



20th April 2021



Annual General Meeting



Shop, Eat, Play, Stay..

LOCAL

HAMILTON

Business Improvement District

Agenda

- Welcome & Introductions
- Purpose & information on the Improvement District
- Financial overview
- Activities in 19/20
- This financial year activities
- Town reopening
- Future plans
- Questions

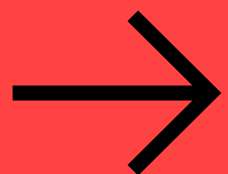


What is a BID?

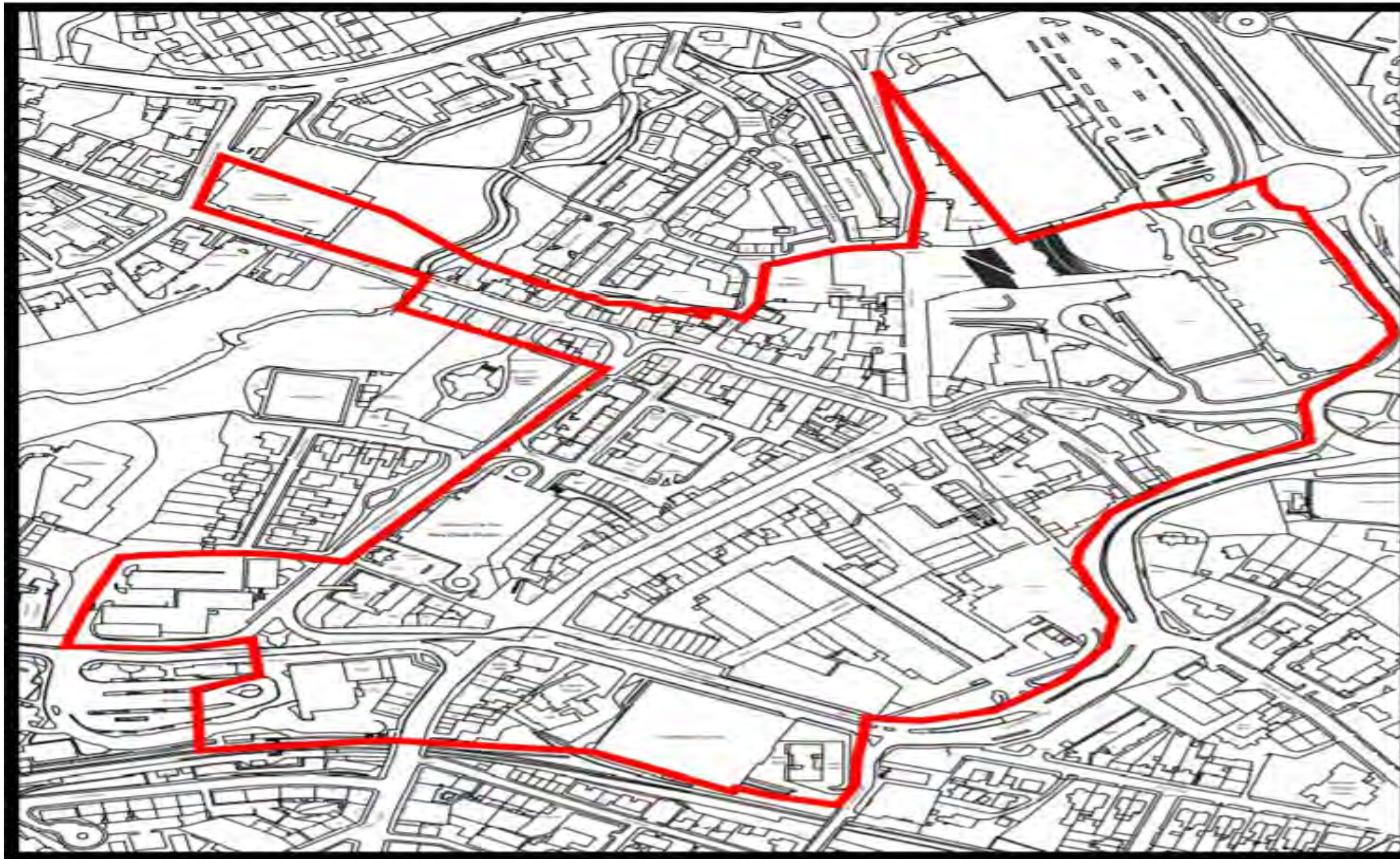
HAMILTON OUR TOWN

Hamilton Our Town has been set up by the Hamilton Business Improvement District (Hamilton BID). This is an independent organisation set up by retailers and business owners to promote the benefits of shopping and doing business in our town. Hamilton BID is an entirely separate entity from the Local Authority.

