



**25.04.23**



# AGM meeting pack...



**HAMILTON EVENTS & MARKETS**



# **AGM Agenda...**

**Welcome &  
Introductions...**

**What is Business  
Improvement District?**

**Activities in the last  
financial year**

**Finance update**

**2023 objectives &  
information**



This pack has been produced to accompany Hamilton Our Town's AGM taking place on the 25th April 2023. The purpose of the pack is to provide access to detailed information regarding past work and plans for 2023 to all that are interested but are unable to attend on the day.

Further information can be obtained by emailing [malcolm.thomasharley@hamiltonbid.org](mailto:malcolm.thomasharley@hamiltonbid.org)



**Our volunteer board  
of directors...**

**Joann Smith - Chair**

**Colin Dewar**

**Joanne Hood**

**Heather Laurie**

**Andrew Liddell**

**Maurice Logie**

**Davie McLachlan**

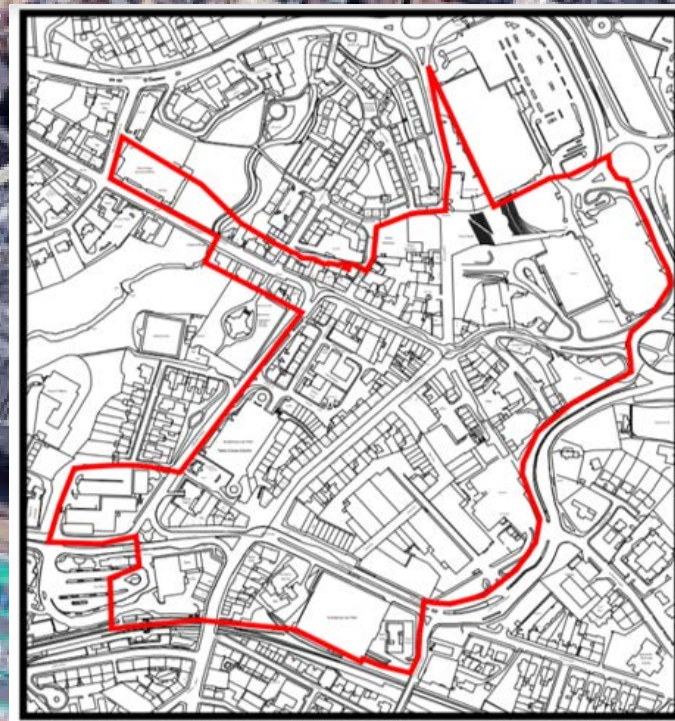
**Matt Meyerhoff**

**John Mulvaney**

**Jodi Robertson**



# THE BID AREA





## Introducing Hamilton Our Town...

Hamilton Our Town BID represent the business improvement district area in the town of Hamilton, South Lanarkshire. We carry out initiatives in support of business and the community and have deep connections with the area.

Our services range from footfall driving events to marketing and more.

Full details on how we can support your organisation including our current initiatives can be provided on request by emailing:

**[malcolm.thomasharley@hamiltonbid.org](mailto:malcolm.thomasharley@hamiltonbid.org)**

A Business Improvement District (BID) is a geographically defined area, where businesses come together and agree to invest collectively in projects and services the businesses believe will improve their trading environment. BID projects are new and additional projects and services; they do not replace services that are already provided by South Lanarkshire Council and other statutory bodies.

