

HAMILTON

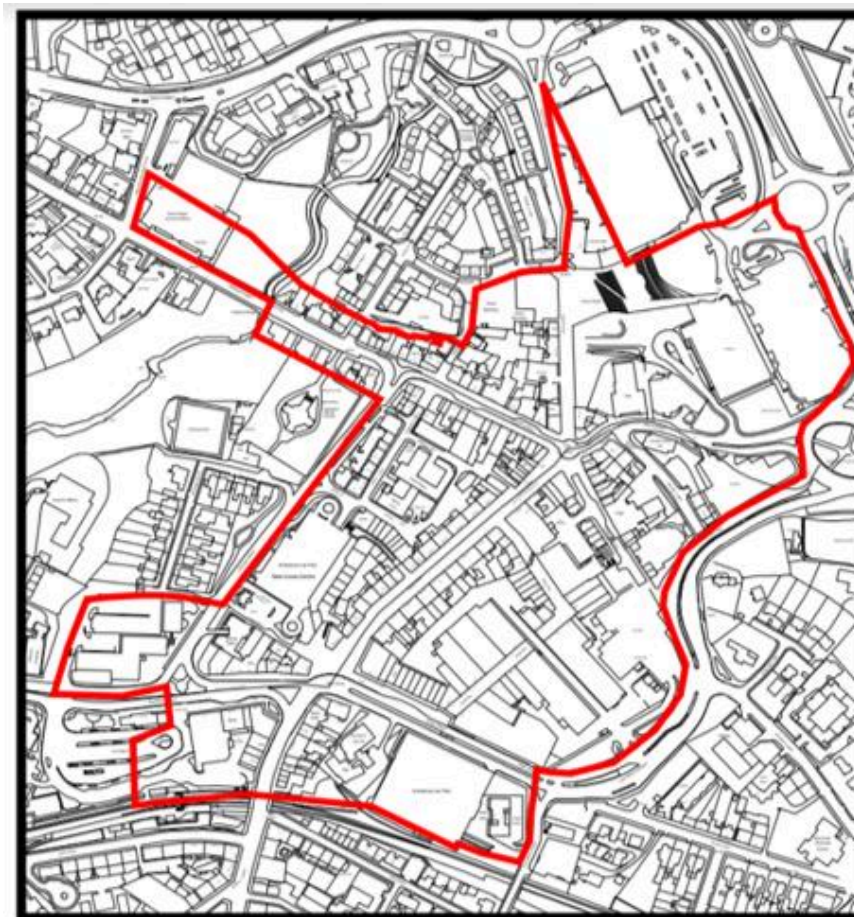
OUR TOWN
AGM

ANNUAL REPORT



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Introducing Hamilton Our Town...

Hamilton Our Town BID operates within the business improvement district area of Hamilton, South Lanarkshire. We are proud to play our part in supporting the town, its businesses, and its community.

The success of a town centre has many factors, with key aspects including collaboration, pro activity and community action. In the absence of a community council, traders association the need for our activities is strong. It remains important for businesses to pro-actively engage and get involved where time allows to maximise the effectiveness of our combined efforts.

