

# Notice of meeting and agenda

## Housing, Homelessness and Fair Work Committee

**10.00 am Friday, 13th September, 2019**

Dean of Guild Court Room - City Chambers

This is a public meeting and members of the public are welcome to attend

### Contacts

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## **1. Order of Business**

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- 1.1 Including any notices of motion and any other items of business submitted as urgent for consideration at the meeting.

## **2. Declaration of Interests**

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- 2.1 Members should declare any financial and non-financial interests they have in the items of business for consideration, identifying the relevant agenda item and the nature of their interest.

## **3. Deputations**

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- 3.1 If any.

## **4. Minutes**

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- 4.1 None.

## **5. Forward Planning**

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- 5.1 None.

## **Business Bulletin**

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- 6.1 None.

## **7. Executive Decisions**

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- 7.1 Original Edinburgh - Old Town Business Improvement District; Proposal and Ballot – Report by Executive Director of Place 5 - 168

## **8. Routine Decisions**

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- 8.1 None.

## **9. Motions**

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- 9.1 If any.

## **Andrew Kerr**

## **Committee Members**

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Councillor Kate Campbell (Convener), Councillor Mandy Watt (Vice-Convener), Councillor Chas Booth, Councillor Jim Campbell, Councillor David Key, Councillor Kevin Lang, Councillor John McLellan, Councillor Claire Miller, Councillor Gordon Munro, Councillor Iain Whyte and Councillor Norman Work.

## **Information about the Housing, Homelessness and Fair Work Committee**

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The Housing, Homelessness and Fair Work Committee consists of 11 Councillors and is appointed by the City of Edinburgh Council. The Housing, Homelessness and Fair Work Committee usually meets in the Dean of Guild Court Room in the City Chambers on the High Street in Edinburgh. There is a seated public gallery and the meeting is open to all members of the public.

## **Further information**

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If you have any questions about the agenda or meeting arrangements, please contact Jamie Macrae or Sarah Stirling, Committee Services, City of Edinburgh Council, Business Centre 2.1, Waverley Court, 4 East Market Street, Edinburgh EH8 8BG, Tel 0131 553 8242 / 0131 529 3009, email [jamie.macrae@edinburgh.gov.uk](mailto:jamie.macrae@edinburgh.gov.uk) / [sarah.stirling@edinburgh.gov.uk](mailto:sarah.stirling@edinburgh.gov.uk).

A copy of the agenda and papers for this meeting will be available for inspection prior to the meeting at the main reception office, City Chambers, High Street, Edinburgh.

The agenda, minutes and public reports for this meeting and all the main Council committees can be viewed online by going to [www.edinburgh.gov.uk/cpol](http://www.edinburgh.gov.uk/cpol).

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# Housing, Homelessness and Fair Work Committee

10.00am, Friday 13 September 2019

## Original Edinburgh – Old Town Business Improvement District; Proposal and Ballot

Executive/routine	Executive
Wards	City Centre
Council Commitments	<a href="#">2 and 47</a>

### 1. Recommendations

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- 1.1 It is recommended that Committee:
- 1.1.1 note the progress towards a proposed Business Improvement District (BID) for the Old Town and the production of a fully developed BID Proposal;
  - 1.1.2 agree that the Council finds no valid reason to exercise its right to veto a ballot;
  - 1.1.3 support the aims of the Original Edinburgh BID proposals as set out in paragraph 4.3; and
  - 1.1.4 agree that a ballot of eligible voters will take place on 28 November 2019 to determine if a BID will be established in Edinburgh’s Old Town.

**Paul Lawrence**

Executive Director for Place

Contact: Jim Galloway, Service Manager

E-mail: [jim.galloway@edinburgh.gov.uk](mailto:jim.galloway@edinburgh.gov.uk) | Tel: 0131 529 3211

## Original Edinburgh – Old Town Business Improvement District; Proposal and Ballot

### 2. Executive Summary

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- 2.1 A group of businesses propose a BID for Edinburgh's Old Town.
- 2.2 The Council requires, under BID Legislation, to either approve the proposal and permit a ballot to take place, or exercise its right to veto.
- 2.3 Committee is asked to decide if the criteria set out in legislation has been satisfied. If this is the case, the Committee cannot exercise its right to veto and must allow the ballot to proceed. Committee is not, at this stage, being asked to debate which way the Council should vote in the event of a ballot.

### 3. Background

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- 3.1 BIDs allow business communities to raise funds through a levy on non-domestic rates (NDR) and take forward a range of activities to improve the area in which they are located.
- 3.2 The [Business Improvement Districts \(Scotland\) Regulations](#) (2007) cover how BIDs are formed and operate. Both Local Government and Scottish Government, including its agency the Scottish Towns Partnership, have a role in oversight of the development process and any BID.
- 3.3 A group of businesses in the Old Town sought to introduce a BID and hold a ballot in the summer of 2018, however, their plans were put on hold in the spring of that year while they sought to gain further support for their proposals.
- 3.4 Two BIDs are currently in place in Edinburgh; Essential Edinburgh and West End. It is the Council's normal practice to support BID proposals provided there is sufficient evidence of support from at least 5% of the business community.
- 3.5 The Council is obliged to undertake certain actions under BID legislation including: provision of information required to plan a BID; assessment of BID Proposals; approval and oversight of any ballot process; to co-operate with any successful BID by agreeing a Baseline Service Agreement; and if required, collecting levy charges via non-domestic rates.

## 4. Main report

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- 4.1 A group of business owners in the Old Town propose a BID for the area.
- 4.2 Background work and consultation on the “Old Town BID Proposals” began in June 2017, paused in January 2018, then led to the recruitment of a new Project Manager in the latter part of 2018. The group relaunched its campaign on 8 May 2019 under a new project title “Original Edinburgh”.
- 4.3 Broadly, Original Edinburgh propose a range of services which will:
  - 4.3.1 enhance and maintain public spaces for business owners, workers, residents and visitors;
  - 4.3.2 promote and market the Old Town as a premium cultural, retail and hospitality experience; and
  - 4.3.3 represent and advocate the interests of local businesses.
- 4.4 The Original Edinburgh BID steering group wrote to the Executive Director of Place on 13 June 2019 to give the Council notice of their intention to hold a ballot on 28 November 2019.
- 4.5 This formal notice triggered a schedule, under BID legislation which required the group to produce a detailed BID Proposal by 22 August 2019. This proposal requires to be assessed by the Council and Scottish Government and a decision reached to either allow the ballot to proceed, or to exercise the Council’s power of veto.
- 4.6 The Council received the BID proposal on 21 August 2019. The proposal was also submitted to the Scottish Government at that time. The main proposal document is attached at Appendix 1. The appendices which support this proposal will be made available on request.
- 4.7 The conditions under which the Council can exercise its right to veto the ballot are set out in legislation. In summary, a veto is valid if:
  - 4.7.1 there is insufficient evidence of support;
  - 4.7.2 the nature of the proposals is in conflict with planning guidance;
  - 4.7.3 the structure of the proposed BID levy is disproportionately distributed;
  - 4.7.4 the level of the proposed BID levy places a disproportionate burden on businesses;
  - 4.7.5 there has been insufficient discussion with the local authority prior to the proposals being submitted; or
  - 4.7.6 the proposal and canvassing has been unfairly influenced by someone, to their individual cost
- 4.8 Committee is asked to decide if the criteria set out in legislation and noted at 4.7 above have been satisfied. Officers have reviewed the documents submitted and propose that:
  - 4.8.1 evidence of support is presented from 8.24% of eligible businesses, exceeding the minimum 5% required by legislation;

- 4.8.2 the proposals are not judged to be in conflict with planning guidance;
  - 4.8.3 the structure of the proposed levy is proportionate at 1.3% of rateable value;
  - 4.8.4 the level of levy at 1.3% is in the below the national average of 1.5%;
  - 4.8.5 the Council has been represented on the BID Proposer's steering group by members and officers throughout the development of the proposals and Committees have been provided with reports and updates; and
  - 4.8.6 there is no evidence found of unfair canvassing or influence.
- 4.9 The Scottish Government have appraised the proposals. To take account of the feedback from Scottish Government, the BID proposal has now been updated and was received on 9 September 2019. The Scottish Government feedback has been addressed as follows:
- 4.9.1 The BID Proposer should provide the Council a percentage figure of eligible businesses who currently support the proposals. The proof of support document which sits alongside the proposal has now been updated;
  - 4.9.2 The BID Proposer should provide the Council with clarity on the number of eligible voters and the number of business premises taking account of voters who have multiple premises. Original Edinburgh has now updated BID spreadsheet to show that 461 eligible voters, represent 677 properties;
  - 4.9.3 The BID Proposer should be clear on exclusions, and benefits for certain non-business premises. Paragraph 9.2 of the proposal document shows the exclusions being proposed by Original Edinburgh. This includes properties with a rateable value of £10,000 and under, places of worship, the War Veterans Association and food banks; and
  - 4.9.4 The data on eligible voters is 98% complete. The remaining 2% of the database should be completed prior to ballot. The proposer undertakes to complete the database prior to ballot. Scottish Government have confirmed that this is acceptable.

## **5. Next Steps**

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- 5.1 The Council is required to assess the BID Proposal and inform the BID proposers of its decision by 19 September 2019 to either approve the ballot or exercise its power of veto.
- 5.2 If the BID Proposal is approved, a ballot will go ahead on 28 November 2019. To satisfy BID legislation, no less than 25% of eligible voters must return a vote; of votes cast, those in favour must outnumber those against; and, the aggregate of votes cast must represent at least 25% of the total rateable value within the BID area.

- 5.3 Should the ballot return a vote in favour as detailed above, a BID will subsequently be formed in the Old Town for a period of five years.
- 5.4 The Council which operates several premises within the Old Town, will receive ballot papers. It is normal practice that the Executive Director for Place completes the ballot on behalf of the Council in consultation with elected members.

## **6. Financial impact**

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- 6.1 Should a BID be formed in the Old Town, the Council which owns and operates a number of premises within the BID boundary, will become a member and will be subject to BID Levy Charges. Under outline proposals currently shared by the steering group, the levy payable by the Council could be up to £52,000 per year.

## **7. Stakeholder/Community Impact**

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- 7.1 Any proposals to establish a BID require to be business-led. Whilst the Council has supported the steering group to date, it has been for the businesses to consult their peers and stakeholders.
- 7.2 The Council has been represented on the Steering Group by both officers and elected members. Under current proposals, it is assessed that a successful BID will bring a number of positive benefits to the area.

## **8. Background reading/external references**

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- 8.1 Further information is available on the Original Edinburgh website: [www.originaledinburgh.co.uk](http://www.originaledinburgh.co.uk);
- 8.2 Essential Edinburgh – City Centre Business Improvement District Renewal Ballot May 2018, report to Housing and Economy Committee on [22 March 2018](#);
- 8.3 Old Town Bid Proposal Update, Business Bulletin update to Housing and Economy Committee on [24 January 2019](#);
- 8.4 Proposed Old Town Business Improvement District (BID) Update, Business Bulletin update to Housing and Economy Committee on [21 March 2019](#);
- 8.5 Original Edinburgh (previously known as Old Town BID), Business Bulletin update to Housing, Homelessness and Fair Work Committee on [29 August 2019](#).

## **9. Appendices**

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- 9.1 Appendix 1 - Original Edinburgh Business Improvement District Business Proposal and associated appendices



# ORIGINAL EDINBURGH

**Original Edinburgh  
Business Improvement District  
Business Proposal**

**BID Term [05/04/2020] to [04/04/2025]**

## Contents

Section	Content	Page(s)
	<b><u>BID Proposal - Compliance with Legislation</u></b>	4 – 8
1.0	Forward by BID Steering Group Chair	9
2.0	Executive Summary	10
2.1	Mission Statement of the Original Edinburgh BID	10
2.2	Aims and objectives of the Original Edinburgh BID	10
2.3	Key Findings	10
3.0	Introduction	11
3.1	What is a Business Improvement District (BID)?	11
3.2	Background to BIDs	11
4.0	The Old Town's Position	12
4.1	Why does Edinburgh's Old Town need a BID?	12
4.2	The History of BIDs in Edinburgh	13
4.3	How will the Old Town benefit from a BID	13
4.4	Local Authority Support	13-14
5.0	The BID Area	14-17
5.1	The BID Map and Streets	14-17
6.0	BID Management	17-19
6.1	BID Development Staff	17
6.2	BID Development Steering Group	17-18
6.3	Management of the BID	18-19
7.0	The Consultation Process	19-20
7.1	Introduction	19
7.2	Business Survey	19-20
7.3	The Key Findings	20
8.0	Proposed Improvements	21
9.0	The BID Levy	21-23
9.1	Who will pay the levy	21-22
9.2	Exclusions	22-23
9.3	The Levy table	23
9.4	Enforcement	23
9.5	Collection of the BID levy	23
10.0	The Voting Process	23-27
10.1	Pre-Ballot	23
10.2	The Ballot	24
10.3	BID Timetable	24-27
11.0	Public Sector BID Involvement	27-28
11.1	Baseline Services	27-28
12.0	Measuring Success	28-29
12.1	Measuring the Success of the BID	28
12.2	Marketing Communications and Social Media	28-29
13.0	Finances	29-30
13.1	Estimated Income and Expenditure	29
13.2	Financial Management Arrangements	29

13.3	Original Edinburgh BID Projected Income and Expenditure	30
14.0	Contact information	30
Appendix 1	Support for the BID	
Appendix 2	Details of Consultation	
Appendix 3	BID Business Plan	
Appendix 4	Database of Properties and Persons Eligible to Vote	
Appendix 5	Instruction to Hold a Ballot (56-day notification letter)	
Appendix 6	Baseline Services	
Appendix 7	Steering Group Agreement	
Appendix 8	Copy of Ballot Funding Letter – City of Edinburgh Council	
Appendix 9	Steering Group Minutes - Signing Off and Agreement to the BID Area, BID Levy, Exemptions to the BID Levy, BID Business Plan and BID Proposal.	
Appendix 10	Operating Agreement	



## **Business Proposal**

### **BID Proposal Compliance with Legislation**

In accordance with Business Improvement District (Scotland) legislation we acknowledge, as the BID Proposer, we must submit to City of Edinburgh Council and Scottish Ministers the following in respect of BID Proposals, Renewal Proposals and Alteration Proposals: -

#### **1.0 A document which demonstrates a cross section of at least 5% of the electorate, within the BID area supports the BID Proposals.**

There are circa 461 eligible voters representing circa 677 properties within the proposed BID area. Please refer to Appendix 1 (Support for the BID) containing letters of support secured from 38 eligible voters, together representing circa 63 properties. This represents 8.24% of the total number of eligible voters, and is in excess of the 5% proof required in order to move to a ballot.

#### **2.0 Summary of the consultation the BID has undertaken with those eligible to vote.**

The Original Edinburgh BID Steering Group oversaw the process of consultation with the businesses. The consultation took the form of hard copy and online surveys, meetings and events, letters, telephone calls, e-newsletters, e-mails, local newspaper reports, group presentations, website, social media and one-to-one consultation.

Please refer to Appendix 2 (Details of Consultation) and Section 7.0 The Consultation Process on page 14 of this Proposal for a summary of the consultation.

#### **3.0 The Proposed Business Plan**

A copy of the BID Business Plan which will be issued to all the BID electorate is provided with this Proposal document – Please refer to Appendix 3 (BID Business Plan).

#### **4.0 The Financial Arrangements of the BID body.**

Please refer to Section 13.2 Financial Management Arrangements on page 29 of this Proposal.

#### **5.0 The Arrangements for periodically providing the LA and billing body with information on the finances of the BID body (i.e. after a successful ballot)**

The BID finances will form an integral part of a monthly report issued to the BID Board of Directors. One representative from City of Edinburgh Council will sit on the BID Board and will automatically be provided with the BID finance details. It is also expected that regular finance meetings with City of Edinburgh Council will be held. An independent review of the BID finances will also take place through an independent auditor.

#### **6.0 The names and addresses of all those eligible to vote and a description (address) of each relevant property.**

Please refer to Appendix 4 (Database).

#### **7.0 A notice in writing requesting that the local authority hold the ballot.**

## Business Proposal

In accordance with legislation, the attached 56-day letter- Request to Hold a Ballot (Please refer to Appendix 5), will be issued to City of Edinburgh Council by the Chair, or nominated representative, of the Original Edinburgh Steering Group no later than 3<sup>rd</sup> October 2019.

**8.0 Provide the LA and billing body with such information as they shall reasonably require satisfying themselves that the BID Proposer or, as the case may be, the BID body has sufficient funds to meet the costs of the BID ballot.**

Original Edinburgh has agreed in their letter of the 08/14/2019 to the City of Edinburgh Council to pay for the costs of the ballot. Please refer to Appendix 8.

**9.0 A statement of the works or services to be provided, the name of the person responsible or body for the implementation (delivery) of these works and services and the status of such person/s; both on and after the date the BID Proposals come into effect.**

Please refer to Appendix 3 (BID Business Plan) for the proposed works and services.

On a successful ballot outcome, a BID Company (a not for profit company limited by guarantee with no share capital) will be formed with directors elected from the eligible persons (the levy payers), limited to one eligible person from each eligible property. The directors will oversee and direct the delivery of all the projects and services. Additionally, they will also recruit staff to deliver the day-to-day BID projects and services. For full details please refer to section 6.3 Management of the BID on page 18 of this Proposal.

**10.0 A statement of existing baseline services provided by the local authority, police and other agencies.**

Please refer to Appendix 6 (Baseline Services).

**11.0 A precise description of the geographical area of the BID, including a map which defines exactly the boundaries of the BID area.**

Please refer to Section 5.1 The BID Map and Streets on page 14 of this Proposal for a map and list of streets in the BID area.

**12.0 A statement providing details of any additional financial contributions, or additional actions for the purpose of enabling the projects specified in the BID Proposals, i.e. where a BID project is expected to cost £X and the proposed levy raises a smaller amount £Y then the BID Proposals must state how that funding gap £X - £Y s to be met and by whom.**

The projects specified in the BID Proposal (Please refer to Section 13.3 Original Edinburgh BID Projected Income and Expenditure on page 30) have been identified and the levy calculated and apportioned to deliver the projects as defined in the Proposed Projects section of this Proposal, without the requirement for additional contributions in years one to five. It is expected that the BID will attract additional funding from other sources including the local authority however this has not been allowed for at this stage.

## **Business Proposal**

### **13.0 A statement of which aspects of the BID Proposals and or Business Plan may be altered without the need for an alteration ballot to be undertaken.**

The BID Board of Directors will have the authority to adapt or alter the projects and services from year to year to reflect any change in economic circumstances or any new opportunities that may arise. This will be in the best interests of the levy payers and without recourse to an alteration ballot.

Please refer to section 6.3 Management of the BID on page 18 of this Proposal for the statement.

### **14.0 A statement of the proposed start and end dates of the BID Arrangements and the term of the BID. The BID arrangements must commence no later than a year after the date of the statement.**

Following a successful ballot on 28/11/2019 the Original Edinburgh BID will commence its activities on 05/04/2020. As the Original Edinburgh BID will be for a term of five years, it will cease its activities on 04/04/2025.

### **15.0 BID Proposals shall specify the apportionment of BID levy in respect of relevant properties and who will be liable to pay the levy: - proprietors, tenants, occupiers or if appropriate a specific business sector or sectors or businesses who will participate. It is advisable to include caps, thresholds, or other arrangements reflecting local circumstances or ability to pay.**

The BID improvement levy will be paid by the occupier (the eligible person liable to pay the non-domestic rate), however, the property owner will be liable to pay the levy where a property is vacant or empty on the day the levy invoice is issued and for all the period thereafter when the property is vacant.

Please refer to Section 9 The BID Levy on page 21 of this Proposal for full details of the BID Levy.

### **16.0 Confirmation that the levy is to be calculated as a % of the RV or how the charge was arrived at.**

It has been agreed by the BID Steering Group (please refer to the meeting minute dated 14/08/2019 Appendix 9) that the levy rate will be a fee structure based on the rateable value of the property on the day of the ballot 28<sup>th</sup> November 2019 and throughout the 5-year term of the BID. Please refer to Appendix 10 (Operating Agreement) and Section 9 The BID Levy on page 21 of this Proposal for full details of how the charge was arrived at and details of the BID Levy.

### **17.0 Confirmation that the % levy or fee is to be calculated on the RV of the property on the date of the ballot or, if not, another date that is the date, which will be used to calculate the levy or fee over the term of the BID.**

The fee structure is based on the rateable value of the property on the day of the ballot 28<sup>th</sup> November 2019.

Please Refer to Section 9 The BID Levy on [pages 21 to 23] of this Proposal for full details of the BID Levy.

### **18.0 The apportionment of the levy between proprietors, tenants and occupiers – providing the BID is including tenants and proprietors in its proposals.**

## **Business Proposal**

The BID Proposal does not include proprietors (property owners) except where the eligible property is vacant or empty when the property owner will be liable for the payment of the levy.

The occupier (the eligible person liable to pay the non-domestic rate) will be liable for the payment of the levy.

Please Refer to Section 9 The BID Levy on pages [21 to 23] of this Proposal for full details of the BID Levy.

### **19.0 A statement as to how the steering group arrived at who will pay the levy, the percentage levy and how the levy will be split between proprietors, tenants and occupiers.**

The BID Steering Group set the levy fee; the streets included in the BID and voted on who will pay the levy. A copy of the minutes of the meeting [14/08/2019] at which this was decided is attached as Appendix 9. The geographic boundary is based on the Old Town area. The levy amount is based on the amount required to carry out the projects in the business plan and discussions with businesses on what they believe is reasonable. The levy will be paid by the occupier (the eligible person liable to pay the non-domestic rate).

The decision to adopt the levy structure and BID area was taken with the agreement of all the members of the Steering Group. Please refer to Appendix 9 (Steering Group Minutes) and Appendix 7 (Steering Group Agreement.)

Please also refer to Section 9 The BID levy on page 21 of this Proposal for full details of the BID Levy.

### **20.0 Whether any future re-assessment of RV of the property by the Rates Assessor will or will not be taken into account in the calculation of the levy**

It has been agreed by the BID Steering Group that the levy fee, calculated on the Rateable Value of the properties in the BID area on the day of the ballot will not change during the 5-year term of the BID unless there is a successful appeal of the 2019 Non-Domestic Rates Revaluation resulting in a downward valuation. The levy will not be amended to reflect the change until the following year and will not be backdated. If there is an upward valuation at appeal there will be no change to reflect this.

### **21.0 A statement on why groups or individual businesses are exempt or receive a levy discount**

Please refer to Section 9.2 Exclusions on page 22 of this Proposal for full details of all exemptions to the levy. The steering group agreed (please refer to Appendix 7 Steering Group Agreement and Steering Group Minutes Appendix 9) that the properties exempted would receive no benefit from the BID projects and services.

### **22.0 A statement on whether the levy will be index linked.**

The Steering Group agreed that throughout the BID term, the BID levy will not be index linked to take account of inflation.

### **23.0 A statement on whether any of the costs incurred in developing the BID Proposals, holding of the ballot or implementing the BID arrangements are to be recovered through the BID levy.**

None of the above costs will be recovered through the BID levy.

## Business Proposal

### **24.0 The constitution of the BID Company to be formed and its legal status. A statement on who will administer the BID, details regarding the BID board and the BID body and those who drew up BID Proposals and Business Plan.**

Please refer to section 6.3 Management of the BID on page 18 of this proposal for details on how the future BID Company will be formed and administered.

The BID Company will be a not for profit limited liability company and will be administered by the Board of Directors who will be drawn from the eligible persons (liable to pay the levy) but restricted to one eligible person per eligible property. Nominations of directors from outside of the BID, who do not pay the levy and who may or may not represent those making voluntary or other financial contributions toward the BID, will be strictly at the discretion of the Board of Directors. The projects will be delivered by the BID team recruited by the Board of Directors. For full details please refer to Section 6.3 Management of the BID on page 18 of this Proposal document. Jocelyne Fleming prepared the Original Edinburgh BID Proposals and Business Plan in full consultation and with full support of the Original Edinburgh BID Steering Group.

### **25.0 The methodology for BID levy payers to nominate themselves or others to the BID Board of Directors and the proposed make-up of the BID Board.**

Every eligible person that pays the levy will have the opportunity to nominate themselves or someone else from within the BID area to be elected onto the new Company Board. Directors will be limited to one eligible person per eligible property. Nominations of directors from outside of the BID, who do not pay the levy and who may or may not represent those making voluntary or other financial contributions toward the BID, will be strictly at the discretion of the Board of Directors

Please refer to section 6.3 Management of the BID on page 18 of this Proposal for full details on how levy payers can participate on the future Town Company Board of Directors.

### **26.0 A statement on how the BID Proposals will be publicised prior to the ballot.**

The BID Proposer will send a copy of the BID Business Plan to all persons eligible to vote on the BID Proposals. Should any eligible person require a copy of the BID Proposal, a copy will be provided on request. The Business Plan will also feature prominently on the Original Edinburgh BID website at: - [www.originaledinburgh.co.uk](http://www.originaledinburgh.co.uk)

*N.B.*

*“Business” or variations of the word “business” are used throughout this document. The word “business” in this context refers to property owners or tenants and occupiers of properties who are liable to pay the non-domestic rate (NDR), whether they pay business rates or not. This includes all properties listed on the Scottish Assessors Association Portal (website) with a non-domestic rateable value, many of whom may be a charitable organisation, public sector organization, social enterprise or community group who may not consider themselves to be a business.*

## Business Proposal

### 1.0 Foreword by BID Steering Group Chair

I'm delighted to present this BID proposal. It outlines your priorities and gives a taste of how we can improve and make Edinburgh's iconic Old Town better by working together.

A BID is a geographically defined area where businesses in a defined area vote to invest collectively in local improvements over and above those provided by statutory authorities. It is a partnership arrangement where the local business community and the statutory authorities work together on projects that will benefit the local economy and local businesses.

Original Edinburgh could deliver real added value and return on investment for local businesses. We want to enhance and maintain our public space for workers, residents and visitors; promote and market the Old Town as a premium cultural, retail and hospitality experience; and, provide a single voice to represent and advocate the interests of our local businesses

Supporting Original Edinburgh is a great opportunity to work together and make the changes we all want. Through Original Edinburgh we can access external assistance and funding not available to individual businesses.

All the proposed improvements were ideas from you, which came out in our surveys and consultations. Our proposed programme of work is a reflection of the challenges and opportunities you told us matter most to you.

You can find more information on our website [www.originaledinburgh.co.uk](http://www.originaledinburgh.co.uk), or for more general or national information refer to <https://improvementdistricts.scot/>.

A notice of ballot will be sent to all eligible persons along with or followed by the ballot papers on 17/10/2019 You will have 6 weeks to cast your vote before the ballot closes at **5pm on 28/11/2019**. Ballot papers received after this date and time will be null and void.

The evidence from across our city, and the rest of Scotland, is that BIDs work. We want to replicate this success in the Old Town and, working together with you, we believe we can do it. I would ask you all to vote YES so that we can work together to make a transformative impact on the local community, and jointly invest in a bright future for the Old Town.

James McGregor

Chair – Steering Group

#### **N.B.**

*“Business” or variations of the word “business” are used throughout this document. The word “business” in this context refers to property owners or tenants and occupiers of properties who are liable to pay the non-domestic rate (NDR), whether they pay business rates or not. This includes all properties listed on the Scottish Assessors Association Portal (website) with a non-domestic rateable value, many of whom may be a charitable organisation, public sector organization, social enterprise or community group who may not consider themselves to be a business.*

## Business Proposal

### 2.0 Executive Summary

#### 2.1 Mission Statement of Original Edinburgh

Original Edinburgh is a collaborative business improvement project which empowers business to take a leading role in the success of Edinburgh's iconic Old Town. We work together to deliver a varied package of investment to create a unique cultural, retail and hospitality experience, which optimises the use of our public space, for workers, the local community and visitors.

#### 2.2 Aims and Objectives of Original Edinburgh

Original Edinburgh's purpose is to: deliver a common vision that will **enhance and maintain** our public space for workers, residents and visitors; **promote and market** the Old Town as a premium cultural, retail and hospitality experience; and, provide a single voice to **represent and advocate** the interests of our local businesses.

The objectives of the BID are:

- Create a strong single voice to lobby the City of Edinburgh Council
- Provide informative communication on all business-related matters
- Improve the quality of experience of the public realm for workers, residents and visitors, as befitting a UNESCO World Heritage status
- Promote the Old Town as a place to work, live, visit, study and invest
- Create a strong and aspirational identity, sense of 'place' and global appeal

#### 2.3 Key Findings

The BID Steering Group has overseen considerable research to discover what the businesses of Edinburgh's Old Town would like a BID to deliver. The research established the need for a BID and confirms that the following key aspects have been completed to deliver a successful ballot and a successful BID.

- Local need for a BID is strongly identified.
- The BID area is logical and clearly defined.
- Support of the Local Authority at both officer and political level.
- Support of Police Scotland.
- Support of Edinburgh World Heritage/Historic Environment Scotland
- The BID levy with local authority support in year one is sufficient to deliver the projects in the business plan.

## **Business Proposal**

### **3.0 Introduction**

#### **3.1 What is a Business Improvement District (BID)?**

A Business Improvement District (BID) is a geographically defined area, where businesses come together and agree to invest collectively in projects and services that 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 City of Edinburgh Council and other statutory bodies.

BIDs are developed, managed and paid for by the non-domestic sector by means of a compulsory levy, which the eligible persons in the proposed BID area must vote in favour of before the BID can be established. Each eligible person liable to pay the BID levy will be able to vote on whether or not the BID goes ahead.

#### **3.2 Background to BIDs**

BIDs first started in Bloor West Village, Toronto, Canada nearly 50 years ago, by the Town's business community. The Town's businesses were increasingly under pressure from the new shopping centres that were being developed on the outskirts of the Town, diverting shoppers away from the traditional Town centre out to the new shopping malls. As a result, some businesses were forced to cease trading and the Town started to look tired and neglected.

To stop the haemorrhage of deserting shoppers, local businesses fought back to revitalise the Town. They successfully lobbied for legislation for all the businesses in the proposed BID area to pay a levy. The levy money was used to improve the physical appearance of the Town, and then promote the Town centre as a vibrant, attractive and safe place to workshop and live. The strategy paid off, as shoppers started to return to the Town centre in large numbers.

The success of the Bloor West Village BID paved the way for future BIDs, not only in Toronto; but spreading throughout Canada, and the USA in the late 1960's and 1970's. Today there are over 1700 successful BIDs worldwide.

An additional measure of BIDs success is in the renewal process. Most BIDs run for a period of five years and approximately 99% of businesses vote in favour of continuing the BID when they come up for renewal. In Scotland, to date, 16 operational BIDs have successfully renewed their mandate for second or third BID terms demonstrating that the businesses value the projects and services delivered by the BIDs. BIDs can support regeneration, grow local economies, create local employment and create a cleaner, safer trading environment. A key element to their success is that the local businesses take ownership and responsibility for their trading environment, identifying the projects necessary to resolve common problems and issues, and overseeing their implementation, whilst also contributing to the future direction of the town and its future development.

BID legislation was passed in Scotland in 2006 with the Scottish Government funding 6 pilot projects in March 2006. The Scottish Government fully supports the development of BIDs in Scotland.

As at 25<sup>th</sup> July 2019 there are 37 fully operational BIDs in Scotland with a further 30 in development including our BID.



## **Business Proposal**

### **4.0 Edinburgh's Old Town Position**

#### **4.1 Why does Edinburgh's Old Town need a BID?**

Bringing together the very best of Edinburgh's rich history and heritage with its creativity and longevity, the Old Town is the heart of Scotland's capital city and a bridge between its enlightened past and dynamic future.

The home of the Scottish enlightenment, and a UNESCO World Heritage Site, the Old Town has a compelling cultural offering, attracting four million visitors each year. As well as providing a home for Scotland's top tourist attractions, the Old Town features many museums, libraries and other cultural centres.

A mixture of niche and specialist products, featuring the very best of Scotland has to offer, makes the Old Town an unrivalled retail experience and a thriving place for people to live, work, visit and do business.

Our vibrant night time economy, characterised by a blend of traditional and contemporary music, food and drink, is testament to Scotland's global reputation and our wide variety of hospitality offers makes the Old Town a warm welcome for visitors and homely surroundings for residents.

It is a result of this success and these dynamic assets that we believe a BID is needed. With increasing strain on our public realm infrastructure, growing challenges with cleanliness and security, and a lack of business representation on issues of local, national and international concern, the Old Town risks being left behind. The continuing rise of operating costs within the Old town is putting more pressure on businesses. Edinburgh's Old Town needs a coordinated response from all businesses to address these concerns.

After consultations with businesses from a range of sectors and geographic locations, it became clear there was commonality in the problems that they had. There was a desire to see The Old Town prosper and a real appetite to embrace a new way forward and to change and make improvements.

It is projected that by the end of the financial year 2019 there will be at least 67 operational and/or developing BIDs in Scotland. Should Edinburgh's Old Town not take advantage of this opportunity now?

A BID provides a unique opportunity for local businesses across all sectors to work together, invest collectively and undertake projects which can contribute positively to improving the economic viability of businesses in the Old Town and securing investment in our community.

## **Business Proposal**

### **4.2 The History of BIDs in Edinburgh**

This is not the first BID for Edinburgh's iconic Old Town. The Greater Grassmarket BID operated for one five-year term from 2012-2017. The Original Edinburgh Steering Group was first convened in late 2017, as the first term of the Greater Grassmarket BID was coming to a close. The collective view of local businesses at that time was that the initiative needed to be wider, and more transparent.

Upon forming under a constitution in January 2017, the then-called Old Town BID Consultation Project began work consulting with the business community across Edinburgh's Old Town. After a brief pause to set a new strategy and vision for the project, Original Edinburgh was relaunched fully in May 2019.