Hamilton BID is funded through a small levy on all businesses within the BID area, based on the value of commercial property.



Business Improvement District Area



393 registered addresses

Retail / other x226

Service & Health x129

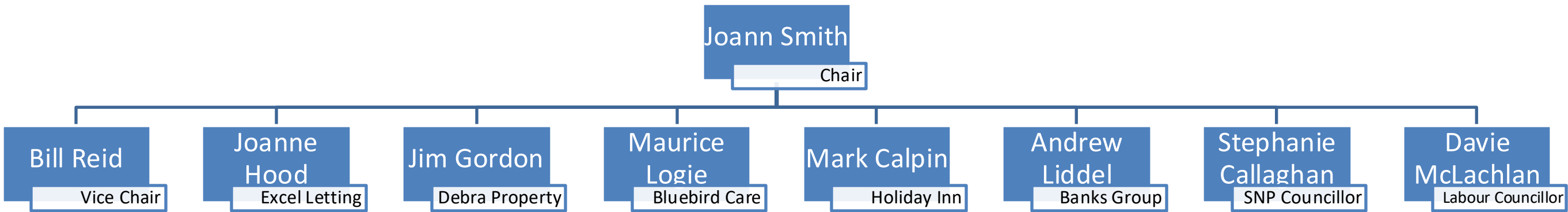
Hospitality x38



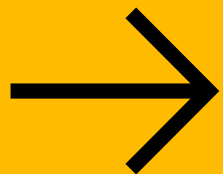
Meet the team & Joann Smith

New Chair of Hamilton BID

Hamilton BID is made up of x9 unpaid board members all from a diverse background. The BID employs x1 Manager and x1 part time administrator..



Malcolm – Manager & Lesley - Admin



What do we do & How we are funded?...

Key aspects of what we do...

- Marketing the town
- Events to drive footfall
- Voice for business
- Business improvement initiatives & driving income.
- Initiatives as agreed by the business plan

How we are funded?

- Through an annual levy based on businesses in the areas ratable value
- The average annual payment is £312 per annum / **£26 Per month**
- Contribution from SLC of 44k



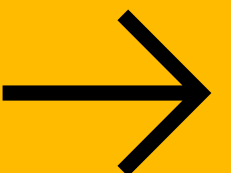
Financial Management 19/20

Turnover	19/20
Income	
BID Levy	140,000
SLC fund	48,187
Grant	41,625
Total	£229,812
Outgoings	
Running costs	118,021
Event costs	62,889
Marketing Costs	16,999
Wi fi project	30,882
Deficit / Surplus	1021

Down 9% on 18/19

This year so far...

In the period from November 1st 2020 to March 31st 2021 we have invested 56k of levy payer funds into the delivery of the plans articulated here today and a further £45,412 through additional grant and funding support ensuring strong delivery levels



Financial Management (This year)

Like all businesses agile new approaches have been required to succeed...

We have aimed to provide greater value for money...

- ✓ Reviewed all cost lines and re-negotiated contracts
- ✓ Changed suppliers
- ✓ Taken on workload in house to improve control and costs
- ✓ Gained additional funding through grants from STP and SLC fund
- ✓ Diversified our offering to include new additional benefits



Cost savings through prudent management

Running costs reductions now
achieved 12%

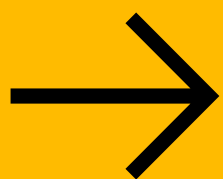
Additional cost savings of £6,384
over winter



Key Activities 19/20

- Christmas festive activities: Reindeer parade , light switch on events driving footfall.
Estimated attendance 5k
- Additional festive lighting – Improving the look and feel of the area
- Investment in wi-fi and footfall counting
- Significant town-centre Marketing through social media and outdoor advertising
- COVID re-opening town marketing & support initiatives







Pause for
questions..