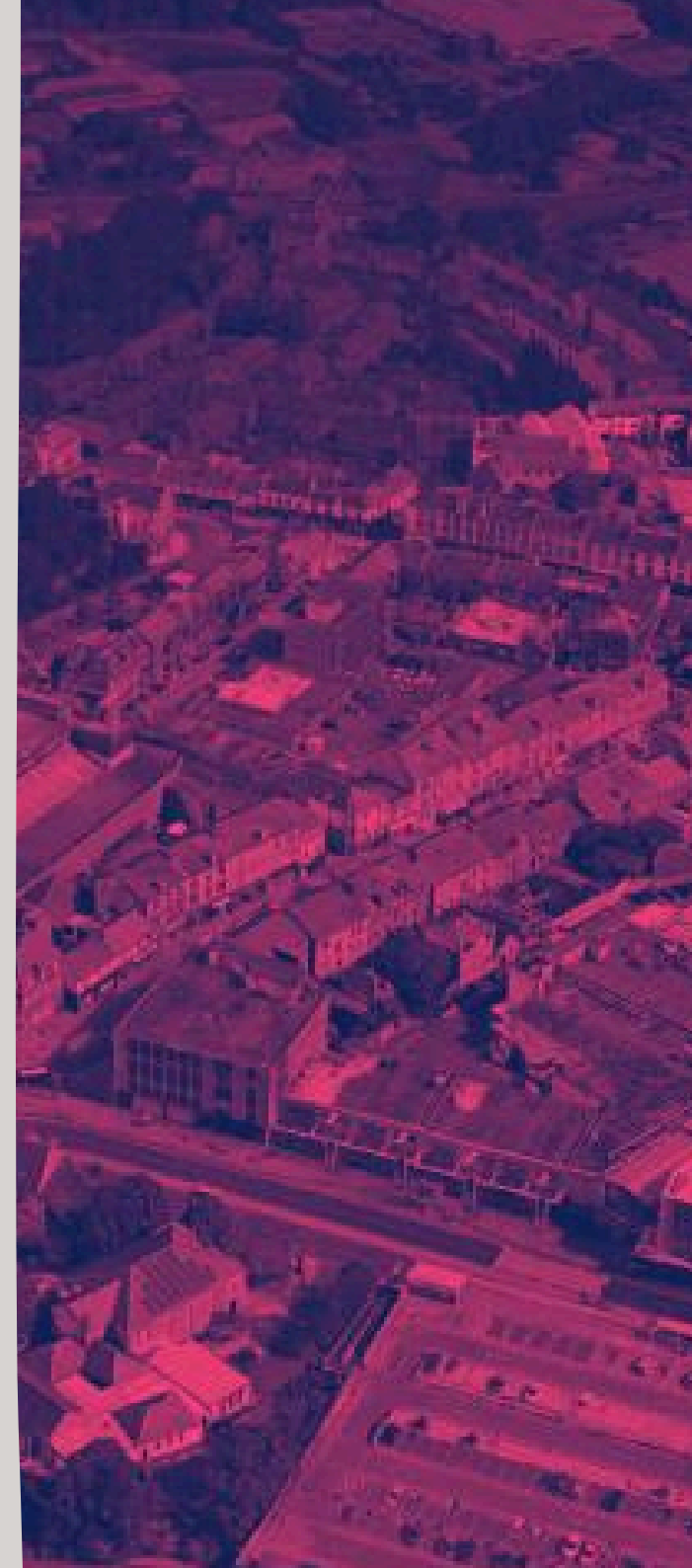
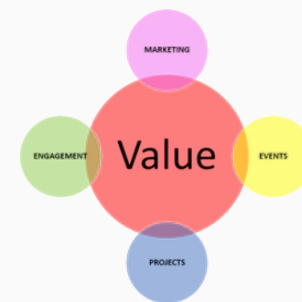
A Business Improvement District (BID) is a geographically defined area, where businesses can come together and agree to invest collectively in projects and services in support of the area. In addition, a BID provides an opportunity for business to give back to their community through the projects that are delivered. 379 businesses are located in the area with the majority paying an annual fee between £200 to £350 per year,

Hamilton Our Town operates with a volunteer board, made up from people from the business community and those willing to give up their time to positively impact their community. A manager is employed, supported by one part time team member to lead the organisation from an operational perspective.

This pack was used to present at the AGM.

Volunteer Board members:

Mrs J M Smith - Chair - Excel Sales and letting
Rev J C Hood - St John's Church
Mr M W Logie - Bluebird Care
Mr D McLachlan - Councillor
Mr M W Meyerhoff - Hang on climbing centre
Ms H Laurie - Lets let
Mr C Dewar - Councillor
Mrs Jeanette McCormack - Primark



THE YEAR IN NUMBERS! **WHAT ARE WE DELIVERING?**

£159K (INC VAT) RECEIVED IN LEVY FUNDS IN THE YEAR
+2.2% +143K ADDITIONAL VISITORS TO THE BID AREA (2024)
3 STREETS WITH FREE 30 MINUTE PARKING INTRODUCED
16 EVENTS PRODUCED/SUPPORTED
36.3K EXTRA VISITS, DRIVEN THROUGH EVENTS (2024)
28% EVENT VISITORS TRAVELLING FROM OUTWITH HAMILTON
3,000+ CHILDREN ENGAGING WITH OUR ACTIVITIES
50+ FREE STALLS PROVIDED TO BID AREA BUSINESSES
17K +1,145 'FOLLOWERS' ACROSS SOCIAL MEDIA PLATFORMS
5,718 SIGN UPS TO OUR NEW MAILING LIST
22,781 HITS ON WEBSITE / EVENT GUIDES
102,600 VISITS TO OUR FACEBOOK PAGE
1,400+ PROMOTIONAL POSTS ON FACEBOOK
6 LANARKSHIRE PEOPLE FRONT COVERS
135 BUSINESSES ACCESSING DIGITAL MARKETING / PHOTOGRAPHY (NOW 165)
13K USERS ACCESSING FREE TOWN CENTRE WI-FI (2024)
34 TOWN CENTRE PLANTER MAINTANENCE VISITS
1 HAMILTON HERO AWARD WINNER

AND MORE...