There are two other BIDs operating within Edinburgh's City Centre at present. Essential Edinburgh in the New Town is in its third five-year term, achieving a ballot result of 91% in favour at its last renewal ballot. Edinburgh's West End BID was incorporated in late 2015, and its first term runs until the end of July 2020.

### **4.3 How will Edinburgh's Old Town benefit from a BID?**

All businesses in the Old Town will benefit from the projects and services that the BID will deliver. With a BID, there will be:

- Improved management of the public realm for workers, residents and visitors
- Increased representation and advocacy on behalf of business with the City of Edinburgh Council
- A business-lead vision and strategy for the continued success of the Old Town
- Improved signage
- Increased use of technology to solve local problems
- A continued safe trading environment with increased sense of security and less stock loss
- Increased marketing to local, regional, national and global customers
- Cost reduction through professional negotiation on utility bills
- Cost reduction through collective investment and joint promotion
- Access to funding and support not available to individuals or businesses
- Increased B2B sales opportunities
- Support for existing groups and organisations
- Increased networking opportunities

### **4.4 Local Authority Support**

A BID is a business led regeneration strategy but contributes to the wider regeneration aspirations of the public sector and the local community. It is essential to have the support of the local authority and access to its expertise throughout the development of the BID.

City of Edinburgh Council have been supportive of the development of the BID with two elected members serving on the Steering Group, and one council officer providing liaison support and attending Steering Group meetings.

## Business Proposal

A crucial element of the BID is to establish a Baseline Service Agreement (an agreement on which services are already provided to the area by City of Edinburgh Council), to ensure any project or service provided by the BID is additional to the statutory services the local authority already provides.

The City of Edinburgh Council shall (under section 41 of the Representation of people Act 1983 and The Business Improvement Districts (Scotland) Regulations 2007) undertake and manage the postal ballot.

### 5.0 The BID Area

The BID area is generally focused on Edinburgh's Old Town. Through one-to-one consultations, it became clear that there were common issues crossing different sectors.

The BID team have calculated that this equates to circa 677 properties in scope, the eligible person of which will be entitled to vote on 28/11/2019. Following a successful ballot all eligible persons within the BID area will be required to pay the BID levy.

### 5.1 The BID Map and Streets

#### Why was this area chosen?

The following streets were chosen to be included in the BID area as consultations with businesses in this area highlighted several common issues of concern that could be addressed by a BID:

Bank Street  
Bank Street North  
Blackfriars Street  
Blair Street  
Candlemaker Row  
Canongate  
Canongate (Acheson House)  
Canongate (Bakehouse Close)  
Canongate (Boyd's Entry)  
Canongate (Brown's Close)  
Canongate (Bulls Close)  
Canongate (Chessel's Court)  
Canongate (Crichton's Close)  
Canongate (Dunbar's Close)  
Canongate (Galloway's Entry)  
Canongate (Gullan's Close)  
Canongate (Horse Wynd – part)  
Canongate (Reid's Court)  
Canongate (Reid's Close – part)  
Canongate (Waters Close)  
Canongate (Whitehorse Close)  
Castle Wynd North  
Castlehill

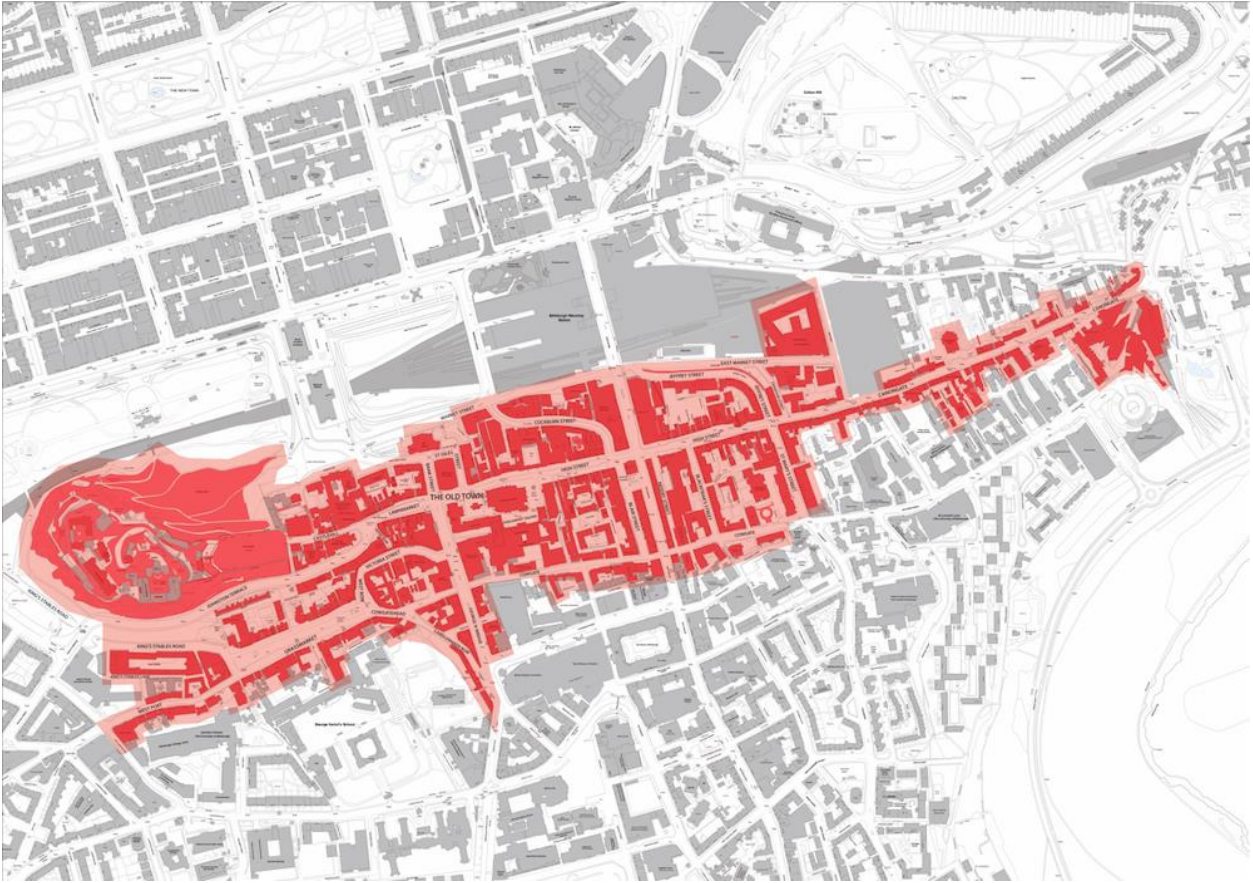
## Business Proposal

Cockburn Street  
Cowgate  
Cowgate (Alison's Close)  
Cowgate (Anderson's Close)  
Cowgate (College Wynd)  
Cowgate (Hastie's Close)  
Cowgate (Kincaids Court)  
Cowgate (New Skinner's Close)  
Cowgate (Robertson's Close)  
Cowgate (South Gray's Close)  
Cowgate (Stevenslaw's Close)  
Cowgate (Tron Square)  
Cowgatehead  
Cranston Street  
Fleshmarket Close  
George IV Bridge  
Grassmarket  
Grassmarket (Edmonstone's Close)  
Grassmarket (Gilmour's Close)  
Grassmarket (Porteous Pend)  
Grassmarket (Warden's Close)  
Grassmarket (Webster's Land)  
Guthrie Street  
High Street  
High Street (Advocates Close)  
High Street (Anchor Close)  
High Street (Barrie's Close)  
High Street (Bell's Wynd)  
High Street (Baron Maule's Close)  
High Street (Borthwick' Close)  
High Street (Burnet's Close)  
High Street (Carrubber's Close)  
High Street (Chalmers Close)  
High Street (Craig's Close)  
High Street (Foulis Close)  
High Street (Fountain Close)  
High Street (Geddes Entry)  
High Street (Lyon's Close)  
High Street (Milne's Court)  
High Street (New Assembly Close)  
High Street (North Gray's Close)  
High Street (Old Assembly Close)  
High Street (Old Fishmarket Close)  
High Street (Paisley Close)  
High Street (Roxburgh's Court)  
High Street (Trunk's Close)  
High Street (Tweeddale Court)

## Business Proposal

High Street (Warriston's Close)  
High Street (Writers' Court)  
High Street (World's End Close)  
Hunter Square  
India Buildings  
Jeffrey Street  
Johnston Terrace  
King's Stables Road (part)  
King's Stables Lane  
Lawnmarket  
Lawnmarket (Brodie's Close)  
Lawnmarket (James' Court)  
Lawnmarket (Jollie's Close)  
Lawnmarket (Lady Stair's Close)  
Lawnmarket (Riddle's Court)  
Market Street (part)  
Market Street East  
Merchant Street  
Mound Place  
New Street (part)  
Niddry Street  
Niddry Street, South  
North Bridge (part)  
North Bridge Arcade  
Parliament Square  
Ramsay Garden  
Ramsay Lane  
Sibbald Walk  
South Bridge (part)  
St Giles Street  
St Mary's Street  
Upper Bow  
Victoria Street  
Victoria Terrace  
West Bow  
West Parliament Square  
West Port  
West Port (Aitchison's Close)  
West Port (Cordiner's Land)  
West Port (Lady Wynd)

## Business Proposal



There are circa 677 Eligible Properties located in the BID area.

### 6.0 BID Management

#### 6.1 BID Development Staff

The Project Manager for the Original Edinburgh BID Consultation is Jocelyne Fleming. She is accountable to the BID Steering Group.

#### 6.2 BID Development Steering Group

The BID Steering Group is made up from a cross section of the business community in the area and includes two locally elected councillors. The Steering Group provides direction to the development of the BID and BID development staff. Advice is also given by one Council officer. Ultimately all key decisions relating to the developing BID have been taken by the BID Steering Group, who are as follows:

Name	Sector	Name	Sector
James McGregor (Chair)	Hospitality	Fiona Rankin	Culture/Heritage
Andrew McRae (Vice Chair)	Retail	Aga Firat	Hospitality
Fawns Reid	Retail	Manuela Calchini	Tourism

## Business Proposal

Rachel Gregson	Hospitality/Evening Economy	Councillor Lezley Marion Cameron	Council
Kathleen Brogan	Tourism	Councillor Kate Campbell	Council
Martin Clarke	Retail		

Jim Galloway, Economic Development Service Manager has been an advisor to the Steering Group.

### 6.3 Management of the BID

Following a successful yes vote, the management and operation of the BID will be transferred to a Company which will operate from 05/04/2020.

This Company will be managed by the BID Steering Group until a Board of Directors is elected, but for no longer than four months after the ballot date. The Company will operate in an open and transparent way, answerable to the businesses in the area. The Board of Directors will ensure that a Code of Conduct (including a Register of Interests) and Management and Governance will be created and agreed as policy by the Directors. There will be a detailed set of protocols (the Operating Agreement) which will cover, as well as other items, the billing, collection and transfer of the levy to the BID Company.

The BID Company will use the levy income to deliver the projects and services detailed in the Business Plan. There will be a detailed set of protocols including a formal operating agreement, which covers the management of the BID and billing, collection and transfer of the BID levy.

A Board of Directors will be established, consisting of a minimum of 9 and maximum of 13 directors. Every eligible person that pays the levy will have the opportunity to nominate themselves or someone else from within the BID area to be elected onto the Company Board but limited to one eligible person from each eligible property. The new Company will be run by the businesses for the businesses. This Board will be responsible for all decisions relating to staff, contracts, the delivery of the approved business plan and other activities generated by the BID.

Nominations of directors from outside of the BID, who **do not** pay the levy and **who may or may not** represent those making voluntary or other financial contributions toward the BID, will be strictly at the discretion of the Board of Directors.

The Board of Directors will recruit one full time BID manager, one full time operations manager, one full or part time marketing, engagement and social media manager and one full or part time administrative assistant/bookkeeper to ensure the efficient delivery of the projects and effective communications with the levy payers.

The Board will be representative of the businesses and stakeholders in the area. The Board will strive to include representatives from across all sectors and geographic regions of the Old Town. The Chair, Vice Chair and Treasurer will be elected from the directors of the Board. The Board will include one representative from City of Edinburgh Council. There will also be non-voting representatives from Police Scotland. Other non-voting members or local groups may be co-opted onto the Board at the Board's discretion.

## **Business Proposal**

The BID Board of Directors will agree on an annual basis how funds will be spent for the coming year. The BID Board will have the ability to adapt or alter the projects and services from year to year to reflect any change in economic circumstances or any new opportunities that may arise. This will be in the best interests of the levy payers and without recourse to an alteration ballot.

The BID company will report results at its AGM to the BID Board and by an annual review to the levy payers

### **7.0 The Consultation Process**

#### **7.1 Introduction**

Over the course of the project, there have been many phases of engagement with Old Town businesses. A survey of the businesses received over 175 responses, and over 500 businesses have been visited or contacted directly. This consultation is central to the success of the BID campaign, and to an operational BID across a five-year term. This consultation will continue through the summer and into autumn to ensure businesses are able to review and ask questions about the BID proposal and business plan through to the close of ballot.

The overall aim of the consultation was to assess opinions on ways to enhance and improve the BID area; to empower business to take a leading role in the success of Edinburgh's iconic Old Town. We spoke with businesses to get their thoughts on the best programme of work to deliver a varied package of investment to create a unique cultural, retail and hospitality experience, which optimises the use of our public space, for workers, the local community and visitors.

The results of these surveys and consultations have been combined and form the basis of the Business Plan and BID Proposal

Businesses have received letters, emails, telephone calls, e-newsletters, newspaper articles, and one-to-one visits throughout the BID development process to keep them informed of progress. The website ([originaledinburgh.co.uk/theoldtownbid.com](http://originaledinburgh.co.uk/theoldtownbid.com)) has been kept fully updated with information throughout the development of the BID. Full details of the consultation are shown at Appendix 2.

The Steering Group considered the response from the 1-to-1 consultations, surveys and public meetings as sufficient to decide on the projects and services proposed in the business plan.

BID legislation requires that before a ballot can take place, a minimum of 5% of the electorate must indicate that they are in favour of a BID. Please refer to Appendix 1 (Support for the BID) containing letters of support in excess of the 5% support required, and indicating their intention to vote yes in the BID ballot this November.

#### **7.2 Business Survey**

One-to-one consultations were carried out with circa 240 eligible voters representing 52% those eligible to vote. An additional 115 eligible voters were further consulted, representing a total of 77% of those eligible to vote. These visits will continue through to the close of ballot.



## Business Proposal

Hard copy paper surveys were also delivered to all NDR addresses within the proposed BID boundary.

The initial surveys were hand delivered and mailed to the property within the proposed BID area in October 2017. The purpose of the surveys was to consult with the businesses in the BID area and determine the issues and concerns of the businesses. The survey also sought to establish views and opinions on specific identified issues relating to the area. A secondary online survey invitation was included with the Next Steps document, which was posted to all NDR addresses within the proposed BID boundary on 13<sup>th</sup> November 2017.

### 7.3 The Key Findings

Overall, the most important areas a BID could improve on were ranked by the businesses in order of importance as:

Cleaner Streets (69.5%)  
Stronger Marketing (47.9%)  
Safety & Security (43.1%)  
More Activity & Events (39.5%)  
Cost Saving & Support (39.5%)

From the surveys it was determined that,

#### **Businesses would like Original Edinburgh to:**

1. Create a strong single voice to lobby the City of Edinburgh Council
2. Provide informative communication on all business-related matters
3. Improve the quality of experience of the public realm for workers, residents and visitors, as befitting a UNESCO World Heritage status
4. Promote the Old Town as a place to work, live, visit, study and invest
5. Create a strong and aspirational identity, sense of 'place' and global appeal
6. Convey a strong message of safety and security for the public in the Old Town
7. Address anti-social behaviour, particularly in relation to the night time economy, lighting and streetscape
8. Animate the streets, manage footfall circulation and enhance visitor experience through opportunities like street closures, markets and heritage related events
9. Support smaller businesses with property enhancement grants

## Business Proposal

### 8.0 Proposed Improvements

We believe that the best way to achieve lasting and sustainable change, and best value for money, is by working in partnership, so where appropriate we will work strategically with: Police Scotland, University of Edinburgh, Network Rail, ScotRail, Edinburgh Tourism Action Group, Edinburgh Capital Group, Old Town Community Council, Edinburgh Old Town Development Trust, Essential Edinburgh, Edinburgh West End BID, Edinburgh World Heritage, local charitable groups (e.g. Grassmarket Community Project)

The proposed projects will be progressed over the five-year period of the BID. Some projects will be provided on an annual basis while others are one-off projects. The time frame for delivering the projects will be decided by the Board of Directors within the agreed budget.

The detailed projects costs are estimates only. The actual cost of the projects will depend on a variety of factors and will not be definitive until competitive tenders have been submitted where necessary. Some of the projects may be subject to planning permission and other statutory approval.

The projects and services will be based on the following themes: Enhance & Maintain, Promote & Market and Represent & Advocate.

The projects will be based on the following themes, individual projects and services are detailed in the Business Plan

**Enhance & Maintain** our public space for workers, residents and visitors  
Investment over five-year term: £1,119,810

**Promote & Market** the Old Town as a premium cultural, retail and hospitality experience  
Investment over five-year term: £746,540

**Represent & Advocate** the interests of our local businesses  
Investment over five-year term: £746,540

### 9.0 The BID Levy

#### 9.1 Who will pay the levy?

A BID levy is an equitable and fair way of funding additional projects and services, which the local authority and other statutory bodies are not required to provide. It has been agreed by the BID Steering Group that the levy rate will be a fee structure based on the rateable value of the property on the day of the ballot 28/11/2019 and throughout the 5-year term of the BID. It has been agreed by the Steering Group that the levy be set at 1.3% of the rateable value of the property on the day of ballot (28/11/2019) and throughout the five-year term. Any temporary rates relief granted will not be considered in the calculation of the levy.

## Business Proposal

The BID improvement levy will be paid by the occupier (the eligible person liable to pay the non-domestic rate), however, the property owner will be liable to pay the levy where a property is vacant on the day the levy invoice is issued and for all the period thereafter when the property is vacant.

There will be no increase in the levy amount during the term of the BID or as a result of the non-domestic rateable revaluation.

- There are approximately 677 commercial properties in the BID area which will generate a BID investment levy income of approximately £746,540 per annum and an estimated total levy income of £3,732,700 over 5 years.
- Properties with a rateable value of £10,000 or less will be exempt from the levy and will not have a vote.
- All eligible occupiers (of eligible properties) i.e. the eligible person liable to pay the non-domestic rate that are listed on the Local Assessors Valuation Roll on the ballot date will be liable to pay the levy.
- The levy payments are not linked to what businesses actually pay in rates but are based on the rateable value of the property.
- The levy must be paid either in one payment within 28 days from the date of the levy invoice or in quarterly instalments by arrangement with the billing body.
- If there is a change in occupier to a property, until a new occupier is found, the property owner will be responsible for paying the levy.
- Any new commercial development, subdivision of existing properties or merging of properties or new business with a non-domestic rateable valuation coming into the area during the 5-year term of the Town business improvement district will be liable for the BID Improvement Levy.
- If the property is vacant or empty on the date the levy is issued and for any subsequent vacant periods, the property owner will be liable for the full levy amount, which must be paid within 28 days.
- Self-catering holiday accommodation which is not the sole or main residence of any person and which is available (or intended to be available) for letting on a commercial basis, with profit in mind, for short periods totalling more than 140 days in the financial year remain liable for non-domestic rates for the whole year and will be included.

### 9.2 Exclusions

The BID Steering Group decided to exclude premises that have a rateable value of £10,000 and under. These premises can pay a voluntary levy and become an “associate member” should they wish, details of which are given in the BID Business Plan.

## **Business Proposal**

The BID Steering Group decided that there is no benefit from being part of the BID to the following categories of property and therefore are exempt from paying the levy: Places of Worship, The War Veterans Association, and Food Banks.

### **9.3 The Levy Table**

It has been agreed by the Steering Group that the levy be set at 1.3% of the rateable value of the property on the day of ballot 28th November 2019 and throughout the 5-year term. Any temporary rates relief granted will not be considered in the calculation of the levy.

### **9.4 Enforcement**

In the event of any nonpayment of the BID improvement levy, it will be strongly pursued by City of Edinburgh Council (as the billing body) using the recovery powers available to the Council to ensure complete fairness to all the businesses that have paid. City of Edinburgh Council will be entitled to charge an additional fee to the levy amount to meet any additional costs incurred in the recovery of the levy.

### **9.5 Collection of the BID Levy**

City of Edinburgh Council will collect the investment levy on behalf of the BID, as this will be an efficient, safe and cost-effective method of collection. City of Edinburgh Council will lodge the levy within a BID Revenue Account. The BID levy can only be drawn down by the Board of Directors of the BID to allow the delivery of the business plan.

The BID Revenue Account and levy cannot be accessed by City of Edinburgh Council nor can it be used by the Council as an additional source of income.

## **10.0 The Voting Process**

### **10.1 Pre-Ballot**

The BID Proposer must submit the BID Proposals to the Local Authority, the Scottish Ministers and the billing body at least 98 days in advance of the ballot date and; of their intention to put the BID Proposals to ballot. The local authority then has 28 days in which to veto or not the BID Proposals.

A 'Notice of Ballot' will be issued at least 42 days before the day of ballot.

Prior to or on the date the ballot papers are issued the BID Proposer will provide to all those eligible to vote in the proposed BID ballot with a copy of the BID Business Plan.

The BID Proposer will make available a copy of the BID Proposal to any person who is eligible to vote on the BID Proposals who requests a copy. Requests for a copy should, in the first instance, be lodged with the local authority.

## Business Proposal

### 10.2 The Ballot

- Ballot papers will be issued to every eligible person in the BID area 42 days before the final ballot date.
- Ballot papers, together with a copy of the BID Business Plan will be posted to the eligible person responsible for casting a vote within their business. In the case of national companies, the responsibility for voting may lie with head office.
- The BID ballot is a confidential postal ballot conducted by City of Edinburgh Council on behalf of Original Edinburgh and in accordance with Scottish BID legislation.
- Where an eligible property is vacant the voting papers will be sent to the property owner.
- In Original Edinburgh's case, voting papers will be issued on 17/10/2019.
- The final date for all ballot papers to be returned is 5pm on 28/11/2019. Papers received after this date and time will be deemed null and void.
- Voting papers are easy to complete, simply place a cross on either "yes" or "no" to the question "are you in favour of a BID?" The ballot paper must then be signed by the person eligible to vote and returned in the pre-paid envelope.
- For the ballot to be successful there must be a minimum turnout of 25% (the headcount) by number of eligible persons and by combined rateable value; and of those who turnout, the majority must vote in favour by number and combined rateable value.
- All eligible persons (i.e. those persons liable to pay non-domestic rates) will have one vote or where a person is liable for non-domestic rates for more than one property, that individual shall be eligible to cast more than one vote however they will be required to pay the levy for each of the properties that they occupy.
- The ballot papers will be counted on 29/11/2019 and the results announced by the City of Edinburgh Council within one week.
- Following a successful ballot, the BID will commence on 05/04/2020 and will run for a period of five years until the 04/04/2025.

### BID Timetable

Please see below for the BID Timetable

Item	B-n	Procedure	Time	Date	Comments
1	B-154	Last day for notice of intention to put BID proposals to ballot.	<b>Regulation 4</b> At least 154 days before ballot	27 <sup>th</sup> June 2019	

## Business Proposal

2	B-126	BID Review	BID project should be reviewed and agreement reached as to whether a positive ballot is achievable or not. If a positive ballot is not achievable, then the BID should not go to ballot.	25 <sup>th</sup> July 2019	
3	B-98	Last day for the submission of the BID proposal to the local authority and Scottish Ministers.	<b>Regulation 5 (2) (a) (i)</b> At least 98 days* before the day of the ballot in accordance with regulation 4.  *This would give the local authority at least 28 days to consider proposals before deciding whether or not to exercise veto.	22 <sup>nd</sup> August 2019	
4	B- 70	Local authority to confirm that it is or is not vetoing the BID proposals.	<b>Regulation 14 (1)</b> For the purposes of section 42(2) of the 2006 Act, the prescribed period is 70 days prior to the day of the ballot.	19 <sup>th</sup> September 2019	
5	B-56	98 days after item 1 the BID Proposer requests local authority to instruct ballot holder to hold ballot.	<b>Regulation 5 (2) (a) (ii) and (b)</b> The request to hold a ballot should be at least 56 days* before the ballot date. *To allow time to put in place ballot arrangements, before issuing ballot papers (at least 42 days before ballot), it is recommended that the request to hold a ballot should be made at least 56 days before the ballot date.	3 <sup>rd</sup> October 2019	
6	B-56  B-42	The local authority instructs the ballot holder to hold BID ballot.  Ballot holder puts in place arrangements to hold BID ballot.	<b>Regulation 6</b>  <b>Regulation 8</b>	3 <sup>rd</sup> October 2019  17 <sup>th</sup> October 2019	
7	B-42	Issue of ballot papers.  Spoilt ballot papers.	<b>Schedule 2, para. 3</b> 42 days before ballot date. <b>Schedule 2, para. 11</b>	17 <sup>th</sup> October 2019	

## Business Proposal

		Publication of notice of ballot (by ballot holder).	Spoilt ballot papers may be replaced at any time from the issue of ballot papers.  <b>Schedule 2, paras. 2(c) and 3</b> - at least 42 days after but no more than 90 days after, the date on which the ballot holder published the notice required by paragraph 3(a).		
8	B-42	Last day for postponing the day of the ballot by up to 15 days.	<b>Schedule 2, para. 2 (2)</b> - No later than 42 days before the day of the ballot, the ballot holder may postpone the day of the ballot by up to 15 working days.	17 <sup>th</sup> October 2019	
9	B-10	Last day for the appointment of a proxy.	<b>Schedule 2, para. 5(5)</b> An application to appoint a proxy shall be refused for the purposes of a particular ballot if the ballot holder receives it after 5 p.m. on the tenth day before the day of the ballot.	18 <sup>th</sup> November 2019	
10	B-7	First day for the request for issue of replacement of LOST ballot paper.	<b>Schedule 2, para. 12</b> Where a voter has not received their ballot paper by the seventh working day before the day of the ballot, that voter may apply (whether or not in person) to the ballot holder for a replacement ballot paper.	19 <sup>th</sup> November 2019	
11	B-5	LAST day for cancellation of proxy	<b>Schedule 2, para. 5 (10)</b> A notice under sub- paragraph (9) by a person entitled to vote cancelling a proxy's appointment shall be disregarded for the purposes of a ballot if the ballot holder receives it after 5 p.m. on the fifth day before the date of the poll at that election.	23 <sup>rd</sup> November 2019	BY 5PM
12	B	Ballot Day	<b>Schedule 2, para. 2</b> At least 42 days after but no more than 90 days after, the date on which the ballot holder published the notice required by paragraph 3(a). (See Item 7).	28 <sup>th</sup> November 2019	
13	B+1	The Count	<b>Schedule 2, paras. 14-16</b> As soon as practicable after the day of the ballot, the ballot holder shall make arrangements for counting the votes cast on such of the ballot papers as have been duly returned	29 <sup>th</sup> November 2019	

## Business Proposal

			(in accordance with paragraph 13) and record the number counted.		
14	B+1  B+8	Declaration of results	<p><b>Schedule 2, Para 17</b></p> <p>(2) The ballot holder, having made the certification under subparagraph (1) Shall:</p> <p>(a) forthwith make a declaration of the matters so certified; and</p> <p>(b) Give public notice of the matters so certified as soon as practicable and within 7 days after the counting of the votes.</p>	By: 5 <sup>th</sup> December 2019	

### 11.0 Public Sector BID Involvement

#### 11.1 Baseline Services

A baseline service agreement ensures the BID does not use the levy money to duplicate any services provided by City of Edinburgh Council and Police Scotland. The services directly delivered by the BID must be additional to any statutory services. The baseline services agreement gives an assurance to businesses that the levy payment will only be used for **additional** projects which they voted on in the BID ballot. Additionally, a baseline agreement avoids the risk that public agencies including City of Edinburgh Council will not reduce its statutory level of service to the BID area following a successful ballot.

For a full and detailed list of services provided in the BID area by City of Edinburgh Council, please see appendix **Appendix 6- City of Edinburgh Council Baseline information and Baseline Agreement.**

A *sample* of statutory local authority services that will continue at the same or higher levels are:

- Street Lighting
- Pavement and Street Cleansing (incl. fly posting, graffiti & chewing gum removal)
- Dog Fouling
- Waste Compliance
- Highways – Maintenance, Management and Renewal (incl Traffic Lights)
- New Signage
- Car Parking & Traffic Regulations
- Public Transport Services – Bus, Rail, Bicycle
- Traffic Enforcement
- Events and Festivals
- Trading Standards – Licensing, Markets and Street Trading
- Street Furniture
- Planting and Landscaping
- Police Reactive – Response Units
- Police Proactive – Street Patrols, Crime Prevention
- Advertising and Enforcement



## **Business Proposal**

For a full and detailed list of services provided in the BID area by the City of Edinburgh Council, please see **Appendix 6- City of Edinburgh Council Baseline information and Baseline Agreement**

### **12.0 Measuring Success**

#### **12.1 Measuring the Success of the BID**

Throughout the lifetime of the BID, all work on the BID projects will be monitored to ensure the projects proposed in the BID Business Plan achieve a high level of impact and are progressing to the satisfaction of the businesses that voted for the BID.

The BID Board of Directors will monitor and oversee the efficient delivery of the BID projects.

The BID will undergo an independent evaluation of its activities at the halfway point and towards the end of the second term.

The BID will undergo Assessment and Accreditation Interim Review (AAIR) for Scottish BID Companies,

The AAIR

- is a bespoke review which recognises and accords with the Scottish BIDs legislation and the public and private sector environment in Scotland
- gives confidence to businesses and the Board of Directors that the practices of the BID Company are robust and accord with good practice and
- supplies an audit trail to support any future evaluation of the BID Company.

In developing the Interim Review, a consultation was undertaken with,

- key stakeholders and organisations
- key UK national businesses
- the Scottish Retail Consortium

and reviewed existing Assessment and accreditation frameworks, including existing documents used to assess BID Proposals in the UK, to identify key lessons.

The Assessment and Accreditation Interim Review is recommended by Scotland's Improvement Districts as good practice and is included as one of the good practice elements of any Scottish BID Proposal and BID Business Plan.

#### **12.2 Marketing, Communications and Social Media**

To ensure openness and transparency in the management of the BID company, following a successful ballot, the Steering Group have agreed the BID Business Plan should include, but not limited to; - One to One business engagement, business briefings, social media engagement, newsletters for those businesses preferring hard copy information or with no access to IT, press releases, business forums, business networking meetings etc.

## **Business Proposal**

Additionally, the following information is to be displayed on the Original Edinburgh website: -

- The current BID business plan.
- The annual accounts
- The BID ballot result.
- The contact details for the BID Manager and other staff members.
- The names of BID Board members and either the name of their business or the sector they represent.
- BID Board governance structure with specific reference to how decisions are agreed and actioned.
- Details of Director Meetings the agenda and minutes - abridged where necessary
- The methods levy payers can provide feedback to the BID e.g. AGM and/or other regular meetings.
- An annual report detailing the BIDs the projects/services/initiatives delivered and the cost of each; and Original Edinburgh achievements and the value the BID provides to levy payers

### **13.0 Finances**

#### **13.1 Estimated Income and Expenditure**

It is calculated that there are circa 677 eligible properties located within the BID area (this figure may change as businesses move, expand or close). The BID levy income is calculated to be approximately £746,540 per annum. Current Scottish collection rates for the BID levy are reported to be standing at 95%. With this in mind, an amount has been set aside in the budget under 'contingency' to allow for any bad debt.

Original Edinburgh secured an in-principal agreement with City of Edinburgh Council that, subject to a successful ballot outcome, an advance on levy income will be facilitated.

The improvement levy will make it easier to obtain other sources of funding for specific projects and these opportunities will be pursued. The BID aims to attract other investment, sponsorship and trading income to increase the amount available to spend on your projects as they develop. Funds will be sought from but not restricted to Visit Scotland, LEADER, The BIG Lottery and Zero Waste Scotland.

As the BID progresses, more income will be attracted, and this will be invested in improving the town centre for the benefit of the businesses and local community.

#### **13.2 Financial Management Arrangements**

Once the BID is operational, any variations within budgets will be reported to the BID Board of Directors.

The Board will agree on an annual basis how funds for subsequent years will be allocated. This will be based on business feedback during the previous year and the priorities for the coming year, which allows the BID the flexibility to respond to changing business needs and requirements.

City of Edinburgh Council will collect the levy payments on behalf of the BID and will retain these funds in a separate account until the BID Board calls these funds down. The BID Board will manage the levy funds that are collected by the Council. This arrangement will ensure that projects are delivered, and any financial liabilities of the BID are transparent.

## Business Proposal

### 13.3 Original Edinburgh Projected Income and Expenditure

INCOME	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
BID LEVY	£746,540	£746,540	£746,540	£746,540	£746,540	£3,732,700
<b>INCOME TOTAL</b>	<b>£746,540</b>	<b>£746,540</b>	<b>£746,540</b>	<b>£746,540</b>	<b>£746,540</b>	<b>£3,732,700</b>

N.B. The steering group are currently in discussions with strategic partners within the City of Edinburgh to raise additional voluntary contributions throughout the five-year term

EXPENDITURE	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
OFFICE/STAFFING COSTS (20%)	£149,308	£149,308	£149,308	£149,308	£149,308	£746,540
ENHANCE & MAINTAIN (30%)	£223,962	£223,962	£223,962	£223,962	£223,962	£1,119,810
PROMOTE & MARKET (20%)	£149,308	£149,308	£149,308	£149,308	£149,308	£746,540
REPRESENT & ADVOCATE (20%)	£149,308	£149,308	£149,308	£149,308	£149,308	£746,540
OPERATING COSTS (5%)*	£37,327	£37,327	£37,327	£37,327	£37,327	£186,635
5% CONTINGENY (5%)	£37,327	£37,327	£37,327	£37,327	£37,327	£186,635
<b>TOTAL</b>	<b>£746,540</b>	<b>£746,540</b>	<b>£746,540</b>	<b>£746,540</b>	<b>£746,540</b>	<b>£3,732,700</b>

*\*including levy collection and renewal ballot costs*

### 14.0 Contact Information

If you would like more information please visit our website [www.originaledinburgh.co.uk](http://www.originaledinburgh.co.uk) or contact Steering Group Chair James McGregor or Project Manager Jocelyne Fleming by telephone or email.