ACTIVITY FROM OCTOBER 2020

A close-up photograph of a person's hands holding a rectangular wooden sign. The sign is light-colored wood with black text. The text reads 'WELCOME' in a large, sans-serif font, followed by 'WE ARE' in a smaller font, and 'OPEN' in a very large, bold, sans-serif font. Below 'OPEN' is the phrase 'PLEASE COME IN' in a small font. The sign is held up against a blurred background of green foliage and a wooden door frame.

WELCOME
WE ARE
OPEN
PLEASE COME IN

Shop, Eat, Play, Stay..



HAMILTON

Business Improvement District



Shop Local Campaign

Reaching
150,000 on social
media



Online E-commerce

Over 5000 clicks on
business websites over
festive season

**Increase in social media followers by
1500...**





Town Centre support..

...Weekly walk of improvement area and reporting..



Town Centre report and action plan creation

TOWN CENTRE

Wednesday, 20 January 2021

Prepared For Hamilton BID / SLC

70 Issues Identified

Provision of PPE

£100 packs provided to our small businesses in December on request & to Hairdressers / Barbers

To date 6k of PPE has been provided by the BID



Weekly Business updates

Ensuring business understand restrictions and grants

On average over x80 business per week open our weekly updates. Supporting on COVID restrictions and grant support