Indoor market event

Financial summary...

Hard copy of accounts are provided at the AGM. Accounts are made available on companies house.

Levy funding is dropping, costs are increasing, however we are producing increased activity in support of the town, achieved through aims to make our funding go further...

Levy income has decreased by 2.2% year-on-year. Please note that the stated income includes VAT. Whilst Hamilton BID LTD has no access to data regarding business payments to support analysis, it is likely that external factors have impacted levy collection.

Commercial and grant income: In the year we continued to generate income in addition to the Levy in support of town centre projects, providing new sources of investment for the town. This included a 25% increase in income generated from commercial stall holders. We were also successful in gaining a 20k grant from a UK government fund to support Easter activity and the purchase of equipment for markets.

Income (Figures include VAT)

- **Levy income £159,509**
- **Grants & Other £49,199**
- **Spring Grant £20,000**
- **Stall hire income £16,262**

Total £244,970 including VAT

Making funding go further...

Spend was reduced by £22k year-on-year. Key savings include:

- Events: £11.5k saving (Supported through saving in market equipment hire)
- Wi-Fi: £4.6k saving through new provider
- Planters: 2k

Despite increased project activity and inflation, our spending strategy is proving successful in delivering value for money. We continue to increase in-house activity to provide savings, including graphic design, indoor market equipment and set up and event management.



Hamilton BID Ltd

Company Limited by Guarantee

Statement of Financial Position

31 October 2024

	Note	2024 £	2023 £
Fixed assets			
Tangible assets	8	144	217
Current assets			
Debtors	9	21,870	24,285
Cash at bank and in hand		55,407	46,798
		<u>77,277</u>	<u>71,083</u>
Creditors: amounts falling due within one year	10	24,412	27,108
Net current assets		<u>52,865</u>	<u>43,975</u>
Total assets less current liabilities		<u>53,009</u>	<u>44,192</u>
Net assets		<u>53,009</u>	<u>44,192</u>
Capital and reserves			
Profit and loss account		53,009	44,192
Members funds		<u>53,009</u>	<u>44,192</u>

Footfall reporting...

Year to Date

+143,911 ↑ 2.2%

YTD footfall is 6,636,261 which is 143,911 more than the previous year or +2.2%.

Our activity has produced significant value in evidenced footfall generation in the year...

Hamilton BID area seen a 2.2% 143,911 increase in visits versus 2023 which was ahead of the national average. Quarry Street area's have seen the best performance versus 2023 at +3%

The increase in visits may be attributed to the road opening alongside a strong set of events in 23/24 and is an excellent result considering the economic challenges.

**143K
EXTRA
VISITS**

Place Informatics

Footfall Monthly Year-To-Date

<div><div>+2.2%</div><div>YTD Year on Year</div></div>	YTD	Jan	Feb	Mar	Apr	May	Jun
	2024	547,127	1,105,502	1,692,037	2,240,925	2,810,713	3,350,189
	2023	543,393	1,085,352	1,629,726	2,164,789	2,725,487	3,280,888
	% Change	+0.7%	+1.9%	+3.8%	+3.5%	+3.1%	+2.1%
	YTD	Jul	Aug	Sep	Oct	Nov	Dec
	2024	3,871,606	4,419,396	4,996,986	5,556,013	6,094,066	6,636,261
	2023	3,811,322	4,338,043	4,896,981	5,435,875	5,971,737	6,492,350
	% Change	+1.6%	+1.9%	+2.0%	+2.2%	+2.0%	+2.2%

Attracting visitors remains a key goal...

**We're proud to host ongoing community
focused activities...**





Hamilton Hero 2024

Life in our town (Events)

What have we delivered?

16 events delivered. These events include our monthly self-managed arts and craft market, Gala days, and collaboration with the largest event of the year which was Pride. This has delivered an estimated 36.3k additional visitors to the area, our best result yet.

Why are events part of the project delivery strategy?

Not only is this activity part of our business plan, reflecting the wishes of the business community, footfall driving, positive advertising, showcasing the town and community engagement are important elements in the success of the area. Potential benefits...