Steering Group Chair James McGregor  
 T: 0131 225 7064  
 E: [james@royalmcgregor.co.uk](mailto:james@royalmcgregor.co.uk)

Project Manager Jocelyne Fleming  
 T: 07742 573791  
 E: [jocelyne@originaledinburgh.co.uk](mailto:jocelyne@originaledinburgh.co.uk)

c/o The Royal McGregor  
154 High Street  
Edinburgh  
EH1 1QS

c/o 8 East Market Street  
Edinburgh  
EH8 8BG

## **Appendix 1 – Proof of Support**

There are circa 461 eligible voters representing circa 677 properties within the proposed BID area.

Included with in this appendix are letters of support secured from 38 eligible voters, together representing circa 63 properties within the proposed BID.

This represents 8.24% of the total number of eligible voters, and is in excess of the 5% proof required in order to move to a ballot.

## Original Edinburgh BID Proposal

### Appendix 2: Consultation Information

#### Phase 1 Consultation:

##### **February 2017:**

- 16<sup>th</sup> February – [E-newsletter](#) distributed to Greater Grassmarket (GG) distribution list titled 'Old Town BID' (linked)

##### **March 2017:**

- 1<sup>st</sup> March – Newsletter with Old Town BID (OTB) message delivered by hand
- 5<sup>th</sup> March – Database consultant retained to develop comprehensive listing of eligible premises and voters
- 24<sup>th</sup> March – [E-newsletter](#) distributed to GG distribution list titled 'BIDs in Edinburgh' (linked)

##### **May 2017:**

- 9<sup>th</sup> May – [E-newsletter](#) distributed to OTB distribution list titled 'BID Flyer & Survey' (linked)
- 25<sup>th</sup> May – [E-newsletter](#) distributed to GG distributed list titled 'Newsletter May Edition' (linked)
- 25<sup>th</sup> May – Newsletter with full project details distributed by hand
- 28<sup>th</sup> May – Newsletter posted to self-catering businesses within the Old Town

##### **June 2017:**

- 7<sup>th</sup> June – Letter posted to all NDR addresses in Old Town
- 22<sup>nd</sup> June – 21<sup>st</sup> July – OTB Pack with letter, information pack, survey and contact sheet distributed by hand

##### **July 2017:**

- 3<sup>rd</sup> July – Letter and 12 key questions booklet posted to all NDR addresses within the Old Town
- 13<sup>th</sup> July – E-newsletter distributed to OTB distribution list titled 'OTB Survey'
- 14<sup>th</sup> July – Survey pack posted to all self-catering businesses

##### **September 2017:**

- 25<sup>th</sup> September – Newsletter distributed to OTB distribution list titled 'OTB Update'
- 26<sup>th</sup> September – Newsletter with project update delivered by hand

##### **October 2017:**

- A questionnaire was created and posted to every non-domestic ratepayer within the proposed area. By the close of the month a total of 151 survey responses were received via face-to-face visits, online submissions and return post
- 9<sup>th</sup> October – E-newsletter distributed to OTB distribution list titled 'Business e-letter' with a progress report and drop-in session information

##### **November 2017:**

- 8<sup>th</sup> November – E-newsletter distributed to OTB distribution list titled 'Business e-letter' with link to Next Steps document and survey
- 13<sup>th</sup> November – Next Steps document was posted to all NDR addresses in the proposed area along with the invitation to take a second survey on-line
- Three informal drop-in events were held:
  - Thursday 16<sup>th</sup> November at Three Warriston
  - Thursday 23<sup>rd</sup> November at Scottish Poetry Library
  - Wednesday 29<sup>th</sup> November at The Beehive Pub
- 21<sup>st</sup> November – E-newsletter distributed to OTB distribution list titled 'Bigger, Stronger BID'

##### **December 2017:**

- 12<sup>th</sup> – 14<sup>th</sup> December – 'Don't put it off' flyer distributed by hand
- 14<sup>th</sup> December – E-newsletter distributed to OTB distribution list titled 'Don't put it off Flyer'
- 22<sup>nd</sup> December – E-newsletter distributed to OTB distribution list titled 'Don't put it off Christmas'

## January 2018:

- 24<sup>th</sup> January – [E-newsletter](#) distributed to OTB distribution list titled ‘Eligible Voter Request’ (linked)
- 25<sup>th</sup> January – E-newsletter distributed to OTB distribution list titled ‘Forum e-letter’ with progress report about the OTB
- 30<sup>th</sup> January – Three-page OTB update newsletter distributed by hand

## May 2018:

- 31<sup>st</sup> May – Letter posted to all NDR addresses in the proposed area along to advise of project pause and postponement of ballot into 2019

## Phase 2 Consultation:

### February 2019:

- 11<sup>th</sup> February – [Opinion piece](#) published by Jocelyne Fleming in Edinburgh Evening News titled “Old Town BID will give a voice to businesses”
- 11<sup>th</sup> February – [Article](#) published in Edinburgh Reporter titled “Old Town BID Appoint New Manager”
- 13<sup>th</sup> February – [E-newsletter](#) sent to advise of Project Manager’s appointment

### May 2019:

- 8<sup>th</sup> May – Relaunch Press Release distributed to the Scotsman/Edinburgh Evening news
- 9<sup>th</sup> May – [E-Newsletter](#) sent to advise of relaunch and new brand, linked to website for more information and contact
- 9<sup>th</sup> May – [Promotional video](#) published on Twitter and YouTube outlining the vision for the Old Town and information about the project
- 9<sup>th</sup> May – New website ([originaledinburgh.co.uk](http://originaledinburgh.co.uk)) launched with new vision statement, FAQs, contact information
- 9<sup>th</sup> May – Edinburgh Evening [News Article](#) “Old Town traders try to boost profile of historic area” published in print and online
- 21<sup>st</sup> May – [E-Newsletter](#) sent with invitation to three drop-in events and two workshop events
- 21<sup>st</sup> May – [Website](#) updated to include information regarding drop-in events and workshops
- Tweets advising of drop-in/workshop event information were published 21<sup>st</sup>, 27<sup>th</sup> and 28<sup>th</sup> May
- 30<sup>th</sup> May – Place Standard Workshop was hosted in partnership with Keep Scotland Beautiful at the Scotsman Hotel
- 31<sup>st</sup> May – [E-Newsletter](#) sent with reminder about upcoming drop-in event on 4<sup>th</sup> June

### June 2019:

- 4<sup>th</sup> June – Blog post from James McGregor titled “Edinburgh’s iconic Old Town: Original in the past, present and future” posted to website
- Three informal drop-in events were held:
  - 4<sup>th</sup> June 7:30-9:30am at the Radisson Blu
  - 12<sup>th</sup> June 6:30-9:30pm at the Apex Heights Restaurant
  - 19<sup>th</sup> June 5:30-6:30pm at The Canons Gait Pub
- [Tweets](#) advising of drop-in/workshop event information were published 1<sup>st</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>, 17<sup>th</sup> and 18<sup>th</sup> of June
- 10<sup>th</sup> June – [E-newsletter](#) sent with reminder about upcoming drop-in event on 12th June
- 11<sup>th</sup> June – Place Standard Workshop was hosted in partnership with Keep Scotland Beautiful at the Grassmarket Community Project
- [Tweets](#) were published with links to an online Place Standard survey to work in conjunction with in-person workshops on 3<sup>rd</sup>, 13<sup>th</sup> and 14<sup>th</sup> June
- 12<sup>th</sup> June – 18<sup>th</sup> June – 90 door-to-door visits were conducted by Jocelyne Fleming, James McGregor, Fiona Rankin and Fawns Reid to distribute custom A5 leave-behind card with information and printed invitations to events on 12<sup>th</sup> & 19<sup>th</sup> June, focussing on the High Street and Canongate regions of the Old Town

- 19<sup>th</sup> June – Presentation given to Edinburgh Tourism Action Group outlining the project’s progress and forward plans
- 24<sup>th</sup> June – bespoke two-page report providing project update and forward plan outline distributed to Castlehill Partnership via email

**July 2019:**

- 2<sup>nd</sup> July – Project Consultant retained for four-week period prior to peak trading time in August with circa 145 door-to-door visits to be conducted over the course of 4 weeks
- 3<sup>rd</sup> – 31<sup>st</sup> July – 275 custom A5 leave-behind cards distributed to businesses door-to-door
- 3<sup>rd</sup> July - bespoke two-page report providing project update and forward plan outline distributed to Edinburgh Hoteliers Association via Board Chair
- 12 one-to-one formally scheduled meetings with key stakeholders have been held this month to date
- 19<sup>th</sup> July – [E-newsletter](#) distributed to Original Edinburgh mailing list titled “Your monthly OE news and FAQs”

**August 2019:**

- w/c 5<sup>th</sup> August – A4 information piece hand delivered to all commercial premises in the Old Town by Door Dash delivery company

**Ongoing Activities:**

- In-person drop in visits will continue through the end of July, pause during peak trading time in August, and resume in late September once the ballot has been approved and business plan is printed
- E-newsletters will continue to be distributed with goal of fortnightly communication
- 32 One-to-one formally scheduled meetings with stakeholders have been held since restarting the project, with more set for August. These will continue through to the ballot close date
- Several sector-specific presentations are in the works for autumn 2019, with Original Edinburgh’s presentation falling within a standing meeting agenda for stakeholder groups like Castlehill Partnership, Edinburgh Tourism Action Group and the Edinburgh Hoteliers Association.
- Several members of the Original Edinburgh Steering Group are members/Directors of other tourism, business and leadership organisations. Meetings are attended regularly and updates provided about Original Edinburgh progress
  - James McGregor – Edinburgh Tourism Action Group
  - Andrew McRae – Federation of Small Businesses
  - Fiona Rankin – Canongate & Holyrood Initiative

**Forward Plans:**

A robust communications plan has been developed, addressing Public Relations, Digital/Social, and Stakeholder communications through three Milestones:

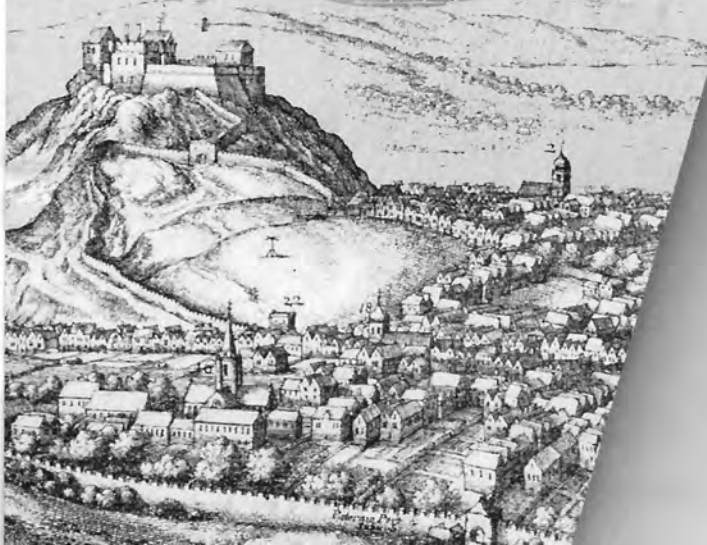
- Phase 1: Original Edinburgh Brand Relaunch (May – July)
- Phase 2: Draft Business Plan Launch (August – September)
- Phase 3: Yes Campaign (October – November)

	PR	Digital/Social	Stakeholder
<b>Milestone 2/Phase 2 - draft Business Plan launch</b>			
<b>August/ September</b>	Draft business plan launch PR  Ongoing story identification	BIDsWork campaign Business plan launch social - social media card campaign  Business plan social campaign	BIDsWork campaign Stakeholder events/one-to- ones  Voter base direct mail

		Social media around stakeholder events BIDswork campaign	Bespoke draft business plan launch newsletter Monthly Newsletter Maintain voter/advocates list BIDsworkcampaign
<b>Milestone 3/Phase 3 - Yes campaign</b>			
<b>September</b>	Business plan launch PR Campaign launch PR Ongoing story identification Supporter PR in local and trade outlets Profile endorsement	Business plan social campaign I'm voting Yes social campaign We back Original Edinburgh social campaign Social media around stakeholder events BIDswork campaign	Stakeholder events/one-to-ones Business plan stakeholder communication Bespoke campaign launch newsletter Fortnightly Newsletter Issue stakeholder campaign pack
<b>October</b>	Ongoing story identification Supporter PR in local and trade outlets Joint letter to Evening News from OE supporters	I'm voting Yes social campaign We back Original Edinburgh social campaign Social media around stakeholder events BIDswork campaign	Stakeholder events/one-to-ones Fortnightly Newsletter Voter base direct mail
<b>November</b>	Ongoing story identification Supporter PR in local and trade outlets	I'm voting Yes social campaign BIDswork campaign We back Original Edinburgh social campaign Social media around stakeholder events	Get out the vote newsletter series Voter base direct mail Stakeholder events/one-to-ones
<b>Ballot Day - 28 November!</b>			



# A NEW Chapter... An OLD TOWN BID



## Opportunity to become part of Scotland's most exciting Business Improvement District!

As communicated back in February, consultation has begun to establish the level of interest in creating a new BID for the Old Town of Edinburgh.

Apart from World Heritage status and the finest built environment in the UK, the Old Town is home to some of Scotland's top visitor attractions, generating millions of visitors each year. An Old Town Bid would ensure that the economic impact is spread across the whole of the area enabling cafes, bars, restaurants, shops, hotels and accommodation providers to benefit from, and contribute to, a vibrant and sustainable world class destination.

### **Led by a dynamic new board and management, its objectives could include:**

- Celebrating and promoting the eclectic and diverse strengths of the whole of the Old Town.
- Supporting and integrating the distinct and distinctive neighbourhoods... including Castlehill, Canongate and Holyrood, the Royal Mile and the Greater Grassmarket area.
- Championing the specialist, independent businesses who create its character and unique ambience.
- Achieving standards of street cleanliness and maintenance above and beyond the Council's statutory services.
- Shaping and influencing the Council's support and involvement in the economic health of the Old Town.
- Contributing to the delivery of the Edinburgh 2020 Tourism Strategy - and beyond - by collaborating closely with visitor and tourism bodies.
- Providing a platform for all Old Town businesses to share their ideas, issues and concerns.
- Representing the Old Town's interests with one powerful voice in all dealings with third parties.
- Addressing issues around safety and security.
- Investing in projects identified by the businesses as having major local importance.
- Protecting the area's future with sustainable activities that benefit all stakeholders who live in or work in or visit the area.

**The potential far exceeds what the Greater Grassmarket BID alone could deliver in a city of Edinburgh's size and complexity. It is a truly 'game-changing' opportunity for businesses.**





# THE OLD TOWN BID

## Consultation

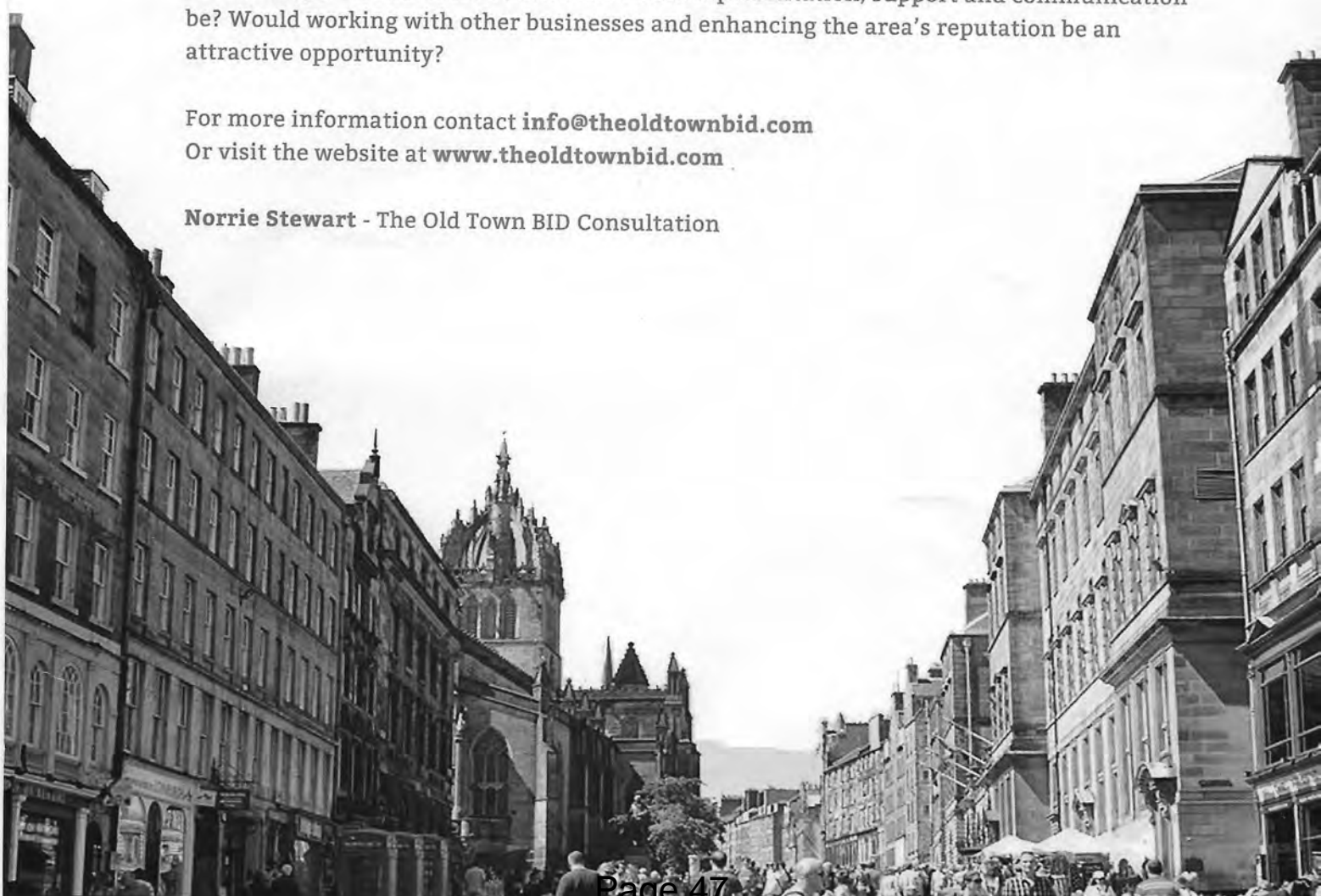
### BIDS IN EDINBURGH - A NEW BEGINNING IN 2018

The City of Edinburgh Council and BIDs Scotland are supportive of exploring the level of interest among businesses in creating a new BID – an Old Town BID. This new BID would include the existing Greater Grassmarket BID whose term ends in January 2018. Such a BID would have the scale, reach and influence to help shape the policies and decisions which so impact on the economic performance of the area. It would have the funding and organisational support to initiate and deliver projects that would ensure that this unique place was marketed and maintained to compete with global visitor destinations into the 2020s.

A consultation period lasting several months is underway. A steering group has been formed to lead the consultation and to make sure that the Business Proposal which emerges truly reflects the priorities identified by you. Your views will be sought on what your issues, concerns and opportunities are. How important is safety and security, litter and street-cleaning, waste and re-cycling? How important are activities and events, branding and raising awareness? How beneficial would representation, support and communication be? Would working with other businesses and enhancing the area's reputation be an attractive opportunity?

For more information contact [info@theoldtownbid.com](mailto:info@theoldtownbid.com)  
Or visit the website at [www.theoldtownbid.com](http://www.theoldtownbid.com)

Norrie Stewart - The Old Town BID Consultation







# THE OLD TOWN BID

Consultation

Developing Scotland's most exciting new Business Improvement District!



# WHAT IS A BUSINESS IMPROVEMENT DISTRICT?

A BID is a business-led initiative where businesses work together and invest collectively in local improvements to their business environment. It should be a partnership between private and public sectors. A BID is not a substitute for central or local government services, but is a way in which additional funding can be raised. Businesses can then decide how to use that funding to strengthen the local business economy. BID improvements and services must be in addition to those baseline statutory services delivered by local authorities.

Through consultation, normally carried out by a steering group, a range of projects and services is agreed and a business plan developed. This is then put to a democratic vote involving all the eligible businesses in the proposed area.

A BID is often a partnership arrangement through which the local business community and statutory authorities can take forward projects which will benefit the local economy. By giving the local businesses a unified voice, a BID can provide an arena for businesses and local authorities to increase their understanding of each other's priorities. This enables them to work together for a stronger, more sustainable economic future that will benefit local businesses and the wider community.

## Key objectives

A BID delivers sustainable funding for an agreed period of time, allowing the private sector to work with partners within a flexible mechanism to deliver a wide variety of projects and services which will improve their business environment. A BID provides the opportunity to:

- provide clarity of vision, leadership and strategic focus
- deliver additional investment and lever in additional funding
- drive up standards (baseline service level agreements)
- develop marketing and communications strategies
- improve competitiveness against other locations



# A BID FOR THE OLD TOWN

The Old Town area of Edinburgh, a UNESCO World Heritage Site, is the unique and iconic centre for Scotland's throne, government, commerce and its people. It has been at the centre of Scotland's identity since medieval times. Today it attracts over 4 million visitors per year and is a thriving centre for business, administration and attractions.

## An Old Town BID's key objectives would be to:

- promote and market the Old Town, underlining its strong identity and its position as a unique and authentic global brand
- enhance and maintain an environment that is welcomed by visitors, traders and residents
- represent the interests of businesses and advocate on their behalf for the benefit of the area
- contribute to business growth and sustainability through the release of grants for individual business improvements
- communicate and share information to develop opportunities and connections between CEC, the community and local businesses

## A new BID for the Old Town creates opportunities to:

- provide an overarching strategy, resources and funding under which distinct neighbourhoods and niche segments could thrive and develop
- create a strong brand and marketing strategy for Edinburgh's Old Town that reflects the heritage, tourism value and importance of the area to our economy
- better integrate the Old Town's major attractions with specialist small businesses and the area's unique characteristics
- involve and realise community benefits from the collaboration to contribute to the city vision of an inclusive economy that reduces inequalities and poverty

The distinctive architectural heritage of medieval Edinburgh would benefit from collaboration between private and public sectors. The BID would have influence and scope to enhance the area, maintain its status as a World Heritage site, add value and increase economic growth through improved visitor and resident experiences.

## Steering Group

The Project Manager and Steering Group are responsible for:

- defining geographical area for consultation
- managing process of consultation and ensuring all businesses are fully briefed on BID process
- proposing basis of levy calculation
- delivering baseline services and operating agreement with the local authority
- ensuring database of eligible voters is 100% accurate
- developing a five year business proposal and five year business plan
- ensuring ballot process is fully understood and transparent



## Contact us



[info@theoldtownbid.com](mailto:info@theoldtownbid.com)



0131 513 9662



# BIDs - Businesses Working Together

Work with other businesses to create Scotland's most exciting Business Improvement District!

A Steering Group of Old Town organisations is gearing up to find out what YOU believe to be the issues, concerns and opportunities facing your business over the next few years. Your views will help shape the five year business plan that will be presented to the City Council and Scottish Government before being put to the vote early next year. This is your chance to have a say about your area and how it could be a better business environment.

## The Old Town BID Survey

- Section One - Issues & Concerns
- Section Two - Priorities for a Future BID



## Section One - Issues & Concerns

Please let us know what you think would make the Old Town a better place to do business.

**Which of the following are most important? Please tick up to five boxes.**

- Stronger marketing & advertising to raise perception and awareness of the area
- Cleaner streets and more efficient disposal of waste
- Safer and more secure environment
- More activity and events in the public areas to attract visitors
- Bigger share of Council sponsored initiatives
- More cost saving schemes e.g. utility bills, recycling
- Raised profile within city wide/national visitor marketing initiatives
- Better signage and access
- Emphasis on unique heritage

Please use this space to submit other thoughts and ideas you might want to share:



## Section Two - Priorities for a Future BID

If the Old Town becomes a Business Improvement District what should its priorities be?

### Look & Feel of the Area

Which of the following are most important? Please tick up to five boxes.

- Additional street cleaning and quick response
- Additional safety & security measures
- Additional maintenance of streetscape
- Greenery, shrubbery and floral enhancements
- Effective handling of busking and aggressive begging
- Ambassadors to help reduce anti-social behaviour
- Christmas lights
- Other: \_\_\_\_\_

### Marketing & Promotion of the Area

Which of the following are most important? Please tick up to five boxes.

- Multi media campaign to include social media, print, PR and events
- Social media boosted by sponsored advertising
- Print to include brochures and guides
- Print to include magazine and newspaper
- Events to animate the streets and public realm
- More collaboration with wider Edinburgh marketing
- More concentration on distinct characteristics, eclectic nature & specialist shops
- Emphasis on unique global attractions
- Other: \_\_\_\_\_

## Section Two - Priorities for a Future BID (Continued)

If the Old Town becomes a Business Improvement District what should its priorities be?

### Representing & supporting businesses

Which of the following are most important? Please tick up to five boxes.

- More time spent lobbying Council and external organisations
- More time spent liaising with community and residents
- Making grants available for business improvement
- Developing group procurement to save costs
- Providing advice and training on specific skills
- Seeking external funding and grants
- Other: \_\_\_\_\_

### Communicating with businesses

Which of the following are most important? Please tick up to five boxes.

- Sharing information
- Encouraging collaboration
- Keeping levy payers informed
- Feedback/surveys
- Visiting businesses
- Arranging meetings and forums
- Other: \_\_\_\_\_

## Section Two - Priorities for a Future BID (Continued)

If the Old Town becomes a Business Improvement District what should its priorities be?

### How much will it cost me?

How much do you think would be a fair annual cost for a business of your size?

Please tick one box.

- £150
- £300
- £500
- £1000
- £1500
- More

(Optional) Business name : \_\_\_\_\_ Contact details: \_\_\_\_\_

Please use this space to submit other thoughts and ideas you might want to share:





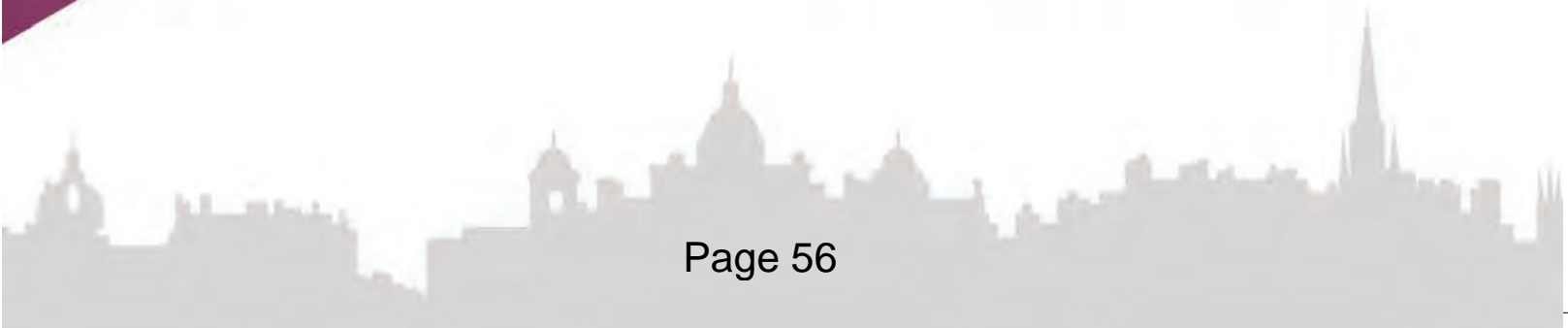


**THE OLD TOWN BID**  
Consultation

# NEXT STEPS



Outlining the next steps in the  
Business Improvement District  
(BID) consultation process







## FROM THE CHAIR

*James McGregor - Old Town BID Consultation Chairman*

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It is time to take positive collective action to protect and grow our businesses, action that will also benefit jobs, visitors and local residents

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It is with immense pleasure that I write to inform you of the Old Town BID's progress to date en-route to balloting the businesses in the proposed BID area in summer 2018. We have now given all businesses in the proposed BID area sufficient time to complete a survey by post or online informing us what they would like from a BID. This 'Next Steps' document outlines the priorities gathered from the survey and face to face meetings, allowing us to build a clear picture of what local businesses would like a BID to deliver. It details the proposed BID area, estimated total investment, membership costs, and the potential themes.

An organised business community can work more effectively to create positive change and increase support for businesses in the area. Marketing campaigns would build a strong identity showcasing improvements to the 'look and feel' of the Old Town. The BID Board would also work closely with local charities, Police Scotland and the Council to raise concerns, monitor business regulations and obtain funding and support for business development projects in our part of the City. The steering group (see back page) is made up of a wide cross section of business people who care deeply about this amazing place and want to get things done to make it even better. We are all at your disposal should you wish to discuss anything face to face or by telephone. I'd like to take this opportunity to thank all the members of the steering group who have volunteered their time to lead the project.

Finally, as a business owner on the Royal Mile I have been both exhilarated and frustrated by the many issues and opportunities arising over the years. It is time to take positive collective action to protect and grow our businesses, action that will also benefit jobs, visitors and local residents.

## Background

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Edinburgh's Old Town, a UNESCO World Heritage Site, is the iconic centre of Scotland's throne, government, commerce, arts, science, history and people. Today the Old Town attracts over four million visitors per year, drawn by three of Scotland's most visited tourist attractions – Edinburgh Castle, Holyrood Palace and the National Museum of Scotland. The Royal Mile contains many museums, libraries and cultural centres earning UNESCO City of Literature status. Alongside the culture and heritage, the Old Town is home to many thriving retail businesses offering specialist and niche products. While many are visitor and souvenir oriented, numerous established, quality retailers offer a memorable shopping experience for local people.

A wide range of quality food and drink outlets characterise the Old Town, as does its buoyant night time economy in the many music venues and licensed premises spread across the proposed BID area. Within hospitality, the area includes a range of hotels that meet different market needs, serviced apartments and self-catering accommodation.

In summary, the Old Town is a lively and eclectic year-round centre for business, culture and tourism that will benefit from a stronger identity, marketing and business leadership.



## WHAT IS A BID?

A Business Improvement District (BID) is a geographically defined area where businesses agree to invest collectively in projects and services which they believe will make a difference. There are 37 BIDs operating across Scotland delivering a wide range of local benefits including: street improvements, marketing campaigns, business representation and support, waste reduction, investment programmes and much more. The BID does not replace Council commitments but pays for additional local benefits decided on by local businesses. It also provides the financial and human resource to get things done and bring about improvements to the district.

A BID levy is fair as it is set against the rateable value of a property. Each business liable to pay the BID levy will vote on whether the BID goes ahead. Once set, the levy remains fixed for the full five years of the Business Plan and guarantees a sustainable income for investment for that Business Improvement District.

## An Old Town BID could

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- Protect our UNESCO World Heritage status by working together to create a world class 5 star destination throughout the whole area.
- Ensure that all businesses have their views represented by a recognised organisation run by the businesses themselves.
- Address the need for better street cleanliness and better waste handling, while mitigating the issues around homelessness, begging and anti-social behaviour.
- Improve signage and lighting to encourage walking and wayfinding, increase visitor numbers and experience.
- Help spread the economic benefits generated by major attractions more evenly across the area.
- Encourage a 'big picture' and long-term vision that benefits all stakeholders and enables dialogue between different sectors and sizes of business for a cohesive strategy.
- Collaborate with the major tourism bodies (Marketing Edinburgh, Visit Scotland, ETAG, Edinburgh World Heritage) to develop joint marketing strategies to better showcase the Old Town's unique appeal.
- Attract leveraged finance to increase the investment available by as much as 25 percent. Identify areas of specific need for development and regeneration e.g. the Cowgate.
- Provide Old Town businesses with the support and opportunities that Essential Edinburgh BID so successfully provides for New Town businesses.



## **CITY OF EDINBURGH COUNCIL: BASELINE SERVICES**

Services and activities funded by the BID levy are over and above the statutory and discretionary services delivered by the Council. The Council must provide a baseline of all services it delivers to the BID to ensure that any service provided by the BID is additional to the statutory provision already in place. The agreement ensures that there will not be a reduction to the current level of statutory service during the lifetime of the BID.

For a BID to come into being a Baseline Service Agreement must be entered into. This commits the Council to deliver services to an agreed level and provides BID businesses with strong leverage throughout its term. It is part of the Operating Agreement which sets out how the BID will work with the Council and other bodies including Police Scotland. Ideally it fosters a sense of partnership and an attitude of support and facilitation from the Council. The Baseline Service Agreement is being worked on and will feature in the Business Plan.

