co-ordinate this support.

There will be no dedicated business support service; no holiday trails for families; no Buy Local marketing campaigns; no Christmas tree, lights or activities; no town centre customer loyalty scheme; no flowers and bunting in summer; no organisation eligible to apply for large scale grant funding for improvements to the town centre; and no opportunity to express business views as a collective to the local authority, to name only a few things.



## Ballot Process

The BID ballot is a confidential postal ballot managed and funded by Shetland Islands Council on behalf of the BID team.

Voting papers will be issued to every eligible person (i.e. the person liable for paying the non-domestic rate, or otherwise nominated, for each business) The vote is simply a tick box decision – answering 'Yes' or 'No' to being in favour of the BID proposals.

You will have 6 weeks in which to cast your vote, when papers are issued on 8th July and before voting closes on 19th August. Full details will be provided in the Business Plan which you will receive a copy of in June.

For the Ballot to be valid, the following conditions must be met:

- At least 25% of businesses must vote (by head count and total rateable value)
- Over 50% of votes cast must be in favour both in vote count and rateable value

# Renewal Questionnaire:

## What do our members want?

A questionnaire was issued to all Living Lerwick members asking for their feedback on what work has been done during term 2, and giving an opportunity to state what they want to see happen in Lerwick town centre over the next 5 years.

The questionnaire was issued by email (and post to some members) on 19th February, and followed up by an invitation to attend an online renewal launch meeting on 23rd February. The return deadline of 12th March was extended by a week, with directors and the project team carrying out 90 direct follow ups with businesses to encourage submission of their feedback and ideas.

The results can be summarised as follows, with the top 3 actions specifically requested being:

- 1. Promotion of businesses through 'Buy Local' campaigns**
- 2. Attract footfall – make Commercial Street a 'destination'**
- 3. Resolve parking issues – real or perceived**

The existing Business Plan objectives remain applicable, based on the responses. With more focus on alternative ways to access the town centre, a revision has been made to the access objective to include additional activity: Improving Access Options.

The objectives for the BID Proposal and Business Plan, with headline actions will be as follows:

### **1. More Footfall**

- Develop Commercial Street as a destination
- Deliver events and activities
- Manage town centre loyalty schemes

### **2. Improving Access Options**

- Investigate solutions to parking and pedestrianisation concerns
- Maintain transparent communication with SIC Roads Service
- Investigate alternative options for speed bumps
- Implement E-bike charging points
- Enhance pick up and drop off options

### **3. Business Support**

- Provide regular and relevant information to businesses
- Lobby for reduced rates and charges
- Support new businesses to open
- Support business sectors in recovery from Covid-19
- Co-ordinate sharing or subsidised charges

### **4. More Marketing**

- Deliver Buy-Local campaigns
- Advertise specific sectors and activities
- Maintain member directory
- Promote the town centre as a destination
- Promote community safety
- Develop digital content

### **5. More Attractive**

- Enhance town centre visual amenities
- Provide additional outdoor seating and signage
- Investigate options for covered outdoor areas
- Liaise with SIC on upgrades and maintenance
- Research and apply for large scale funding for property improvements
- Liaise with appropriate agencies on upgrading CCTV

# Renewal Ballot Timeline



## 1st April: Next Steps meeting

Members have the opportunity to feed back on the BID proposal objectives.

## 13th May: Final BID Proposal submitted

The final BID Proposal document and all appendices submitted to Scottish Government and Shetland Islands Council.

## 24th June: Instruction to Ballot Holder

Shetland Islands Council, as official Ballot Holder, will formally be instructed to hold the ballot.

## 19th August: Ballot Closes

Completed ballot papers to be received by 5.00pm on Thursday 19th August 2021. No papers received after this time will be counted.

## 15th April: First draft BID Proposal submitted

Draft document submitted to BID's Scotland for comment and checking.

## 1st June: SIC approve or veto BID Proposal

BID Proposal and Business Plan is formally presented to Development Committee.

## 8th July: Issue of ballot papers

Shetland Islands Council, as Ballot Holder will issue postal ballot papers to all eligible voters.

## 26th August: RESULT

Within 7 days of close of ballot, but likely to be Friday 20th August, the result will be announced.



## Added Value

Between September 2017 and March 2021, Living Lerwick have secured

**£147,475.00**

in grant income for improvements to amenities and support for Lerwick town centre businesses. This equates to more than 60% of the amount of levy income received.



## Keep in touch:

### Project Team:

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