1. **More visitors** mean higher potential sales for shops, restaurants, and other local businesses. This can lead to increased revenue and profitability
2. **Higher Expenditure Retention:** When people spend more time and money locally, it helps retain expenditure within the local economy, rather than it being spent elsewhere
3. **Enhanced Vitality and Vibrancy:** A bustling town centre can attract more visitors and residents, creating a lively atmosphere that can further stimulate economic activity
4. **Attracts Investment:** Increased footfall can make the area more attractive to investors and developers, leading to further economic development and improvements in infrastructure

On average, day visitors may spend around £30-£50. Source Centre for cities.org. According to Visit Scotland the average spend for tourism day visits in Scotland was £52 in 2024. Additional value is created through visitors seeing businesses that they may otherwise ever have come across at events and returning at a later date.

Life in our town (Events)

Public survey results:

To support our understanding of the potential economic effects of events, we carried out a survey of event day visitors. 114 responses received / 5% of our average additional event attendance.

Survey findings:

- 28% of event visitors travel from outside Hamilton to our events
- 35% of visitors to our events do not normally visit the town
- 99% of visitors coming to our events spend in the town centre businesses on the day
- 26.3% of visitors spend in the town centre businesses following event days
- £41 is the average spend in the town centre business on event days according to respondents
- 94% of respondents agree that bringing in more footfall through events is of benefit to the area

We would like to thank our respondents, event visitors, our team, and the town centre businesses and organisations including South Lanarkshire Council for their ongoing support with this initiative.

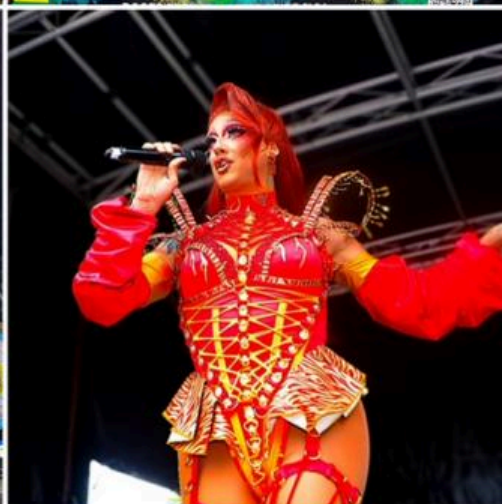
What are events costing levy payers?

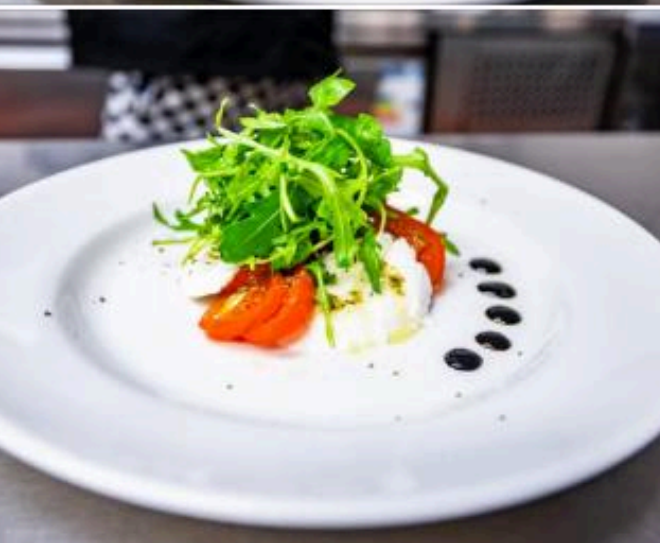
Event costs were reduced in the year through the receipt of various sources of non Levy funds including grants, vendor income from markets that are used to support the cost of events. For example, 16k market vendor fees we're received in the financial year.

The cost to levy payers for events in the year was in the region of 38k. (After deducting non-levy income).

**POTENTIAL
+1 MILLION £
ECONOMIC BOOST
THROUGH EVENTS**







Spotlight on our town (Advertising)

Promoting the town centre as a welcoming and vibrant destination, alongside selling the area, its products and services remains a key method of value creation.

Our marketing strategy consists of the use of social media, outdoor and press as mechanisms to convey our message. The two key messages that we aim to communicate firstly, is that of an interesting, vibrant area filled with high quality businesses. The second message is our call to action to support local.

Direct business engagement - Our digital marketing scheme.

165 business have now signed up to our digital marketing scheme, almost **70%** of active businesses in the area.

What value does this scheme provide?