### **Baseline services will cover:**

---

**Car Parking**

**Community Safety**

**Events**

**Library Services**

**Local Office Services**

**Local Community Planning and Engagement**

**Marketing and promotions**

**New Traffic Signs**

**Open Space Management and Grounds Maintenance**

**Pavement and Street cleaning**

**Public Transport Services**

**Roads Maintenance**

**Roads Management**

**Waste Removal**

**Winter Maintenance**



## WHAT DO BUSINESSES WANT FROM A BID?

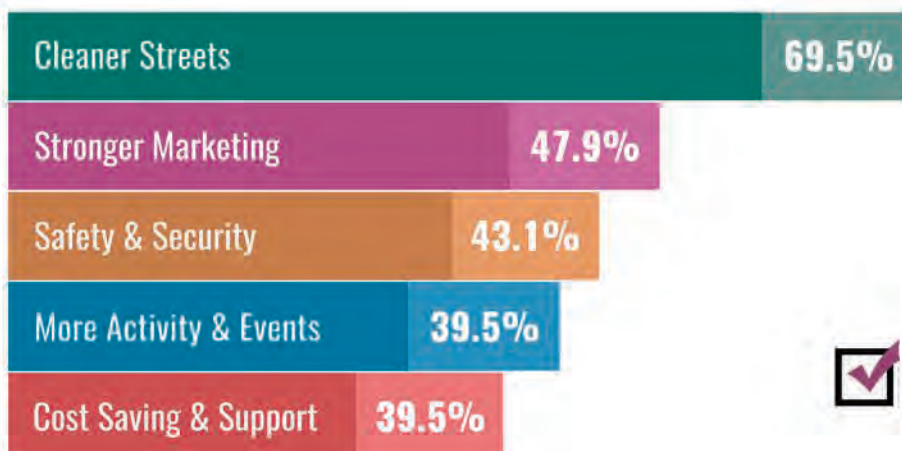
Almost 200 Old Town BID surveys have been returned and approximately 400 businesses have been visited. Information has been sent by post and hand delivered: numerous emails have been sent, phone calls made, business association meetings attended: community council and resident associations have been contacted and Councillors and Council officials briefed. An informative website is up and running and approved minutes published. Social media is underway and drop-in sessions have been organised.

The steering group, chaired by and consisting of local businesses is well established and, including project team meetings, has met in full, or in sub-groups, on over twenty occasions. Results from the Greater Grassmarket BID 'Have your say' survey have been reviewed. Additionally, the Royal Mile Action Plan and Cowgate Street Audit have been shared. For more information visit: [theoldtownbid.com/reports](http://theoldtownbid.com/reports)

### The business priorities identified by the above are:

- Making the area look and feel better, as befitting UNESCO World Heritage status, to the benefit of all stakeholders including workers, residents and visitors.
- Marketing and promoting the Old Town, creating a strong and aspirational identity, sense of 'place' and global appeal.
- Increasing the perception of safety and security and addressing anti-social behaviours, particularly in relation to the night time economy, lighting and streetscape.
- Using street closures, markets and heritage related events to animate the streets, increase footfall circulation and enhance the visitor experience.
- Supporting smaller businesses with property enhancement grants, creating a strong single voice to lobby the Council and providing informative communication on all business-related matters.

### Survey results



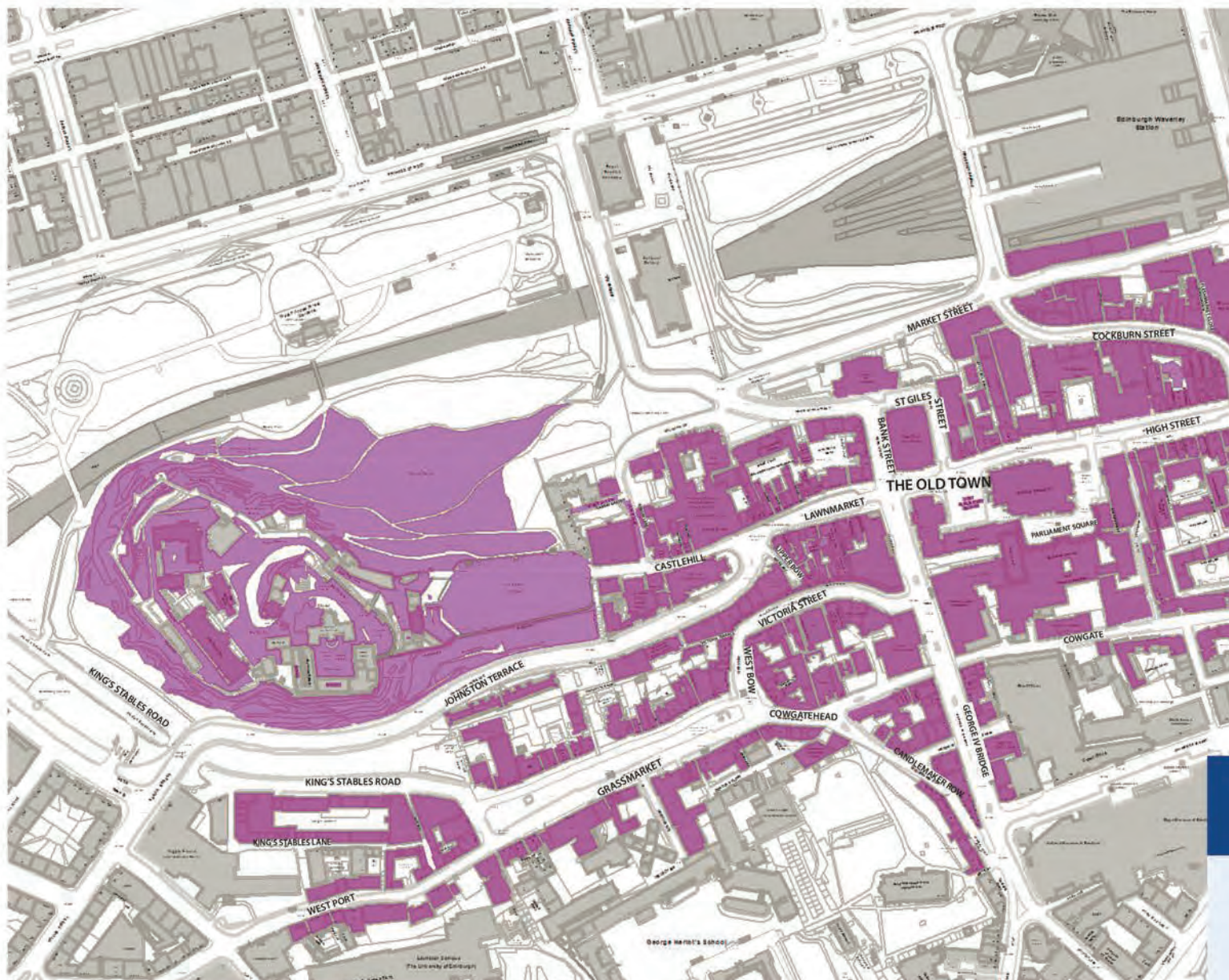
You will find a new 'Key Questions' survey on our website. Please take 5 minutes to get your views across.

Please complete the new survey at:

 [theoldtownbid.com/survey](http://theoldtownbid.com/survey)



# PROPOSED MAP AREA OF THE OLD TOWN BID



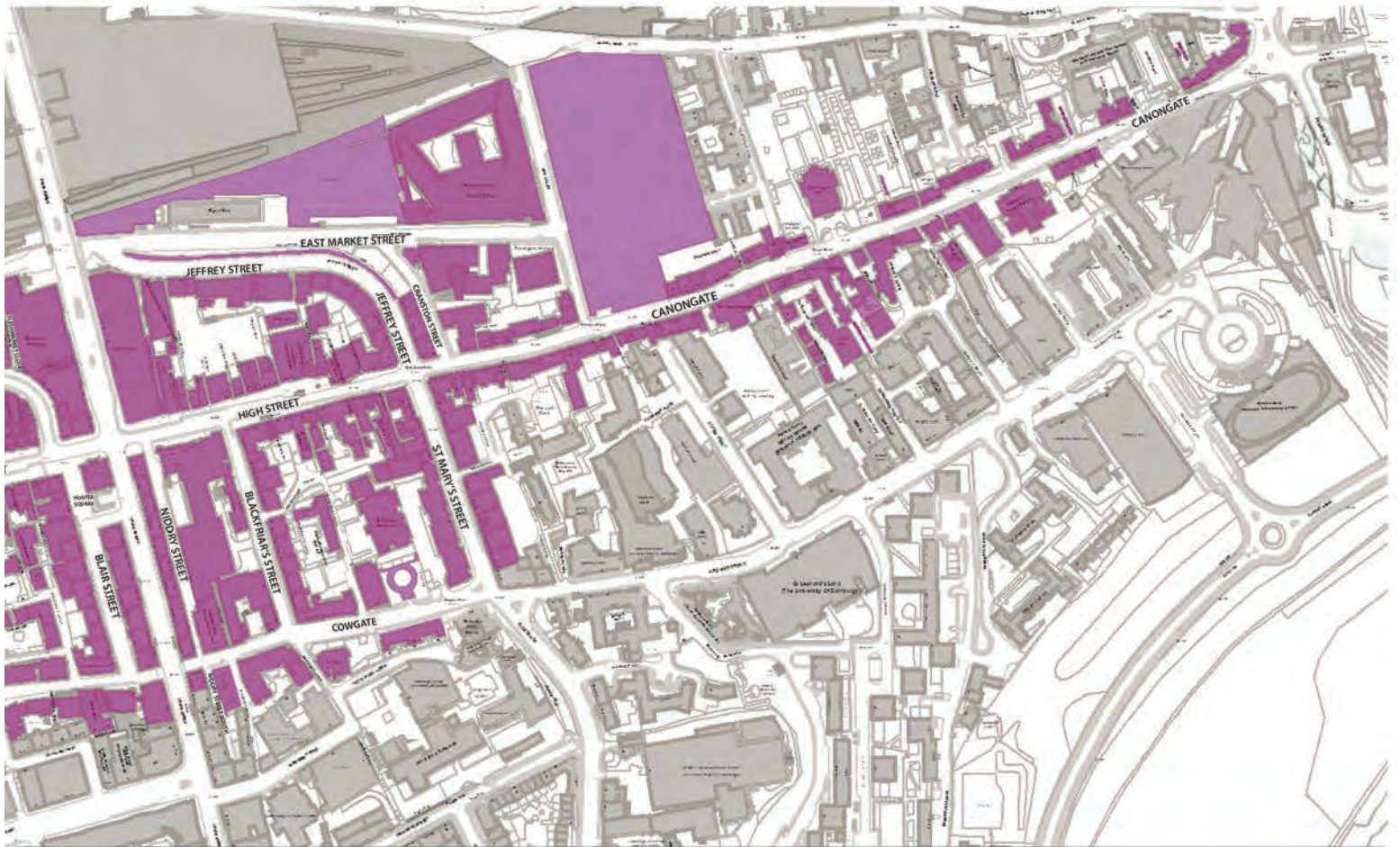
## The most exciting BID in Scotland

The true extent and significance of the proposed Old Town BID is graphically illustrated by this map. The boundary contains the heart of Scotland's history, heritage, culture...eclectic, vibrant, provocative and magnificent. All together, all in one place, all the stronger for it.



[www.theoldtownbid.co.uk](http://www.theoldtownbid.co.uk)





Royal Mile Area	Cockburn Street Area	Greater Grassmarket	Old Town Hinterland
<p>Canongate</p> <p>Castlehill</p> <p>High Street &amp; Closes</p> <p>Lawnmarket</p> <p>Parliament Square</p>	<p>Cockburn Street</p> <p>East Market Street</p> <p>Fleshmarket Close</p> <p>Market Street</p>	<p>Candlemaker Row</p> <p>Cowgatehead</p> <p>George IV Bridge</p> <p>Grassmarket</p> <p>Kings Stables Road</p> <p>Upper Bow</p> <p>Victoria Street</p>	<p>Blackfriars Street</p> <p>Blair Street</p> <p>Cowgate</p> <p>Cranston Street</p> <p>Hunter Square</p> <p>Jeffrey Street</p>
<p>Bank Street</p> <p>Johnston Terrace</p> <p>Ramsey Lane Street</p> <p>St Giles Street</p>		<p>West Bow</p> <p>West Port (part to Lady Lawson Street)</p>	<p>Niddry Street</p> <p>Niddry Street South</p> <p>North Bridge</p> <p>South Bridge (part)</p> <p>St Mary's Street</p>





## EMERGING THEMES

Thank you all for providing such clear feedback on business priorities and opportunities. The themes that have emerged as potential projects are:

### 1. Look and feel of the area

*Cleaner streets and security.*

### 2. Marketing and promotion

*Stronger marketing and events.*

### 3. Business Support

*Cost saving and support.*

A huge strength of the BID model is that, because it has money to invest in the area, it can often initiate positive actions by part funding partnership projects.

These partnerships can be with charities, local and central government, corporate bodies and private organisations. This adds value to every pound collected by the BID levy.

## Look & Feel

Ensure that the Council delivers baseline services to the agreed standard.

Provide additional cleaning, litter removal and rapid response (as Essential Edinburgh).

Remove graffiti, chewing gum, flyposting and weeds.

Provide more litter bins, possibly with artistic vinyl coverings appropriate to each neighbourhood.

Improve streetlighting in 'hinterland' streets and closes, install feature lighting of focal points e.g. bridges (sustainable, respectful and interesting)

Provide information points and possibly street ambassadors.

Liaise with community police to address anti-social behaviour, engage youth community.

Take partnership approach to mitigate problems arising from drug or alcohol misuse, begging and rough sleeping.

Consider increased pedestrianisation for night-time 'hotspots' e.g. Cowgate.

Improve signage from both practical and decorative aspects. Opportunity to work with city mapping consultation on wayfinding.

Encourage public/street art and improved streetscapes.

Investigate seasonal lighting and decoration.

Identify areas in need of 'regeneration and revelation'.

Accessibility: BID branded 'land train' to run up and down the Royal Mile.

CONTEXT  
INTERIORS

A new larger scale, stronger BID could benefit hundreds of additional Old Town businesses by investing in projects and activities that they collectively identify.

**Andrew McRae**  
Context Interiors



## Marketing & Promotion

Create strong identity for the entire Old Town area as a unique destination (as distinct from individual global attractions).

Focus on aspiration to be 5 star and world class.

Create multi-media campaign to leverage UNESCO World Heritage status, specialist retail and quality food, drink, music and accommodation assets.

Engage fully with Marketing Edinburgh and Visit Scotland to focus on the Old Town.

Develop walking guides that inform, surprise and delight visitors, encourage longer stays and bigger spend.

Support street initiatives e.g. secondary road closures for street parties, gala days, historic pageants.

Develop activities and events which animate the streets. Low key family friendly activity as well as a limited number of up-scale processions and celebrations.

Maintain the Saturday Market in the Grassmarket and look for further opportunities.

Convert distressed locations into attractive and vibrant open spaces e.g. Hunter Square.

Develop full range of social media channels to reach target audiences.

Create go-to website for 'everything you need to know about the Old Town'.

## Business Support

Lobby the Council, Police Scotland and other bodies whose policies impact on the Old Town business community.

Provide a strong single voice to advocate on behalf of business.

Make business improvement grants available to the smaller independent businesses in the BID.

Set a target for additional leveraged funding to augment the levy collected from businesses.

Explore joint procurement schemes to save businesses money on utilities and other overheads.

Investigate ways to help the environment; re-cycling, pollution, waste generation. For more information about Changeworks for an Old Town BID visit:

[theoldtownbid.com/reports](http://theoldtownbid.com/reports)



“ EWH supports the idea of the Old Town BID as a way of improving the environment of the Old Town for residents and businesses alike.

**Adam Wilkinson** | Director  
Edinburgh World Heritage



“ Coming together as a BID, the area would be able to speak with a coherent and strong voice and would be heard more clearly by other stakeholders in the city.

**Manuela Calchini**  
Regional Director Edinburgh,  
The Lothians and Fife  
Visit Scotland



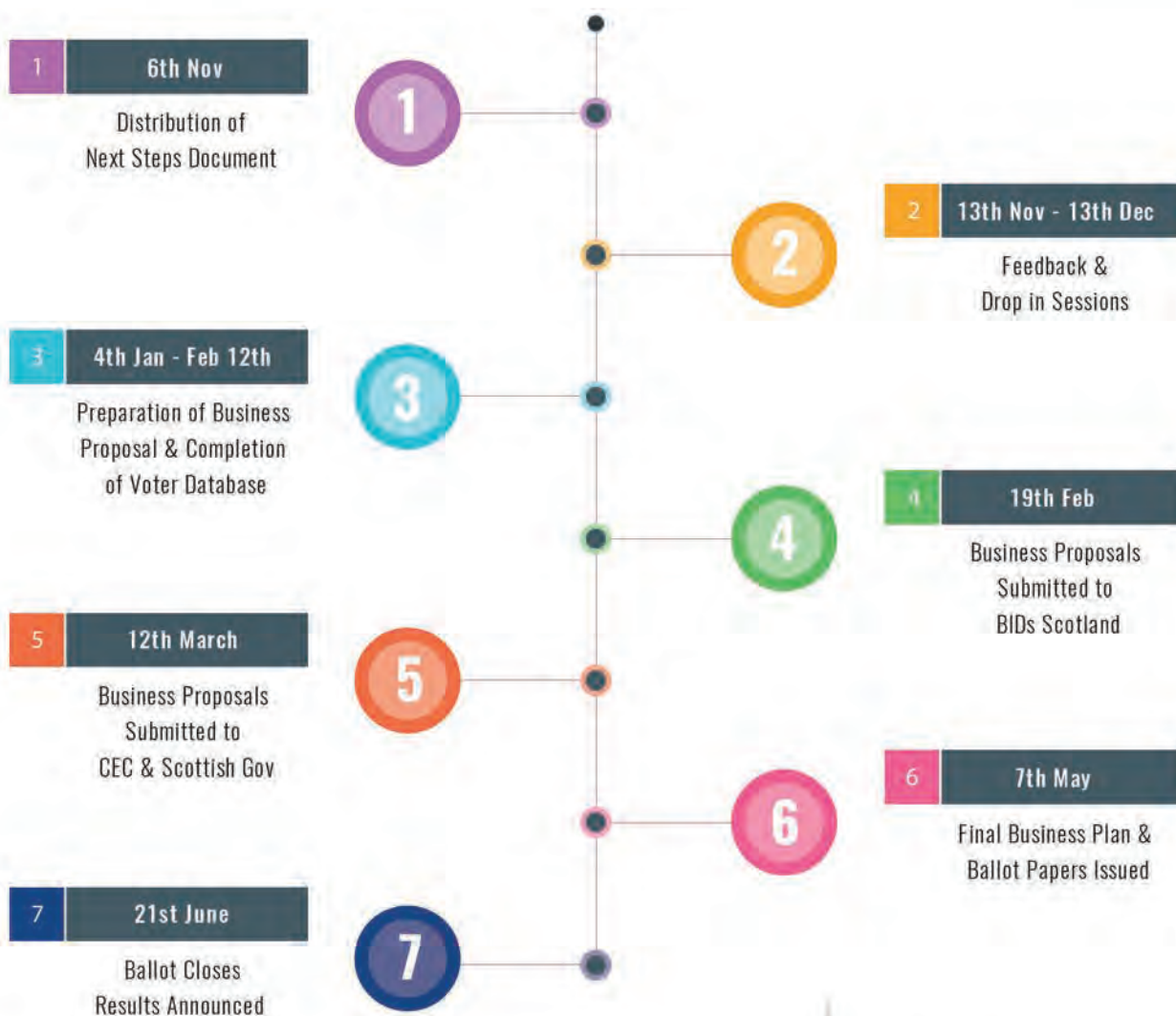
## HOW DOES THE VOTING SYSTEM WORK?

A detailed and fully costed Business Plan will be sent to all eligible voters. Some businesses have more than one qualifying property and will have more than one vote. Where a property is vacant the property owner will be eligible to vote and receive a ballot paper. The ballot is a postal vote which is strictly confidential and conducted in the same way as any other local or general election, governed by Scots Law. Once your ballot paper arrives in the post you will have 42 days to complete and return it. Ballot papers and Business Plans will be issued to the Eligible Voters on May 1st 2018, and the ballot will close seven weeks later on the 21st June 2018. All eligible persons located in the BID area will have the opportunity to vote on the BID Business Plan.

### In Scotland a BID will only be approved if:

- there is a minimum turnout (the headcount) of 25% of the individual persons entitled to vote.
- there is a minimum turnout by rateable value of the properties of 25%.
- more than 50% by turnout and by rateable value of the properties vote in favour.

## Timeline to Ballot



## INVESTING IN THE AREA

This levy would generate over £3 million for investment in the BID area, with potentially an extra £1 million from matched funding, grants etc. The investment is guaranteed for the 5 year period.

The current proposed basis for the levy calculation is 1.5% of rateable value (RV). Below are some examples across a range of RVs. All property RVs within scope can be found on the Scottish Assessors Website.

[www.saa.gov.uk](http://www.saa.gov.uk)

Check your postcode to calculate what your investment would be. It is also proposed that the smallest businesses by rateable value would be exempt from paying\*. The largest businesses would pay no more than 10k per annum.

The smallest properties by rateable value would be exempt.

Over 50% of properties would pay under £450.

The largest properties would pay no more than 10k pa.

### Rateable values and proposed levy calculation (1.5% of RV)

Rateable value	Annual levy £	Monthly cost £	Weekly cost £ (approx)
10k or less	NIL	NIL	NIL
12k	180	15	3.50
16k	240	20	4.60
20k	300	25	5.80
30k	450	37.5	8.70
50k	750	62.50	14.40
100k	1500	125	29.00
200k	3000	250	58.00
300k	4500	375	85.50
500k	7500	625	144.20
667k or more	10,000	833	192.30

\* Properties with RV under 10k could make a voluntary contribution of £150 to gain BID membership.



# YOU'VE READ THE PROPOSAL. TIME TO GET YOUR VIEWS ACROSS! GIVE US YOUR FEEDBACK!

Complete the new survey online **NOW** (closing date 31/11/17)  
[theoldtownbid.com/survey](http://theoldtownbid.com/survey)



For more information please contact Norrie Stewart at:



[info@theoldtownbid.com](mailto:info@theoldtownbid.com)



0131 513 9662



[www.theoldtownbid.com](http://www.theoldtownbid.com)

## OR, COME ALONG TO ONE OF OUR DROP IN SESSIONS

Three Warriston (3 Warriston Close, Royal Mile) 16th November

Scottish Poetry Library (5 Crichton Close, Canongate) 23rd November

The Beehive Pub - upstairs (18-20 Grassmarket) 29th November

Times: 10.30 – 2.30, 4.00 – 6.30



## STEERING GROUP

Norrie Stewart- Old Town BID Project Manager  
Stephen Denham- Chris Stewart Group  
Fawns Reid- Fabhatrix  
James McGregor- The Royal McGregor  
Andrew McRae- Context Interiors  
Colin Waters- Canongate/Holyrood Initiative  
Victor Spence- The Royal Mile Business Association  
Aga Firat- Cockburn Cafe  
Nick Stewart- Sneaky Pete's Music Venue



### **SG MEMBERS NOT PICTURED**

Lezley Marion Cameron - Councillor, Andrew Johnston - Castlehill Partnership, Fiona Rankin - Edinburgh World Heritage, Martin Clarke - Edinburgh Woolen Mill, Rachel Gregson - Bruce Group Scotland, Vivienne Robinson - Economic Development CEC, John Millar - Monkey Barrel

# [www.theoldtownbid.com](http://www.theoldtownbid.com)



EdinOldTownBID



EdinburghOldTownBID



# ORIGINAL EDINBURGH

Celebrating the heart of the Old Town

## Sorry we missed you...

**We called in to chat with you about Original Edinburgh, our new plan to secure business improvement district status for the Old Town to match those in the New Town and the West End.**

What are your priorities for the area? We want you to lead the BID's agenda, so it's really important that we speak with local businesses like yourself to understand what you need from the BID.

It would be great to arrange a time to meet, please drop our Project Manager, Jocelyne, an email at [jocelyne@originaledinburgh.co.uk](mailto:jocelyne@originaledinburgh.co.uk) to find a time that suits you.

In the meantime, you can find out more about us by visiting [originaledinburgh.co.uk](http://originaledinburgh.co.uk)

 @OriginalEdinburgh

I look forward to meeting you,

*Jocelyne*  
Page 68





# ORIGINAL EDINBURGH

Celebrating the heart of the Old Town



# ORIGINAL EDINBURGH

Celebrating the heart of the Old Town

## Original Edinburgh - a new vision for the Old Town

Like you, I am a local Old Town business owner, and like you, I want to see the Old Town succeed and thrive. That's why I decided to get involved with Original Edinburgh - the renewed initiative to secure business improvement district status for the Old Town.

An improvement district is a collaborative business improvement model where businesses agree to invest jointly in a package of initiatives to improve local economic outcomes.

This is not the first time a BID has been considered for the Old Town. As you will recall, the Greater Grassmarket BID was in operation for a number of years. The collective view of businesses involved was that the initiative needed to be wider, more inclusive, and more transparent. That's why our local businesses came together to form Original Edinburgh. Although Original Edinburgh will include the Grassmarket businesses, this is a new initiative, with new people and a new vision.

Our goal is to co-develop a vision and business plan for the Old Town as a local business community to allow the voice of business to take a leading role in the success of Edinburgh's iconic Old Town. In 2018, we engaged with over 200 Old Town businesses through a survey, and visited over 400, to discuss and gather their views on the vision and programme of work.

We would really value the opportunity to meet with you at a time of your convenience. Our Project Manager, Jocelyne Fleming, can be contacted through [jocelyne@originaledinburgh.co.uk](mailto:jocelyne@originaledinburgh.co.uk) or by calling 07742 573791. We've also created a new website ([www.originaledinburgh.co.uk](http://www.originaledinburgh.co.uk)) and new social media channels (OriginalEdinBID) to help get the word out there. We'll also keep you posted through our newsletter.

For local businesses, Original Edinburgh could deliver real added value and return on investment. We want to promote and market the Old Town as a premium cultural, retail and hospitality experience; enhance and maintain our public space for workers, residents and visitors; and, provide a single voice to represent and advocate the interests of our local businesses to key organisations, such as City of Edinburgh Council.

To succeed and benefit our business community, we need your input. We want to meet with as many local businesses as possible to develop a draft business plan to present to you as the basis for our business improvement district. Later in the year, local businesses will have the opportunity to vote on this business plan and decide collectively whether to implement it over a five year period.

The evidence from across our city, and the rest of Scotland, is that BIDs work. We want to replicate this success in the Old Town to benefit everyone and, working together with you, we believe we can do it.

Yours sincerely,

**James McGregor**

The Royal McGregor and Chair of the Original Edinburgh Steering Group

# About Original Edinburgh

Original Edinburgh is a collaborative business improvement project which empowers business to take a leading role in the success of Edinburgh's iconic Old Town. Our purpose is to promote and market the Old Town as a unique cultural, retail and hospitality experience, enhance and maintain our public space for workers, residents and visitors, and represent and advocate for our businesses as a single voice.

## Frequently Asked Questions

There are lots of popular myths and misconceptions about business improvement districts. Below are some frequently asked questions.

### What's the relationship with the Council?

We are completely independent of the Council. Our work programme is decided by local businesses. We will work on behalf of the business community with the Council on policy development, service delivery and issues of concern to ensure the voices of local businesses are heard in the decisions that affect them.

### What is a business improvement district?

A business improvement district (BID) is a collaborative business improvement model whereby businesses agree to jointly invest in a package of initiatives to improve local economic outcomes. Businesses pay a BID levy through their business rates, which is given back to the BID company to fund initiatives decided by the business community.

### Why change from the Greater Grassmarket BID?

There was a collective view that the BID needed to be more inclusive and transparent, and reflect the wider geography of the Old Town. Although the Grassmarket will be included, Original Edinburgh will be a very different organisation and, as such, we wanted to start fresh and build a vision and work programme from the bottom up.

### Why should I pay extra through my rates to fund Original Edinburgh?

The levy is simply the most effective way to gather the investment - the money doesn't stay with the Council, it comes back to the BID to spend on the initiatives that you told us matter most to you. The purpose is to invest in these initiatives that will improve the local business environment. The return on investment is realised through better and more sustainable business outcomes.

### Who makes decisions about the BID?

A Steering Group of local business owners has come together to take the project forward. If the BID is successful at the ballot stage, we will seek to appoint Directors who will make decisions on behalf of local businesses. We would warmly welcome anyone who wanted to get more involved with our work - any business owner in the BID area is eligible to become a Director.

### What are the timescales?

We are consulting with local businesses to develop a draft business plan at the moment. This will then be finalised, shared with local businesses and put to a vote on 28th November.

### How can I have my say?

We would love to hear from you anytime, so please get in touch. We'll be making a big effort to speak with all local businesses. You will also have the opportunity this autumn to vote on whether to formally establish a BID to deliver the proposed work programme. The decision on whether to take the Original Edinburgh project forward is the democratic choice of all the businesses within the proposed area.

Company or Trading Name	RV	Property address1	Consultation Category	SURVEY?
Scottish Parliamentary Corporate Body	6,965,000	1 Horse Wynd	One-to-one meeting	
City Of Edinburgh Council	2,605,000	4 Market Street East	Represented on Steering Group	
Scottish Court Service	1,850,000	2-11 Parliament Square	In-person visit	
Historic Environment Scotland	1,795,000	366 Castlehill	One-to-one meeting	
Radisson Hotel Edinburgh Ltd T/A Radisson Blu Hotel	1,500,000	80 High Street	One-to-one meeting, survey completed	Y
Hilton Edinburgh Carlton	1,100,000	19 North Bridge	In-person visit, email follow up	
Ibis Edinburgh Centre South Bridge	1,050,000	77 South Bridge	Corresponded by email, survey completed	Y
Adagio Hotels Uk Ltd T/A Aparthotel Adagio Edinburgh Royal Mile	996,000	231 Canongate	One-to-one meeting, survey completed	Y
Apex Hotels Ltd t/a Apex International	951,000	31-35 Grassmarket	Corresponded by email, survey completed	Y
Jury's Edinburgh Inn	934,000	43 Jeffrey Street	In-person visit	
City Chambers	898,000	253 High Street	Represented on Steering Group	
Radisson Collection Rezidor Lifestyle Edinburgh Ltd t/a G&V Royal Mile Hotel	825,000	1 George IV Bridge	One-to-one meeting	
Travelodge Hotels Ltd	816,000	33 St. Mary's Street	In-person visit, email follow up	
University Of Edinburgh, Evolution House, College of Art	793,000	78 West Port	Represented on Steering Group	
M1 RE Edinburgh Ltd t/a Motel One	765,000	18-21 Market Street	One-to-one meeting, survey completed	Y
Hamilton House Investments Ltd t/a Scotsman Hotel	677,000	20-24 North Bridge	One-to-one meeting	
National Library Of Scotland	586,000	57 George IV Bridge	In-person visit, email follow up, survey completed	Y
Premier Inn	557,000	33 Market Street East	Reached out by email	
Apex Hotels Ltd t/a Apex City Hotel	505,000	61 Grassmarket	Corresponded by email	
Frasers St Giles Street Management Ltd t/a Fraser Suites	502,000	12-26 St. Giles Street	In-person visit	
Scottish Court Service	476,500	413-431 Lawnmarket	In-person visit, email follow up	
G1 Group t/a Tailors Hall & 3 Sisters	471,000	139 Cowgate	One-to-one meeting	
Accor Uk Business & Leisure Hotels Ltd t/a Hotel Ibis	466,000	6 Hunter Square	Corresponded by email	
Hub by Premier Inn	465,000	37 Market Street East	Reached out by email	
Lateral City Ltd	459,500	3 Roxburghs Court	One-to-one meeting	
G & L Attractions Ltd Tartan Weaving Mill & Exhibition	395,000	555 Castlehill	In-person visit, email follow up, survey completed	Y
The Scotch Whisky Heritage Centre Ltd	378,000	354 Castlehill	Attended OE Event	
G1 Group t/a The Grassmarket Hotel	348,500	94-96 Grassmarket	One-to-one meeting, survey completed	Y
Bank Of Scotland	345,500	11 Bank Street		
Chardon Edinburgh (Rm) T/A Holiday Inn Express	330,000	300 Cowgate	Corresponded by email	
Castlegate Investments (Edinburgh) Ltd t/a The Witchery	309,000	352 Castlehill, 1(Gf) Boswell'S Court	Group Meeting	
City Of Edinburgh Council Central Library	298,500	7 George IV Bridge	Represented on Steering Group	
Safestay (Edinburgh) Ltd /Bar 50	246,250	50 Blackfriars Street	In-person visit, email follow up	
City Art Centre	242,000	4 Market Street	Represented on Steering Group	
The Filling Station	221,000	235 High Street	In-person visit	
Argos Ltd	210,250	11-15 North Bridge	In-person visit	
The Inn Place	207,250	20 Cockburn Street	Corresponded by email	
Real Mary King's Close	196,000	253(A) High Street	One-to-one meeting, survey completed	Y
Whitespace	194,000	36 King's Stables Road	Survey completed, survey completed	Y
Brewhemia Ltd	191,250	1A Market Street	In-person visit, email follow up	
Visitors Centres Ltd.	184,250	543(01)-549 Castlehill	Representative attended SG meetings, group meeting	