MARKETING

Value

EVENTS

PROJECTS

ENGAGEMENT

Who we are?...brands





**21/22**

**21 / 22 HIGHLIGHTS...**



**21/22**

# EVENTS & MARKETS



**10 EVENTS IN 12  
MONTHS...  
25,000+ ADDITIONAL  
VISITORS...  
NEW MARKET & EVENT  
CALENDAR...**





## Events and markets:

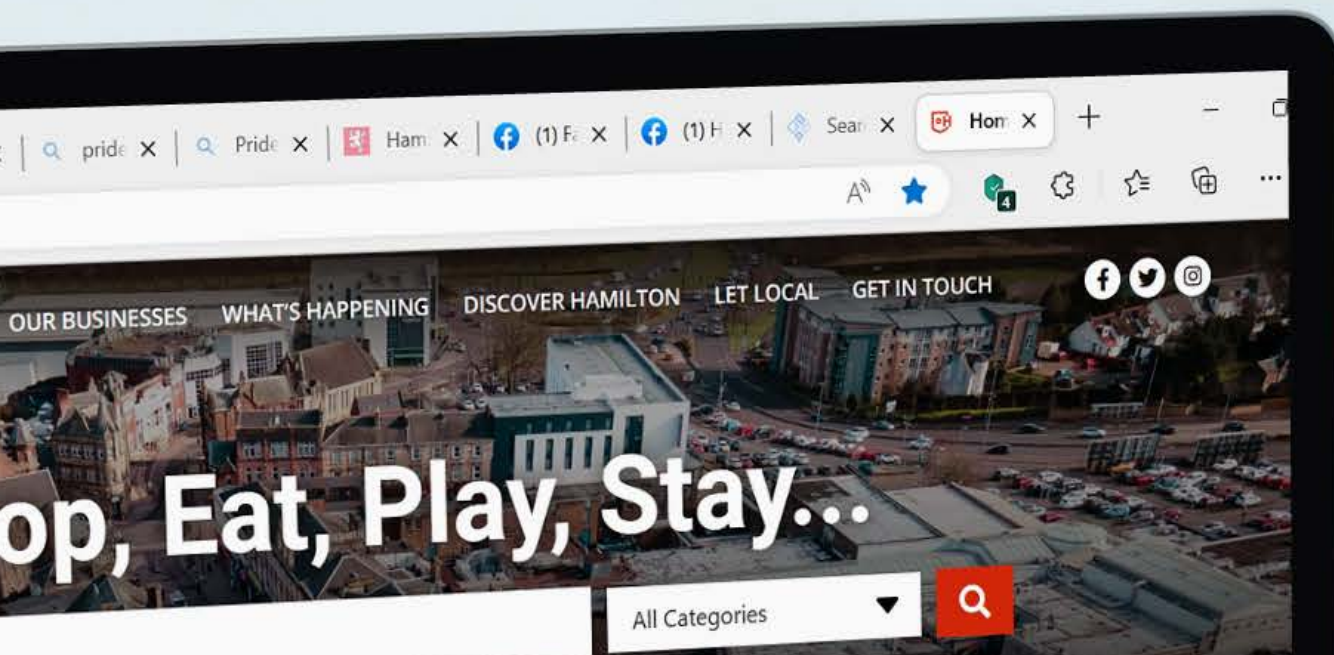
Starting in late 2021 Hamilton our town increased its schedule of town centre events alongside moving the events zone to the main pedestrianised high street. In this area over 50% of businesses are located either directly within this pedestrianised street or in close proximity making it an ideal location to capitalise from visitors drawn to the area. In addition, the introduction of a market within this central zone, near a transport hub was initiated to further support an increase in footfall. Hamilton Our Town fully manages this new market enabling the introduction additional support services such as a free stall service worth £60 to individual BID area businesses per market date. The service is paid for by the profits from market vendors operating on the stalls enabling 100 free stalls to be made available for BID area businesses annually. The initiative was estimated to have generated 25,000 additional visitors to the area in 2022 contributing an estimated £500,000 to the local economy. Due to the success of this initiative the market will now operate monthly in 2023 generating a projected additional visitor count in excess of 40,000 in the year. The increase in the number of market days was made possible through negotiation with the Regent Shopping centre, opposite Quarry Street. The market will now operate pivoting between the street and the shopping centre benefitting from a low operating cost model within the shopping centre versus the street. In 2021 Hamilton Our Town were Scottish town partnership award nominees for the work introducing a market to the town.



# TOWN CENTRE MARKETING

A hand holding a professional camera with a large lens, set against a blurred background of city lights. The camera is black and has a large, multi-element lens. The hand is positioned in the lower right, holding the camera body. The background is a soft-focus view of a city street at night, with out-of-focus lights from buildings and cars.

**21/22**



## Marketing initiatives:

Through the building of relationships with local organisations specialising in the field of marketing, Hamilton Our Town has developed a business marketing package that can provide support services to businesses in the area. These include regular access to a professional photographer, graphic designer, outdoor advertising, video projects alongside advertising on the popular Hamilton Our Town social media channels and more. In 2021 the organisation partnered with Hamilton based digital marketing agency, Made In Scotland to deliver a value led, quality driven set of supporting tools for business.