Business updates have been posted regularly on our social channels



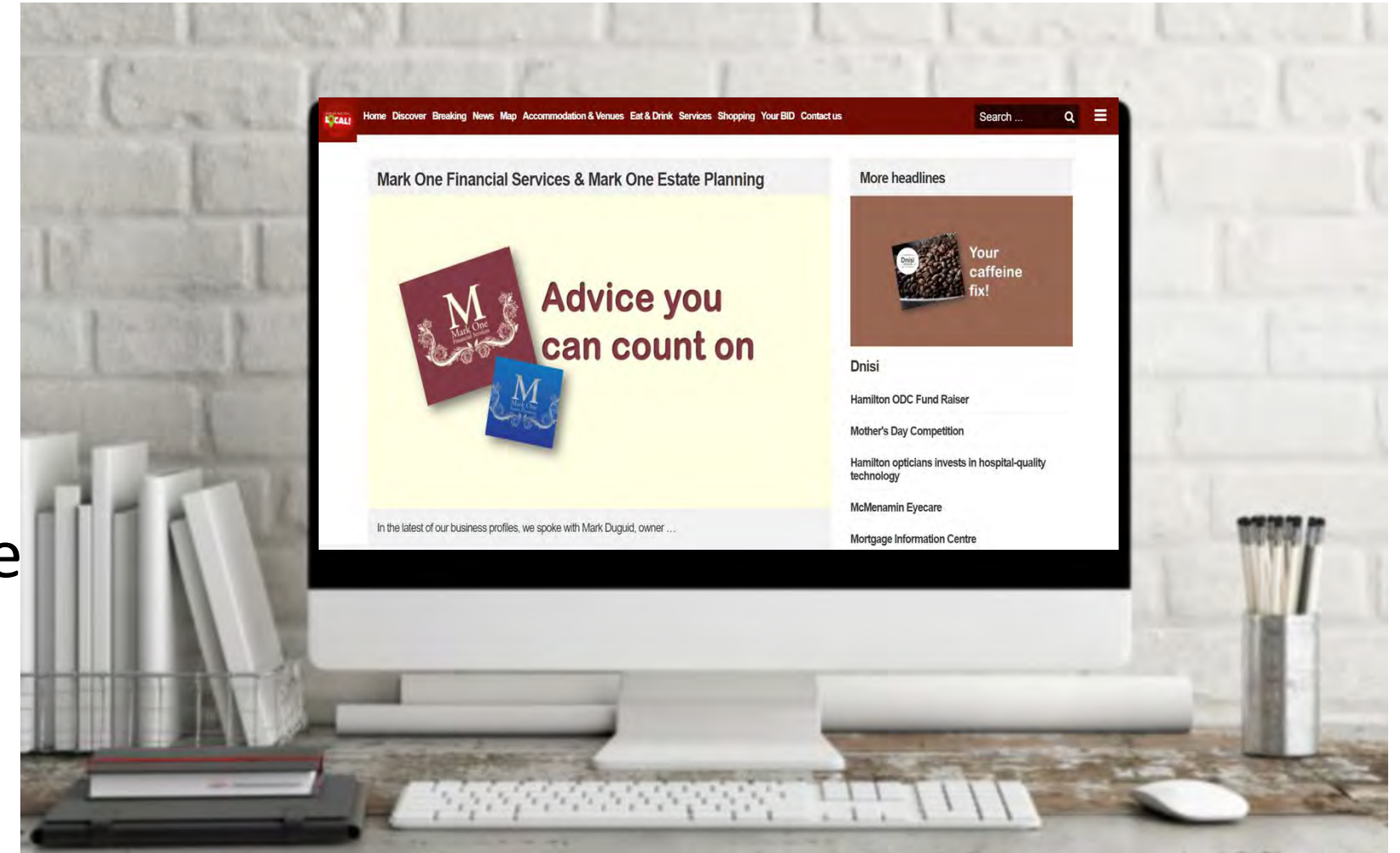
Business Marketing

Weekly BID Business profiles

Averaging **2,000 mailshot subscriber** openings per week

Over **10,000 mail shot openings** were Recorded in December 2020

Facebook average monthly reach **130,000**



Business Marketing

Introduction of Business video marketing...



Use of press and outdoor advertising..

Improvement District Marketing – Branch Hamilton



HAMILTON Advertiser



Additional Christmas light.
Supporting the look and feel of
the town



Free BID area Wi-Fi provision.

Averaging 100 uses per day



X27 Town Centre Planters.

Bringing colour to the town



Shop Front Grants



Lockdown activity top 10 summary...

1. Weekly business updates on grants and initiatives
2. Weekly customer marketing mailshots for BID businesses and weekly business profiles
3. Marketing video production and marketing campaigns promoting business e commerce – Created in house
4. Weekly reporting of and issues impacting the town centre
5. Creation of town centre report & working with SLC on actions
6. Planning and design – Baird's
7. Hospitality initiatives including outdoor seating initiatives
8. Planning all re-opening initiatives
9. Financial & op review reducing costs and taking activities in house
10. Digital Marketing review and partner change





Pause for
questions..



26th April 2021



2021 REOPENING



Shop, Eat, Play, Stay..



HAMILTON

Business Improvement District

NEW PPE SUPPLY

SUPPLY £100 PACKS OF PPE
FOR LEVY PAYERS



Marketing BID area & businesses

#advertiseWELL

APRIL 2021 – HAMILTON H4

HAMILTON
people
LANARKSHIREPEOPLEADVERTISING.CO.UK

Ready & Waiting to
Welcome you back
on 26th April

OPEN

EAT, SHOP,
PLAY, STAY....
HAMILTON
Business Improvement District

Shop, Eat, Play, Stay..
LOCAL
HAMILTON
Business Improvement District

Our town
Business Improvement District

www.dazzlefancydress.co.uk

50 Campbell Street 01698 286951

Business Improvement District

HAMILTON
Our town
Business Improvement District

PHOOLIE
COFFEE HOUSE
86 QUARRY STREET - Tel: 285411

N....
in our
businesses

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ok message or
tre.com
BACK SALE
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AY....
Shop, Eat, Play, Stay..
LOCAL
HAMILTON
Business Improvement District

S
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Hamilton ML3 7AG
CASH GENERATOR

NOW OPEN
Oh My Goodness
DESSERTS
01698 533042
HAMILTON ML3 7BQ
omgdessertshamilton.com

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tattoo
& Piercing
f @
Place T: 01698 200180

See our
website
for
details
93123
llo-blinds.co.uk/hamilton

Marketing BID area businesses

Reopening Campaign



Video Campaign

Our last video campaign reached over 150,000 people. This time we have teamed up with our friends and Hamilton based Made in Scotland to produce a new video advertising that Hamilton is open and ready to serve you once again!

