

ONE LINLITHGOW 1ST OCTOBER 2019 – 30TH SEPTEMBER 2024

# BUSINESS PLAN



## CONTENTS

1. A message from our Steering Group
2. Aim and objectives of One Linlithgow
3. What is a BID and how do they work?
4. A brief history of BIDs in Linlithgow and beyond
5. Why does Linlithgow still need a BID?
6. More benefits
7. BID Area and Zones
8. BID Levy: who pays what, and how will it be collected?
9. Over and above: Baseline Services
10. BID ballot process
11. Stakeholder consultation
12. BID projects
13. Zone-specific projects
14. Simple income/expenditure tables
15. One Linlithgow: Five-year strategy
16. One Linlithgow governance
17. The current Steering Group

“Business” or variations of the word “business” are used throughout this document. The word “business” in this context refers to property owners or tenants and occupiers of properties who are liable to pay the non-domestic rate (NDR), whether they pay business rates or not. This includes all properties listed on the Scottish Assessors Association Portal ([website](#)) with a non-domestic rateable value, many of whom may be a charitable organisation, public sector organisation, social enterprise or community group who may not consider themselves to be a business.

## 1. A MESSAGE FROM OUR STEERING GROUP

Welcome to the Business Plan for the proposed One Linlithgow Business Improvement District (One Linlithgow BID). The Steering Group was formed in 2018, with a view to developing ideas as to what happens when the two current BIDs (Town Centre and Mill Road) finish at the end of August. Following extensive discussions, it was agreed that we should seek backing to renew the BIDs. However, it was decided that we should bring together the two existing BIDs and extend the area covered to bring more local businesses into the fold. The bringing together and extending of two BIDs hasn't been done before, so you could say Linlithgow is pioneering the way!

The existing BIDs have achieved a lot during their five years. We have contributed every year for the upkeep of the floral displays in the town centre. We have paid for business signage in both the town centre and at Mill Road. Over 100 fake note kits have been distributed to town centre shops and 100 security kits to Mill Road businesses. A total of £6,000 has been given away under the Linlithgow Town Centre Lottery: that's £6,000 extra that people have spent in town. £30,000 worth of Premises Improvement Grants have been provided to businesses, and then there's the CCTV. Mill Road now has CCTV and automatic number plate recognition, with the state-of-the-art town centre system to become operational in a matter of weeks.

Although neither of the existing BIDs has been perfect, your feedback has told us the areas in which they could be improved upon. Rest assured: this has been taken on board and will be improved going forward.

Looking forward to 2019-2024, there must be a stronger focus on tourism, as well as securing Linlithgow against criminal activity.

This business plan was produced in consultation with you, the stakeholders of Linlithgow, by survey and direct consultation. It also draws on the experience of the existing BIDs, and takes in to account lessons learned from both the successes and shortcomings of the existing BIDs.

With Local Authority budget cuts, there will be limited funding available to us from West Lothian Council.

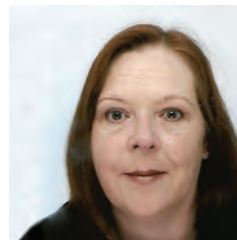
Please review the Business Plan and assess its value to your business and the wider Linlithgow community. Without continued investment in Linlithgow for everyone's benefit, many things we take for granted will disappear. For example, there would be no funding for the floral display maintenance; there would be no business signage; there would be no LED lit trees at Christmas; there would be no support for community groups; and there would be no CCTV.

Voting YES will secure continued investment in Linlithgow, which will benefit businesses, the local community and visitors alike.

We hope you are as excited about the future as we are.

Yours sincerely,

**Evelyn Noble**  
(Chair, "One Linlithgow" BID Steering Group and co-owner of Lilypond Crafts & Gifts)











**ONE**  
**LINLITHGOW**  
BUSINESS. COMMUNITY. ENTERPRISE





## 2. AIM AND OBJECTIVES OF ONE LINLITHGOW

### *Principal aim of One Linlithgow:*

Above all else, the purpose of One Linlithgow is to deliver projects and services that will improve the trading environment of the BID area to benefit businesses and their customers, as well as visitors to the area.

Linlithgow is a truly special place: its combination of history, community, tradition, unique array of family-run, independent businesses, from food and drink to industry and professional services, leave it the envy of other Scottish towns.

An overarching principle of One Linlithgow is to bring disparate businesses and community groups together to achieve far more than they could alone. A BID is simply a mechanism to gather reliably the resource to make this a reality.

This will involve the drawing together of common-sense ideas in a coherent and sustainable manner, then putting them in to action effectively. Twelve years' evolution of BIDs in Scotland has shown that increased focus on tourism strategy and collaboration with other groups is the key to success: two of the core principles that One Linlithgow embraces wholeheartedly.

### *Objectives:*

Inspire visitors and residents to enjoy Linlithgow, day and night, through traditional and digital marketing, increasing footfall

Enhance and maintain attractiveness and cleanliness throughout the town

Optimise access and parking

Protect businesses and residents by implementing security measures for businesses and in the public realm

Raise Linlithgow's profile on the global stage, in terms of tourism and commercial offering

Communicate with BID stakeholders, community groups, national operators, the Local Authority, Police Scotland and other relevant organisations

Speak for Linlithgow's business community, lobbying on their behalf for meaningful policy change at a local and national level

Support community groups, delivering improvements to Linlithgow, while leaving the passionate local experts with the autonomy they need

Leverage external funding to supplement projects and services, in partnership with community groups



“Having a BID has been hugely helpful for independent Linlithgow businesses, bringing unity to all the voices seeking to deal with a wide variety of issues facing businesses. The Christmas lights alone are worth saving, but our customers love the visitor guides, which steer our tourists to the various and plentiful attractions in and around Linlithgow. One Linlithgow can only strengthen and amplify the business voice within and beyond the town.”

*Jim Brown, owner,  
mid-C-mod (High Street)*

### 3. WHAT IS A BID AND HOW DO THEY WORK?

Business Improvement Districts (BIDs) can broadly be described as geographically-defined areas, where businesses come together and agree to invest collectively in projects and services designed to improve their trading environment.