This initiative is particularly popular with smaller businesses with in-house or local marketing resources versus large national businesses of which make up 20% of the area. In 2022 the first full year of launch over 100 businesses benefited from the free package of benefits not available through any other business improvement district in the UK as far as we are aware. In 2023 Hamilton Our Town estimate that the service has a value of up to £2,000 per business if fully used, and will be engaged by 150 businesses in 2023, 40% of the area.

In the print press we continued our relationship with Hamilton People Magazine & the Hamilton advertiser. publishing regular content within these publications including featuring on the front cover of both through the year.



**A HUGE 3.6 MILLION  
SOCIAL MEDIA REACH  
IN THE YEAR...**

**VERSUS 1.8 MILLION YOY...**

**DRIVING POSITIVE MARKETING....**



**FACEBOOK FOLLOWERS  
WINTER 2020**

**5,315...**

**NOW 10,619...**

**DRIVING POSITIVE MARKETING....**



**21/22**

**QUARRY PL**  
Access to Newcross Shopping Centre

**LOOK, FEEL &  
SERVICES...**

# 22 PLANTERS MAINTAINED MONTHLY...

Hamilton Our Town recognise the importance of the look and feel of the town centre to the visitor experience. As such work and investment has continued in support of this important factor with initiatives such free wi-fi provision, reporting of issues such as waste concerns alongside the provision of managed planters across the area. These planters receive regular maintenance and replacement plants and flowers to improve the look of the area.

In 2022 a project was carried out to improve the look of Quarry Place. This included replacement of entrance signage, new directional signage, clearing of an overgrown area, painting and graffiti removal alongside an extension of the net lighting illumination into spring.

In addition, Hamilton Our Town introduced Taxi Marshals for a trial period between July and September 2022 in support of visitor safety. Regular engagement with both the Police and Pub watch group took place in an effort to assist the evening economy businesses with safety concerns.





**NEW SIGNAGE,  
CLEAN UP AND NET  
LIGHTING...**

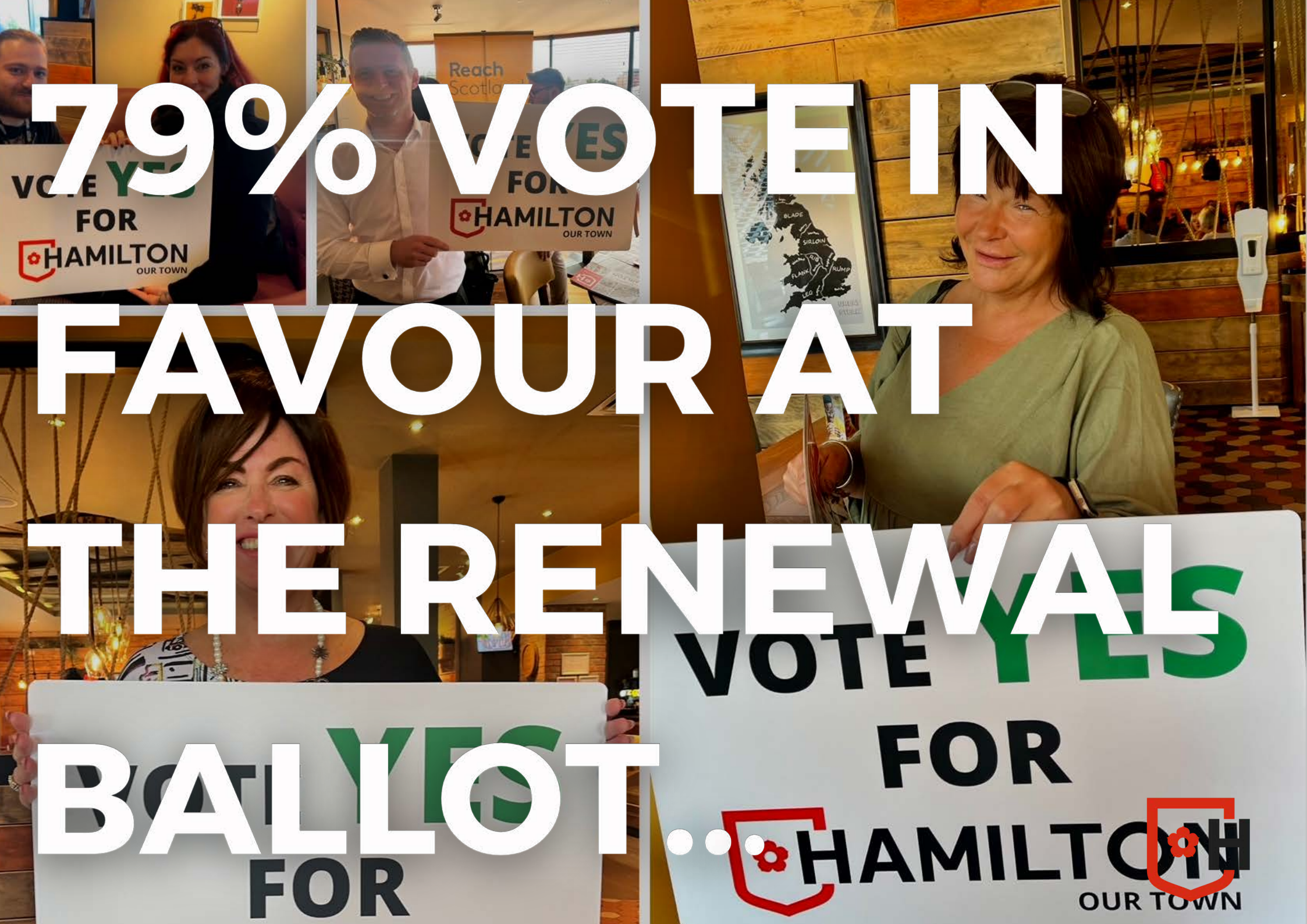
A photograph of four people standing in front of a building with large glass windows. Above them is a large blue sign with the words 'BAR ZERO' in white, with the 'O' replaced by a red bullseye target. From left to right: a male police officer in a high-visibility yellow jacket and 'POLICE' cap; a man in a dark puffer jacket with a yellow lanyard; another male police officer in a high-visibility yellow jacket and 'POLICE' cap; and a woman in a dark blue polo shirt. The text 'TAXI MARSHALL PROVISION TRIAL...' is overlaid in large white letters across the bottom half of the image.