We have also teamed up with the Hamilton Advertiser who will run a x2 week Improvement area campaign running alongside our own campaign on our social to boost our reach..

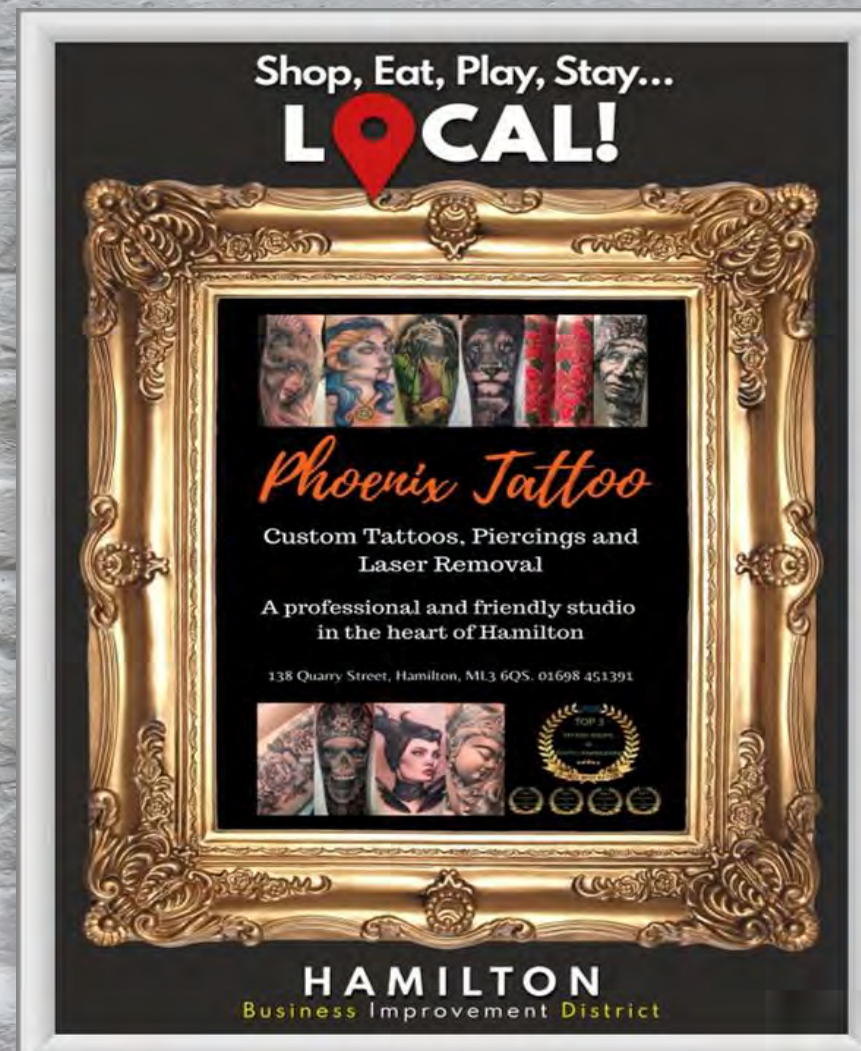


Marketing BID area & businesses

FREE ADVERTISING IN THE DUKE
STREET CARPARK

FREE ADVERTISING SPACE!

The BID has gained access to the advertising boards within the Duke Street Carpark. As a result we are providing levy payers with regular advertising space within this area through summer. Please get in touch for more detail.



ACTION GROUP FORMATION



**QUARRY
STREET**

ACTION GROUP

Contact malcolm.thomasharley@hamiltonbid.org

HAMILTON

Business Improvement District

WE ARE STRONGER TOGETHER

The BID is aiming to start business groups in the town centre to provide a greater voice for businesses. This has kicked off with the Quarry Street action group...

Please get in touch if you want to join...

Look & feel Improvements..