By the time legislation was enacted to enable their operation in Scotland, BIDs had already undergone considerable evolution. Since this time (2006), Scotland's BIDs have earned a reputation as innovative and forward-thinking. Sector-specific BIDs focus on tourism and food-and-drink, while a wider range of projects and strategic focus across all BIDs bolsters their effectiveness across the country.

Town centre BIDs are generally started by a small group of local businesses, who hear of the success of BIDs in other areas, then approach Scotland's Towns Partnership to assess viability and subsequently apply for development funding from the Scottish Government.

A BID area is then defined, and all businesses in the area are consulted to gauge interest and decide which projects and services should be delivered. Once these projects have been costed, a Business Plan is distributed to all eligible properties and persons.

Soon after, a ballot is held. Eligible persons **must vote in favour of the BID before it can be established**. After success at ballot, the BID is managed by a Board of Directors comprising BID-area levy payers alongside a smaller number of Local Authority representatives. The projects and services are paid for by means of a compulsory levy. Although all projects described in the Business Plan can be delivered with this budget alone, the BID

Board leverages external funding, greatly increasing the opportunities to make positive improvements and making each levy pound work much harder than if each business invested separately.

BID projects are new and additional projects and services; they do not replace services that are already provided by West Lothian Council and other public bodies.

Most of those eligible to vote in the One Linlithgow ballot will already be well aware of BID activity in Linlithgow, already being part of either the town-centre or Mill Road BID. If your place of business lies outside the existing BID areas, though, you will still have been contacted by BID staff to discuss proposals, and ultimately this document contains all the information you need to make your decision in the ballot.

Usually, a BID would organise a "renewal ballot", delivering an updated Business Plan across the same area and administered by the same Board of Directors. One Linlithgow, while fully supported by Directors of the two existing Linlithgow BIDs, will be a brand-new BID after successful ballot. It will carry forward successful projects and best practice from each outgoing BID, but will also incorporate new, strategic projects, and will be run by a new Board of volunteer Directors newly engaged during the One Linlithgow consultation process.



## 4. A BRIEF HISTORY OF BIDS IN LINLITHGOW AND BEYOND

### *BIDs at large:*

Early BIDs began for essentially the same reason town centre BIDs exist today: as a means of allowing businesses in a specific area to work together and invest more effectively than they could individually, through economies of scale and a central support administration. Now that e-commerce is a fierce competitor to traditional bricks-and-mortar businesses, large and small, in today's marketplace, the importance of BIDs is greater now than ever before.

Today, around 1,600 BIDs enjoy success across the globe. There are well over 200 operational BIDs across the UK, 40 of which are in Scotland. This rapid development of Scottish BIDs is testament to their effectiveness and their renewal rate of over 95% shows that, once a BID has the opportunity to demonstrate its effectiveness over the course of its first term, the benefits are clearly felt and valued by the businesses in the BID area.



### *Linlithgow:*

Linlithgow's outgoing (2014-2019) BIDs in the town centre and at Mill Road have delivered tangible improvements to their respective areas, but looking ahead to 2024, a more strategic approach is required to deliver real, lasting improvement.

One Linlithgow is not just a "town-centre", "retail-park" or "enterprise-park" BID. It incorporates all three such areas in Linlithgow, each with their own needs and objectives, as well as providing all businesses across the whole town with a set of projects, operated for the benefit of Linlithgow at large. The Board allows for membership of any business, which is part of the BID area, as well as Elected Members of West Lothian Council, and community groups (in an advisory capacity). Where possible, care is taken to ensure that different sectors and areas of town are represented on the Board.

This holistic, collaborative approach aligns with national strategy, although a small minority of One Linlithgow survey respondents suggested they would be hesitant to support another area within the town for fear of helping their competitors. The benefits of cross-promotion, working in partnership, and raising the profile of all Linlithgow as one, however, far outweigh these concerns and One Linlithgow is confident in embracing this unified approach.

These proposals have been created in response to the issues and concerns expressed by those businesses returning questionnaires. 67% of respondents expressed that they would support continued BID activity in the form of One Linlithgow, with only 4% stating they wouldn't.



"Sainsbury's has always had a strong sense of social, environmental and economic responsibility, and an understanding that our success depends on society's success. With this in mind I am pleased to support the One Linlithgow BID. It is only through working in partnership together that we can continue to promote Linlithgow as a safe, clean and welcoming town for both local people and tourists alike. This will ensure the town and it's businesses continue to flourish."

*Katie Hainey, Manager,  
Sainsbury's (Stockbridge)*



## 5. WHY DOES LINLITHGOW STILL NEED A BID?



While the public sector continues to provide fundamental services to the trading area, cuts to discretionary spend have meant that additional services have been reduced, with deeper cuts inevitable in the coming years.

The “baseline services” section of this document outlines the services provided by West Lothian Council and other operators in the area (e.g. Police Scotland) and One Linlithgow will never duplicate services provided by these operators. All BID activity is additional and will only be delivered in the event of a successful ballot.

The town-centre and Mill Road BIDs have ensured that additional projects and services have boosted the local economy of and investment in Linlithgow since 2014, reinforcing the cleanliness, attractiveness, safety, security and vitality of the town centre.

In 2019, while few traders would describe the intervening years as an easy time to do business, fewer still would care to imagine how trade in Linlithgow would now look without having secured BID investment in the area.

Sustaining this investment is absolutely essential to Linlithgow’s prosperity. We have one of the finest town centres – perhaps the finest – in Scotland. We have bona fide national historical significance and literally scores of community groups working to benefit the town, but this is not enough.

The retail sector fights an ever more difficult battle against the online giants, while the hospitality sector is hit with business and utility rates higher than any other. Now is not the time to sit back and see what happens.

Any business that’s part of One Linlithgow can apply to join the Board and help to deliver the projects shown in this Business Plan, while responding to new issues as they arise. At its heart, a BID is simply a mechanism to deliver that investment in a sustainable way. It depends on strong support from member businesses to be fully effective.