BAR ZERO

TAXI MARSHALL  
PROVISION TRIAL...

“Be the best you can be”

# PARLIAMENTARY COMMITTEE HOSTS



79% VOTE IN

FAVOUR AT

THE RENEWAL

BALLOT...



**21/22**



**FINANCES....**

# Financial review:

## Overview:

In the year our spending versus (pre Covid) 2019 was down 13.5k due to a fall in income. However based on our activity versus 2019, more projects were delivered with initiatives such as social media marketing, press and multiple events resulting in measurable results. This was achieved through various cost control methods enabling funding to go further in support of the area. Our highest spend remains events and marketing currently and as per the business plan.

## Event spend:

The year 21/22 enabled a full return to town centre initiatives such as events since the year 19/20. A strategic approach to re engaging the public with the town centre began with a series of 4 market Gala's in August 2021. This was followed by an unprecedented 5 town centre festive market event dates including the Light switch on and Reindeer Parade. The Light Switch on was fully managed for the 1st time by Hamilton Our Town supporting location movement to Quarry Street. The new event format had proven successful in driving footfall and following grant support of 20k from Scottish Towns Partnerships, a total of 10 event / markets took place in the year, doubling the amount versus 2019. This was as delivered at a cost 16k less than 2019's 5 events and with grant funding considered, 36k less than 2019. (2019 was the last year of full events before Covid).

## Marketing spend:

With the event schedule doubling and activity on social media and the local press significantly increasing, new ways of working to mitigate costs increases were required. Versus 2019, 3k extra was spent on marketing the area. However, when considered in the context of the work carried out, this increase represented value. Year on year marketing costs were reduced by 16k versus 20/21 whilst increasing activity substantially. This was achieved through 3 methods. All artwork and design was produced in-house by the Hamilton Our Town Manager, removing the cost for a designer. A change in digital marketing agency and update of the marketing strategy moving to digital marketing produced significant savings and higher degrees of effectiveness than before.

## Income:

Hamilton Our Town were grateful to have received a total of £241,659 in the year from a mix of levy funding and grants. Whilst this was down by 35k on 2019, costs saving efforts and smarter ways of working produced increased activity in the year versus 2019.