Society Of Writers To Her Majesty's Signet	181,250	12 Parliament Square		
Edinburgh Festival Centre Limited / The Hub	179,500	348 Castlehill	One-to-one meeting, group meeting, survey completed	Y
Baxter Storey T/A Benugo	179,250	364 Castlehill		
Beds & Bars Ltd t/a St Christopher's Inns & Belushi's	178,000	9-13 Market Street	In-person visit, email follow up	
Byron Hamburgers Ltd	178,000	29-31 North Bridge	In-person visit	
Mitchells & Butlers Plc t/a Deacon Brodie's Tavern	170,000	435 Lawnmarket	In-person visit, telephone follow up	
Dance Base Ltd	168,250	14 Grassmarket	In-person visit, email follow up	
Signature Pubs t/a Cold Town House Brewery	167,500	4 Grassmarket	One-to-one meeting	
Bank Of Scotland	165,000	300 Lawnmarket	In-person visit, email follow up	
Prezzo Ltd	157,500	7-9 North Bridge	In-person visit	
Church Of Scotland General Trustees / Assembly Hall	152,750	2 Mound Place		
City Centre Restaurants (UK) Ltd t/a Frankie and Bennys / The Coffee House	145,750	130 & 144 High Street	In-person visit, email follow up, survey completed	Y
National Museums Of Scotland/ National War Museum	140,500	362(01) Castlehill	One-to-one meeting	
Scottish Storytelling Centre	140,000	43 High Street	In-person visit, email follow up, survey completed	Y
Macbackpackers Ltd t/a Castle Rock	136,750	15 Johnston Terrace	In-person visit, email follow up, survey completed	Y
Pret A Manger (Europe) Ltd	135,750	30 North Bridge	In-person visit, email follow up, survey completed	Y
Azzuri Restaurants Limited t/a Zizzi Roxburghs Court	134,000	1 Roxburghs Court	In-person visit, email follow up	
Gold Brothers t/a Heritage of Scotland	131,750	453-463 Lawnmarket	Representative attended SG meetings, email follow up	
Pizza Express (Restaurants) Ltd	127,750	23 North Bridge	In-person visit, email follow up, survey completed	Y
University Court,University Of Edinburgh	126,250	1 Mound Place		
Greene King Plc t/a Beehive	125,750	18-20 Grassmarket	In-person visit, email follow up	
Edinburgh Training Centre Ltd	124,000	16 St. Mary's Street	In-person visit, email follow up	
Vittoria Restaurant Ltd t/a Vittoria	124,000	19 George IV Bridge	In-person visit, email follow up	
Café Andaluz Restaurants Limited	119,000	10-11 George IV Bridge	In-person visit, email follow up	
J & M Cameron Properties Ltd t/a Kick Ass Hostel	116,250	37-39 Cowgate	Attended OE Event, survey completed	Y
Pizza Express (Restaurants) Ltd	113,250	1 Victoria Terrace	In-person visit, email follow up	
Casual Dining Ltd (Bella Italia)	112,750	175-177 High Street	In-person visit, survey completed	Y
Europcar Uk Limited	112,250	15A New Street		
University Court,University Of Edinburgh	112,000	214 Cowgate	Represented on Steering Group	
Pizza Hut (UK) Ltd	111,250	46 North Bridge	In-person visit, email follow up	
Omni Taverns Ltd t/a Whiski Bar & Restaurant	110,750	119 High Street	In-person visit, email follow up, survey completed	Y
The Royal Edinburgh Military Tattoo	110,500	356 Castlehill	One-to-one meeting	
Cowgate Tourist Hostel	110,250	94-112 Cowgate		
National Library Of Scotland	110,000	312-320 Lawnmarket	In-person visit, email follow up	
Signature Pubs Ltd	110,000	12 Grassmarket	One-to-one meeting	
Loudons Sibbald Walk	106,750	2 Sibbald Walk		
Morrison Bros Ltd t/a Banshee Labyrinth	106,250	29-35 Niddry Street		
Frankensteins	106,000	26 George IV Bridge	In-person visit, email follow up, survey completed	Y
Mitchells & Butlers Leisure Retail Limited t/a The Tron	105,750	9 Hunter Square	In-person visit, email follow up	
The Hon. Dean And Faculty Of Advocates	103,250	11 (05) Parliament Square		
The Mitre Bar	103,250	131-133 High Street	In-person visit	
Gold Brothers (Scotland) Ltd t/a Heritage of Edinburgh	101,000	98-106 South Bridge	Representative attended SG meetings, email follow up	

Root & Branch Developments Ltd t/a Espionage	100,000	4 India Buildings	One-to-one meeting	
Bertie's Fish and Chips	99,400	9 Victoria Street		
Boots Properties Plc	99,300	44 North Bridge	In-person visit, email follow up	
B & G S Landa Ltd t/a Cashmere House	99,200	115 High Street	Corresponded by email, additional meeting requested	
Faculty Services Ltd	96,000	142 High Street		
Mimi's Little Bakehouse at the City Arts Centre	95,800	1 Market Street	Corresponded by email, in-person visit	
Liquid Street Ltd t/a The Caves And Rowan Tree	93,500	2-10 Niddry Street, South	One-to-one meeting	
Cabaret Voltaire Edinburgh	93,500	36-38 Blair Street	One-to-one meeting	
Hull Propco Limited t/a Finnegan's Wake	93,500	9B Victoria Street	In-person visit, email follow up	
Burgers and Beers Grillhouse	92,900	192A High Street	One-to-one meeting, survey completed	Y
G1 Group T/A The Inn On The Mile	92,000	1-3 South Bridge	One-to-one meeting	
Kiltane Retail Ltd t/a Harris Tweed Hebrides	91,800	495-497 Lawnmarket	In-person visit, email follow up	
Omni Taverns Ltd t/a Whiski Rooms	91,800	4-7 Bank Street North	In-person visit, email follow up	
Belhaven Pubs t/a The Albanach	91,300	197 High Street	In-person visit, email follow up, survey completed	Y
Macbackpackers Ltd t/a High Street Hostel	87,700	8(01)-16 Blackfriars Street	In-person visit, email follow up, survey completed	Y
Sainsbury's Local	87,400	79 South Bridge	In-person visit, email follow up	
J & M Cameron Properties Ltd t/a Kick Ass Hostel Cowgate	87,300	15/1 Cowgatehead	Attended OE Event	
Canongate Limited t/a Hillcrest Housing Association	86,900	126 Canongate	In-person visit	
Ondine Restaurants Ltd	86,000	2 George IV Bridge	In-person visit, email follow up	
The Liquid Room Ltd t/a Liquid Room & Annexe	85,000	9C Victoria Street	One-to-one meeting	
Fuller Thomson Heritable Ltd T/A Ox184	85,000	184-186 Cowgate	In-person visit, email follow up	
DGADJ Victor Scott Ltd	84,700	26 North Bridge	In-person visit, email follow up	
Vacant	84,600	9A George IV Bridge		
The Edinburgh Woollen Mill Limited	82,200	371 High Street	Represented on Steering Group	
Mitchells & Butlers Plc t/a The Last Drop	82,000	74-78 Grassmarket	In-person visit, email follow up	
Patisserie Valerie Retail Ltd	81,500	25 North Bridge	In-person visit, email follow up	
Ministry Of Defence (Army)	81,000	362 Castlehill		
Bruce Taverns t/a Stramash	80,700	227-229 Cowgate	Represented on Steering Group	
City Clubs (Edinburgh) Ltd t/a The Hive Nightclub	80,700	15-17 Niddry Street	Email sent	
Bruce Taverns Limited T/A Whistle Binkies	80,700	4A South Bridge	Represented on Steering Group	
B & G S Landa Limited	79,800	36 North Bridge	Corresponded by email, additional meeting requested	
The Festival Fringe Society	79,100	180 High Street	One-to-one meeting, survey completed	Y
The Edinburgh Woolen Mill Ltd. T/A Jamie Scott's Millshop	78,500	443-449 Lawnmarket	Represented on Steering Group	
Free Church Scotland Board Of Trustees	78,200	15(09) Bank Street North		
Gold Brothers t/a Marchbrae Ltd	77,700	375 High Street	Representative attended SG meetings, email follow up	
Kiltane Retail Ltd t/a Edinburgh Antiques	76,400	330 Lawnmarket	In-person visit, email follow up	
Academy Of Music And Sound (Edinburgh) Ltd	76,200	1 Grassmarket		
Compass (Edinburgh) Ltd t/a Monteiths Bar And Restaurant	75,600	61 High Street	In-person visit, email follow up	
Enterprise Rent-A-Car Uk Limited	74,900	15B New Street		
The Doric	74,300	14-16 Market Street	One-to-one meeting	
Angels With Bagpipes	74,100	343 High Street	In-person visit, email follow up	
Starbucks Coffee Company (UK) Ltd	74,000	124 High Street	One-to-one meeting	

Belhaven Brewery Co. Ltd t/a The World's End Pub	71,100	2-8 High Street	In-person visit, email follow up	
Bruce Taverns t/a Royal Mile Tavern	70,700	127(05) High Street	Represented on Steering Group	
Grassmarket Community Project	70,100	84-88 Candlemaker Row	One-to-one meeting, survey completed	Y
Mmn Ltd t/a Biblos	69,200	74-75 South Bridge		
Kiltane Retail Ltd	69,200	509-513 Lawnmarket	In-person visit, email follow up	
University Court,University Of Edinburgh	68,400	263 Cowgate	Represented on Steering Group	
The Firm Of Gold Brothers t/a Balmoral Cashmere	68,000	64 High Street	Representative attended SG meetings, email follow up	
Eotis Ltd T/A The Makar'S Rest t/a Makars Gourmet Mash Bar	67,700	9 Bank Street North	In-person visit, email follow up, survey completed	Y
Vacant	67,100	1 India Buildings		
Backpackers Ltd	66,900	65 Cockburn Street	In-person visit	
Whisky Trail Ltd	66,900	223-225 High Street	Survey completed	Y
Royal Mile Primary	66,600	86 Canongate	Represented on Steering Group	
The Edinburgh Woollen Mill Ltd T/A Hector Russell	65,400	137-141 High Street	Represented on Steering Group	
Caledonian Heritable Ltd t/a The City Café	65,100	19 Blair Street	One-to-one meeting, survey completed	Y
Kiltane Retail Ltd	64,200	336-340 Lawnmarket	In-person visit, email follow up	
Out Of The Blue T/A The Bongo Club	63,700	66 Cowgate		
Bruce Taverns t/a Opium	63,700	71 Cowgate	Represented on Steering Group	
Specsavers Optical Superstores Ltd	62,600	27 North Bridge	In-person visit, email follow up	
B & Gs Landa Ltd T/A Scottish Experience	62,500	324-326 Lawnmarket	Corresponded by email, additional meeting requested, survey completed	Y
Crest of Edinburgh The Royal Mile	62,000	217 High Street	Representative attended SG meetings, email follow up	
Innlaw Ltd t/a The Outsider	61,500	15-16 George Iv Bridge	In-person visit, email follow up	
B And G S Landa Ltd	61,300	17 North Bridge	Corresponded by email, additional meeting requested	
Hawick Cashmere Retail Ltd t/a Hawico	61,300	71-73 Grassmarket	One-to-one meeting	
Vacant	61,200	11-15 Victoria Street		
Bruce Taverns t/a George IV Bar	61,200	54-55 George IV Bridge	Represented on Steering Group	
Bruce Taverns t/a Villager	61,200	49-50 George IV Bridge	Represented on Steering Group	
Bank Of Scotland Foundation	60,700	11(B) Bank Street		
Museum Of Childhood	60,300	38 High Street	Represented on Steering Group	
B & Gs Landa Ltd	60,200	40 North Bridge	Corresponded by email, additional meeting requested	
The Woollen Mill	59,800	179 High Street	Representative attended SG meetings, email follow up	
Mitchells & Butlers Plc t/a Greyfriars Bobby Bar	59,500	30-34 Candlemaker Row	In-person visit, email follow up	
Belhaven Brewery Co. Ltd. t/a The Advocate	59,100	7 Hunter Square	In-person visit, email follow up	
Nero Holdings Limited t/a Caffe Nero	59,000	192B High Street	In-person visit, email follow up	
Turner & Hooch Ltd. t/a Under the Stairs	58,600	3A Merchant Street	In-person visit, email follow up	
Scottish Book Trust	57,200	13 (05) High Street		
City of Edinburgh Council, Cowgate under 5s Centre	57,100	7 Old Assembly Close	Represented on Steering Group	
Faculty Services Ltd	56,500	Foa, 11(02) Parliament Square		
No 1 High Street Limited t/a No1 High Street	55,300	1 High Street	In-person visit	
The Malt Shovel	55,200	11-15 Cockburn Street	In-person visit, email follow up	
Belhaven Brewery Co. Ltd. t/a White Hart	55,200	34 Grassmarket	In-person visit, email follow up, survey completed	Y
Gordon's Trattoria	55,100	231 High Street	One-to-one meeting	
B & G S Landa Limited t/a Taste of Scotland/Edinburgh Gin Company	55,000	32 North Bridge	Corresponded by email, additional meeting requested	

Neon Sheep	54,900	11 High Street		
The Stocks Restaurant & Kirk Bar (within Fraser Suites)	54,400	18-22 (Gf) St. Giles Street		
Dropkick Murphy'S (Scotland) Ltd	54,000	7 Merchant Street		
Vacant - Refer to Landlord Gold Brothers (formerly Brodies)	53,900	93 High Street	Representative attended SG meetings, email follow up	
The Elephant House Ltd	53,500	21 George IV Bridge	In-person visit, email follow up	
Pub Enterprises Ltd t/a Maggie Dickson's	53,200	92 Grassmarket	In-person visit, email follow up	
Cirrus Logic International (Uk) Limited	52,800	23 King's Stables Lane		
Costa Coffee	52,000	78 South Bridge	Email sent	
Burrito n Shake	52,000	97-99 South Bridge	In-person visit	
Kiltane Retail Limited	51,900	215 High Street	In-person visit, email follow up	
B & Gs Landa Ltd	51,600	164 High Street	Corresponded by email, additional meeting requested	
B & G S Landa Limited	51,300	140 High Street	Corresponded by email, additional meeting requested	
Bruce Group Scotland t/a The Mash House	51,000	37 Guthrie Street	Represented on Steering Group	
Bruce Taverns t/a La Belle Angele	51,000	11 Hastie's Close, ( 209 Cowgate )	Represented on Steering Group	
Bubba Q	51,000	213 High Street	In-person visit	
Devil's Advocate Ltd	51,000	357 High Street	In-person visit, email follow up	
Brewdog Retail Ltd	50,800	143 Cowgate	One-to-one meeting	
Balhar Gold Ltd t/a I heart Scotand / I <3 scotland	50,500	17-20 Bank Street	Representative attended SG meetings, email follow up	
Faculty Services Ltd	50,300	17 George IV Bridge		
Police Scotland, Police Information Centre	50,300	188 High Street		
The Dormant Distillery Co Ltd T/A Royal Mile Whiskies	50,300	379-381 High Street	In-person visit	
Mariachi (Scotland) Ltd	50,200	7 Victoria Street	In-person visit, email follow up, survey completed	Y
Gold Brothers t/a Galaxy	50,000	47-49 South Bridge	Representative attended SG meetings, email follow up	
Scottish Historic Buildings Trust t/a Patrick Geddes Centre	49,900	10(1)-11 Riddle'S Court, ( 322 Lawnmarket )	In-person visit, email follow up	
City Mortuary, City Of Edinburgh Council	49,500	297 Cowgate	Represented on Steering Group	
Coop Restaurant t/a El Toro Loco	49,500	60-64 Grassmarket	Survey completed	Y
Ronaq New Waverley	49,100	31 Market Street East		
The Scottish Poetry Library	49,000	5 Crichton'S Close	In-person visit, attended SG meetings	
The Royal Mcgregor	48,900	154 High Street	Represented on Steering Group, survey completed	Y
Games Workshop Limited t/a Warhammer	48,600	136 High Street	In-person visit	
<b>Vocal</b>	48,400	8-13 Johnston Terrace		
Soco Catering Co. Limited t/a Mono	48,200	85 South Bridge	In-person visit	
B & G S Landa Ltd	48,000	229 Canongate	Corresponded by email, additional meeting requested	
Kiltane Retail Ltd T/A House Of Edinburgh	47,600	2-4 St. Giles Street	In-person visit, email follow up	
The Other Market Limited	47,500	20-24 Cranston Street		
Costa Coffee	47,000	35 Market Street East	Email sent	
Access To Industry	46,500	156 Cowgate		
Castlegate Investments (Edinburgh) Ltd t/a The Witchery	46,200	537 Castlehill	Group meeting, bespoke project reports by email	
Gold Brothers t/a Dunedin Cashmere	45,600	2 Hunter Square	Representative attended SG meetings, email follow up	
The Royal Bank Of Scotland Plc	45,500	29-31 (A) North Bridge		
City of Edinburgh Council - Museum of Edinburgh	45,300	146 Canongate	Represented on Steering Group	
B & G S Landa Limited	45,100	28 High Street	Corresponded by email, additional meeting requested	



B & Gs Landa Ltd	45,100	170 High Street	Corresponded by email, additional meeting requested	
Patisserie Valerie	45,000	25 George IV Bridge	In-person visit	
Bruce Taverns t/a fiddlers arms	45,000	9-11 Grassmarket	Represented on Steering Group, survey completed	Y
Cafe Edinburgh	45,000	57 High Street	In-person visit, survey completed	Y
Architecture & Design Scotland	44,800	146 Canongate	In-person visit	
David Bann Restaurant	44,800	56 St. Mary's Street	In-person visit, email follow up	
Inverhow Ltd T/A Howies Restaurant	44,800	10-14 Victoria Street	In-person visit, email follow up	
Biblos Edinburgh Ltd t/a Pizza Paradise	44,100	4-6 South Bridge	In-person visit, email follow up	
Vacant	44,000	20 Cowgate		
Vacant	43,700	2-3 India Buildings		
B & G S Landa Limited t/a Cashmere	43,700	503 Lawnmarket	Corresponded by email, additional meeting requested	
Capital Coaches Scotline Tours	43,600	85-87 High Street	In-person visit	
Keymoves t/a Cranston Street Hostel	43,300	2 (1-8D) Cranston Street		
Michael's Steak and Seafood Bar	42,900	15-19 Jeffrey Street	In-person visit, email follow up	
Hunter Square Lease Ltd t/a Spatch Bar & Eatery	42,800	3 Hunter Square	One-to-one meeting	
Carnivore	42,600	208 Cowgate		
Bruce Taverns t/a Subway Cowgate	42,500	69 Cowgate	Represented on Steering Group	
Maxies Bistro & Wine Bar	42,500	5A Johnston Terrace	In-person visit, email follow up	
Dawnsun Ltd	42,400	240 Canongate	In-person visit, email follow up	
J & S Newsagents	42,100	52 North Bridge	In-person visit	
Vacant	41,900	17A Market Street	One-to-one meeting	
City Of Edinburgh Council	41,700	18 Cockburn Street	Represented on Steering Group	
Surindar Singh & Galab Singh	41,200	328 Lawnmarket	Representative attended SG meetings, email follow up	
Forbidden Planet (Scotland) Ltd	40,900	39-41 South Bridge	In-person visit, email follow up	
The Mussel And Steak Bar	40,600	110 West Bow	In-person visit, email follow up	
B & Gs Landa Ltd	40,600	351-355 High Street	Corresponded by email, additional meeting requested	
Vacant	40,100	6 (1F) India Buildings		
Messrs Thorley Stephenson Solicitors	40,100	51 South Bridge	In-person visit	
The Castle Arms	40,100	6 Johnston Terrace	In-person visit, email follow up	
William Hill Organisation Ltd.	40,000	34-36 South Bridge	In-person visit	
Ghurka Café	39,600	25 Cockburn Street	In-person visit, email follow up	
The Whisky Trail Ltd t/a Whisky and Wine	39,400	97 High Street	Corresponded by email, additional meeting requested	
B & Gs Landa Ltd t/a Thistle Do Nicely	39,300	103 High Street	Corresponded by email, additional meeting requested	
Viva Mexico Edinburgh Ltd	39,100	41 Cockburn Street	In-person visit	
Hanam's Ltd	38,900	3 Johnston Terrace	In-person visit, email follow up	
Instill Education Limited T/A Edinburgh School Of English	38,800	271 Canongate	In-person visit, survey completed	Y
Paper Rack	38,500	18 North Bridge		
Gold Brothers T/A John Morrison Kiltmakers	38,400	63 High Street	Representative attended SG meetings, email follow up	
Edinburgh Press Club c/o The Inn Place	38,200	22-28 Cockburn Street	Corresponded by email, additional meeting requested	
Ecco Vino	38,200	19 Cockburn Street	In-person visit	
Pilgrim Bar	38,200	263 Cowgate	In-person visit, email follow up	

The Oz Bar	38,200	31-33 Candlemaker Row	In-person visit, email follow up	
Edinburgh Real Ale Ltd t/a The Bow Bar	38,000	80 West Bow	Survey completed	Y
RM Edinburgh Ltd T/A Subway	38,000	160 High Street	Representative attended SG meetings, email follow up	
Noodle N' Rice	37,800	24-25 South Bridge	In-person visit, email follow up	
Stills Ltd t/a Stills Centre for Photography	37,600	23 Cockburn Street	In-person visit, email follow up, survey completed	Y
Roti Edinburgh	37,100	42-44 South Bridge	In-person visit, email follow up	
Monkey Barrel Comedy Ltd	36,500	9-11 Blair Street	Representative attended SG meetings, survey completed	Y
B & Gs Landa Limited	36,500	174 High Street	Corresponded by email, additional meeting requested	
Tinkler Limited t/a Royal Mile Pharmacies	36,500	67 High Street	In-person visit	
The Firm Of Gold Brothers t/a The Boy Wizard	36,200	1 Victoria Street	Representative attended SG meetings, email follow up	
Richard Murphy Architects Ltd	36,000	190 High Street	In-person visit, email follow up	
Bruce Group Scotland Ltd t/a Globe Bar	36,000	13 Niddry Street	Represented on Steering Group	
Barnets Shoes	35,900	7 High Street	Representative attended SG meetings, email follow up	
Gold Brothers t/a The Scotland Shop	35,500	107-108 South Bridge	Representative attended SG meetings, email follow up	
Gold Brothers t/a Ballantrae Lawnmarket	35,400	1 Brodie'S Close, ( 304 Lawnmarket )	Representative attended SG meetings, email follow up	
Heritage Clearance Store	35,400	20 High Street	In-person visit	
Gold Brothers t/a Ballantrae Cashmere	35,300	46 High Street	Representative attended SG meetings, email follow up	
Mamma'S Pizza Co Ltd	35,200	28-30 Grassmarket	Survey completed	Y
Arcade Bar	35,100	48 Cockburn Street	In-person visit, survey completed	Y
Mckenzie Eagleson Ltd t/a Tolbooth Tavern	35,100	167 Canongate	In-person visit	
B & G S Landa Limited	35,100	4 Brodie'S Close, ( 304 Lawnmarket )	Corresponded by email, additional meeting requested	
Marcello Crolla t/a Made in Italy	35,000	42 Grassmarket	In-person visit, email follow up	
Church Of Scientology/Hubbard Foundation Of Scotland	34,900	20-23 South Bridge		
Miltime Ltd t/a the Wash Bar	34,800	11 Bank Street North	In-person visit, email follow up	
Mmn Ltd. t/a Zenobia	34,600	14 South Bridge		
The Royal Edinburgh Military Tattoo	34,600	1-3 Cockburn Street (1F1)	One-to-one meeting	
Cafe Truva	34,300	251-253 Canongate	In-person visit, email follow up	
B & G S Landa Limited	34,100	44 High Street	Corresponded by email, additional meeting requested	
Gold Brothers t/a Cashmere Factory Outlet	33,700	479 Lawnmarket	Representative attended SG meetings, email follow up	
Echooak Limited t/a Bannerman's Bar	33,500	53-57 Niddry Street	One-to-one meeting	
LRP (Scotsman Pub) Edinburgh Ltd	33,200	73 Cockburn Street	In-person visit	
Gold Brothers t/a Edinburgh Cashmere & Lambswool	33,200	334 Lawnmarket	Representative attended SG meetings, email follow up	
Uncle's Fish And Chips	33,100	51-52 George IV Bridge	In-person visit, email follow up	
Starbucks Coffee Company (Uk) Ltd	33,000	116-118 Canongate	One-to-one meeting	
The Grain Store Restaurant Ltd	32,700	30 Victoria Street	In-person visit, email follow up	
Crossreach	32,600	205 Cowgate		
Cafe on the Mound	32,300	16(Gf) Bank Street North		
Dignity Funeral Services	32,000	62-64 St. Mary's Street	In-person visit, survey completed	Y
Marie Curie Cancer Care	32,000	7 South Bridge	In-person visit, email follow up, survey completed	Y
Deacon's House Café	31,900	3 Brodie'S Close, ( 304 Lawnmarket )	In-person visit	
Southern Cross Cafe	31,900	65(Gf) Cockburn Street	In-person visit	
Sichuan House	31,900	37-39 George IV Bridge		

Dragonfly Industries	31,800	50/52 West Port	In-person visit, email follow up	
Apartment 21 Old Fishmarket Close	31,800	190 High Street	In-person visit	
Maison Bleue	31,700	36-38 Victoria Street	One-to-one meeting	
<b>B &amp; G S Landa Limited</b>	31,600	491 Lawnmarket	Corresponded by email, additional meeting requested	
Numi Food Bar	31,500	45-46 South Bridge		
Pie In The Sky Ltd	31,500	37-39 Cockburn Street	In-person visit, email follow up	
La Republic Francaise (French Consulate)	31,400	65(1F3) George Iv Bridge		
Kilderkin (Edinburgh) Ltd	31,400	67 Canongate	In-person visit, email follow up	
J.J. Beam Ltd t/a The Jolly Judge	31,400	7 James' Court, ( 493 Lawnmarket )	In-person visit, survey completed	Y
Lorisa Ltd t/a Cellar Door	31,400	44-46 George IV Bridge	In-person visit, email follow up	
The Edinburgh Clothing Company (Scotland Kilt Company)	31,400	93 South Bridge		
The Wee Ice Cream Shop	31,100	541 Castlehill		
Really Scottish Cashmere & Kilt Centre	31,100	50 High Street	In-person visit	
Hula One Ltd	31,000	103-105 West Bow	In-person visit	
Canongate Books Ltd.	30,800	14 High Street	In-person visit	
B & G S Landa Limited	30,800	181-183 Canongate	Corresponded by email, additional meeting requested	
The Edinburgh Woollen Mill Limited t/a We Love Scotland	30,800	55 Cockburn Street	Represented on Steering Group	
Shoe Zone Retail Ltd	30,700	88-89 South Bridge	In-person visit	
Vacant	30,600	2 Gladstone Court		
Artisan Gelato Edinburgh	30,500	21 Cockburn Street	In-person visit, survey completed	Y
PP Express Ltd t/a Zuhus; Now Maki and Ramen	30,500	29-30 South Bridge		
Jim Garrahy's The Fudge Kitchen	30,400	30 High Street	In-person visit	
Pie In The Sky Ltd	30,100	29A-33 Cockburn Street	In-person visit, email follow up	
Ladbroskes Betting & Gaming Ltd	30,000	123(Gf) High Street	In-person visit, survey completed	Y
Chop House Arch 15	29,900	29 Market Street East		
Sneaky Petes Limited	29,700	73 Cowgate	Representative attended SG meetings, survey completed	Y
Bruce Taverns t/a Bar Salsa	29,700	3 Cowgatehead	Represented on Steering Group	
52 Canoes Tiki Den	29,700	27-31 West Port	In-person visit, email follow up	
Moro Leisure Ltd	29,700	235 Cowgate		
Moro Leisure Ltd	29,700	237 Cowgate		
Wings Edinburgh Ltd	29,500	190 High Street	In-person visit	
Calzeat & Company Limited	29,500	89 High Street	In-person visit, email follow up, survey completed	Y
Kiltane Retail Ltd t/a Ness	29,500	367 High Street	In-person visit, email follow up	
The EDI Group Ltd	29,300	1-3 Cockburn Street (3F1)	Represented on Steering Group	
The Clamshell	29,000	148 High Street		
The Nutcracker Christmas Shop	28,800	52 High Street	In-person visit	
Castle Gift Shop	28,800	539 Castlehill		
The Royal Edinburgh Military Tattoo	28,700	1-3 Cockburn Street (Gf1)	One-to-one meeting	
Cafe Keno	28,600	36 High Street	In-person visit	
La Garrigue Edinburgh Ltd.	28,500	31 Jeffrey Street	In-person visit, email follow up	
Gold Brothers t/a Wee Scotland Shop	28,500	515 Lawnmarket	Representative attended SG meetings, email follow up	
Momento Ltd t/a Liquorice Tree	28,400	29 Cockburn Street	In-person visit, email follow up, survey completed	Y

City Of Edinburgh Council	28,300	157 Canongate	Represented on Steering Group	
Royal Mile Backpackers	28,000	105(B) High Street	In-person visit, email follow up	
Pizza Paradise	27,900	32-34 George IV Bridge		
Gilbert Associates Ltd	27,700	39 Grassmarket		
St.Giles Cafe Ltd	27,600	8-10 St. Giles Street		
Gillian Thorburn	27,300	51 High Street	In-person visit	
Ian Clarkson t/a Clarksons	27,300	87 West Bow	In-person visit, email follow up, survey completed	Y
Mrjl Spice Ltd t/a Vinyasa	27,100	34 St. Mary's Street		
Greggs Plc	27,100	21 South Bridge		
Swish	27,100	22-24 Victoria Street	In-person visit, email follow up, survey completed	Y
Netversal Communications Ltd	27,000	76 South Bridge		
Ragamuffin	27,000	278 Canongate	One-to-one meeting, survey completed	Y
Civerinos Management Ltd t/a Civerinos	26,600	5 Hunter Square	In-person visit, email follow up	
B & G S Landa Limited	26,500	98 Canongate	Corresponded by email, additional meeting requested	
Wedgwood The Restaurant Ltd.	26,400	267 Canongate	In-person visit, email follow up	
Inverhow Ltd T/A Scott'S Kitchen	26,200	4-6 Victoria Terrace	In-person visit, email follow up	
The Royal Edinburgh Military Tattoo	26,200	1-3 Cockburn Street (2F1)	One-to-one meeting	
lsg Construction Ltd	26,000	61 Jeffrey Street		
B & G S Landa Limited	25,900	32 High Street	Corresponded by email, additional meeting requested	
Streetwork Uk	25,600	18 South Bridge	In-person visit, email follow up	
WS Corporate Ltd	25,600	16 Victoria Street		
White Horse Bar	25,500	266 Canongate		
Merchants Restaurant	25,500	17 Merchant Street	In-person visit, email follow up	
Vacant, refer to landlord	25,500	1 Craig's Close		
Bento Express UK Ltd t/a Bento Asian Food Bar	25,300	52 South Bridge	In-person visit, email follow up	
Backpackers Ltd	25,200	16 Fleshmarket Close	In-person visit	
Morning Rose Ltd T/A Mail Boxes Etc	25,200	12-13 South Bridge	In-person visit, survey completed	Y
Thai Orchid	25,100	5 Johnston Terrace		
Shimla Limited t/a Shamoli Restaurant	25,000	105 High Street	In-person visit	
Radical Travel Group Limited	25,000	60 High Street	One-to-one meeting	
Premier Festival Shop	25,000	70-72 Grassmarket	In-person visit, email follow up	
Hanam's Ltd t/a Laila's Bistro & Take Away	24,800	63 Cockburn Street	In-person visit	
Ensign Ewart	24,700	521-523 Lawnmarket	In-person visit, email follow up	
Clan Scotland T/A Slanj	24,700	14 St. Mary's Street	In-person visit	
Cranachan & Crowdie Ltd	24,700	263 Canongate	In-person visit, survey completed	Y
The Firm Of Gold Brothers t/a The Boy Wizard	24,600	54 High Street	Representative attended SG meetings, email follow up	
Wallace College	24,500	12 George IV Bridge	In-person visit, email follow up	
The Salvation Army Regener8+	24,400	25 Niddry Street		
Roman Eagle Lodge Of Freemasons No.160 <Per> W. Batten	24,300	2 Johnston Terrace		
Wm. Armstrongs Ltd	24,300	83 Grassmarket	Survey completed	Y
Sally Salon Services Ltd	24,200	32-33 South Bridge	Survey completed	Y
DGADJ Victor Scott Ltd	24,200	5 Grassmarket	In-person visit, email follow up	Y

Festival Fringe Society	24,100	190 High Street	One-to-one meeting	
Vacant (formerly Kleen Cleaners)	24,000	10 St. Mary's Street		
Balwinder Singh Landa t/a Celtic Jewellery & Gemstones	24,000	24 High Street	Corresponded by email, additional meeting requested	
Madogs Ltd	23,800	35 George IV Bridge (1F)		
Blackfriarsbar Ltd t/a Salthorse Beer Shop & Bar	23,800	57-61 Blackfriars Street	In-person visit, email follow up	
Geoffrey (Tailor) Highland Crafts Ltd	23,700	59 High Street	In-person visit	
Hawico Cashmere Retail Limited	23,700	81 Grassmarket	In-person visit	
Real Scot Shop Ltd	23,600	16 High Street	In-person visit, survey completed	Y
John Knox House	23,500	45 High Street	In-person visit, email follow up	
Morgan Mcdonnell Architecture Ltd	23,300	357 High Street	Survey completed	Y
The Royal Edinburgh Military Tattoo	23,200	1-3 Cockburn Street (2F4)	One-to-one meeting	
Thorley Stephenson SSC	23,200	149-153 Cowgate	In-person visit	
No 1 Currency Exchange	23,100	207 High Street		
Swish (formerly Fabrick)	23,100	50 Cockburn Street	In-person visit, email follow up, survey completed	Y
Lateral City Ltd	22,900	3 Warriston's Close	One-to-one meeting	
B & Gs Landa Limited	22,900	176 High Street (1F)	Corresponded by email, additional meeting requested	
Douglas Stores Ltd T/A Time & Tide	22,800	53 Cockburn Street		
Gordon Nicolson	22,800	189 Canongate	In-person visit, email follow up, survey completed	Y
Museum Context Ltd	22,700	42-44 Cockburn Street	Represented on Steering Group, survey completed	Y
The EDI Group Ltd	22,600	1-3 Cockburn Street (3F4)	Represented on Steering Group	
National Trust For Scotland	22,500	483 Lawnmarket (Gf-2F)	In-person visit	
D.M. Stewart Ltd t/a The Canons Gait	22,500	232 Canongate	In-person visit	
Vacant	22,400	1 Gladstone Court		
Crisis Uk	22,300	4 (3Fw) Crichton'S Close	In-person visit, email follow up	
Tangram Furnisher Ltd	22,300	33-37 Jeffrey Street	Attended OE Event , survey completed	Y
Makars 2 Go	22,300	12 Bank Street	In-person visit, survey completed	Y
The Hebrides	22,100	17 Market Street		
The Mutts Nuts	22,100	108 West Bow	In-person visit	
Bobby'S Bunkhouse	22,000	9-9A Merchant Street	In-person visit	
Paper Rack	21,900	45 George IV Bridge		
Liquid Street Ltd	21,800	34A Blair Street	One-to-one meeting	
Gordon Nicolson Kiltmakers	21,800	19-21 St. Mary's Street	In-person visit, email follow up, survey completed	Y
Mrs Satnam Kaur Singh t/a Best in Scotland	21,800	2-3 Bank Street North		
B & G S Landa Limited	21,700	173-175 Canongate	Corresponded by email, additional meeting requested	
La Republic Francaise (French Consulate)	21,600	65(Bf) George Iv Bridge		
Gold Brothers t/a Balmoral Cashmere & Tweed	21,600	205 High Street	Representative attended SG meetings, email follow up	
The Society Of Solicitors Library in The Supreme Courts Of Scotland	21,500	11(01) Parliament Square		
NewsDirect (UK) Ltd	21,500	14 High Street		
Pegasus Light and Sound	21,400	23-25 Canongate	In-person visit	
Kenneth Cumming, Auditor of the Court	21,300	120 Cowgate		
The Fudge House Edinburgh Limited	21,300	197 Canongate	In-person visit, email follow up	
Rocksalt Cafe	21,300	10 Jeffrey Street		

