



Annual General Meeting **HAMILTON** OUR TOWN





Agenda:

Welcome & Introductions

What is a Business Improvement District?

Financial overview

Activities in the last financial year 20/21

Recent activity

Future planning

Questions

AOB

Session is being recorded for our website

What is a BID?



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 levy on all businesses within the BID area, based on the value of commercial property.

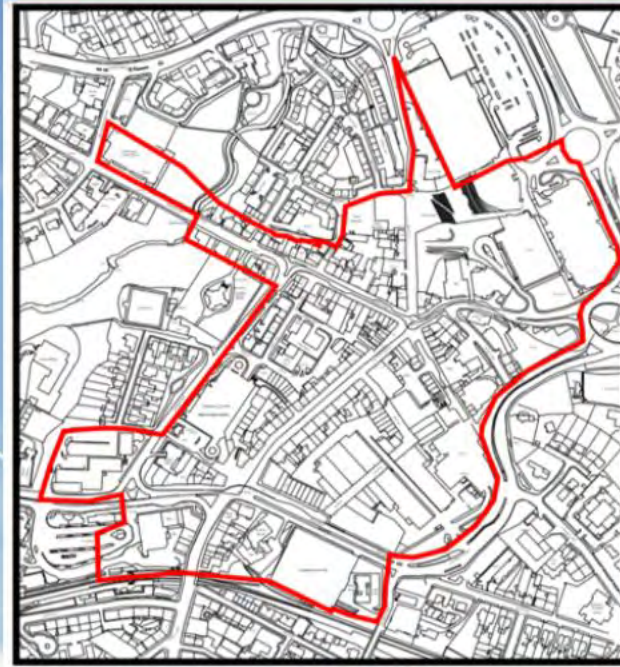


The BID area



What area do we represent?

- **Brandon Street (part)**
- **Chapel Street**
- **Quarry Street (part)**
- **Campbell Lane**
- **Duke Street**
- **Quarry Place**
- **Campbell Street**
- **Keith Street**
- **New Cross Shopping Centre**
- **Cadzow Street (part)**
- **Lamb Street**
- **Palace Grounds road (part)**
- **Castle Street (part)**
- **Leechlee road (part)**
- **Regent Way**
- **Bourne Street**
- **Townhead Street (part)**



Meet the team:

Management:

Malcolm Thomas-Harley

Lesley Arthur

BID Board



Joanne Smith Chair – Service sector

Bill Reid Vice Chair – Retail

Jim Gordon – Charity

Joanne Hood – Church

Andrew Liddell – Service sector

Maurice Logie – Care sector

Matt Meyerhoff – Retail / Fitness

Bernard O'Neil – Hospitality

Davie McLachlan – Councillor

Stephanie Callaghan – MSP



	20/21
Income:	
Cash in Bank (start of period)	54,215
BID Levy draw down	156,674
SLC contributions	44,722
Grants	18,750
Total	£274,361
Outgoings:	
Running costs	102,591
Event costs	£14,939
Marketing Costs	38,519
Projects	30,156
Misc inc. VAT Liability	22,699
Total	208,904
Total Cash in Bank carried over	£65,457

Levy payments

£141,429 -6% yoy

Finance overview



What have we
been doing?..



15,000+
Visitors 2021

**WE HAVE DELIVERED
NEW EVENTS
ENABLING
PARTICIPATION AND
COMMERCIAL
BENEFITS**

**NEW PARTNERSHIPS WITH LOCAL GROUPS AND PEOPLE
INTRODUCTION OF NEW EVENTS TO THE TOWN
STRATEGIC MOVE OF EVENT ZONE TO CENTRAL BID AREA**

**11 TOWN CENTRE EVENTS IN 9 MONTHS 21/22 WITH REPORTED
AND EVIDENCED FOOTFALL INCREASES**

EVENTS

What have we
delivered?..



1.8 million social
reach

**WE HAVE DELIVERED
THE LARGEST
MARKETING CAMPAIGN
IN OUR HISTORY**

INTRODUCTION OF PROFESSIONAL PHOTOGRAPHY SCHEME

LOCKDOWN DIGITAL COMMERCE SUPPORT

INTRODUCTION OF VIDEO MARKETING

NEW WEBSITE LAUNCH JUNE 2021 WITH BUSINESS LISTING'S

INTRODUCTION OF MAILING LIST MARKETING

BUSINESS PROMOTIONAL PROFILES

DIGITAL PLATFORM FOLLOWER INCREASE STRATEGY

MARKETING

Supported by



MADE IN SCOTLAND



What have we delivered?...