**This BID investment does not continue automatically: it requires your positive vote.**



“As a new local business owner, I think being part of the Town Centre BID has been a no-brainer. Simple security reinforcements like the ‘fake note kit’ are vital to maintain, as will be the new CCTV system. Supporting groups like Burgh Beautiful and the festive lighting help to lift community spirit and encourage people to visit our town. Since opening we have been involved in the late-night shopping and other events and I’ve experienced a great welcome and feeling of inclusivity from the local business community, largely thanks to the BID.”

*Diana Kelly, owner,  
Specsavers (Regent Centre)*

## 6. MORE BENEFITS

One Linlithgow's composition, with businesses at the helm and community groups close at hand, will put it in a strong position to leverage external funding from a variety of sources, ably showing that Linlithgow works together to achieve collective goals.

This cross-sector and town-wide partnership, combined with improved, regular communication with stakeholders, provides a coherent, unified voice for business in Linlithgow.

Activity like this comes at no additional cost: the project plan allows sufficient time for staff to deliver individual projects, including a limited contingency. Staff will be on hand to respond to new issues arising and budgets can be reallocated by resolution, if for example a very successful, or important new project requires a larger budget, while another is operating below its expected budget.

Unfortunately, the days of full Local Authority match-funding are all but gone. West Lothian Council has, however, generously agreed to boost each year's budget by 10%. This welcome support allows for continuation of perennially popular Improvement Grants.

A cross-party alliance of all Ward 1 (Linlithgow) Elected Members sits on the Steering Group, which, after a successful vote, is expected to form the Board of Directors as part of a business-led force, overseeing project delivery, and with additional levy-payers keenly invited to join the team. Linlithgow Burgh Trust (Burgh Beautiful) and Linlithgow Community Development Trust are also active members, complementing the core business representation from a variety of sectors and areas within Linlithgow. The businesses must always be in the driving seat.

With such an intimate level of combined local knowledge and an appreciation of the power of collaboration, we can achieve much more than a "one size fits all" approach, or each going it alone. It's not all about money. Each one of these organisations recognises the importance of a good idea, born of intelligent discussion, experience and collaboration.



"I'm firmly in favour of One Linlithgow and its objectives. I believe it supports retailers large and small, and its continued support will help ensure Linlithgow continues to thrive and develop, while retaining its unique character."

*Drew Waldie, Manager,  
Tesco (Regent Centre)*





## 7. THE BID AREA AND ZONES

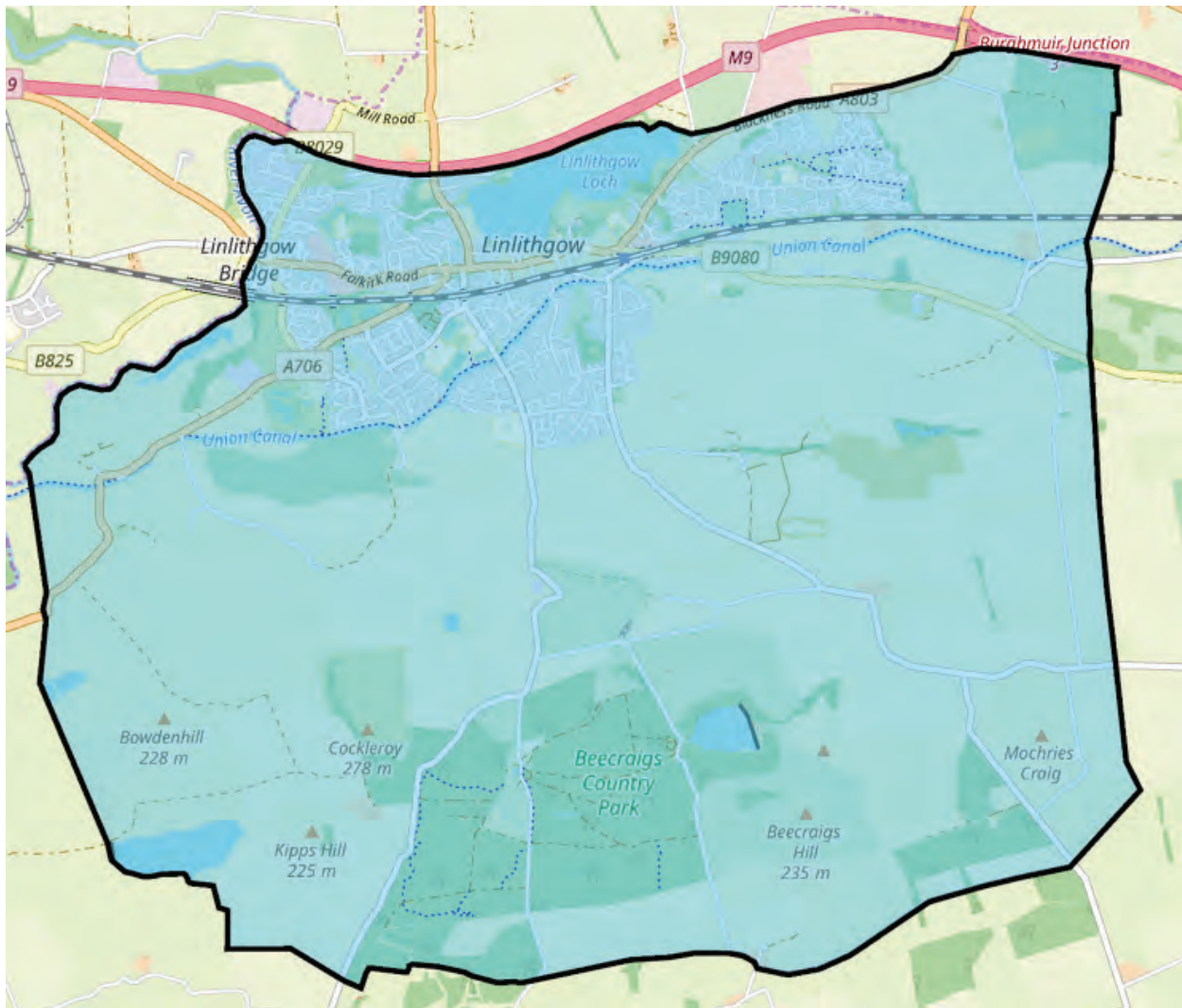
*The BID Area is shown below:*

After a successful ballot, projects would be delivered to all eligible premises in the “BID Area” shown in light blue, below.