## Summary:

As an organisation not set up for profit, our aim is to ensure that our funding is managed with prudence and care, using the income for the town centre and not retaining funds where possible. To that end, in the year all funds received were used and maximised through new methods of working. Income is down on previous years and costs are higher, however due to internal work in this area we have been able to increase our output in spite of these challenges.

Full accounts will be available on companies house website this spring summer.



2023...

HIGHLIGHTS...

# Objectives and plans for 2023:

With the economic climate remaining challenging, Hamilton Our Town will ensure that activities drive the best possible results for business and community. Like most organisations, income levels remain challenging, however we continue to seek alternative funding methods and as such have been awarded grant funding to support Pride South Lanarkshire's introduction to Hamilton this year as an example.

## Objectives:

**Events:** Host the largest number of town centre events / markets in the history of our organisation in the one year. 13 dates are planned, exceeding that of most BID areas in the country.

**Footfall via events:** Attract 40,000 additional visitors to the town in the year. If each visitor spends just £20 within the local economy at the event OR at a later date due to this activity, this would generate £800,000 for the local economy in the year.

**Vacancy rates:** As of Spring 2023, overall, the BID area has a vacancy rate of 15.6% versus 15.7% national average. (Rates achieved through visual inspection). Looking at two main streets in the area, Quarry Street vacancies, 9%, Cadzow Street vacancies 7%, these areas are well below the national average.. Two shopping centres in the BID area have resulted in challenges with regards this measure. In 2023 we aim to support vacancy rates through advertising vacant property via our website and social media and our general activity. Our target is to remain ahead of the national average.

**Hamilton Market:** Increase brand awareness and visitor numbers to the market as the year progresses. Target 2,500 additional visitors per market date into the BID area in support of businesses.

**Pride South Lanarkshire:** Host the area's first Pride festival in support of the LGBTQ+ community. Marketing reach to include central Scotland and achieve the numbers / impact outlined in the marketing plan. New connections with community organisations and fundraising activity. 500 ticket sales for the Townhouse event. 6,000 additional visitors.

**Quarry Street opening:** Influence and engagement leading to the trial opening of the road to include free 30min parking by end of year.

# Objectives and plans for 2023:

**Marketing:** Increase social media reach by 10% year on year. Increase follower numbers on social media by 10% year on year. Sign up 150 businesses with the marketing scheme which includes our free photography scheme. Feature on the front cover of every publication of Hamilton People Magazine in the year in support of the town. Extend print marketing reach to Motherwell, Bellshill, and Wishaw.

**Networking:** Host 5 networking events in the year in an effort to support collaboration, synergy and support between businesses within the BID area. (The highest number carried out by Hamilton Our Town).

**Town centre action plan:** Contribute and support this council led activity.

In addition, the provision of planters, free wi-fi, general business support, evening economy support opportunities will take place across the year. Hamilton Our Town will remain vigilant for opportunities to expand support through grant funding opportunities or sponsorship.





# HAMILTON

*Market*

## Project summary:

- x13 markets March - December
- New Monthly activity
- 40,000 estimated additional footfall
- £800,000 potential economic boost
- Sponsorship opportunities
- New monthly press marketing plan
- New monthly digital marketing plan

**1,500 additional visitors Month 1**

**3,000+ additional visitors Month 2**





terrence  
higgins  
TRUST  
♥

TOGETHER  
WE CAN



South Lanarkshire Pride festival 2023 will be a vibrant, impactful and inclusive celebration of LGBTQ+ culture that will be open to all ages and backgrounds. This two-day festival will take place in the South Lanarkshire town of Hamilton and utilise key areas and significant space in the town centre including the town's main shopping area, town square and the A listed 'Town House' events hall.

Hamilton Our Town Presents...



**South** **Pride**  
**Lanarkshire**

# DRAG

@The Townhouse

**DRAG @ THE TOWNHOUSE  
& BINGO BABES!**  
**28th JULY - HAMILTON**

**BINGO  
BABES!**



**Supported by...**

the  
Town  
House

supported by

SOUTH  
LANARKSHIRE  
COUNCIL

EventScotland™

## Social media launch image...



Hamilton Our Town Presents...

# South **Pride Lanarkshire**

A family Pride festival in the heart of South Lanarkshire...