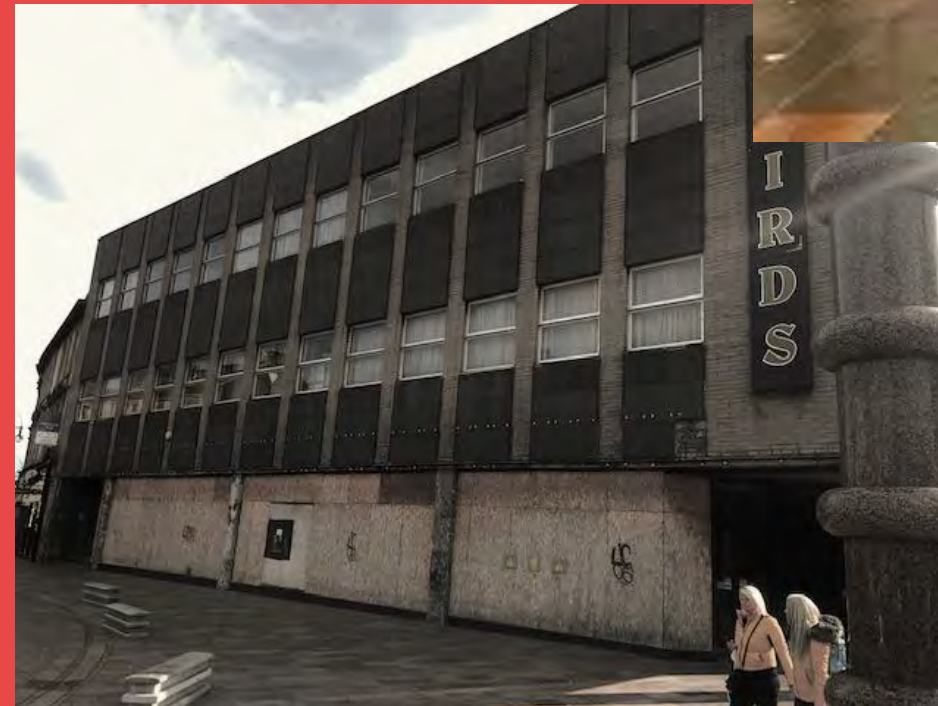
BAIRDS

The BID understand how the look and feel of the town is of vital importance to our levy payers. As a result we have been working on a project to cover the window area of the former Baird's building with an improved look and shop local messaging...This will improve the area until the owners open...

AFTER



BEFORE





Hospitality opening support

- ✓ Outdoor seating support
- ✓ PPE
- ✓ Video Marketing option

HOSPITALITY ANCHOR PROJECT...

Campbell St

PROJECTS FOR BUSINESS

Over lockdown we have been working on a trial project for Campbell Street that includes improvements to the streetscape. This will be achieved by cleaning the area , thinning out the street furniture and bins and finally introducing standardised seating for business use.

If successful the BID will look to expand the project to other parts of the BID area..

We aim for increased footfall levels on Cadzow street and will be monitoring weekly...





Service industry focus

- ✓ Monthly business feature on the website
- ✓ Monthly service industry focused mail-shot
- ✓ Video Marketing options
- ✓ PPE provision on request

New approach to our social media channels

Improving the Hamilton Brand



Capturing Community Moments

Our aim is to frame Hamilton in a positive light capturing creative moments around the town centre, local activities, events and businesses currently featured within the Hamilton BID network.

With local businesses preparing to re-open their doors post lockdown, this offers a unique opportunity for us to capture customers and business owners interacting and rebuilding a sense of community through face to face interaction.

New Website

Improving vital
communication and
marketing
opportunities



NEW APP

Launching Spring/Summer

SUPPORTING BID BUSINESS
MARKETING AND
COMMUNICATION

Examples:
Section start





Pause for
questions..



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August Summer Market....





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Community groups & engagement



AIMS FOR 2021

- Increase footfall with COVID safe town activities
- Projects to improve look & feel of the town
- Provide PPE on request
- Provide individually tailored marketing support for all business that request this
- Provide improved digital marketing content
- Increase social media followers by 10%
- Reduce running costs and invest back into the town
- Launch new and improved website
- Support launch of new Hamilton App
- Provide support specific to service sector
- Provide projects to support Hospitality
- Provide individual support & advice
- Create business group
- Create community groups
- Listen and support



QUESTIONS?