**BID Area :** Avon Drive, Avon Mill, Avonmill Road, Avontoun, Beecraigs, Belsyde, Blackness Road, Bonsyde

Terrace, Braehead, Braehead Road, Carribber Reservoir, Court Square, The Cross, Edinburgh Road, Falkirk Road, High Street, Kingsfield, Kirkgate, Little Mill Business Park, Main Street, Mains Road, Manse Road, McGinley Way, Mill Road, Mill Place, Mill Road Industrial Estate/

Enterprise Park, Park, Philip Avenue, Preston Road, Provost Road, Springfield Court, St. Ninian's Way, Regent Centre, Upper Bonnytown, The Vennel, Water Yett, West Port, Williamsraigs



## 7. THE BID AREA AND ZONES *continued*

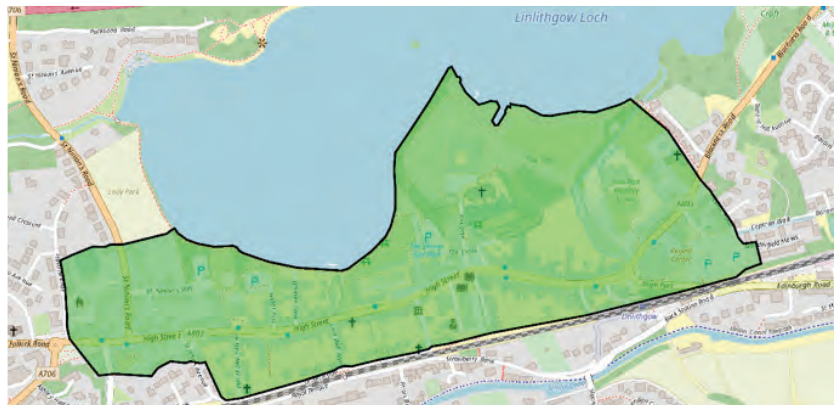
Two Zones **within** the BID Area have also been identified through consultation and existing BID activity, within which **additional** projects are proposed. Please note that eligible business premises within either Zone would **also** be eligible to pay the general BID levy (see Section 8), since they would also benefit from those projects.



“I’m all for One Linlithgow – the existing BID has been great for the High Street, and has certainly been very supportive and helpful to us since we opened. Even the little things like the fake note kits are really appreciated. I very much hope we have a new BID for the whole town to continue helping bodies like the marvellous Burgh Beautiful, and keeping very worthwhile projects like the festive lighting going.”

*Catherine Lawrie, owner,  
Du Vin Bouchers (High Street)*

### Town Centre Zone



*Town Centre Zone: Blackness Road, Court Square, High Street, Kirkgate, Provost Road, St. Ninian’s Way, The Cross, Regent Centre, The Vennel, Water Yett, West Port*

### Mill Road Zone



*Mill Road Zone: Avon Drive, Avon Mill, Avonmill Road, Little Mill Business Park, Mill Place, Mill Road Industrial Estate/Enterprise Park*



## 8. BID LEVY: WHO PAYS WHAT AND HOW IS IT COLLECTED?

A BID levy is an equitable and fair way of funding additional projects and services, which the local authority and other statutory bodies are not required to provide.

It has been agreed by the BID Steering Group that the levy rate will be a fee structure based on the rateable value of the property on the day of the ballot 30th September 2019 and throughout the 5-year term of the BID. The BID improvement levy will be paid by the occupier (the eligible person liable to pay the non-domestic rate), however, the property owner will be liable to pay the levy where a property is vacant on the day the levy invoice is issued and for all the period thereafter when the property is vacant.

There will be no increase in the levy amount during the term of the BID.

There are approximately 362 commercial properties in the BID area which will generate a BID investment levy income of approximately £128,580 per annum and an estimated total levy income of £642,900 over 5 years.

All eligible occupiers (of eligible properties) i.e. the eligible person liable to pay the non-domestic rate that are listed on the Local Assessors Valuation Roll on the ballot date will be liable to pay the levy.

The levy payments are not linked to what businesses actually pay in rates but are based on the rateable value of the property.

The levy must be paid either in one payment within 14 days from the date of the levy invoice or in instalments by arrangement with the billing body.

If there is a change in occupier to a property, until a new occupier is found, the property owner will be responsible for paying the levy.

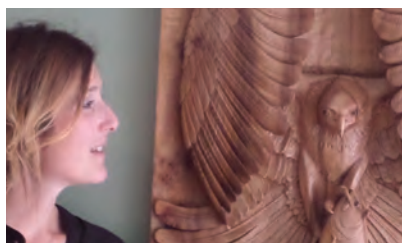
Any new commercial development, subdivision of existing properties or merging of properties or new business with a non-domestic rateable valuation coming into the area during the 5-year term of the One Linlithgow business improvement district will be liable for the BID Improvement Levy.

If the property is vacant or empty on the date the levy is issued and for any subsequent vacant periods, the property owner will be liable for the full levy amount, which must be paid within 14 days.



“I’ve found BID to be very helpful since I opened two years ago. When I was just starting out it was great to have someone to answer questions and give advice. I’ve had an improvement grant and take part in the Loyalty Lottery, which is a great idea, especially the specials for late night opening and Christmas. It’s important to have something like this to look after our unique collection of businesses in town.”