Access to **FREE** professional photography up to every 6 weeks on request
Bespoke content on our socials created by us up to every 6 weeks

Do people see this content?

- Our reach figure in the financial year was over **600,000**
- Our Facebook page was visited a massive **102,600** in the year!
- In the year there were **32,500** interactions with our content

Press:

In the year we continued our relationship with Lanarkshire People magazine delivering 6 front covers and 18 pages of content. In addition, we appeared within the Hamilton advertiser, making the front cover.

Websites and event sites:

In the year we introduced event guides providing event information and advertising in addition to our Hamilton Our Town website.

Significant savings continue to be delivered due to all graphic design being delivered in-house. We received additional sources of income in the year to reduced the use of levy funds for this activity. Total advertising costs including ongoing social media, photography scheme, press and more was in the region of 38k. A portion of this cost was paid for through grant funding.





PRESS
ACTIVITY!

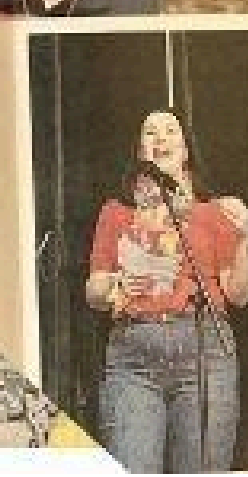
Rescheduled lights switch ceremony under town's

JUDITH TONNER

It's take two for Hamilton's big Christmas switch on this Saturday - with a new light-up event having been swiftly planned after wintry weather curtailed last week's celebration plans. The town's Christmas lights will be illuminated for the second time this year, with the ceremony taking place at 7pm on Saturday, 23rd November, at the town's main square. The event will be held at the town's main square, with the lights being switched on by the town's mayor, Councillor David Milne. The ceremony will be held at the town's main square, with the lights being switched on by the town's mayor, Councillor David Milne. The ceremony will be held at the town's main square, with the lights being switched on by the town's mayor, Councillor David Milne.



Councillor David Milne



HAMILTON people

Spring

Read Now

2nd - 30th March

HAMILTON

HAMILTON

Keep it local!

Read Now

A.M. LANDSCAPING LIMITED

HAMILTON News

Read Now

HAMILTON

QUARRY STREET VEHICLE TRIAL

Read Now

HAMILTON

HAMILTON Events

Spring Festival

2nd - 30th March

Read Now

HAMILTON

HAMILTON People

Let's Let The Original Letting Agents in Hamilton

Read Now

HAMILTON

HAMILTON People

Read Now

HAMILTON

HAMILTON People

Read Now

HAMILTON

Voice and Pride in our town

(Communication engagement and look of the area)

An important aspect of our work is the representation of views, opportunities and challenges.

30 min parking: In the year, following collaboration with the local authority and business engagement, Quarry Street, Townhead Street and Cadzow Street were opened to vehicles for free 30 min parking in support of visitors access and commercial opportunity. So far this has proven successful in driving footfall.

Masterplan: In addition to sign posting the councils masterplan consultation, we have also expressed our views on this work including opportunities for robust communication. In early 2025, we hosted a business engagement session with the council and businesses on the masterplan.

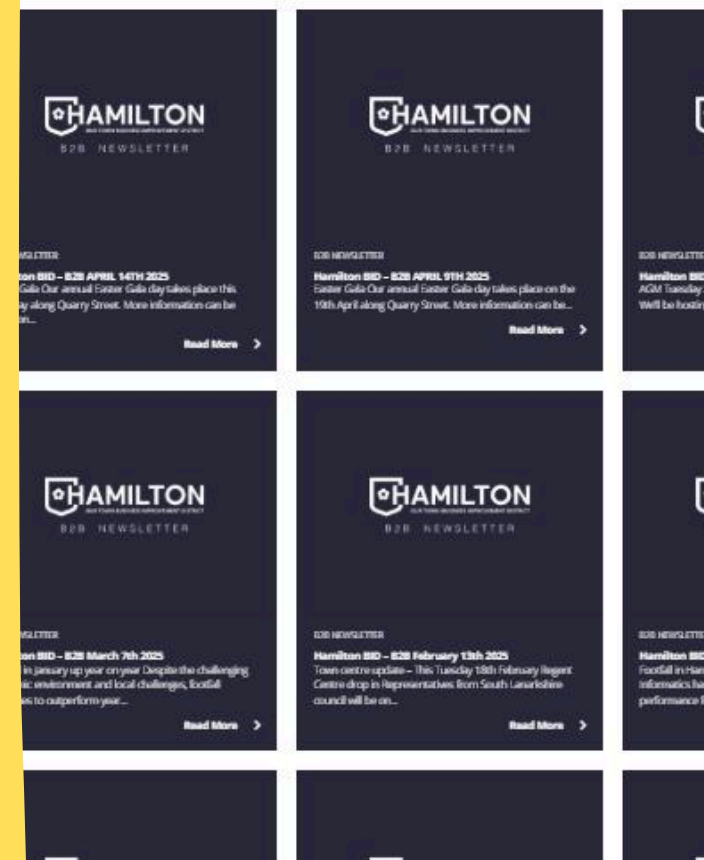
Ongoing communication: We meet with the council regularly to discuss opportunities, for improvements. This includes the reporting of waste issues, graffiti and any issue relating to the look at feel of the area. In the year we also hosted a **Police and business engagement session**, designed to provide information to businesses regarding methods to support reducing loss through crime.