**28th & 29th July 2023**  
Hamilton Town Centre

**DRAG @ THE TOWNHOUSE & BINGO BABES!**  
28th July

Supported by...

EventScotland

supported by  
SOUTH LANARKSHIRE COUNCIL

the Town House

BINGO BABES!

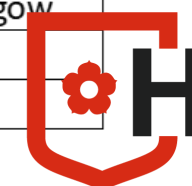
19 88

Logo: A red shield with a white 'H' and a red flower icon.

# Marketing plan...



| Date     | Marketing type               | Where                        | Projected reach | Audience                         |
|----------|------------------------------|------------------------------|-----------------|----------------------------------|
| 07.04.23 | Website                      | Hamilton Our Town            | 4,000           | Local / family audience          |
| 08.04.23 | Banners                      | Launch event - Quarry Street | 7,000           | Local / family audience          |
| 08.04.23 | Promo vouchers               | Launch event - Quarry Street | 1,000           | Local / family audience          |
| 08.04.23 | Social Media                 | Hamilton Our Town            | 20,000          | South Lanarkshire / Glasgow      |
| 13.04.23 | Print Press Article          | Hamilton Advertiser          | 5,500           | Local / family audience          |
| 13.04.23 | Press release                | Reach publications           | 10,000          | South Lanarkshire / Glasgow      |
| 21.04.23 | Print Press full page        | WestFest Brochure            | 50,000          | Glasgow audience                 |
| 01.05.23 | Social Media                 | Hamilton Our Town            | 60,000          | South Lanarkshire / Central Scot |
| 01.05.23 | Posters / leaflets           | LGBTQ+ Bars / clubs Glasgow  | 30,000          | LGBTQ+ community - Glasgow       |
| 01.05.23 | Online                       | Pride Guide                  | 12,000          | Planned event attendees          |
| 12.05.23 | x2 Print Press full page     | Motherwell People Magazine   | 10,000          | Local / family audience          |
| 27.05.23 | Banners                      | Hamilton Market event        | 7,000           | Local / family audience          |
| 29.05.23 | x2 Print Press full page     | Wishaw People Magazine       | 10,000          | Local / family audience          |
| 02.06.23 | Outdoor                      | Street light banners         | 60,000          | Local / family audience          |
| 02.06.23 | Outdoor                      | 4 Town centre boards         | 60,000          | Local / family audience          |
| 02.06.23 | x2 Print Press full page     | Bellshill People Magazine    | 10,000          | Local / family audience          |
| 02.06.23 | x2 Print Press full page     | Motherwell People Magazine   | 10,000          | Local / family audience          |
| 02.06.23 | Social Media                 | Hamilton Our Town            | 300,000         | Central Scotand area             |
| 02.06.23 | Digital (Pixel led campaign) | Glasgow live / Daily record  | 30,000          | LGBTQ+ community - Glasgow       |
| 02.06.23 | x4 Print Press full page     | Hamilton People Magazine     | 10,000          | Local / family audience          |
| 24.06.23 | Banners                      | Hamilton Market event        | 7,000           | Local / family audience          |
| 29.06.23 | x2 Print Press full page     | Motherwell People Magazine   | 10,000          | Local / family audience          |
| 01.07.23 | Banners                      | Pride Glasgow attendance     | TBC             | LGBTQ+ community - Glasgow       |
| 01.07.23 | Social Media                 | Hamilton Our Town            | 400,000         | Central Scotand area             |
|          |                              |                              | <b>1123500</b>  |                                  |



## Quarry Street Opening...?



### Key points:

- Parking free for 30 min 09:30 - 16:00
- Loading restrictions in place
- Parking within the bays only
- No vehicle access to Keith Street via Cadzow Street

Loading Only  
Mon - Sun  
4.00pm - 9.30am  
Mon - Sun  
9.30 am - 4.00pm  
Limited Waiting  
30 mins  
No Return 2 hrs

Coloured surfacing to be placed into Quarry Street

No Entry Except Buses

**85% businesses questioned so far wish for the road to open.**

**x2 Businesses with delivery challenges identified...**



**Networking days...**

- **February 23rd**
- **April 25th**
- **June 29th**
- **August 24th**
- **October 26th**



# **NETWORKING EVENTS 2023...**



# THANKS FOR READING...



Follow us on social media at [Hamilton Our Town](#)