*Linda Webb, owner,  
The Thread Counter  
(The Vennel)*



## 8. BID LEVY: WHO PAYS WHAT AND HOW IS IT COLLECTED? *continued*

The levy structure table shows what would be payable by businesses annually, according to their rateable value:

ONE LINLITHGOW Levy structure		
Rateable value of property	Annual BID levy	Supplementary 'zone' levy
£0 - £999	VOLUNTARY	
£1,000 - £4,999	£60	£30
£5,000 - £9,999	£120	£70
£10,000 - £19,999	£230	£100
£20,000 - £29,999	£300	£140
£30,000 - £39,999	£400	£170
£40,000 - £49,999	£700	£200
£50,000 - £59,999	£900	£300
£60,000 - £79,999	£1,100	£400
£80,000 - £99,999	£1,300	£500
£100,000 - £199,999	£1,800	£600
£200,000 - £299,999	£3,000	£1,000
£300,000 - £399,999	£4,500	£1,300
£400,000+	£6,000	£1,500

So, if your premises are **outside the town centre and Mill Road Zones**, simply find the rateable value band for your premises and apply the figure shown under "Annual BID levy" (e.g if your premises' rateable value is £14,000, your levy band would be £10,000 - £19,999, for which the annual contribution would be £230).

Similarly, if your business is **in either Town Centre or Mill Road Zones**, simply find the relevant rateable value band, then add together the "Annual BID levy" and "Annual levy: Zones" figures. In this case, the premises with £14,000 rateable value would pay both the £230 contribution and the £100 Zone contribution, i.e. £330.

If the rateable value of your premises is under £1,000, you are strongly encouraged to opt in to One Linlithgow. In exchange for paying the lowest levy shown above (£60 levy, plus £30 if your premises is in one of the two zones), you can take advantage of all projects and services available to any other business that's part of the BID. Similarly, if your business is exempt from paying BID levy for another reason, you can still, and are encouraged to, opt in.



Using the levy structure shown, the amount required to deliver the projects and services is raised:

ONE LINLITHGOW Income							
Rateable value band	All properties in BID area	Annual BID income (excluding Zones)	Number of Town Centre Zone properties	Annual income from Town Centre Zone	Number of Mill Road Zone properties	Annual income from Mill Road Zone	Annual income (total)
£1,000-£4,999	90	£5,400	45	£1,350	37	£1,110	£7,860
£5,000-£9,999	106	£12,720	55	£3,850	34	£2,380	£18,950
£10,000-£19,999	97	£22,310	63	£6,300	20	£2,000	£30,610
£20,000-£29,999	29	£8,700	19	£2,660	4	£560	£11,920
£30,000-£39,999	14	£5,600	7	£1,190	5	£850	£7,640
£40,000-£49,999	5	£3,500	1	£200	4	£800	£4,500
£50,000-£59,999	6	£5,400	5	£1,500	0	£0	£6,900
£60,000-£79,999	3	£3,300	0	£0	1	£400	£3,700
£80,000-£99,999	2	£2,600	1	£500	0	£0	£3,100
£100,000-£199,999	6	£10,800	2	£1,200	1	£600	£12,600
£200,000-£299,999	1	£3,000	0	£0	0	£0	£3,000
£300,000-£399,999	1	£4,500	1	£1,300	0	£0	£5,800
£400,000+	2	£12,000	0	£0	0	£0	£12,000
TOTAL LEVY INCOME		£99,830		£20,050		£8,700	£128,580
WLC SUPPORT		£9,983		£2,005		£870	£12,858
GRAND TOTAL		£109,813		£22,055		£9,570	£141,438
LESS EXPENDITURE		£109,700		£22,000		£9,500	£141,200
SURPLUS		£113		£55		£70	£238

The “less expenditure” row shows total expenditure for BID projects, as well as each of the two Zones. These figures match the project budgets shown in Sections 12 and 13.

## 8. BID LEVY: WHO PAYS WHAT AND HOW IS IT COLLECTED? *continued*

*The structure was chosen because:*

Total levy payments must add up to the amount required to deliver the business plan (a negligible surplus of £238 will be used as contingency).

A banding system was chosen because it represents a simple way for properties to identify their levy payment, provides for ease of collection, and represents a fair and reasonable methodology. Everybody benefits, therefore everybody pays.

A minimum annual payment of £60 (equivalent to £1.15 per week) is believed to be affordable to the smallest properties, including those in the Mill Road and Town Centre Zones, which would pay £90 annually (or £1.73 per week).



*Further notes on the collection of levy payments:*

Levy payments will be made by the person liable to pay non-domestic rates. In the case of a vacant commercial property (i.e. no lease/occupancy in place), the property owner will be liable.

Levy calculation is linked to the rateable value of the property, not the actual amount of non-domestic rates paid.

Levy payments will not be index-linked.

If an eligible property becomes vacant (i.e. no lease/occupancy in place), the property owner will become responsible for payment of the levy until a new occupier is found. If such a property is vacant as per those conditions on the date the invoice is issued, the property owner will be liable to pay the full amount, to be paid within 14 days.

Given the small annual sum to be collected from each property, West Lothian Council will issue one invoice each year.

Payments must be made in full within 14 days from the date the levy invoice is issued.

Any new non-domestic property or new property with a rateable valuation setting up in the BID area during its five-year term will be liable to pay the BID levy.

Council and Government agencies will also pay the levy.

The BID Steering Group decided to exclude premises that have a rateable value of under £1,000. These premises can pay a voluntary levy and become an "associate member" should they wish (further details on Page 12).

The BID Steering Group decided that there is no benefit from being part of the BID to the following categories of property and therefore are exempt from paying the levy: advertising stations, ATM sites, burial grounds, cadet centres, car spaces, catteries, churches, church halls, clubs, ground, homes, hospitals, premises under reconstruction, schools, sewage works, site huts, stables, stores, yards, not-for-profit organisations (i.e. whose stakeholders do not achieve financial gain through the relevant unit's operation) and non-retail charities (i.e. registered charity not using relevant unit to exchange money for goods/services).

West Lothian Council will collect the investment levy on behalf of the BID, as this will be an efficient, safe and cost-effective method of collection. West Lothian Council will lodge the levy within a BID Revenue Account. The BID levy can only be drawn down by the Board of Directors of the BID to allow the delivery of the business plan.

The BID Revenue Account and levy cannot be accessed by West Lothian Council nor can it be used by the Council as an additional source of income.



## 9. OVER AND ABOVE: BASELINE SERVICES

A baseline service agreement ensures the BID does not use the levy money to duplicate any services provided by West Lothian Council, Police Scotland and Historic Environment Scotland. The services directly delivered by the BID are additional to any statutory services. The baseline services agreement gives an assurance to businesses that the levy payment will only be used for **additional** projects, which they voted on in the BID ballot.