We also produce regular town centre updates direct to businesses via mailshot and our website. In the year 36 updates were provided direct to business, and archived on our website.

Planters: We have continued our contract with GP plantscape to maintain the town centre planters including the large planter at the bottom of Quarry Place.

Festive lighting: Additional festive lights continue to be supplied to Quarry place.

Free Wi-Fi: Hamilton Our Town continue to provide free to use Wi-fi across the town centre area as a service that supports a positive town centre experience and promotes improved digital inclusion. In the year 13,000+ log in's were recorded





Plans & objectives from the year...

Core activities continue...

We were delighted to be able to continue our core activities and projects based on our business plan such as planters, free wi-fi, festive lighting and shop front grants for another year. In addition, a continuation of the successful Hamilton Market project and a vibrant schedule of free to attend community events were produced.

Hamilton Masterplan: Supporting communication - Our aims to support communication are ongoing.

30-minute free parking trial: We we delighted to see this objective completed.

Event Footfall: We targeted a record breaking amount of additional visitors. Despite the weather challenges over Christmas resulting in significant changes to plans we still achieved our highest event visitor figure recorded.

Marketing: We continued with our current strategy that included direct business promotion on request, professional photography and the use of social media, press to support promotion of the area and businesses. In addition we achieved our follower targets.

Financial: We achieved our aims of lowering our costs whilst maintaining activity in the year.

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Plans & objectives for the new year...

We continue to work to deliver what was set out on our 2022 to 2027 business plan.

Specific aims for 2025: Given uncertainty with regards significant changes in the town centre, new and **additional support activity is required**. Supporting communication channels with stakeholders, a robust advertising plan for the year and a town centre cleanup facilitated by the local authority will be key activities. We will continue to report issues regarding waste and opportunities for improvement.

Communication: We will engage with key stakeholders regarding any town centre changes, proactively seeking information to support business planning and confidence. Additionally, we will facilitate in-person meetings between stakeholders. Success will be measured through feedback and engagement.

Advertising the town: Feedback suggests that there is an opportunity to improve public perception and knowledge regarding the town centre, challenging misinformation with subjects such as vacant units. To achieve this, we aim to step up our advertising beyond what was set out before. This will take the form of a month-long P.R campaign in July utilising digital advertising, significant radio coverage and features in the press. We also intend to continue to utilise the Scotland loves local week in August to further enhance publicity in addition to stepping up our use of video content.

Footfall: We continue to explore improvement to the 30-minute parking scheme working with the local authority. Our aim firstly is to ensure that the scheme becomes permanent whilst exploring opportunities around timings and safety. 16 events are planned, and we aim to exceed last years results.

Community engagement: It is evident that the local community continues to be vital in the success of the town. Therefore, opportunities are being identified and explored to enhance community engagement through the use of a vacant retail space facilitated by the charity Hamilton Business in the Community. The charity has already supported VASLAN, HIPY, Lanarkshire Links, and Lanarkshire Pride CIC by providing space for workshops, youth work, and public engagement in 2025. The intention is to continue exploring community-focused activities through the charity in the coming year.





HAMILTON OUR TOWN & HALO ARTS PRESENT

A PURE WICKED HAMILTON PANTO!

7th December

THE WIZARD OF OZ

 HAMILTON
LOVES LOCAL THIS CHRISTMAS

WRITTEN & PRODUCED BY Brendon McIlroy DIRECTED BY Stephanie Falls

Comic Con & Hamilton Our Town Panto - Christmas 24