27 town centre
planters

**WE HAVE DELIVERED
SEVERAL PROJECTS
THAT IMPROVE THE
LOOK OF THE TOWN**

COVERED THE BAIRDS BUILDING EYESORE IN A GRAPHIC WRAP
WORKING WITH THE LOCAL AUTHORITY TO HIGHLIGHT CONCERNS
AND OPPORTUNITIES
REPORTING OF ISSUES TO SLC AND ACTION
WEEKLY FLY TIPPING & WASTE ISSUE REPORTING
TOWN CENTRE PLANTER MANAGEMENT
HOSPITALITY SUPPORT

PRIDE

What have we
delivered?..



Over 6k of PPE
provision

**WE HAVE WORKED WITH THE
TEAM AT SLC TO HIGHLIGHT
ISSUES. THROUGH COVID WE
PROVIDED BUSINESS
GUIDANCE ON GRANTS AND
RESTRICTIONS**

STRATEGIC FRAMEWORK GRANT ADVICE / SIGNPOSTING

SHOP FRONT IMPROVEMENT GRANT SCHEME

VACANT PROPERTY SUPPORT

FREE PPE SUPPLY / SOCIAL DISTANCING STICKERS

SUPPORT

EVENTS IN NUMBERS FOR 2021.....

15,000

ADDITIONAL VISITORS

2021 Event schedule estimated visitor numbers

BID MEMBER STALLS

FREE stalls provided to BID members

40

91%

BUSINESSES TELLING US THAT EVENTS HAVE BEEN IMPORTANT

These are respondents to our recent survey that reached 26% of BID area businesses

BUSINESSES REPORTING VALUE

63

This is the number of business telling us of their sales improvement following events. We anticipate many more will have seen a benefit

DIGITAL MARKETING IN NUMBERS.....

1.8

...MILLION

Reach on our digital channels in a 6 MONTH period last year.

BID MEMBERS...

..So far accessing our photography / digital marketing scheme

85

1.3K

WEBSITE TRAFFIC

Average traffic over a 6 month period. Traffic is growing and will exceed this figure in 2022

NUMBER OF PEOPLE ON OUR MAILING LIST

Over the past 6 months we have produced an average of x2 customer promotional emails per month.

11K

TRADITIONAL MARKETING IN NUMBERS.....

30

...MILLION

OTS from 2 outdoor ad campaigns in 2021

OTS = Opportunities to see

ADVERTS

In the Hamilton Advertiser print edition 2021

9

COLUMNS

New regular town centre promotional column written by the BID manager in the Hamilton Advertiser

7

FRONT COVERS!

Entire front cover of the Hamilton People magazine used to promote Hamilton / events etc..

5



Pause for
questions..

Summer Markets!



KEY FEATURES AND RESULTS:

- 1ST EVENT OF THIS TYPE
- NEW COMMUNITY BASED APPROACH
- STRATEGIC APPROACH TO LOCATION

RESULTS:

- Estimated 5,000 additional visitors
- 35 free stalls taken by BID area businesses
- 93% of business across the area reported commercial benefits
- 91% of businesses surveyed in the area reported that they believed events were important
- 70 Positive public comments received
- 400,000 reach on digital marketing
- x4 consecutive events delivered 3 months after lockdown

DEVELOPMENT:

This was the 1st step in our work to re imagine town centre events in Hamilton led by business.



Events return:



Costs:

Our new format of events have resulted in a 54% reduction in events costs per date from previous events that took place before 2021.

This has been achieved through new partnerships, additional grant funding and significant work on making all spending work harder.

Event returns:

Estimated however based on feedback and data from the shopping centre.

Event attendance: Additional total visitors range from 1,500 - 5,000.