Additionally, a baseline agreement avoids the risk that public agencies including West Lothian Council will not reduce its statutory level of service to the BID area following a successful ballot.

### *Services already provided by West Lothian Council:*

Environmental Health

Trading Standards

Education and engagement  
with schools

Street sweeping, litter picking,  
emptying bins

Road, footpath and traffic-light  
repair/maintenance

Drainage, flood prevention and gully  
cleaning (inc. emergency response)

Road signage and bus  
shelter maintenance

Graffiti removal

School crossing service

Maintain street lighting

Visit West Lothian destination  
marketing

### *Services already provided by Police Scotland/Police Community Resources:*

Prevent and detect crime  
and antisocial behaviour

Monitor licensed premises

Monitor offenders

Response 24/7, public counter  
Mon-Fri 09:00 – 17:00

### *Services already provided by Historic Environment Scotland:*

Manage sites of national  
significance

List structures of special  
architectural or historic interest

Manage and guide change to  
historic environment



“As a small business you can only do so much on your own but being part of the BID brings greater benefits such as enhanced security, grants and marketing. One Linlithgow BID will bring even greater benefits across the whole town. More opportunities for networking, marketing and events to drive people into and around the town. We will have a stronger voice and be able to engage with West Lothian Council and other bodies to continue to improve and develop Linlithgow as a vibrant town now and into the future.”

*Mark Darragh, owner,  
PlayBugs (Mill Road)*

## 10. THE BID BALLOT PROCESS

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

Prior to the ballot taking place, a 'Notice of Ballot' will have been issued to all eligible properties in the BID area. The proposer must make available a full copy of the BID Proposal to any person who is eligible to vote on the BID Proposals who requests a copy. A copy of the BID Proposals and BID Business Plan must also be sent to the Scottish Ministers and the Chief Executive of the local authority 98 days in advance of the final ballot date. A copy of these proposals is available to view at the offices of West Lothian Council.

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

The BID ballot is a confidential postal ballot, commissioned by the Returning Officer of West Lothian Council on behalf of One Linlithgow and in accordance with Scottish BID legislation.

Ballot papers will be distributed to each eligible person in the BID area, addressed to the person responsible for casting the vote for that property.

Voting papers will be issued from 19th August 2019, 42 days before the ballot date.

The final date for all ballot papers to be returned is 30th September 2019 at 17:00. Ballot papers returned after this date and time will be deemed null and void.

The question on the ballot paper is: "Are you in favour of the Business Improvement District proposals for One Linlithgow for a period of 5 years?". Simply place a cross on either "Yes" or "No" in answer to the question. The ballot paper must be completed and signed by the eligible person and returned in the pre-paid envelope.

For the ballot to be successful, there must be a minimum 25% "turnout" (the headcount) by number of eligible persons and by combined rateable value.

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

Each eligible person has one vote, unless they occupy more than one property (non-domestic property), in which case they may have more than one vote but will be required to pay BID Levy for each property after a successful ballot. Every ballot paper counts.

When an eligible property is vacant (i.e. with no tenant/occupier), the property owner will be issued with the ballot paper as the eligible person.

The ballot papers will be counted on 1st October 2019 and the results announced on the same day. Following a successful ballot, the BID will commence on 1st October 2019 and will run for a period of five years until 30th September 2024.



"When we took over our first premises, we had never been part of a BID before so we were curious as to what it was and if it would benefit our business. We discovered that the CCTV had been paid for by the BID contributions. We signed up to various training courses – including certified emergency aid training, which was crucial for our business, and used the BID Improvement Grant to help us install internal CCTV and an entry system.

Sally is fantastic and keeps us constantly updated. We hope that as long as we remain in Mill Road that the BID will continue in the form of One Linlithgow."

*Alyson Jamieson, co-owner,  
Linlithgow Distillery (Mill Road)*



## 11. STAKEHOLDER CONSULTATION

Two inaugural open meetings to decide whether to proceed with One Linlithgow proposals were held in 2018, with all stakeholders invited to attend. Subsequently, every stakeholder has been supplied with a more detailed survey, with BID staff visiting in person to canvass opinion and to collect surveys.

There are 274 persons eligible to vote in the ballot, with 74 surveys returned (27% of the electorate). Of those returned, 42 suggested that they would vote “yes” in the One Linlithgow ballot (with only 9 stating they would vote “no”, and the rest undecided or not responding).

BID legislation requires that at least 5% of the electorate must indicate principled favour for a BID before a ballot can take place. So far, 15.3% of the electorate has given a written indication of principled favour, with more giving a verbal indication not counted here. By rateable value, 19.04% of the electorate were in favour. Only 3.3% of the electorate has indicated they would vote against proposals.

Respondents were asked to rate each suggested BID activity by priority, suggesting their own ideas as well.

The most important project to respondents was the maintenance of CCTV (88.4% “agree”/“strongly agree”), followed closely by improving traffic and access (87.5%). Next most important were BID alerts to criminal or anti-social activity, as well as provision of fake note detector kits and forensic security kits (86%).

The less popular suggestions are not included in this Business Plan. For example, installation of town-wide WiFi was suggested, but this was broadly considered costly and outdated, so will not be delivered by One Linlithgow.

*Creation of the Project Plan also considers the following:*

Data analysed from the survey

Fair distribution of benefit to all BID-area properties

Ability to deliver projects within budget, while maintaining affordable levy rates

Practical feasibility

Successes of projects operated by outgoing Linlithgow BIDs



“Linlithgow Town Centre BID has certainly benefited me as a start-up business with the help it gave for improvements, and advice was always on hand. CCTV will be a huge improvement, and all that has been done improving the Christmas lights. I would hate to see anything like this not being able to continue, or other potential benefits put at risk because we don’t get a new BID.”

