



Proposed Business Improvement District for Milngavie Town Centre

www.milngaviemyway.co.uk

BUSINESSES MAKE THEIR VOICES HEARD: MAKE MILNGAVIE A DESTINATION OF CHOICE!

Businesses in Milngavie town centre have made their views clear on the future of their trading environment. Town centre businesses and organisations from all sectors have recently been consulted by Steering Group members for Milngavie Business Improvement District (BID) to establish priorities to secure the future of the town centre and a clear picture has emerged.

Ian Lavrie, Steering Group Chairman commented on the consultation:

“We’ve had a fantastic response to our consultation with nearly 60% of businesses completing questionnaires and speaking to us about their concerns, ideas and priorities. Our proposed BID is all about investing in Milngavie town centre a place where both business and community can thrive. I’m pleased to say that the results of our survey have given us clear pointers for the way forward”.

Survey results revealed

Businesses in Milngavie town centre focused on **ambiance, accessibility and marketing and promotion** in their responses to the questionnaire, whilst also affirming the importance of business acting together to drive down business costs and increase footfall. The questionnaire was distributed through door to door visits to businesses and organisations operating from premises within the town centre.

The most important priorities for business in Milngavie were revealed as:

- Increasing footfall through effective marketing and promotion
- Improving accessibility (parking and transport)
- Providing reasons for visitors to stay longer in the town centre

Of the 74 businesses that responded to the survey, 62 thought their business would do better if Milngavie was more effectively promoted as a shopper destination, 59 if there was better signage around the



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precinct and beyond; 58 if it the town centre had more events to attract footfall throughout the year and 58 if it had a collective voice to lobby on key issues.

Glen MacNay, owner of Cafe Alba and the Vice Chairman of the Steering Group said:

“A BID for Milngavie will recognise the importance of getting Milngavie town centre ‘product’ right by making it more attractive and welcoming to residents and visitors. Our survey has shown that businesses recognise this is essential if we are to make the town centre a place where people of all ages choose to meet, visit, spend on goods and services and locate their business. And once the product’s right we can promote it with pride”.

Of a suggested range of improvements given on the questionnaire businesses thought the most important were Welcome features and better signage to promote businesses from all access points, all weather covered areas and a more ‘outdoor cafe’ style feel to the precinct, improvements to business frontages and cleanliness generally.

Businesses in the driving seat

A BID is defined geographical area where businesses work together and invest collectively in local improvements which will improve their trading environment. A Scottish Government backed mechanism, governed by Planning legislation, a BID delivers projects and services which are clearly in addition to those delivered by statutory authorities and is able to lever in additional funding from external sources in order to deliver business led priorities. Through consultation, a range of projects and services are agreed and then voted upon by all eligible businesses in a defined area which will be delivered over a 5 year period. Businesses in 20 other places across Scotland, such as Hamilton and Queensferry, have already voted to form a BID, with several areas now voting in favour of a second ‘term’ for their BID company.

Project Manager, Pauline Cameron – who previously managed the development process for Oban’s successful whole town BID in Argyll urged businesses to get involved:

Milngavie My Way Developing BID
c/o Allander Flooring Ltd.; 15 Mugdock Road, Milngavie, G62 8PT



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“If you are a business owner or manager of a multiple retailer and you don’t think you have been contacted by the BID to date, please let me know! All views count - we want as many businesses involved as possible in the process of developing a business plan for the town centre as the heart of the community”.

Further information on the Milngavie My Way BID can be found on their website www.milngaviemyway.co.uk or by emailing Pauline Cameron on info@milngaviemyway.co.uk.

The final proposed BID Business Plan will be put to a postal ballot of all town centre businesses next February to March 2014.

ENDS