x10 Events are planned in 2022

x1,500 x10 events = 15,000 visitors

15,000 visitors x£10 in town spend = £15,000

15,000 x10 = £150,000 income

THIS DOES NOT TAKE INTO ACCOUNT NEW AND RETURNING CUSTOMERS AND MARKETING BENEFITS



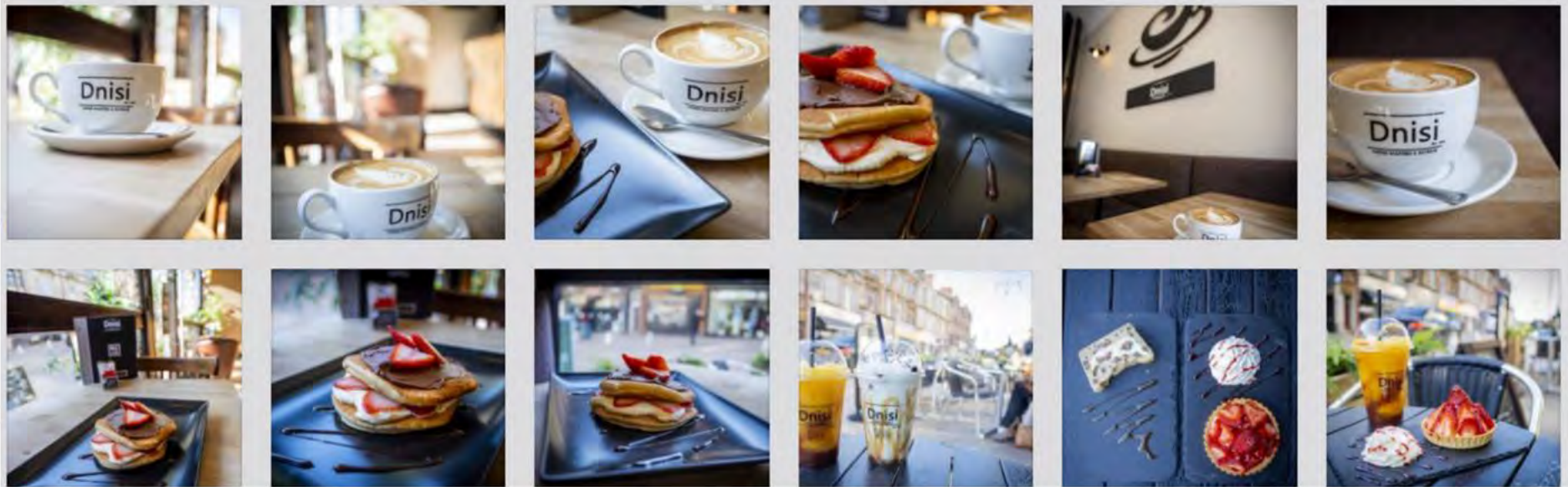
Marketing.. ↓

MARKETING KEY FEATURES

- Changed digital marketing provider to a local Hamilton Business
- Introduced video
- Introduced pro photography
- Changed digital strategy to focus on the town as a positive lifestyle destination and to highlight our towns rich history
- Launched a new website
- Introduced business listings with map finding feature and photography

RESULTS:

- **Largest engagement result**
- **Follower increase from 5.5K OCT 2020 TO 7.6K OCT 21 +2,100 followers +38% (NOW 9K) F.B**
- **85 Businesses signed up to the marketing scheme and growing**
- **96% of businesses surveyed ranked our marketing as important out of 85 respondents (26% levy payers)**
- **Website users ave 1,300 pm and growing**



Projects in the year





Pause for
questions..



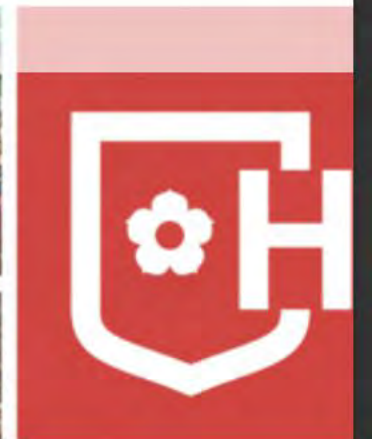
Yes For Our Town

WHAT'S HAPPENING THIS YEAR?

CONTINUE SUPPORT FOR HAMILTON

Vote Yes For Our Town

Please click here to read our 'Next Steps' Document. This





October 6th





**LARGEST FESTIVE EVENT SCHEDULE IN
OUR HISTORY**





OUR TOWN

Cadzow Street & Townhead Street

NEW MONTHLY VIDEO PROJECT



NEW EASTER GALA DAY MARKETS



SIGNAGE IMPROVEMENTS



WHAT'S NEXT?.....



Pause for
questions..

Subject to board and licencing approvals



3 BRAND NEW EVENTS SUMMER 2022

A woman with blonde hair, wearing large black and white headphones and a bright pink hoodie, is smiling and dancing on a city street. She is holding a long, multi-colored rainbow ribbon in her right hand. In the background, another person in a pink hoodie is visible, and a sign on a metal fence reads "FREE 2000 SATURDAY 10AM-12PM". The scene is set on a city street with brick buildings and a clear sky.

SUMMER GALA.....



HAMILTON MELA.....



FASHION & MUSIC EVENT