*Grant McMartin, owner,  
Mac’s Sweets & Ice Cream*

## 12. PROJECTS

Where staff hours are required to deliver a project, the projected costs are built-in to each total project cost. Projects (both across the whole BID area and zone-specific) are categorised as follows:

Access & Traffic

Administration

Events

Presentation

Safety & Security

Support to businesses

Tourism & Marketing

Across the whole BID Area, the following core projects and indicative budgets were agreed:

ACCESS & TRAFFIC		
Activity	Description	Annual Budget
Traffic reduction, parking, access, environment	Comprising a variety of aspects and outcomes, this consolidated project aims to continue gathering evidence and lobbying for improvements to traffic management in Linlithgow, benefitting residents as well as businesses by improving air quality	£3,000
ANNUAL DEPARTMENT TOTAL		£3,000

ADMINISTRATION		
Activity	Description	Annual Budget
General administration	General management for all BID activity. Single back-office and communication function for all stakeholders provides value for money. Drop-in surgery one full day per week each (Mill Road and town centre Zones)	£10,000
BID office	Administrative base for BID staff, based in town centre for meetings, appointments, surgeries etc.	£9,000
Professional services	Standard insurance (D&O, property etc.), audited accounts, legal services, levy collection	£7,000
ANNUAL DEPARTMENT TOTAL		£26,000

EVENTS		
Activity	Description	Annual Budget
Linlithgow Market	Revitalise and promote outdoor market, prioritising and subsidising BID member participation. Located primarily in town centre, moving to different areas within BID, according to demand	£2,000
Support to community events	Continue to support invaluable community events (e.g. Advent Fayre, Civic Festival)	£3,000
ANNUAL DEPARTMENT TOTAL		£5,000



**PRESENTATION**

Activity	Description	Annual Budget
Visual enhancements	Deliver/support activity to improve attractiveness and cleanliness of the town	£10,000
Floral displays: running costs	Based on existing BID support to Burgh Beautiful, to support maintenance of existing planters	£2,500
<b>ANNUAL DEPARTMENT TOTAL</b>		<b>£12,500</b>

**SAFETY & SECURITY**

Activity	Description	Annual Budget
Security kits	Fake note kits (UV lamp, detector pen, guidance, stickers), forensic marking kits ("DNA" liquid, guidance, stickers)	£4,000
Town-wide alerts	Working closely with Police Scotland and businesses to issue prompt security alerts to businesses	£0
<b>ANNUAL DEPARTMENT TOTAL</b>		<b>£4,000</b>

**SUPPORT TO BUSINESSES**

Activity	Description	Annual Budget
Waste facilitation	Secure preferential waste rates according to business uptake	£0
Open meetings, one-to-one support	Business breakfasts, evening open meetings (bimonthly) and face-to-face meetings to discuss business' issues, by appointment (guaranteed within one week). Respond to opportunity, engage with businesses/community	£7,000
Premises Improvement Grants	Premises Improvement Grants (match-funded by WLC), encourage local investment, support individual businesses, and improve the town's presentation	£15,000
Training and workshops	First Aid and social media training courses, Business Gateway liaison, work with Community Development Trust and other partners	£2,500
External funding	Working with partners to secure external funding for specific projects (e.g. sustainable travel). Includes £3,000 match-funding pot (often required by funders)	£6,000
Lobbying	Lobby at local and national level, on behalf of businesses (e.g. business rates)	£0
<b>ANNUAL DEPARTMENT TOTAL</b>		<b>£30,500</b>

## 12. PROJECTS

continued

TOURISM & MARKETING		
Activity	Description	Annual Budget
Website	Maintenance and promotion of website, working with partners and including business directory, news and BID information/updates	£3,000
Digital marketing	Social media updates, business promotion (e.g. Facebook, Twitter, Instagram)	£1,200
Press and newsletters	Articles in local press and regular submission in local magazine the "Black Bitch", showcasing businesses and informing residents of business/community news	£4,000
Customer loyalty programme	Expand "Loyalty Lottery": could, subject to uptake, migrate to a card/app-based loyalty scheme	£4,000
Linlithgow Visitor Guide	Hard-copy and digital versions of the popular "Linlithgow Visitor Guide"/distribution to strategic locations within and beyond Linlithgow	£6,000
Visitor information centre	Enhance Linlithgow's profile and guide visitors to amenities, businesses and services across town, as well as travel/attractions information	£2,000
Lamppost banners	Update lamppost banners and manage rotation	£6,000
Strengthen links with national operators	Historic Environment Scotland, ScotRail, Virgin Media, BT etc.	£0
Promotional videos	Bespoke promotional videos for online marketing	£2,500
ANNUAL DEPARTMENT TOTAL		£28,700





### 13. ZONE-SPECIFIC PROJECTS

Eligible premises located in either the “town centre” or “Mill Road” Zones described in Section 7, above, would benefit additionally from the activity described below:

MILL ROAD ZONE		
Activity	Description	Annual Budget
CCTV (External)	Line rental and maintenance	£5,000
Signage	Mill Road Enterprise Park signage and improved wayfinding. Regular updates.	£4,500
ANNUAL DEPARTMENT TOTAL		£9,500

TOWN CENTRE ZONE		
Activity	Description	Annual Budget
Late-shopping events	In partnership with Linlithgow High Street Traders. Four events annually.	£2,000
Festive lighting	Maintain, erect, store, expand festive lighting	£8,000
CCTV (External)	Maintain CCTV system and monitor footage. Alert members to anti-social or suspicious behaviour and respond to requests for footage review.	£10,000
Signage	Update town centre map board at Regent Centre and improve map format. Additional wayfinding.	£2,000
ANNUAL DEPARTMENT TOTAL		£22,000



## 14. SIMPLE INCOME/ EXPENDITURE TABLES

INCOME	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
<i>Bid Levy</i>	£128,580	£128,580	£128,580	£128,580	£128,580	£642,900
<i>Council</i>	£12,858	£12,858	£12,858	£12,858	£12,858	£64,290
<b>TOTAL</b>	<b>£141,438</b>	<b>£141,438</b>	<b>£141,438</b>	<b>£141,438</b>	<b>£141,438</b>	<b>£707,190</b>