Caledonian Heritable Ltd t/a The Waverley Bar	21,200	3-5 St. Mary's Street	In-person visit	
Gold Brothers t/a Dunedin Cashmere	21,200	499 Lawnmarket	Representative attended SG meetings, email follow up	
Oink Canongate	21,100	82 Canongate	In-person visit, survey completed	Y
Sahara Ltd	21,000	82 West Bow	In-person visit, survey completed	Y
Mrs Macintyre's Coffee House	20,700	12 High Street	In-person visit	
Pie In The Sky Ltd	20,700	47 Cockburn Street	In-person visit, email follow up	
Applejack	20,600	37 South Bridge		
Rabbies Trail Burners Ltd	20,500	190 High Street	Group meeting	
Vacant	20,500	1 Market Street		
Compos Scotland Ltd t/a Fig Tree Bistro	20,400	8 St. Mary's Street	In-person visit, email follow up	
K & D De Silva And A Yeunh T/A Chatime	20,400	14 Bank Street		
Free Church Scotland Board Of Trustees	20,400	15 (01)-16(A) Bank Street North		
Mama Said	20,400	40 Cockburn Street	Corresponded by email	
La Republic Francaise (French Consulate)	20,300	65(1F2) George Iv Bridge		
Royal Mile Curios	20,300	363 High Street	In-person visit	
Papa Topco Ltd t/a Prezzo	20,200	7-9 North Bridge Arcade		
Em's Kitchen	20,100	38 St. Mary's Street	In-person visit	
Luckwinder Singh t/a Prestige Scotland	20,100	187 Canongate	In-person visit, email follow up	
Royal Mile Gallery	20,100	272 Canongate	In-person visit, survey completed	Y
South East Scotland Religious Society Of Friends t/a Quaker Meeting House	20,000	7 Victoria Terrace	Corresponded by email, survey completed	Y
Edinburgh World Heritage Trust	20,000	146 Canongate	Represented on Steering Group	
Mimi's Tea House a.k.a. Mimi's Bakehouse	19,900	250 Canongate	In person visit, corresponded by email	
Abpi Scotland	19,900	4 (3Fe) Crichton'S Close		
La Republic Francaise (French Consulate)	19,700	65 George Iv Bridge (3F)		
Max Pies Ltd t/a The Pie Maker	19,600	38 South Bridge		
Michael T Cassidy / The Scottish Grocery	19,600	299 Canongate	In-person visit	
Forsyth's Tea Room	19,300	81 High Street		
10 Europe Limited	19,100	4(1F) Hunter Square	In-person visit, email follow up	
William J L And Mrs H N Baber t/a Bill Baber Knitwear	19,100	66 Grassmarket	In-person visit, email follow up	
City Of Edinburgh Council Writer's Museum	19,000	477 Lawnmarket	Represented on Steering Group	
Scottish Property Federation	19,000	1-3 Cockburn Street (4F)		
Scottish Building Federation	19,000	4 (1Fe) Crichton'S Close		
Halfway House	18,900	24 Fleshmarket Close		
Graze On Grassmarket Ltd Now Pirlous	18,900	67 Grassmarket	Survey completed	Y
Who's Who	18,600	8-10 North Bridge Arcade	In-person visit, email follow up	
La Barantine	18,500	89 West Bow	Email sent	
Anstrod Ltd t/a Jinglin Geordie Bar	18,500	21 Fleshmarket Close	In-person visit, email follow up	
Wanderlust Café	18,500	274 Canongate		
DGADJ Victor Scott Ltd	18,500	88-92 West Bow	In-person visit, email follow up	
Alba Cafe Bistro	18,100	88 Grassmarket		
Vacant	18,100	1 (1F1) India Buildings		
Corniche (Edinburgh) Ltd	18,100	2 Jeffrey Street	In-person visit, survey completed	Y

The Court Curio Shop	18,100	519 Lawnmarket	In-person visit, email follow up	
Benjamin Tindall Architects	18,000	17 Victoria Terrace	In-person visit	
Edinburgh Copy Shop Ltd	18,000	52 St. Mary's Street		
Gold Brothers t/a Wee Gift Shop	18,000	83 High Street	Representative attended SG meetings, email follow up	
Rathbone Training	17,900	15 Blair Street	Email sent	
The Cambridge Satchel Company Limited	17,900	96 West Bow	In-person visit, email follow up, survey completed	Y
CSG Projects Ltd	17,800	357 High Street	Representative attended SG meetings	
La Republic Francaise (French Consulate)	17,800	65(1F4) George Iv Bridge		
Mercat Tours Ltd	17,800	28 Blair Street	Represented on Steering Group	
Fabhatrix	17,800	13 Cowgatehead	Represented on Steering Group, survey completed	Y
The Wall Coffee and Design House	17,700	45 Cockburn Street	Represented on Steering Group	
Hewats on the Mile	17,600	123B High Street	In-person visit	
Scots Teddies in Tartan Ltd t/a The Knights Vault	17,600	102 West Bow		
David Corden & Kelly Saunders t/a Semper Bespoke Dermographics	17,600	7 Grassmarket	Email sent, survey completed	Y
Scotsbridge Commercial Ltd	17,500	3-5 Cranston Street		
Café Cockburn	17,300	34 Cockburn Street	Represented on Steering Group	
Qun Tang t/a Slurp at the Kirk	17,300	44 Candlemaker Row	In-person visit, email follow up	
Dochgarroch & Santiago Ltd t/a Jeffrey St. Whisky & Cigars	17,300	12-14 Jeffrey Street	In-person visit, email follow up	
Palenque (Edinburgh) Ltd	17,300	56 High Street	In-person visit	
Dunedin Health And Leisure Ltd t/a Blair Street Sauna	17,200	30 Blair Street		
Wilson Mcleod Solicitors	17,100	44 St. Mary's Street	In-person visit	
Benevolent Fund 'A' Lodge Journeyman Masons Edinburgh No 8	17,000	63 Blackfriars Street		
Tempting Tattie Ltd	17,000	18 Jeffrey Street	In-person visit	
La Republic Francaise (French Consulate)	17,000	65(Gf2) George Iv Bridge		
Crisis Uk	17,000	4 (2Fw) Crichton'S Close	In-person visit, email follow up	
Zaza's Coffee House	16,900	21 Grassmarket	In-person visit, survey completed	Y
Mace Newsagent	16,900	43-44 South Bridge	In-person visit, email follow up	
Tribal Body Art Limited	16,900	248 Canongate	In-person visit	
Angus Catering Ltd T/A Angus Café	16,800	27 George IV Bridge	In-person visit, email follow up	
Loire Valley T/A Petit Paris	16,800	38-40 Grassmarket	In-person visit, email follow up, survey completed	Y
Smooov Gelato Coffee	16,800	244 Canongate		
Loch Fyne Whiskies (Whisky World)	16,500	36 Cockburn Street	In-person visit, survey completed	Y
Agne Celik t/a Luscious Cafe	16,400	261 Canongate	In-person visit	
Bridge Express News	16,400	29-30 George IV Bridge		
Walker Slater	16,400	5 India Buildings	In-person visit, email follow up, survey completed	Y
Ahaha Jokes & Novelties Ltd	16,300	99 West Bow	In-person visit,survey completed	Y
Sainsbury's Bank Plc ATM site	16,250	79A South Bridge		
Isle Of Skye Candle Co	16,200	93 West Bow	In-person visit, email follow up, survey completed	Y
Crew 2000	16,100	32A Cockburn Street	In-person visit, email follow up, survey completed	Y
Squiz (Scotland) Ltd.	16,100	57 High Street (2F-3F)		
Servelec Corelogic Ltd	16,100	4 (2Fe) Crichton'S Close	In-person visit, email follow up	
B & Gs Landa Ltd t/a The House of Cashmere	16,000	133-135 Canongate	Corresponded by email, additional meeting requested	



Mackenzie Leathergoods	16,000	17 St. Mary's Street	In-person visit, survey completed	Y
Ashbee (Scotland) Ltd T/A Solo	16,000	276 Canongate		
Underground Solu'Shn Records	15,900	9 Cockburn Street	In-person visit, email follow up	
Crew 2000	15,800	32 Cockburn Street	In-person visit, survey completed	Y
N. Clapperton And A.C. Murray, T/A Cadenhead's	15,800	172 Canongate	In-person visit, email follow up	
Public Defence Solicitors	15,800	50 St. Mary's Street	In-person visit	
Jgh Investment Co Ltd	15,700	8 (1F2) Bank Street North		
Sheila Trueman	15,700	8 (3F2) Bank Street North		
Urban Art Gallery	15,700	25-27 Jeffrey Street	Corresponded by email	
Castle Rock Fish Bar	15,600	87 Grassmarket	In-person visit, email follow up	
Bruce Taverns Limited t/a Old Town Pub Co	15,600	53 George IV Bridge (1F2)	Represented on Steering Group	
Scottish Building Federation	15,600	4 (1Fw) Crichton'S Close		
B. McCall Barbour Christian Book & Bible Shop	15,400	28 George IV Bridge		
Clarinda'S Tearoom Limited	15,300	69 Canongate	In-person visit, email follow up, survey completed	Y
Gold Brothers (Scotland) Ltd	15,300	91 South Bridge	Representative attended SG meetings, email follow up	
Yekta	15,300	96 South Bridge		
Chic Of Edinburgh Ltd	15,200	23 Jeffrey Street		
DGADJ Victor Scott Ltd	15,100	95 High Street	In-person visit, email follow up	
The Dormant Distillery Co Ltd T/A The Cigar Box	15,100	361 High Street		
B .C. K .M. Solicitors	15,000	53 George IV Bridge (1F1)	In-person visit, email follow up	
Jaime N Imbernon & Vicente F Rodriguez	15,000	4/4 Tron Square		
Apartment 11/8 Old Fishmarket Close	15,000	190 High Street		
Apartment 15	15,000	1/15 Parliament Square		
Apartment 19/5 Old Fishmarket Close	15,000	190 High Street		
Apartment 19/6 Old Fishmarket Close	15,000	190 High Street		
Apartment 19/7 Old Fishmarket Close	15,000	190 High Street		
Apartment 10	15,000	1/10 Parliament Square		
Apartment 3	15,000	1/3 Parliament Square		
Festival Apartments Edinburgh	15,000	2/7 Cowgatehead		
North Bridge Lofts	15,000	17/6 Blackfriars Street		
North Bridge Lofts Ltd	15,000	17/1 Blackfriars Street		
North Bridge Lofts Ltd	15,000	17/10 Blackfriars Street		
North Bridge Lofts Ltd	15,000	17/3 Blackfriars Street		
North Bridge Lofts Ltd	15,000	17/7 Blackfriars Street		
North Bridge Lofts Ltd	15,000	28(2F1) North Bridge		
North Bridge Lofts Ltd	15,000	28(3F3) North Bridge		
North Bridge Lofts T/A West Wing Developments	15,000	28(2F4) North Bridge		
North Bridge Lofts T/A West Wing Developments	15,000	28(2F5) North Bridge		
St Giles Apartment 8	15,000	369/2 High Street		
Norman Rowan	15,000	14 Niddry Street, South (1F1)	One-to-one meeting	
Termshield Ltd	15,000	4 Niddry Street, South	One-to-one meeting	
Apartment 11/5 Old Fishmarket Close	15,000	190 High Street		

Mr David Hume	15,000	6 Riddle'S Court, ( 322 Lawnmarket )		
Robert Graham Ltd	15,000	254 Canongate	In-person visit, email follow up	
Museum Context Limited	15,000	40 Victoria Street	Represented on Steering Group, survey completed	Y
Ashers Ice Cream	15,000	366X Castlehill		
SB Edinburgh Limited t/a Subway	14,900	10 South Bridge	In-person visit, email follow up	
Kiltane Investments LLP	14,900	357 High Street	In-person visit, email follow up	
Zebra Coffee Co.	14,800	16 Bank Street	In-person visit, email follow up	
Calzeat & Company Limited	14,800	98 West Bow	In-person visit, email follow up	
Holyrood Gift House	14,800	3 Canongate	In-person visit	
Café Vivo	14,700	136 Canongate	In-person visit, survey completed	Y
Loire Valley Ltd / The Celtic Lodge No 291	14,700	2 Brodie'S Close, ( 304 Lawnmarket )		
Caley Water Limited	14,700	2A King's Stables Road	Survey completed	Y
The Baked Potato Shop	14,600	56 Cockburn Street	In-person visit	
Locanda Marina t/a La Locanda	14,600	61 Cockburn Street	One-to-one meeting, survey completed	Y
Glenkeir Whiskies Ltd t/a The Whisky Shop	14,300	28 Victoria Street	Survey completed	Y
Dunedin Wines Ltd. t/a The Pop Up Geeks	14,200	27 Market Street East		
Mama Said	14,100	204 Canongate	Corresponded by email	
Piotr Lukasz Oczkowski T/A Wonders of Nature	14,100	297 Canongate	In-person visit, email follow up	
The Thistle Stop Café	14,000	2 James' Court, ( 493 Lawnmarket )		
56North (Scotland) Ltd	14,000	1/12 Parliament Square		
Apartment 5	14,000	1/5 Parliament Square		
G1 Group	14,000	23/7 George IV Bridge	One-to-one meeting	
G1 Group	14,000	23/8 George IV Bridge	One-to-one meeting	
Raza Properties	14,000	1/13 Parliament Square		
Gillian MacGibbon	14,000	190 High Street		
B & G S Landa Limited t/a Old Cashmere	14,000	2 Upper Bow	Corresponded by email, additional meeting requested	
Walker Slater Retail Ltd	14,000	18 Victoria Street	Survey completed	Y
Macrae's	14,000	208 Canongate	In-person visit	
Yum Yum Takeaway Ltd	13,500	18-20 West Port	In-person visit	
Pitt Events Ltd	13,500	6A New Street		
William Day T/A Bacchus Antiques	13,500	95 West Bow	In-person visit	
Maison De Moggy Ltd	13,400	17-19 West Port	In-person visit, email follow up, survey completed	Y
Newsagent	13,400	11 Cowgatehead	In-person visit	
Reiver Country Farm Foods Ltd T/A Oink	13,300	34 Victoria Street	In-person visit, survey completed	Y
La Republic Francaise (French Consulate)	13,300	65(Gf5) George Iv Bridge		
Aquila	13,300	4 Jeffrey Street	Attended OE Event, survey completed	Y
Kiltane Retail Ltd t/a Royal Mile Factory Outlet	13,300	11(A) James' Court, ( 493 Lawnmarket )	In-person visit, email follow up	
Dunedin Apartments	13,300	20 St. Mary's Street	In-person visit, survey completed	Y
Cardgrain Ltd t/a Studio XIII	13,200	3 Jeffrey Street		
The Canongate Coffee Company	13,000	158 Canongate	Survey completed	Y
Walker Slater Ltd	13,000	20 Victoria Street	In-person visit, email follow up, survey completed	Y
Secret Arcade Vodka Bar	12,900	50B Cockburn Street		

Oliver Chapman Architects Ltd / Schop Co Working	12,900	36 St. Mary's Street	One-to-one meeting	
Cyan-Silva Beauty Therapy	12,900	11 Jeffrey Street	In-person visit, email follow up	
CK Hair Salon Management Ltd T/A Medusa Hairdressing	12,800	63 Grassmarket	In-person visit, email follow up	
Let Me Eat Too Limited	12,800	7 Cowgatehead	In-person visit, email follow up, survey completed	Y
Miss Katie Cupcake	12,800	52 Cockburn Street		
Procaffeination	12,800	4 St. Mary's Street	In-person visit, email follow up, survey completed	Y
V. Good And Co	12,700	24-26 West Port	Email sent	
Victoria Regalia Ltd.	12,700	2B Johnston Terrace	In-person visit, email follow up, survey completed	Y
Alba Cafe Bistro	12,600	86 Grassmarket		
Escrivo Limited t/a Eventit	12,600	42 St. Mary's Street	Survey completed	Y
John Kay's Shop Ltd	12,600	8 Victoria Street	Represented on Steering Group	
Vacant	12,500	4 (3F) Hunter Square		
Roger Kay	12,500	1/3 Chessel'S Court, ( 240 Canongate )		
Neil Ross	12,500	5 Chessel'S Court, ( 240 Canongate )		
Two Skies Ltd T/A Two Skies Design	12,500	5 High Street	In-person visit, email follow up	
Italian on the Mound	12,500	15 Bank Street		
Simply Scottish	12,500	168 Canongate		
Caffe Piccolo	12,400	29 Grassmarket		
Bobby's Cafe	12,400	21 Candlemaker Row	In-person visit	
Bene's Fish & Chips	12,300	162 Canongate	In-person visit	
Free Church Scotland Board Of Trustees	12,300	15 (01)-16(2F8) Bank Street North	In-person visit, email follow up	
City Of Edinburgh Council	12,200	68A Cowgate	Represented on Steering Group	
Yum Yum Kurdish Kebab House	12,200	48 George IV Bridge	In-person visit	
Walker Slater Ladieswear Ltd.	12,200	46 Victoria Street	In-person visit, email follow up, survey completed	Y
Focus Shop	12,100	270 Canongate	In-person visit	
Scottish Genealogy Society	12,000	15-16 Victoria Terrace	Telephone, email follow up	
Vacant	11,900	123 High Street (1F)		
Walker Slater Ladieswear Ltd	11,900	18/1 Victoria Terrace	In-person visit, email follow up, survey completed	Y
Ali Willmore Hair Studio	11,900	13 St. Mary's Street	In-person visit	
The Fudge House Edinburgh Limited	11,900	193 Canongate	In-person visit	
Marion McNeill	11,800	2/3 CHESEL'S COURT, ( 240 CANONGATE		
Free Church Scotland Board Of Trustees	11,800	15 (01)-16(Gf9) Bank Street North		
Godiva Boutique	11,800	9 West Port	Survey completed	Y
Neanie Scott	11,700	131 Canongate	In-person visit	
The Genuine Article	11,600	97 Canongate	Attended OE Event	
Malky And Sons Bhakar Limited Newsagents	11,500	101 Canongate		
Vieamhor Limited	11,400	39A Grassmarket		
97Black	11,400	11 West Port	Email sent, survey completed	Y
Cardpoint	11,375	11 (A) Cowgatehead		
Cardpoint	11,375	37 (A) Grassmarket		
Cashzone	11,375	66 High Street		
The Royal Bank Of Scotland Plc	11,375	16 (A) Grassmarket		

Cashzone	11,375	207 High Street		
Unknown Pleasures Ltd	11,300	110 Canongate	In-person visit	
Office And Vaults Auld Reekie Tours	11,200	45 Niddry Street		
North Bridge Lofts T/A West Wing Developments	11,200	28(3F1West) North Bridge		
Royal Mile Mansions	11,200	50/11 North Bridge		
Sajda Sardar	11,200	50/8 North Bridge		
Mr Wood's Fossils	11,200	5 Cowgatehead	Attended OE Event, survey completed	Y
Vacant	11,100	3 Gladstone Court		
Ruan Mai Thai Massage	11,100	23 Blair Street (Gf)	In-person visit, email follow up	
Vacant	11,100	140 Canongate		
B & G S Landa Limited	11,100	3 Upper Bow	Corresponded by email, additional meeting requested	
D.L Cavanagh Antiques	11,100	49 Cockburn Street	In-person visit	
Auld Jock's Kitchen	11,000	118 West Bow	In-person visit	
The Edinburgh Larder Ltd	11,000	15 Blackfriars Street		
HK Surveying & Design	11,000	369/1 High Street		
Vacant (telegraph)	11,000	4(Gf1) Crichton'S Close		
Amanda Reed	11,000	1B /23 Grassmarket		
Paper Rack	11,000	65A Cockburn Street	In-person visit	
The Saltire Society	10,900	22 High Street	Email sent	
Alfies Barber Shop	10,900	18B Fleshmarket Close	In-person visit, survey completed	Y
Vacant	10,900	68B Cowgate		
Baba Budan	10,900	25 Market Street East		
St Mary's Residents Association	10,800	22A GULLAN'S CLOSE, ( 264 CANONGATE )		
T A Scotland Ltd t/a Viajar-Por Escocia	10,800	35 George IV Bridge (2F1)		
Nabil Bouizegarene t/a L'Etoile Salon de Tea	10,800	44 West Port	Survey completed	Y
Paradise Green Promotions	10,700	11 Merchant Street	Email sent	
The Ultimate Highland Experience Ltd	10,600	166 High Street (1F1)	Email sent	
Itv Broadcasting Ltd	10,500	146 Canongate		
Amanda Brown T/A Pumpkin Brown Ltd	10,500	16 Grassmarket	Corresponded by email, survey completed	Y
M Bremner & G Ford Partnership	10,500	13 (3F1) Bank Street		
Edinburgh Apartments Limited	10,500	16 (3F2) Johnston Terrace		
Derek Gibb	10,500	8/3 Grassmarket		
City Of Edinburgh Council (Trinity Apse)	10,400	81 High Street	Represented on Steering Group	
The Breakfast Mission c/o Richard Murphy Architects	10,400	190 High Street		
Rag and Bone Barber Shop Ltd	10,400	6 Jeffrey Street		
Paterson Bell Solicitors	10,300	34 Blair Street		
THE EDINBURGH NATURAL SKINCARE COMPANY LTD	10,300	57 Cockburn Street	One-to-one meeting, survey completed	Y
Crescent Print Edinburgh Ltd	10,300	301-303 Cowgate	In-person visit	
The Deli Global	10,300	13 George IV Bridge	In-person visit, email follow up	
The Creative Rooms Hair Salon	10,200	307-309 Cowgate		
Victoria Regalia Ltd	10,200	9 Victoria Terrace	In-person visit, email follow up, survey completed	Y
The List Ltd	10,100	14 High Street	In-person visit, survey completed	Y

Curry N' Rice	10,100	26 South Bridge		
THE EDINBURGH NATURAL SKINCARE COMPANY LTD	10,100	32 Victoria Street	One-to-one meeting	
John Macewan T/A The Tailor Retailored	10,100	6 Grassmarket		
Raza Properties	14,000	142 High Street		



# ORIGINAL EDINBURGH

Original Edinburgh  
Business Improvement District  
DRAFT Business Plan

*For consideration by Scottish Government and City of Edinburgh Council*

BID Term [05/04/2020] to [04/04/2025]

## Foreword

Like you, I am a local business owner and employer and, like you, I am heavily invested in the Old Town, its local economy, and its communities. I want to see this part of Edinburgh, the original Edinburgh, thrive now and in the future.

That's why, as a group of local businesses, we've come together to launch Original Edinburgh and present this Business Plan to you as our case for Business Improvement District (BID) status for the Old Town.

The lesson from across our city and from many other parts of Scotland is that this model of collective investment from local businesses results in hugely positive outcomes for the local economy and its communities. In short, BIDs work and are proven to improve local business outcomes.

For example, ask Falkirk, where its BID, Falkirk Delivers, has provided £100,000 of small grants to individual business and invested over £2.6 million in the town over the five years of the project. Or Bath, which has successfully prevented nearly 400 police callouts, and where local businesses have saved 25% on bills through its trade waste scheme.

Take Essential Edinburgh, the New Town Business Improvement District, which delivered nearly £24 million in economic benefit and increased retail sales by 9% over five years, and increased hospitality sales by 13% over three years. If a BID can deliver this type of transformational change for other cities across Scotland and the UK, it can do it for us and our businesses too.

In this business plan, we set out a vision and direction of travel for Original Edinburgh under three core pillars: enhance and maintain our public space for business owners, workers, residents and visitors; promote and market the Old Town as a premium cultural, retail and hospitality experience; and, provide a single voice to represent and advocate the interests of our local businesses.

Over recent months, we've been working hard to get your views on what should be included in this business plan. All the proposed projects and improvements are ideas from you, which came out in our surveys, consultations and face-to-face discussions. Our proposed programme of work is a reflection of the challenges and opportunities you told us matter most to you.

The evidence from across our city and the rest of Scotland is that BIDs work. We want to replicate this success in the Old Town and, working together with you, we believe we can do it. Everyone I speak to agrees something needs to be done in the Old Town. Not everyone agrees on what that "something" is. But I believe that a BID can deliver a real difference.

That's why I am asking you to vote YES to endorse this ambitious business plan so that we can work together to make a transformative impact on the local community, and jointly invest in a bright future for the Old Town.

*James McGregor*

**James McGregor**, Chair of the Original Edinburgh Steering Group, and owner of the Royal McGregor Whisky Bar and Restaurant



## Introduction

This document sets out a business plan to establish a Business Improvement District status in the Old Town in Edinburgh. It follows an extensive period of consultation with local businesses about their priorities for the area.

A Business Improvement District is a geographically defined area where local businesses jointly agree to invest in initiatives, over and above what is provided by local and national government, to improve business outcomes.

Original Edinburgh was formally launched in May 2019 as an umbrella project to establish the case for Business Improve District status. A project run by local businesses for local businesses, a Steering Group has worked together to seek the views of local businesses as a means of developing this business plan.

More specifically, this business plan presents the three core pillars of the proposed work programme for Original Edinburgh over the five-year term, as follows:

1. **Enhance & Maintain** our public space for business owners, workers, residents and visitors
2. **Promote & Market** the Old Town as a premium cultural, retail and hospitality experience
3. **Represent & Advocate** the interests of our local businesses

In addition, further details on the specific project proposals, the budget, the proposed BID area, levy structure are set out in the document.

Local businesses will have the opportunity to vote on this business plan, as the main prospectus for Original Edinburgh on 28<sup>th</sup> November 2019. If the business plan is endorsed, the Original Edinburgh company, made up of locally appointed directors from the business community and accountable to it, will be established to deliver the programme over a five-year period.

The evidence across Scotland, the UK and elsewhere in Europe unequivocally demonstrates the effectiveness of Business Improvement Districts in delivering significant improvements to the local business environment, vastly beyond what can be provided by local or national government. The return on investment for supporting a BID is the business dividends from these improvements over time.

The success of Essential Edinburgh in the New Town of Edinburgh has shown what can be achieved in other parts of the City when local business work and invest together - we passionately believe this success can be replicated in the Old Town.

*N.B. "Business" or variations of the word "business" are used throughout this document. The word "business" in this context refers to property owners or tenants and occupiers of properties who are liable to pay the non-domestic rate (NDR), whether they pay business rates or not. This includes all properties listed on the Scottish Assessors Association Portal (website) with a non-domestic rateable value, many of whom may be a charitable organisation, public sector organization, social enterprise or community group who may not consider themselves to be a business.*

## **Business Improvement Districts work - they work for others, they can work for us**

### **What is a Business Improvement District?**

A Business Improvement District (BID) is a geographically defined area, where businesses come together and agree to invest collectively in projects and services which they believe will improve the overall business environment. BID projects are new and additional projects and services; they do not replace services that are already provided by City of Edinburgh Council, the Scottish Government or other statutory bodies.

BIDs are developed, managed and paid for by the business sector by means of a levy, which the eligible businesses in the proposed area must endorse through a vote before it can be established. Each eligible business liable to pay the contribution will be able to vote on whether or not the BID goes ahead.

It is projected that by the end of the financial year 2019 there will be at least 67 operational and/or developing BIDs in Scotland.

### **How can a BID add value to the Old Town?**

Bringing together the very best of Edinburgh's rich history and heritage with its creativity and longevity, the Old Town is the heart of Scotland's capital city and a bridge between its enlightened past and dynamic future.

It is because of this success and these dynamic assets that we believe a BID is both needed and can add value. With increasing strain on our public realm infrastructure, growing challenges with cleanliness and security, and a lack of business representation on issues of local, national and international concern, the Old Town risks being left behind.

After extensive consultation with businesses from a range of sectors across the length and breadth of the Old Town, it became clear that they face many of the same concerns and problems. There was an expressed desire to see The Old Town prosper and a real appetite to work together to create a new way forward.

A BID provides a unique opportunity for local businesses across all sectors to work together, invest collectively and undertake projects which can contribute positively to improving the economic viability of businesses in the Old Town and securing investment in our community.

The evidence shows that BIDs work. If they can work for other cities across Scotland, the UK and Europe, they can work us.

### **BIDs work for...**

#### **Bath**

- 75% fewer trade waste fines
- 347 police call-outs prevented
- 77 ambulance call-outs prevented
- 25% lower bills through Bath's BID/SUEZ trade waste scheme

- 34% average savings on other bills

#### Edinburgh's New Town

- 65% reduction in littering
- £23.7 million in economic benefit over 5 years
- Retail sales up by 9% over 5 years
- Hospitality sales up by 13% over 3 years
- 23% reduction in theft in 2016/17 on 5-year average

#### Falkirk

- £1.6 million leveraged through additional funding
- 1,500 website views per month
- £100,000 invested in individual businesses through small grants
- £2.6 million invested in the town centre over 5 years

#### **Who we are**

Original Edinburgh is run by a Steering Group of local business owners and others who work to maintain our public realm. We are independent of the Council and other public bodies - we are run by local businesses for local businesses.

If you choose to endorse this business plan, we are accountable to you for its delivery within the highest standards of transparency and governance. We passionately believe in a thriving and dynamic future for the Old Town and all its business, and we want to make it happen.

#### **Our vision**

Original Edinburgh is a collaborative business improvement project which empowers business to take a leading role in the success of Edinburgh's iconic Old Town. We work together to deliver a varied package of investment to create a unique cultural, retail and hospitality experience, which enhances our public spaces for the benefit of business owners, workers, the local community and visitors.

Original Edinburgh's purpose is to: deliver a common vision that will **enhance and maintain** our public realm for workers, residents and visitors; **promote and market** the Old Town as a premium cultural, retail and hospitality experience; and, provide a single voice to **represent and advocate** the interests of our local businesses.

#### **How we'll achieve it**

We believe that the best way to achieve lasting and sustainable change and the best value for money, is by working in partnership, so where appropriate we will work strategically with: Edinburgh World Heritage, Police Scotland, Historic Environment Scotland, University of Edinburgh, Network Rail, Abellio ScotRail, Edinburgh Tourism Action Group, Edinburgh Capital Group, Old Town Community Council,

Edinburgh Old Town Development Trust, Essential Edinburgh, Edinburgh West End BID, City of Edinburgh Council, and other local community and charitable groups.

With your support, projects will be progressed over the five-year period of the BID. Some projects will be provided on an annual basis while others are one-off projects. The time frame for delivering the projects will be decided by the Board of Directors within the agreed budget.

Costs of the projects presented here are based on estimates. Actual costs will vary and may be less following competitive tendering. Some of the projects may be subject to planning permission and others statutory approval.

The projects and services will be based on the following themes: Enhance & Maintain, Promote & Market and Represent & Advocate.

1. **Enhance & Maintain** our public space for business owners, workers, residents and visitors - Investment over five-year term: £1,119,810
2. **Promote & Market** the Old Town as a premium cultural, retail and hospitality experience- Investment over five-year term: £746,540
3. **Represent & Advocate** the interests of our local businesses - Investment over five-year term: £746,540

### **Enhance and maintain**

The home of the Scottish enlightenment, and a UNESCO World Heritage Site, the Old Town has a compelling cultural offering, attracting four million visitors each year. As well as providing a home for Scotland's top tourist attractions, the Old Town features many museums, libraries and other cultural centres.

BIDs are able to deliver a wide variety of programmes and services to enhance and maintain our public spaces and preserve them for future generations to come.

These can include...

- Dedicated BID police officer reducing crime
- Check Out anti-theft programme reducing losses
- Enhanced street cleaning rapid response
- Lighting improvements, festive street lighting, and street dressing making the area safer and more attractive
- Night marshalls reducing late-night anti-social nuisance
- Graffiti removal within 24 hours
- Partnerships with homeless hostels and charities to help combat social issues within the area
- Public realm and streetscape improvement schemes enhancing the area
- Waste consolidation schemes reducing costs for business owners

### **Promote and Market**

A mixture of niche and specialist products, featuring the very best of Scotland has to offer, makes the Old Town an unrivalled retail experience and a thriving place for people to live, work, visit and do business.

Our vibrant night-time economy, characterised by a blend of traditional and contemporary music, food and drink, is testament to Scotland's global reputation and our wide variety of hospitality offers makes the Old Town a warm welcome for visitors and homely surroundings for residents.

We want to develop a common vision that will promote the Old Town as a premium cultural, retail and hospitality experience, encourage higher spend per visitor by use of smart data, and to manage peak times more effectively or proactively market the area at quieter times. To achieve this goal, a BID could deliver...

- Strategic partnerships with local organisations
- Better wayfinding through signage and digital applications to manage the success of peak trading periods and encourage visitors to disperse more widely around the whole Old Town
- An on-street ambassadorial programme welcoming and assisting visitors
- Purple Flag Accreditation
- Communications initiatives to improve business-to-business dialogue and intelligence sharing across the Old Town
- Promotional events and activities including multi deals and customer incentive schemes
- Joint marketing and PR campaigns

### **Represent and Advocate**

There are lots of challenges facing our local businesses. From the rise of online retail sales to the continuing rise of operating costs within the Old town, there is more and more pressure on businesses. The business community of Edinburgh's Old Town needs a coordinated proactive response to address these concerns with decision-makers.

We want to provide members with every opportunity to have their voice heard on the key issues that matter to business.

Some of the ways in which a BID can provide this representation and advocacy are...

- Lobbying and influencing Council to ensure business needs are properly considered when creating policy and developing initiatives, and challenging them when they are not
- Providing local leadership and influence on issues that matter most to business
- Securing additional investment through strategic partnerships
- Providing a platform for constructive dialogue and coordinated projects that benefit businesses and the local community
- Improving the business intelligence provided to levy payers
- Advocating for change that will support our businesses to grow and our area to flourish

## Our proposed budget

A levy is an equitable way and efficient means of funding additional projects and services, which the City of Edinburgh Council, the Scottish Government and other statutory bodies are not required or able to provide.

We have suggested a levy structure based on the rateable value of the property on the day of the ballot, 28/11/2019, and throughout Original Edinburgh's five-year term - it will be set at 1.3% of the rateable value of the property. Over five years, this is an unprecedented and transformational investment of nearly £4 million in addition to any voluntary investment we can attract.

The Original Edinburgh Board will agree on an annual basis how funds for subsequent years will be allocated. City of Edinburgh Council will collect the levy payments on behalf of Original Edinburgh which are then drawn down to fund the agreed projects. This arrangement will ensure that projects are delivered and Original Edinburgh's financial liabilities are transparent.

### Original Edinburgh Projected Income and Expenditure

INCOME	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
BID LEVY	£746,540	£746,540	£746,540	£746,540	£746,540	£3,732,700
INCOME TOTAL	£746,540	£746,540	£746,540	£746,540	£746,540	£3,732,700

N.B. The steering group are currently in discussions with strategic partners within the City of Edinburgh to raise additional voluntary contributions throughout the five-year term

EXPENDITURE	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
OFFICE/STAFFING COSTS (20%)	£149,308	£149,308	£149,308	£149,308	£149,308	£746,540
ENHANCE & MAINTAIN (30%)	£223,962	£223,962	£223,962	£223,962	£223,962	£1,119,810
PROMOTE & MARKET (20%)	£149,308	£149,308	£149,308	£149,308	£149,308	£746,540
REPRESENT & ADVOCATE (20%)	£149,308	£149,308	£149,308	£149,308	£149,308	£746,540
OPERATING COSTS (5%) <i>*including levy collection and renewal ballot costs</i>	£37,327	£37,327	£37,327	£37,327	£37,327	£186,635
5% CONTINGENY (5%)	£37,327	£37,327	£37,327	£37,327	£37,327	£186,635
<b>TOTAL</b>	<b>£746,540</b>	<b>£746,540</b>	<b>£746,540</b>	<b>£746,540</b>	<b>£746,540</b>	<b>£3,732,700</b>



## Some frequently asked questions

### 1. What consultation has been undertaken with local businesses?

Local businesses have been involved in this project every step of the way. Although Original Edinburgh only formally launched in May, we've been speaking to local Old Town businesses about the project since we decided to take the concept forward nearly two years ago. Also, it's local businesses that are behind the project itself - we're all local business owners.

For example, since 2017, we've engaged with over 175 Old Town businesses through a survey, and visited over 500, to discuss gather their views on the vision and programme of work for a BID in the Old Town. In addition, we have worked with numerous other business associations, residents' groups and community councils, because they also play an important role.

This engagement has fundamentally shaped the Original Edinburgh project and the entire business plan, which will dictate our work, has been co-developed with local businesses.

### 2. What's the difference in this BID from the one that was there before?

As the Greater Grassmarket BID came to the end of its term, it was decided that instead of going to renewal ballot, it would be better to take a step back and consider how the project could be made more effective. We agreed that expanding the geography to include other parts of the Old Town would mean the project is more inclusive and would have greater scale. We also were of the view that involving a wider range of businesses from different sectors would develop a more holistic vision and breathe additional energy into the project.

### 3. There were lots of concerns about the last BID, what's different about this?

Everyone involved in the project, as with the last BID, are volunteers. We're giving up our time because we believe in supporting the local area and improving it for everyone. Of course, from time to time, we're not always going to get everything right.

With Original Edinburgh, we're taking additional time and investing more in engaging with local businesses to ensure their views are represented. Our door is open to any business who wants to discuss our work or share their ideas. There are also strict governance rules about a BID, which we adhere to, and we'll be working hard to ensure businesses are kept up-to-date with our progress.

### 4. Why are you called Original Edinburgh, there's no reference to BID?

Part of our role is to improve business outcomes for the Old Town, and so we wanted to create an attractive brand identity that represented the best of the Old Town. We think Original Edinburgh is more inspiring and ambitious and captures the character of the Old Town.

### 5. What is a BID, how does it work and who decides what's done?

An improvement district is an innovative business partnership model which allows businesses to pool their resources and collectively invest in improvements to the local economy. The return on this

investment, beyond what can be provided by government or local authorities, is realised through better business outcomes.

There are approximately forty across Scotland presently (with more in the pipeline), and many more around the rest of the UK and across Europe. Local business owners come together to form a steering group, which develops a business plan for the five-year term in consultation with other local businesses. Once the business plan has been developed, all the local businesses in the area vote in a ballot to decide whether to establish the BID to deliver it.

Businesses make this investment by paying an specific BID levy alongside their business rates which goes into a central pot to pay for the initiatives in the business plan. It can include initiatives such as street markets, additional marketing for the area, and other projects to improve the local business environment.

If the local businesses endorse the business plan, a company is established to deliver it with a Board made up of local businesses. Even though the levy is administered by the Council, the BID is completely independent of Council and answerable only to its members.

**6. Isn't it just another cost for businesses? What do they get in return?**

The whole purpose of a BID is to make additional investment in the local economy to improve business outcomes. All the investment is targeted at projects that local businesses feel will make a positive difference to them.

Local businesses are agreeing to this investment, and so it isn't a tax or cost. The levy system, administered by the local authority, is simply the most efficient and unobtrusive way of delivering the project.

**7. Are you not just doing things the Council should be doing?**

No, the whole purpose of a BID is to deliver improvements over and above what national and local government can deliver. We're completely independent of the Council - this is a project run by businesses for business.

**8. Are BIDs not just another talking shop, are they actually effective?**

Original Edinburgh is run by a group of volunteers - we all have our own businesses and we're busy people. The purpose of a BID is to deliver projects that make a tangible difference, and we intend to evaluate the impact of the work we undertake.

The evidence from across the rest of Scotland is that BIDs can be a very effective model for local economic development.

**BID Levy**

A BID levy is an equitable and fair way of funding additional projects and services, which the local authority and other statutory bodies are not required to provide. It has been proposed by the BID

Steering Group that the levy rate will be a fee structure based on the rateable value of the property on the day of the ballot 28/11/2019 and throughout the 5-year term of the BID. It has been agreed by the Steering Group that the levy is set at 1.3% of the rateable value of the property at the time of ballot (28/11/2019) and throughout the five-year term. Any temporary rates relief granted will not be considered in the calculation of the levy.

The BID improvement levy will be paid by the occupier (the eligible person liable to pay the non-domestic rate), however, the property owner will be liable to pay the levy where a property is vacant on the day the levy invoice is issued and for all the period thereafter when the property is vacant.

There will be no increase in the levy amount during the term of the BID or as a result of the non-domestic rateable revaluation.

- There are approximately 677 commercial properties in the BID area which will generate a BID investment levy income of approximately £746,540 per annum and an estimated total levy income of £3,732,700 over 5 years.
- Properties with a rateable value of £10,000 or less will be exempt from the levy and will not have a vote.
- All eligible occupiers (of eligible properties) i.e. the eligible person liable to pay the non-domestic rate that are listed on the Local Assessors Valuation Roll on the ballot date will be liable to pay the levy.
- The levy payments are not linked to what businesses actually pay in rates but are based on the rateable value of the property.
- The levy must be paid either in one payment within 28 days from the date of the levy invoice or in quarterly instalments by arrangement with the billing body.
- If there is a change in occupier to a property, until a new occupier is found, the property owner will be responsible for paying the levy.
- Any new commercial development, subdivision of existing properties or merging of properties or new business with a non-domestic rateable valuation coming into the area during the 5-year term of the Town business improvement district will be liable for the BID Improvement Levy.
- If the property is vacant or empty on the date the levy is issued and for any subsequent vacant periods, the property owner will be liable for the full levy amount, which must be paid within 28 days.
- Self-catering holiday accommodation which is not the sole or main residence of any person and which is available (or intended to be available) for letting on a commercial basis, with profit in mind, for short periods totalling more than 140 days in the financial year remain liable for non-domestic rates for the whole year and will be included.

## Exclusions

The BID Steering Group decided to exclude premises that have a rateable value of £10,000 and under. These premises can pay a voluntary levy and become an “associate member” should they wish.

The BID Steering Group decided that there is no benefit from being part of the BID to the following categories of property and therefore are exempt from paying the levy: Places of Worship, War Veterans’ Association Housing, and Food Banks.

## BID Area

**The BID area is generally focused on Edinburgh’s Old Town. Through one-to-one consultations, it became clear that there were common issues crossing different sectors.**

The BID team have calculated that this equates to circa 677 properties, the eligible person of which will be entitled to vote on 28/11/2019. Following a successful ballot all eligible persons within the BID area will be required to pay the BID levy.

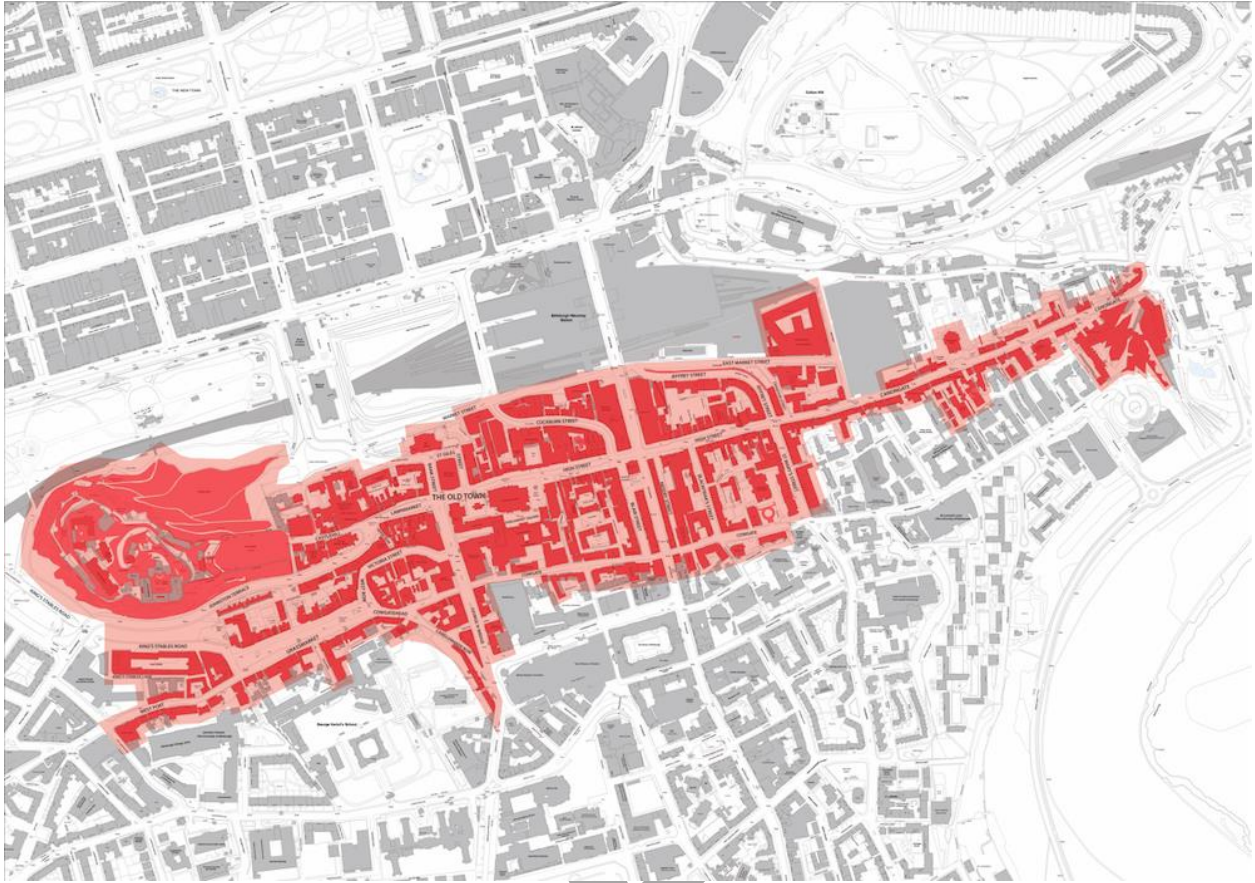
The following streets were chosen to be included in the BID area as consultations with businesses in this area highlighted several common issues of concern that could be addressed by a BID:

Bank Street  
Bank Street North  
Blackfriars Street  
Blair Street  
Candlemaker Row  
Canongate  
Canongate (Acheson House)  
Canongate (Bakehouse Close)  
Canongate (Boyd’s Entry)  
Canongate (Brown’s Close)  
Canongate (Bulls Close)  
Canongate (Chessel’s Court)  
Canongate (Crichton’s Close)  
Canongate (Dunbar’s Close)  
Canongate (Galloway’s Entry)  
Canongate (Gullan’s Close)  
Canongate (Horse Wynd – part)  
Canongate (Reid’s Court)  
Canongate (Reid’s Close – part)  
Canongate (Waters Close)  
Canongate (Whitehorse Close)  
Castle Wynd North  
Castlehill  
Cockburn Street  
Cowgate  
Cowgate (Alison’s Close)

Cowgate (Anderson's Close)  
Cowgate (College Wynd)  
Cowgate (Hastie's Close)  
Cowgate (Kincaids Court)  
Cowgate (New Skinner's Close)  
Cowgate (Robertson's Close)  
Cowgate (South Gray's Close)  
Cowgate (Stevenslaw's Close)  
Cowgate (Tron Square)  
Cowgatehead  
Cranston Street  
Fleshmarket Close  
George IV Bridge  
Grassmarket  
Grassmarket (Edmonstone's Close)  
Grassmarket (Gilmour's Close)  
Grassmarket (Porteous Pend)  
Grassmarket (Warden's Close)  
Grassmarket (Webster's Land)  
Guthrie Street  
High Street  
High Street (Advocates Close)  
High Street (Anchor Close)  
High Street (Barrie's Close)  
High Street (Bell's Wynd)  
High Street (Baron Maule's Close)  
High Street (Borthwick' Close)  
High Street (Burnet's Close)  
High Street (Carrubber's Close)  
High Street (Chalmers Close)  
High Street (Craig's Close)  
High Street (Foulis Close)  
High Street (Fountain Close)  
High Street (Geddes Entry)  
High Street (Lyon's Close)  
High Street (Milne's Court)  
High Street (New Assembly Close)  
High Street (North Gray's Close)  
High Street (Old Assembly Close)  
High Street (Old Fishmarket Close)  
High Street (Paisley Close)  
High Street (Roxburgh's Court)  
High Street (Trunk's Close)  
High Street (Tweeddale Court)  
High Street (Warriston's Close)  
High Street (Writers' Court)  
High Street (World's End Close)

Hunter Square  
India Buildings  
Jeffrey Street  
Johnston Terrace  
King's Stables Road (part)  
King's Stables Lane  
Lawnmarket  
Lawnmarket (Brodie's Close)  
Lawnmarket (James' Court)  
Lawnmarket (Jollie's Close)  
Lawnmarket (Lady Stair's Close)  
Lawnmarket (Riddle's Court)  
Market Street (part)  
Market Street East  
Merchant Street  
Mound Place  
New Street (part)  
Niddry Street  
Niddry Street, South  
North Bridge (part)  
North Bridge Arcade  
Parliament Square  
Ramsay Garden  
Ramsay Lane  
Sibbald Walk  
South Bridge (part)  
St Giles Street  
St Mary's Street  
Upper Bow  
Victoria Street  
Victoria Terrace  
West Bow  
West Parliament Square  
West Port  
West Port (Aitchison's Close)  
West Port (Cordiner's Land)  
West Port (Lady Wynd)





There are circa 677 Properties located in the BID area.

## **The Voting Process**

### **Pre-Ballot**

The BID Proposer must submit the BID Proposals to the Local Authority, the Scottish Ministers and the billing body at least 98 days in advance of the ballot date and; of their intention to put the BID Proposals to ballot. The local authority then has 28 days in which to veto or not the BID Proposals.

A 'Notice of Ballot' will be issued at least 42 days before the day of ballot.

Prior to or on the date the ballot papers are issued the BID Proposer will provide to all those eligible to vote in the proposed BID ballot with a copy of the BID Business Plan.

The BID Proposer will make available a copy of the BID Proposal to any person who is eligible to vote on the BID Proposals who requests a copy. Requests for a copy should, in the first instance, be lodged with the local authority.

## **The Ballot**

- Ballot papers will be issued to every eligible person in the BID area 42 days before the final ballot date.
- Ballot papers, together with a copy of the BID Business Plan will be posted to the eligible person responsible for casting a vote within their business. In the case of national companies, the responsibility for voting may lie with head office.
- The BID ballot is a confidential postal ballot conducted by City of Edinburgh Council on behalf of Original Edinburgh and in accordance with Scottish BID legislation.
- Where an eligible property is vacant the voting papers will be sent to the property owner.
- In Original Edinburgh's case, voting papers will be issued on 17/10/2019.
- The final date for all ballot papers to be returned is 5pm on 28/11/2019. Papers received after this date and time will be deemed null and void.
- Voting papers are easy to complete, simply place a cross on either "yes" or "no" to the question "are you in favour of a BID?" The ballot paper must then be signed by the person eligible to vote and returned in the pre-paid envelope.
- For the ballot to be successful there must be a minimum turnout of 25% (the headcount) by number of eligible persons and by combined rateable value; and of those who turnout, the majority must vote in favour by number and combined rateable value.
- All eligible persons (i.e. those persons liable to pay non-domestic rates) will have one vote or where a person is liable for non-domestic rates for more than one property, that individual shall be eligible to cast more than one vote however they will be required to pay the levy for each of the properties that they occupy.
- The ballot papers will be counted on 29/11/2019 and the results announced by the City of Edinburgh Council within one week.
- Following a successful ballot, the BID will commence on 05/04/2020 and will run for a period of five years until the 04/04/2025.

## **BID Management**

Following a successful yes vote, the management and operation of the BID will be transferred to a Company which will operate from 05/04/2020.

This Company will be managed by the BID Steering Group until a Board of Directors is elected, but for no longer than four months after the ballot date. The Company will operate in an open and transparent way, answerable to the businesses in the area. The Board of Directors will ensure that a Code of Conduct

(including a Register of Interests) and Management and Governance will be created and agreed as policy by the Directors. There will be a detailed set of protocols (the Operating Agreement) which will cover, as well as other items, the billing, collection and transfer of the levy to the BID Co.

The BID Company will use the levy income to deliver the projects and services detailed in the Business Plan. There will be a detailed set of protocols including a formal operating agreement, which covers the management of the BID and billing, collection and transfer of the BID levy.

A Board of Directors will be established, consisting of 9 to 13 directors. Every eligible person that pays the levy will have the opportunity to nominate themselves or someone else from within the BID area to be elected onto the Company Board but limited to one eligible person from each eligible property. The new Company will be run by the businesses for the businesses. This Board will be responsible for all decisions relating to staff, contracts, the delivery of the approved business plan and other activities generated by the BID.

Nominations of directors from outside of the BID, who **do not** pay the levy and **who may or may not** represent those making voluntary or other financial contributions toward the BID, will be strictly at the discretion of the Board of Directors.

The Board of Directors will recruit one full time BID manager, one full time operations manager, one full or part time marketing, engagement and social media manager and one full or part time administrative assistant/bookkeeper to ensure the efficient delivery of the projects and effective communications with the levy payers.

The Board will be representative of the businesses and stakeholders in the area. The Chair, Vice Chair and Treasurer will be elected from the directors of the Board. The Board will include one representative from City of Edinburgh Council. There will also be non-voting representatives from Police Scotland. Other non-voting members or local groups may be co-opted onto the Board at the Board's discretion.

The BID Board of Directors will agree on an annual basis how funds will be spent for the coming year. The BID Board will have the ability to adapt or alter the projects and services from year to year to reflect any change in economic circumstances or any new opportunities that may arise. This will be in the best interests of the levy payers and without recourse to an alteration ballot.

The BID company will report results at its AGM to the BID Board and by an annual review to the levy payers

### **Conclusion: Why we want you to vote YES for Original Edinburgh**

The proposals in this business plan have been developed by local businesses for local businesses in the Old Town, and we passionately believe they will deliver a significant return on our collective investment through a transformational impact on the local business environment.

Working together with businesses and local residents' groups, we have developed an ambitious and forward-thinking vision for the economy of the Old Town - one which balances the need for a thriving business landscape with a world-leading visitor offering with the need to responsibly manage our public realm for residents and workers.

There are many other Business Improvement Districts across Scotland, the UK and Europe for one simple reason - they work.

That is why we are asking you to vote YES for Original Edinburgh, and together we can build a dynamic and prosperous future.

**Contact**

If you would like more information please visit our website [www.originaledinburgh.co.uk](http://www.originaledinburgh.co.uk) or contact Steering Group Chair James McGregor or Project Manager Jocelyne Fleming by telephone or email

**Steering Group Chair James McGregor**

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c/o The Royal McGregor

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EH1 1QS

**Project Manager Jocelyne Fleming**

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c/o 8 East Market Street

Edinburgh

EH8 8BG

DRAFT

DRAFT

**Original Edinburgh BID Proposal  
Appendix 5: 56 Day Request to Hold Ballot**

**Paul Lawrence  
Executive Director – Place  
Waverley Court  
4 East Market Street  
Edinburgh EH8 8BG**



On or before Thursday 3<sup>rd</sup> October, 2019

Dear Mr. Lawrence,

**Planning etc. (Scotland) Act 2006  
Business Improvement Districts (Scotland) Regulations 2007  
Original Edinburgh Business Improvement District  
Formal Notification to put BID Proposals to Ballot**

Please accept this letter on behalf of the Original Edinburgh Steering Group We refer to the above legislation, which requires the BID Proposer to notify you in writing that we wish to put the Original Edinburgh BID Proposals to a ballot.

This letter is our formal request for City of Edinburgh Council, to instruct the ballot holder to put the BID Proposals to a ballot on the 28<sup>th</sup> November 2019.

Should you have any queries or concerns regarding the timeline or intentions outlined above, please do not hesitate to contact our Project Manager, Jocelyne Fleming, at [jocelyne@originaledinburgh.co.uk](mailto:jocelyne@originaledinburgh.co.uk) or 07742 573791.

Kindly acknowledge receipt of this letter.

Yours sincerely,

James McGregor  
Chairman  
Original Edinburgh Steering Group

cc: Jim Galloway, Head of Enterprise and Innovation, Economic Development  
John Ferguson, Scottish Government BIDs Director  
Phil Prentice, Chief Executive, Scotland's Towns Partnership



## **Original Edinburgh BID Proposal Appendix 6: Baseline Services**

### **Baseline services provided by The City of Edinburgh Council**

Information for businesses trading in the Old Town Business Improvement District

#### **Contents**

1. Overview of Council Services
  
2. Services provided
  - Section A – Environment
  - Section B – Infrastructure
  - Section C – Transport
  - Section D – Other Services
  
3. List of Streets within the Old Town BID Area

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Version Control:

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Working draft v2. 12 August 2019

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## **1. Overview of Council Services**

Local authorities are bound by statute. Their functions are set out in numerous Acts of Parliament and many of these functions have associated legal duties.

This document captures the statutory (set out in statute) and non-statutory (not set out in statute) services that the City of Edinburgh Council provide that relate to the Old Town Business Improvement District (BID) area.

The Council has statutory responsibilities in respect of: pavement and street cleaning, Litter bins, Environmental enforcement dog fouling, littering, night time economy, trade waste compliance, domestic waste, recycling, building standards, planning /Listed Buildings, libraries, registrars, licensing, trading standards, traffic lights, public transport-bus stops, roads maintenance, permits, public utility works, strategic roads management, winter maintenance and policing.

Non-statutory services include: parks development, open space management, grounds maintenance, are non-statutory services, community safety, public conveniences, events, local community planning, marketing and promotions, museums, galleries, and Business Gateway.

## 2. Services provided

Page	Section	Responsible Officer	Statutory/Non-Statutory
<b>Section A - Environment</b>			
4-6	Parks, Greenspace and Cemeteries		Non-statutory
6-7	Parks Development (SE Locality)		Non-statutory
7-9	Waste and Cleansing - Street Cleansing		Statutory
9-10	Waste and Cleansing - Waste Compliance		Statutory
10-11	Waste and Cleansing - Waste		Statutory
11-12	Planning City Wide		Statutory
12	Development Management		Statutory
13	SE Locality Offices		Non-Statutory
14	Public Conveniences		Non-Statutory
15	Community Safety and security		Non-Statutory
16	Trading Standards		Statutory
17	Licensing Standards		Statutory
18-19	Parking Services and Traffic Regulation		Statutory
20-21	Roads Management – Strategic		Statutory
21-23	SE Locality Transport Team Roads maintenance		Statutory
24-25	Roads Network Events Team		Statutory and non-statutory
26	Public Transport Services		Statutory - stops Non-statutory – shelters, bus tracker, services
27	Winter Maintenance		Statutory
28	Traffic Signals		Statutory and non-statutory
29	Lifelong Learning Service		Statutory
31-33	Culture		Non-Statutory
33-34	Museums and Galleries		Non-Statutory
35	Economic Development		Non-Statutory
36	Marketing and Promotions		Non-Statutory
37	Police Scotland		Statutory

## Section A – Environment

Directorate and service area	Place Parks, Greenspace and Cemeteries
Description/ Specification	Open Space Management, Greenspace and Grounds Maintenance Management and development of parks and open spaces within the South-East Locality/City Centre area.
Existing Activity	Grass cutting - mowing and edging Weed control - chemical and hand clearance application Leaves uplift Planting, pruning, seeding, bedding, mulching Landscaping Drainage Hedge cutting Biodiversity, Events/workshops, Park Promotion – Green Flag
Operational Times	Summer hours (February – November) Monday to Friday 07.30-16.30 Winter (November – February) Tuesday to Friday 08.30-15.30
Equipment Levels	Manual equipment -multiple items for grounds, open space and greenspace management
Staffing	7 Environmental Wardens 2 Parks and Greenspace Officer 6 Park Rangers 20 Gardeners 1 Greenspace Team Leader
Key Performance Indicators	Landscape Quality Standards - LQS Parks Quality Assessment - PQA Green Flag Award Local Environment Audit and Management System – (LEAMS)*
Statutory Status (Y/N)	N
Non-Compliance Procedure	This service is non-statutory, however there is public expectation that it will be provided and failure to do so may result in the matter being raised through the Council's, "Make a comment or complaint" process. <a href="http://www.edinburgh.gov.uk/complaints">http://www.edinburgh.gov.uk/complaints</a>
Relevant Legislation	<b>Legislation</b> The Antisocial Behaviour etc (Scotland) Act 2004 Section S5, S6 The Control of Dogs Act 2010 The Dog Fouling (Scotland) Act 2003 The Environmental Protection Act 1990 - Part IV The Forestry Act 1967 The Litter (Fixed Penalty Notices) (Scotland) Order 2004 The Local Government (Footpaths and Open Spaces) (Scotland) Act 1970 The Roads (Scotland) Act 1984 The Scottish Planning Policy - February 2010 The Town and Country Planning (Scotland) Act 1997

	<p><b>Code of Practice</b> Code of Practice on Litter and Refuse (Scotland) 2006</p> <p><b>Council Policy and Guidelines</b> Local Transport Strategy Parks and Garden Strategy Single Outcome Agreement</p> <p><b>Associated bodies</b> Keep Scotland Beautiful</p>
Existing Value of Contract/Service	Budget is city wide
Boundary Area	As per BID area map supplied and street listing.
Additional Notes or Information	Litter clearance in parks and greenspaces is carried out by Waste and Cleansing. Gardeners also litter pick when they are on site
Contact Details	

**\*Local Environmental Audit and Management System (LEAMS)**

The LEAMS process is structured so that all authorities carry out the same monitoring programme to enable full comparison between the results obtained.

The first part of the process is training. Each local authority in the LEAMS process is fully briefed on the LEAMS process, the relevant legislation about street cleansing and litter, the survey methodology, and how to use the data obtained during the survey. Following the training, each local authority carries out bi-monthly surveys within their area. These surveys cover a random minimum sample of 2% of the streets and other relevant sites within their area.

The following criteria is assessed during each of the surveys:

- Cleanliness grade
- Litter Bins (Count of Bins and Count of Overflowing Bins)
- Types of litter
- Sources of litter
- Adverse Environmental Quality Indicators, such as dog fouling, graffiti or weed growth
- Any other comments that may be useful for the site.

A data summary sheet is completed following each of the surveys to keep a record of the survey findings. Every six months each local authority carries out a minimum 2% sample survey within another local authority area. This process allows for independent audits to be carried out and allows an exchange of information and best practice to take place.

An annual validation survey is carried out by Keep Scotland Beautiful, also assessing a minimum 2% sample survey within each of the local authority areas. This provides the external, independent evaluation recommended under Best Value.