EXPENDITURE	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
<i>Access &amp; Traffic</i>	£3,000	£3,000	£3,000	£3,000	£3,000	£15,000
<i>Administration</i>	£26,000	£26,000	£26,000	£26,000	£26,000	£130,000
<i>Events</i>	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
<i>Presentation</i>	£12,500	£12,500	£12,500	£12,500	£12,500	£62,500
<i>Safety &amp; Security</i>	£4,000	£4,000	£4,000	£4,000	£4,000	£20,000
<i>Support to Businesses</i>	£30,500	£30,500	£30,500	£30,500	£30,500	£152,500
<i>Tourism &amp; Marketing</i>	£28,700	£28,700	£28,700	£28,700	£28,700	£143,500
<i>Town Centre Zone</i>	£22,000	£22,000	£22,000	£22,000	£22,000	£110,000
<i>Mill Road Zone</i>	£9,500	£9,500	£9,500	£9,500	£9,500	£47,500
<b>TOTAL</b>	<b>£141,200</b>	<b>£141,200</b>	<b>£141,200</b>	<b>£141,200</b>	<b>£141,200</b>	<b>£706,000</b>

Please refer to Sections 12 (BID projects) and 13 (Zone-specific projects) for further detail of individual costs



## 15. ONE LINLITHGOW: FIVE-YEAR STRATEGY

The projects and services shown in this Business Plan are important to Linlithgow, but One Linlithgow aims to achieve much more than this.

The support for combining two existing BIDs, and for involving community groups like Burgh Beautiful, Historic Environment Scotland and the Community Development Trust, comes from a widespread desire to implement a coherent vision for Linlithgow.

Individual projects aimed at increasing footfall and tourism are vitally important, but it is the partnership of previously disparate groups, leveraging funding, sharing resources and cross-promoting, which will allow One Linlithgow to truly set our town's potential free.

Over the first five-year term of One Linlithgow, it will raise £707,190 from core funding, to be invested directly in sustaining and improving the local economy.

The collaborative approach of One Linlithgow will create a more powerful local partnership for applying for external funding. Environmental concerns continue towards the top of the agenda, while larger events tied in with Linlithgow's rich heritage would attract national funding. With the ability to share resource among like-minded community organisations, One Linlithgow's ability to leverage this funding is greatly increased.

An increasing number of innovative businesses are operated from home and it is an objective of "One Linlithgow", working with Linlithgow Community Development Trust, to engage these entrepreneurs with the BID, sharing expertise and resource, while expanding the BID's reach to form a truly all-encompassing association of the people sustaining Linlithgow's economy.

## 16. ONE LINLITHGOW GOVERNANCE

Following a successful "Yes" vote, the management and operation of One Linlithgow will be transferred to a Company which will operate from 1st October 2019.

This Company will be managed by the One Linlithgow Steering Group until a Board of Directors is elected, but for no longer than three months after the ballot date. The Company will operate in a transparent way, answerable to the properties in the area. There will be a detailed set of protocols which will cover the management of One Linlithgow, billing, collection and transfer of the levy.

A fully constituted Board of Directors will be established, consisting of up to 16 directors. Every eligible person that pays the levy will have the opportunity to nominate themselves or someone else from within the BID area to be elected on to the new Company Board. The new Company will be run by the businesses for the businesses. This Board will be responsible for all decisions relating to staff, contracts and other activities generated by One Linlithgow.

The Board will be representative of the businesses and stakeholders in the area. The Chair, Vice Chair and Treasurer will be elected from the business members of the Board. The Board will include three representatives of West Lothian Council. The Board may invite further non-voting members to the Board if their input and advice is deemed to be beneficial to them.

The BID Company Board will have the authority to adapt or alter the projects and services from year to year to reflect any change in economic circumstances or any new opportunities that may arise. This will be in the best interests of the businesses and without recourse to an alteration ballot.

The BID will be staffed by a BID Manager and Project Manager, with support from community partners and, where necessary, additional part-time assistants (e.g. to update digital media). Staffing arrangements will enable businesses to contact the BID during business hours from Monday to Friday. The Board may adjust staff hours worked to ensure efficient and cost-effective project delivery.

*The effectiveness of the BID will be monitored by:*

Footfall research at events organised/funded by the BID

Vacancy rates

Periodic consumer surveys

Media coverage

Progress and effectiveness can be checked by levy payers at any time by direct liaison with the BID Board. Reports will be submitted regularly, both digitally and in hard copy.



## 17. THE CURRENT STEERING GROUP

The One Linlithgow Steering Group comprises a cross section of the business community in the area and includes local Elected Members and community champions, as well as businesses. Full membership is reserved for business representatives, with members hailing from the town centre, Mill Road and Stockbridge. The Steering Group provides direction to the development of the BID and BID development staff. Advice is also given by West Lothian Council Officers expert in BID development.

*Ultimately, all key decisions relating to the developing BID have been taken by the One Linlithgow Steering Group, who are listed below:*

ONE LINLITHGOW Steering Group		
Name	Organisation	Position
Katie Hailey	Sainsbury's	Steering Group Member
Chris Horne	Taylor Horne Consultancy	Steering Group Member
Diana Kelly	Specsavers	Steering Group Member
Liam Maguire	Linlithgow Golf Club	Steering Group Member
Evelyn Noble	Lilypond Crafts & Gifts	Steering Group Member
Sally Pattle	Far From the Madding Crowd	Steering Group Member
Mike Smith	Linlithgow Union Canal Society	Steering Group Member
Rebecca Holmes	Linlithgow Community Development Trust	Steering Group Member (advisory)
Ronald Smith	Linlithgow Burgh Trust (Burgh Beautiful)	Steering Group Member (advisory)
Cllr. Thomas Conn	WLC (Elected Member)	Steering Group Member (Elected Member)
Cllr. Thomas Kerr	WLC (Elected Member)	Steering Group Member (Elected Member)
Cllr. David Tait	WLC (Elected Member)	Steering Group Member (Elected Member)
Jim Henderson	WLC (Officer)	WLC Liaison
Stewart Ness	WLC (Officer)	WLC Liaison
Hephzibah Kilbride	Linlithgow Pottery	Consultant
Eddie Linton-Smith		Consultant
Sally McIntosh-Anderson		Consultant
John Smith		Consultant







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