Directorate and service area	Place Parks Development (SE Locality)
Description/ Specification	Municipal parks and greenspace management and development within the South-East Locality (including City Centre area).
Existing Activity	Management and development of parks and open spaces Park Ranger Service Parks development - Improvement and development projects - Community consultation - Friend's groups support - Community gardening schemes - Park and greenspace promotion - Green Flag Award Scheme - Events/workshops
Operational Times	Monday to Friday 08.00-16.00 Park Rangers operate various hours out with these times.
Equipment Levels	Range of hand tools and equipment for minor repairs, planting, etc.
Staff Levels	1 Parks and Greenspace Officer 6 Park Rangers
Key Performance Indicators	Parks Quality Assessment - PQA Green Flag Award
Statutory Status (Y/N)	N
Non-Compliance Procedure	This service is non-statutory, however there is public expectation that it will be provided and failure to do so may result in the matter being raised through the Council's, "Make a comment or complaint" process. <a href="http://www.edinburgh.gov.uk/complaints">http://www.edinburgh.gov.uk/complaints</a>
Relevant Legislation	Legislation No statutory legislation specific to parks and greenspaces  Council Policy and Guidelines Single Outcome Agreement Parks and Gardens Strategy Biodiversity Action Plan Specific site management plans and management rules  Associated bodies Keep Scotland Beautiful (Green Flag Award)
Existing Value of Contract/Service	£66k parks development budget for SE locality.
Boundary Area	As per BID area map supplied and street listing.
Additional Notes or Information	Park Ranger Service Operates in parks and greenspaces managed by Parks and Greenspace Officer
Contact Details	



Directorate and service area	Place <b>Waste and Cleansing – Street Cleansing</b>
Description/ Specification	Removal of litter, glass, weeds and emptying of litter across the City Centre. Dealing with event waste management addressing dog fouling, graffiti and fly posting.
Existing Activity	<p><b>Statutory</b>  Street cleaning  Street bin emptying  Fly-tipping uplift  Removal of Dog fouling  Removal of Dead animals on the public road network and council open spaces  Road Traffic Accident clearance  Fuel/oil spill on public road network  Hazardous waste           - needles/syringes    - human waste    - asbestos (private specialist team get called in to remove)</p> <p><b>Codes of Practice</b>  KSB Litter and the Law in Scotland  Code of Practice on Litter and Refuse (Scotland) 2006</p> <p><b>Service</b>  Community clean ups  Waste Management during and after events</p>
Operational Times	Street Cleaning Service resources work 24/7 in the City Centre, excluding (25/26 Dec and 1/2/3 January) Where a skeleton staff operate in the city centre including the bid area.
Equipment Levels	0.5 x 3.5 tonne tipper 2 x Street barrows 0.5 of 12 tonne mini refuse vehicle (bin emptying) 1 Large mechanical sweeper 1 small mechanical sweeper 1 walk behind sweeper
Staff Levels	4 full time barrow staff 6 FTE equivalent staff working 4 days on 4 days off over day night and backshift hours
Key Performance Indicators	Code of Practice - Cleanliness grade A-D Code of Practice - Cleanliness standards Local Environment Audit and Management System – LEAMS* Cleanliness Index Monitoring System**
Statutory Status (Y/N)	Litter and Cleansing Y
Non-Compliance Procedure	If a customer experiences a missed collection, they would be advised to contact the Council to report this via the Contact Centre or web form. The service will then try This service is non-statutory, however there is public expectation that it will be provided and failure to do so may result in the matter being raised through the Council's, "Make a comment or complaint" process. <a href="http://www.edinburgh.gov.uk/complaints">http://www.edinburgh.gov.uk/complaints</a>

Relevant Legislation	<p>The Antisocial Behaviour etc (Scotland) Act 2004 Section S5, S6  The Control of Dogs Act 2010  The Dog Fouling (Scotland) Act 2003  The Environmental Protection Act 1990 - Part IV  The Litter (Fixed Penalty Notices) (Scotland) Order 2004  The Roads (Scotland) Act 1984</p> <p><b>Code of Practice:</b>  Code of Practice on Litter and Refuse (Scotland) 2006</p> <p><b>Council Policy and Guidelines:</b>  Single Outcome Agreement</p>
Existing Value of Contract/Service	In the region of £210,000 however this is because the services are not dedicated to the BID boundaries (includes staff and equipment)
Boundary Area	As per BID area map supplied and street listing.
Additional Notes or Information	<p><b>Old Town BID Area</b>  There are 2 barrow staff who operate within the area covered by the Old Town bid. They each operate separate barrows, and also have access to a 'walk behind' machine for use when the pavement is quieter. Both staff work a day shift (6am to 5pm). The barrow staff take over after the local team has cleansed the entire area using both mechanical and manual sweeping.</p> <p>All litter bins within the BID area are emptied at least once per day and they are emptied again by our night team. The night team also sweep the Bid area at night. Graffiti removal and street washing is dealt with when reported to us. We currently charge for graffiti removal.</p> <p>In addition to this we hose down the closes every second day (time allowing) and uplift any dumping and fly tipping when it is reported.</p>
Contact Details	<p>24 Hour working in City Centre:  Normal working hours contact – 0131 608 1100 / 07595 062 657  Report online at <a href="http://www.edinburgh.gov.uk">www.edinburgh.gov.uk</a>  Out of hours emergency contact – 0131 200 2000</p>

<b>Directorate and service area</b>	<b>Place Waste and Cleansing - Waste Compliance</b>
Description /Specification	Ensuring that the waste services meet the needs of businesses and residents
Existing Activity	<p>Engaging and consulting with local businesses and residents to determine key local priorities as part of the Community Planning process.</p> <p>Assisting the production of Local Community Plans and Action Plans.</p> <p>Involving local stakeholders in partnership activities and sub groups to assist in local empowerment and planning the delivery of local service priorities.</p> <p>City Centre Neighbourhood Partnership has dedicated Business Forum to help identify and deliver on local business-related priorities.</p>

Operational Times	Generally available during 08.30– 17.00 week days. The team works flexibly, however, will support essential commitments and can arrange to meet with community stakeholders at mutually convenient times in order to participate in local events and attend evening meetings.
Equipment Levels	Council's full range of waste and cleansing equipment ranging from hand carts to heavy plant/vehicles
Staff Levels	4 full time barrow staff 6 FTE equivalent staff working 4 days on 4 days off over day night and backshift hours
Key Performance Indicators	Code of Practice - Cleanliness grade A-D Code of Practice - Cleanliness standards Local Environment Audit and Management System – LEAMS* Cleanliness Index Monitoring System**
Statutory Status (Y/N)	Y
Non-compliance Procedure	Service Compliance and Performance Process Council online reporting procedures and customer contact centre Service nominated contact person
Relevant Legislation	Environmental Protection Act 1990
Existing value of contract/service	Budget is city wide
Boundary Area	As per BID area map supplied and street listing.
Additional Notes	
Contact Details	

<b>Directorate and service area</b>	<b>Place Waste and Cleansing Services - Waste</b>
Description /Specification	To manage waste services
Existing Activity	<p>Waste Services</p> <p>To deliver a Waste and Recycling Strategy, including waste minimisation initiatives and recycling services for residents</p> <p>Refuse collection for households and businesses</p> <p><b><u>Household waste</u></b></p> <p><b>Residual Waste:</b> Domestic Residual household waste collections are typically sack collections collected twice per week; a very limited number of households have access to communal bins (again twice per week).</p> <p><b>Recycling:</b> The constraints associated with the World Heritage Site have limited the provision of recycling to households in this area. A limited provision using communal containers exists at some locations, and households in some of the side streets around Princes Street and George Street can</p>

	<p>access kerbside recycling. There is however no provision in the Rose Street area.</p> <p><b>Trade Waste:</b> Residual waste collections are usually twice per week at the same time as domestic but can be tailored to the individual customer need; recycling collections are demand led.</p> <p>Customers can also register to use a Community Recycling Centre if this is more convenient.</p> <p><b>Special uplifts</b></p> <ul style="list-style-type: none"> <li>- household and commercial (dependent on items)</li> <li>- £19.99 up to 6 items</li> <li>- (minimum Trade order of £100)</li> </ul>
Operational Times	<p>Set days for residual</p> <p>Set days for recycling uplift</p>
Equipment Levels	<p>Service Compliance and Performance Process</p> <p>Council online reporting procedures</p> <p>Service nominated contact person</p>
Staff Levels	<p>4 full time barrow staff</p> <p>6 FTE equivalent staff working 4 days on 4 days off over day night and backshift hours</p>
Key Performance Indicators	<p>Code of Practice - Cleanliness grade A-D</p> <p>Code of Practice - Cleanliness standards</p> <p>Local Environment Audit and Management System – LEAMS*</p> <p>Cleanliness Index Monitoring System**</p>
Statutory Status (Y/N)	Y
Non-compliance Procedure	<p>Service Compliance and Performance Process</p> <p>Council online reporting procedures and customer contact centre</p> <p>Service nominated contact person</p>
Relevant Legislation	<p>Environmental Protection Act 1990</p> <p>Roads (Scotland) Act 1984</p> <p>Town and Country Planning Act (Scotland) 1997</p> <p>Waste (Scotland) Regulations 2011</p> <p>Waste Strategy 2010-2025</p> <p>SEPA</p> <p>Single Outcome Agreement</p> <p>Zero Waste Plan (Scotland)</p> <p>During 2013, Zero Waste Regulations</p>
Existing value of contract/service	Budget is city wide and not finalised for F/Y 18/19
Boundary Area	As per BID area map supplied and street listing.
Additional Notes or Information	
Contact Details	Enquiries and reporting issues- 0131 608 1100

	<a href="mailto:waste@edinburgh.gov.uk">waste@edinburgh.gov.uk</a> or <a href="http://www.edinburgh.gov.uk">www.edinburgh.gov.uk</a>
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Directorate and service area	Place Planning City Wide
Description /Specification	Management of planning
Existing Activity	Conservation Areas Edinburgh Design Guidance Local Development Plan Local Transport and Air Quality Strategies Non- statutory guidance Old and New Towns of Edinburgh World Heritage Site Place making/ Place Standard Strategic Development Plan Tree Preservation Orders City Centre Transformation
Operational Times	Mon-Fri 0900-1700 Planning Helpdesk Mon-Fri 0900-1300
Equipment Levels	Not relevant
Staff Levels	Planning service officers – city centre team
Key Performance Indicators	Set out in the Local Development Plan and associated guidance <a href="http://www.edinburgh.gov.uk/info/20013/planning_and_building">http://www.edinburgh.gov.uk/info/20013/planning_and_building</a>
Statutory Status (Y/N)	In part
Non-compliance Procedure	Planning Service Standards Service Compliance and Performance Process Council online reporting procedures and customer contact centre Service nominated contact person
Relevant Legislation	<a href="#">The Planning etc.(Scotland) Act 2006</a> <a href="#">The Town and Country Planning Act(Scotland) 1997 (consolidated version)</a>
Existing value of contract/service	Budget is city wide and not finalised for F/Y 18/19
Boundary Area	As per BID area map supplied and street listing.
Additional Notes	
Contact Details	<a href="mailto:planning@edinburgh.gov.uk">planning@edinburgh.gov.uk</a>

Directorate and service area	Place Development Management
Description /Specification	Managing the development of the city
Existing Activity	Advertisement applications Assessment of planning applications Listed building applications Local developments and major developments Planning Enforcement.
Operational Times	Not applicable
Equipment Levels	Not relevant
Staff Levels	22
Key Performance	See <a href="#">Edinburgh Economy Strategy</a>

Indicators	
Statutory Status (Y/N)	Yes
Non-compliance Procedure	Service Compliance and Performance Process Council online reporting procedures and customer contact centre Service nominated contact person
Relevant Legislation	<ul style="list-style-type: none"> <li>• <a href="#">The Planning etc.(Scotland) Act 2006</a></li> <li>• <a href="#">The Town and Country Planning Act(Scotland) 1997 (consolidated version)</a></li> <li>• <a href="#">The Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997</a></li> <li>• <a href="#">Advert Regulations - schedule 4 amended October 2016</a></li> </ul>
Existing value of contract/service	City wide budget
Boundary Area	As per BID area map supplied and street listing.
Additional Notes	
Contact Details	<a href="mailto:planning@edinburgh.gov.uk">planning@edinburgh.gov.uk</a>

## Section B – Infrastructure and Services

Directorate and service area	Place SE Locality Offices
Description /Specification	Delivery of local services
Existing Activity	SE Locality Office, 40 Captains Road and 329 High Street  Wide range of general Council enquiries and coordination of services for BID area including Housing, Roads, Environment, Community Safety, Family and Household Support, Community Planning and Neighbourhood Partnerships, Parks, City Centre Programme.  Processing payments of council accounts such as rent payments. Access to locality services and wider Council service contacts.
Operational Times	Monday, Wednesday and Thursday from 08.30 to 17.00 Tuesday from 10.00 to 17.00 Friday from 08.30 to 15.40
Equipment Levels	Not applicable
Staff Levels	Locality Manager and multi-disciplinary team approximately 120
Key Performance Indicators	See <a href="#">locality improvement plans</a>
Statutory Status (Y/N)	Multi-disciplinary both statutory and non-statutory
Non-compliance Procedure	Service Compliance and Performance Process Council online reporting procedures and customer contact centre Service nominated contact person
Relevant Legislation	Not applicable



Existing value of contract/service	Not applicable
Boundary Area	As per BID area map supplied and street listing.
Additional Notes	
Contact Details	<a href="mailto:southeast.locality@edinburgh.gov.uk">southeast.locality@edinburgh.gov.uk</a> 0131 529 5151

<b>Directorate and service area</b>	<b>Place Waste and Cleansing - Public Conveniences</b>
Description /Specification	Provision of 19 public conveniences across the City
Existing Activity	Management and maintenance of public conveniences across the City
Operational Times	Varies as per link below: <a href="http://www.edinburgh.gov.uk/directory/61/public_toilets">http://www.edinburgh.gov.uk/directory/61/public_toilets</a>
Equipment Levels	Not applicable
Staff Levels	Not applicable
Key Performance Indicators	Under review
Statutory Status (Y/N)	N
Non-compliance Procedure	Service Compliance and Performance Process Council online reporting procedures and customer contact centre Service nominated contact person
Relevant Legislation	Not applicable
Existing value of contract/service	Not applicable
Boundary Area	As per BID area map supplied and street listing.
Additional Notes or Information	Public conveniences at the Castle Terrace car park may be within the proposed Old Town BID area.
Contact Details	

Directorate and service area	Place SE Locality - Community Safety and security
Description /Specification	
Existing Activity	<p>Investigation of complaints from the public including</p> <ul style="list-style-type: none"> <li>• excessive noise such as loud music</li> <li>• harassment</li> <li>• drug dealing and related activity</li> <li>• vandalism and graffiti</li> </ul> <ul style="list-style-type: none"> <li>• Anti-social behaviour complaints including environmental crime involving Environmental Wardens including night-time service</li> <li>• Investigate complaints of graffiti in partnership with the police, taking appropriate enforcement action against individuals identified. In discussion with owners of affected properties, request removal of graffiti and make arrangements as necessary for removal from council owned properties/street furniture where we have responsibility.</li> </ul>
Operational Times	<p>Monday to Thursday: 08.30 to 17.00  Friday: 08.30 to 15.40  ASB Helpline: 24 hours</p>
Equipment Levels	Standard public safety equipment including removable and fixed barriers
Staff Levels	Public Safety Senior officer and team of 3
Key Performance Indicators	<a href="http://www.edinburgh.gov.uk/site_search/results/?q=public+safety">http://www.edinburgh.gov.uk/site_search/results/?q=public+safety</a>
Statutory Status (Y/N)	Y
Non-compliance Procedure	<p>Service Compliance and Performance Process  Council online reporting procedures and customer contact centre  Service nominated contact person</p>
Relevant Legislation	<a href="http://www.edinburgh.gov.uk/downloads/351/council_housing-&lt;br/&gt;nuisance_and_threatening_behaviour">http://www.edinburgh.gov.uk/downloads/351/council_housing- nuisance_and_threatening_behaviour</a>
Existing value of contract/service	Not applicable
Boundary Area	As per BID area map supplied and street listing.
Additional Notes	
Contact Details	<p>Antisocial Behaviour Helpline 0131 529 7050 or  <a href="mailto:antisocialbehaviour@edinburgh.gov.uk">antisocialbehaviour@edinburgh.gov.uk</a></p>

Directorate and service area	Place Regulatory Services – Trading Standards
Description /Specification	Trading Standards services including advice to businesses, consumer advice and protection regulation enforcement
Existing Activity	Provision of functions required of the local weights and measures authority  Enforcement of consumer protection legislation  Provision of business advice in relation to compliance with relevant legislation
Operational Times	Monday – Thursday 08.30 – 17.00 Friday 08.30 – 15.40 Out of hours Stand-By Service
Equipment Levels	Not applicable
Staff Levels	Service manager and team (city wide) of 27
Key Performance Indicators	See <a href="http://www.edinburgh.gov.uk/info/20027/trading_standards">http://www.edinburgh.gov.uk/info/20027/trading_standards</a>
Statutory Status (Y/N)	Y
Non-compliance Procedure	Service Compliance and Performance Process Council online reporting procedures and customer contact centre Service nominated contact person
Relevant Legislation	Consumer Rights Act 2015 Consumer Protection Act 1987 Copyright, Designs and Patents Act 1988 Enterprise Act 2002 (Part 8) Estate Agents Act 1979 European Communities Act 1972 – all associated regulations made in relation to consumer protection matters Housing (Scotland) Act 2006 (Part 3) Prices Act 1974 and 1975 Tobacco and Primary Medical Services (Scotland) Act 2010 Trade Marks Act 1994 Video Recordings Act 1984 and 1993 Weights and Measures Act 1985
Existing value of contract/service	Not applicable
Boundary Area	As per BID area map supplied and street listing.
Additional Notes	
Contact Details	<a href="mailto:Trading_standards@edinburgh.gov.uk">Trading_standards@edinburgh.gov.uk</a>

Directorate and service area	Place Regulatory Services - Licensing Standards
Description /Specification	Regulatory and Licensing services
Existing Activity	<p>Licensing standards:</p> <ul style="list-style-type: none"> <li>• Providing guidance and information to members of the public and the Licenced Trade in respect of the Licensing Scotland Act 2005.</li> <li>• Carrying out inspections to ensure licenced premises comply with the Licensing Scotland Act and the Licensing Board Policy.</li> <li>• Investigating complaints from the public made against licenced premises.</li> <li>• Mediate in disputes between licenced premises and other parties as required.</li> <li>• Providing support to initiatives connected to the licensed trade such as Best Bar None, Pubwatch and Community Alcohol Partnerships.</li> </ul>
Operational Times	<p><b>Core Hours</b> Monday to Thursday: 08.30 to 17.00 Friday: 08.30 to 15.40</p> <p><b>Licensing Standards</b> Monday to Thursday 13:13 to 00:00hrs, Friday and Saturday 17.13 to 04:00hrs Sunday 15.43 to 02.30hrs</p>
Equipment Levels	Not Applicable
Staff Levels	Service manager and team (city wide) of 27
Key Performance Indicators	See <a href="http://www.edinburgh.gov.uk/info/20023/licences_and_permits">http://www.edinburgh.gov.uk/info/20023/licences_and_permits</a>
Statutory Status (Y/N)	Y
Non-compliance Procedure	Service Compliance and Performance Process Council online reporting procedures and customer contact centre Service nominated contact person
Relevant Legislation	Licensing (Scotland) Act 2005 and its secondary legislation
Existing value of contract/service	Not applicable
Boundary Area	As per BID area map supplied and street listing.
Additional Notes	
Contact Details	<a href="mailto:Licensing.standards@edinburgh.gov.uk">Licensing.standards@edinburgh.gov.uk</a>

## Section C – Transport

Directorate and service area	Place Parking Services and Traffic Regulation
Description /Specification	Parking Services and Traffic Regulation Services
Existing Activity	<p>Support and coordination of public transport services in Edinburgh</p> <p><b>Parking Services</b></p> <ul style="list-style-type: none"> <li>• Parking Permits</li> <li>• Parking customer care</li> <li>• Controlled parking zones</li> <li>• On street parking enforcement</li> </ul> <p><b>Delivery of road and footway maintenance schemes</b></p> <ul style="list-style-type: none"> <li>• Bus stops - road signage and road marking maintenance</li> <li>• Bus shelters – Place and Adshel, new, replacements and associated cleaning</li> <li>• New traffic signs</li> <li>• Technical approval of road structures</li> <li>• Traffic control systems</li> <li>• Traffic Orders</li> <li>• Traffic signals management and maintenance</li> <li>• Tram coordination</li> </ul> <p><b>Accessible and concessionary transport</b></p> <ul style="list-style-type: none"> <li>• Issue of Blue Badges and Taxicards</li> <li>• Shopmobility</li> </ul> <p><b>Road Safety</b></p> <ul style="list-style-type: none"> <li>• Accident investigation and prevention</li> <li>• Active travel</li> <li>• Bus lane camera enforcement</li> <li>• Bus Priority Schemes</li> <li>• Cycle schemes and paths</li> <li>• Local Transport Strategy</li> <li>• Pedestrian Crossings</li> <li>• Road Safety Plan and Road User Safety Audits</li> <li>• Safer Routes to School</li> <li>• Selective vehicle detection (bus priority at signals)</li> <li>• Transport 2030 Vision</li> <li>• 20mph zones in residential areas</li> </ul>
Operational Times	Emergency contact - 24 hours Service enquiries 0900-1700 Mon to Fri
Equipment Levels	Not applicable
Staff Levels	Service Manager and 31 Staff (city wide)
Key Performance Indicators	See <a href="http://www.edinburgh.gov.uk/info/20016/travel_and_parking">http://www.edinburgh.gov.uk/info/20016/travel_and_parking</a>

Statutory Status (Y/N)	Y
Non-compliance Procedure	Service Compliance and Performance Process Council online reporting procedures and customer contact centre Service nominated contact person
Relevant Legislation	<p><b>Legislation</b></p> <p>Cycle Tracks Act 1984 The Highway Code Local Transport Act The Roads (Scotland) Act 1984 - Various sections S6, S7, S8, S9 NRSWA 1991 Road Traffic Act 1988 Road Traffic Regulations Act 1984 Traffic Management Act 2004 Traffic Signs Regulations and General Directions 2002 Transport (Scotland) Act 2005</p> <p><b>Code of Practice</b></p> <p>Highways Authorities and Utilities Committee Well Lit Highways and Well-Maintained Highways</p> <p><b>Council Policy and Guidelines</b></p> <p>Local Transport Strategy Single Outcome Agreement</p>
Existing value of contract/service	Not applicable
Boundary Area	As per BID area map supplied and street listing.
Additional Notes	
Contact Details	Issue reporting <a href="mailto:clarence@edinburgh.gov.uk">clarence@edinburgh.gov.uk</a> 0800 23 23 23 Parking enforcement issues <a href="mailto:parking@edinburgh.gov.uk">parking@edinburgh.gov.uk</a> Local roads issues <a href="mailto:environment-ccl@edinburgh.gov.uk">environment-ccl@edinburgh.gov.uk</a>

<b>Directorate and service area</b>	<b>Place</b> <b>Roads Management - Strategic</b>
Description /Specification	Management of roads
Existing Activity	<p><b>Roads Management and Maintenance</b> (including matrix working with Locality transport);</p> <ul style="list-style-type: none"> <li>• Coordination and management of road works, road markings</li> <li>• Public utility liaison and sub-contractor management</li> <li>• Issue of Road Occupation Permits (scaffolding, skips, tables and chairs)</li> <li>• Provision of road works and traffic information to public via web and broadcast media</li> <li>• Road and Pavement design</li> <li>• Road construction consents</li> <li>• Traffic Signal Control management</li> </ul>



	<ul style="list-style-type: none"> <li>• Clarence Response Squads</li> <li>• Coordination role as Roads Authority to minimise the disruption for all road users, local communities and businesses.</li> <li>• Edintravel Gully cleaning and jetting</li> <li>• Management of school crossing guides</li> <li>• Processing of accident claims</li> </ul> <p><b>Traffic Management</b></p> <ul style="list-style-type: none"> <li>• City wide traffic management group</li> <li>• Design, supervision and construction of street lighting schemes</li> <li>• Maintenance of existing street lighting columns, illuminated signs and bollards</li> <li>• Street lighting customer service liaison</li> <li>• Design, manufacture, erection and maintenance of permanent and temporary signage</li> <li>• Design, manufacture, erection and maintenance of pedestrian guardrails and safety fencing</li> </ul> <p><b>Events</b></p> <ul style="list-style-type: none"> <li>• Design of events traffic management layouts</li> <li>• Events management of events that take place on public roads and pavements</li> <li>• Promotion of events TTRO's</li> </ul>
Operational Times	24 hours per day – (7-7pm Mon-Fri) then out of hours emergency cover
Equipment Levels	Not applicable
Staff Levels	Service Manager and 31 Staff (city wide)
Key Performance Indicators	See <a href="http://www.edinburgh.gov.uk/info/20016/travel_and_parking">http://www.edinburgh.gov.uk/info/20016/travel_and_parking</a>
Statutory Status (Y/N)	Y
Non-compliance Procedure	Service Compliance and Performance Process Council online reporting procedures and customer contact centre Service nominated contact person
Relevant Legislation	<p><b>Legislation</b></p> <p>The Roads (Scotland) Act 1984 - Various sections NRSWA 1991 Transport (Scotland) Act 2005 Roads (Scotland) Act 1984 Traffic Signs Manual, Chapter 8 2009 Traffic Signs Regulations and General Directions 2002</p> <p><b><u>Code of Practice/Specifications</u></b></p> <p><b>Roads Authorities and Utilities Committee</b></p> <ul style="list-style-type: none"> <li>• The co-ordination of Works in Roads</li> <li>• The Reinstatement of Openings in Roads</li> <li>• Dispute Resolution and Appeals</li> <li>• Inspections</li> </ul>

	<ul style="list-style-type: none"> <li>• Penalties</li> <li>• Fixed Penalty Notices</li> <li>• Various Advice Notes</li> </ul> <p><b>Highways Authorities and Utilities Committee</b></p> <ul style="list-style-type: none"> <li>• Well Lit Highways and Well-Maintained Highways</li> <li>• Material specifications</li> <li>• Diversionary Works</li> </ul> <p><b>Council Policy and Guidelines</b></p> <p>Local Transport Strategy  Single Outcome Agreement  Inspection and Assessment Procedures Operational Guidelines  Road Safety Plan</p>
Existing value of contract/service	Not applicable
Boundary Area	As per BID area map supplied and street listing.
Additional Notes	
Contact Details	Defect reporting – <a href="mailto:clarence@edinburgh.gov.uk">clarence@edinburgh.gov.uk</a> – 0800 23 23 23 Local road issues – <a href="mailto:environment-ccl@edinburgh.gov.uk">environment-ccl@edinburgh.gov.uk</a> Street Lighting issues – <a href="mailto:StreetLighting@edinburgh.gov.uk">StreetLighting@edinburgh.gov.uk</a>

Directorate and service area	Place SE Locality Transport Team, Roads Maintenance
Description /Specification	Maintenance of roads in SE Locality
Existing Activity	Proactive monitoring of assets and control of activities within the road network undertaking repairs and maintenance of existing assets. <p><b>Regular inspection of main routes</b></p> Ad hoc inspections Annual walkabout inspection on every street Condition inspection of roads and footways Defect reports (eg Clarence reports) Structures safety inspections on high amenity streets (eg. Princes Street) <p><b>Maintenance of assets</b></p> Benches Bollards Gully branders and gullies Litter bins Manhole covers Railings/guardrails

	<p>Road and footway surfaces  Road markings  Signs and poles  Street lighting</p> <p>Clarence responses  Delivery of Neighbourhood Environmental Projects (NEP)  Input to the Capital Programme of Works  Management of public utility works, developers and contractors  Overhanging foliage  Permission and permits for road occupations (tables and chairs, skips, scaffolding, building materials)  Process applications for dropped kerbs  Promotion of TTRO's and informing elected members of planned and emergency works  Reactive maintenance of roads, pavements and cycleways  Reinstate road markings including disabled bays and access protection markings  Repairs to signage  Reporting of defective utility apparatus  Response to customer enquiries and complaints</p>
Operational Times	Office hours as per SE locality office. Out of hours emergency cover 0131 200 2000 – Not specific to BID area
Equipment Levels	Access to the full range of the Council's road maintenance equipment
Staff Levels	Part of city wide team
Key Performance Indicators	See <a href="http://www.edinburgh.gov.uk/info/20016/travel_and_parking">http://www.edinburgh.gov.uk/info/20016/travel_and_parking</a>
Statutory Status (Y/N)	Y
Non-compliance Procedure	Service Compliance and Performance Process Council online reporting procedures and customer contact centre Service nominated contact person
Relevant Legislation	<p><b>Legislation</b></p> <p>The Roads (Scotland) Act 1984 - Various sections S6, S7, S8, S9  Road Traffic Regulation Act 1984  NRSWA 1991  Traffic Signs Manual, Chapter 8 2009  Traffic Signs Regulations and General Directions 2002  Transport (Scotland) Act</p> <p><b>Code of Practice</b></p> <p>Highways Authorities and Utilities Committee  Well Lit Highways and Well-Maintained Highways</p> <p><b>Council Policy and Guidelines</b></p> <p>Local Transport Strategy  Single Outcome Agreement  Inspection and Assessment Procedures Operational Guidelines</p>

Existing value of contract/service	Not applicable
Boundary Area	As per BID area map supplied and street listing.
Additional Notes	
Contact Details	<p>Local area roads service requests–  <a href="mailto:southeast.locality@edinburgh.gov.uk">southeast.locality@edinburgh.gov.uk</a></p> <p>Defect reporting – <a href="mailto:clarence@edinburgh.gov.uk">clarence@edinburgh.gov.uk</a> – 0800 23 23 23          (potholes, street lighting, gullies, road markings, signs etc)</p> <p>Parking enforcement issues - <a href="mailto:parking@edinburgh.gov.uk">parking@edinburgh.gov.uk</a></p> <p>Permits for road occupation, scaffolding, cranes, etc can be downloaded from Council website (<a href="http://www.edinburgh.gov.uk/roads">http://www.edinburgh.gov.uk/roads</a>).</p>

Directorate and service area	Place Development Roads Network Events Team
Description /Specification	Roads Network Events Team facilitates events that take place on or impact upon the public roads
Existing Activity	Roads Network Events Team facilitates events that take place on or impact upon the public roads, ensure the appropriate traffic management is agreed and deployed for events and co-ordinate events against other known events and road works while aiming to minimise disruption to pedestrian and vehicular traffic to allow everyday life to continue. Where required Temporary Traffic Regulation Orders are implemented to allow an event to go ahead.
Operational Times	Monday – Friday (7:00am – 7:00pm)
Equipment Levels	Access to the council's full range of equipment including temporary and fixed barriers
Staff Levels	Service lead and 6 officers (city wide)
Key Performance Indicators	See <a href="http://www.edinburgh.gov.uk/info/20008/events_and_venues">http://www.edinburgh.gov.uk/info/20008/events_and_venues</a>
Statutory Status (Y/N)	Y (part)
Non-compliance Procedure	Service Compliance and Performance Process Council online reporting procedures and customer contact centre Service nominated contact person
Relevant Legislation	<p><b>Legislation</b></p> <p>The Highway Code          The Roads (Scotland) Act 1984          Road Traffic Act 1988          Road Traffic Regulations Act 1984          Traffic Signs Manual, Chapter 8 2009          Traffic Signs Regulations and General Directions 2002          Traffic Management Act 2004          Transport (Scotland) Act 2005</p> <p><b>Council Policy and Guidelines</b></p>

	Local Transport Strategy Single Outcome Agreement
Existing value of contract/service	Not applicable
Boundary Area	As per BID area map supplied and street listing.
Additional Notes or Information	<p>Events can be split into the following categories:</p> <ul style="list-style-type: none"> <li>• Charity Walks</li> <li>• Concerts</li> <li>• Leaflet hand-outs, Promotions</li> <li>• Races/Runs</li> <li>• Stadium events</li>   <li>• Art Installations</li> <li>• Cruise liner visits</li> <li>• Filming</li> <li>• Markets</li> <li>• Street Parties</li> <li>• VIP Visits</li>   <li>• Demonstrations, Protests</li> <li>• Marches / Parades</li> <li>• Military Recruitment</li> <li>• Off-street Public Events</li> <li>• On-street Public Events</li> </ul> <p>A charging criteria is currently in place whereby certain events are either fully chargeable or non-chargeable.</p>
Contact Details	<a href="mailto:publicsafety@edinburgh.gov.uk">publicsafety@edinburgh.gov.uk</a>

Directorate and service area	Place Development Public Transport Services
Description/ Specification	Supporting and coordinating public transport services in Edinburgh
Existing Activity	Bus stops - road signage and new road markings. Bus shelters – JC Decaux advertising shelters and Council owned non-Advertising shelters - new/replacements and associated cleaning and maintenance. Cleaning – minimum every 56 days.
Operational Times	Clarence - 24hrs
Equipment Levels	Not applicable
Staff Levels	Not applicable (City wide Lothian Transport)
Key Performance Indicators	Not applicable due to nature of service
Statutory Status (Y/N)	Statutory – stops Non-statutory – shelters, bus tracker, services
Non-compliance Procedure	Service Compliance and Performance Process Council online reporting procedures and customer contact centre Service nominated contact person
Relevant Legislation	<p><b>Legislation</b>  Cycle Tracks Act 1984  The Highway Code  Local Transport Act  NRSWA 1991  The Roads (Scotland) Act 1984 - Various sections S6, S7, S8, S9  Road Traffic Act 1988  Road Traffic Regulations Act 1984  Traffic Signs Regulations and General Directions 2002  Traffic Management Act 2004  Transport (Scotland) Act 2005</p> <p><b>Code of Practice</b>  Highways Authorities and Utilities Committee  Well Lit Highways and Well-Maintained Highways</p> <p><b>Council Policy and Guidelines</b>  Local Transport Strategy  Single Outcome Agreement</p>
Existing value of contract/service	Not applicable
Boundary Area	As per BID area map supplied and street listing
Additional Notes	
Contact Details	<p>Defect Reporting 0800 23 23 23 <a href="mailto:clarence@edinburgh.gov.uk">clarence@edinburgh.gov.uk</a></p> <p>Parking enforcement issues – <a href="mailto:parking@edinburgh.gov.uk">parking@edinburgh.gov.uk</a> and <a href="mailto:residents.parking@edinburgh.gov.uk">residents.parking@edinburgh.gov.uk</a></p> <p>Lothian Buses, Annandale St, Edinburgh, EH7 4AZ. Phone 0131 475 0254</p> <p>Work at or near Trams - <a href="http://edinburghtrams.com/community/working-around-trams">http://edinburghtrams.com/community/working-around-trams</a></p>

Directorate and service area	Place Winter Weather Maintenance
Description/ Specification	Winter Maintenance
Existing Activity	Winter Maintenance
Operational Times	Weather dependant
Equipment Levels	Access to the full range of council equipment
Staff Levels	Seasonal
Key Performance Indicators	Pre-treatment of priority routes within 4 hours when freezing conditions forecast
Statutory Status (Y/N)	Y
Non-compliance Procedure	Council complaints procedure
Relevant Legislation	Section 34 Roads (Scotland) Act 1984
Existing value of contract/service	Not applicable
Boundary Area	As per BID area map supplied and street listing.
Additional Notes or Information	<p>Providing winter weather treatment across the City during normal conditions and severe weather conditions.</p> <p>Gritting - priority routes (information available on CEC web site)</p> <ul style="list-style-type: none"> <li>• Cycle ways</li> <li>• Doctors</li> <li>• Known areas of high elderly/disabled residents</li> <li>• Pavements</li> <li>• Roads</li> <li>• Routes to local amenities</li> <li>• Shops</li> <li>• Support for schools</li> </ul> <p>Grit bin requests Grit bin refills</p>
Contact Details	Report to Clarence outside office hours <a href="mailto:clarence@edinburgh.gov.uk">clarence@edinburgh.gov.uk</a> 0800 23 23 23



<b>Directorate and service area</b>	<b>Place Transport – Traffic Signals</b>
Description/Specification	Traffic Signals
Existing Activity	Traffic Signals
Operational Times	24/7
Equipment Levels	Not applicable
Staff Levels	Transport services - variable
Key Performance Indicators	See <a href="http://www.edinburgh.gov.uk/info/20016/travel_and_parking">http://www.edinburgh.gov.uk/info/20016/travel_and_parking</a>
Statutory Status (Y/N)	No – in as much as a council does not have to have traffic signals, but if they do, there is a duty to ensure they are safe (e.g. electrical testing etc)
Non-compliance Procedure	This service is non-statutory, however there is a public expectation that it will be provided and failure to do so would impact significantly on traffic management and public safety.
Relevant Legislation	Various legislation and guidance covers traffic signals
Existing value of contract/service	Not applicable
Boundary Area	As per BID area map supplied and street listing.
Additional Notes	
Contact Details	Report to Clarence outside office hours <a href="mailto:clarence@edinburgh.gov.uk">clarence@edinburgh.gov.uk</a> – 0800 23 23 23

### Section D – Other services

<b>Directorate and service area</b>	<b>Communities and Families Lifelong Learning Service (South East Locality)</b>
Description/Specification	Provision of learning opportunities in the South East Locality and City Centre

Existing Activity

The Lifelong Learning Service is made up of following services: Community Learning and Development; Libraries; Creative Learning; Health and Wellbeing and Sport and Physical Activity.

Key existing activity relevant to the bid includes:

Supporting Community Planning; Community Engagement and Neighbourhood Partnerships processes, including engagement with relevant stakeholder groups where appropriate. It is a lead service, within the Council, responsible for the coordination of Locality Improvement Planning.

Key activities:

- Production of Locality Improvement Plan.
- Supporting local governance arrangements.
- Coordinating local programmes of Lifelong Learning activity that reflect local, city-wide and national service priorities.
- Administering small grants budgets for eligible local projects.

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Key activities:

- Production of Locality Improvement Plan;
- Supporting local governance arrangements;
- Coordinating local programmes of Lifelong Learning activity that reflect local, city-wide and national service priorities;
- Coordinating local programmes of Lifelong Learning activity that reflect local, city-wide and national service priorities;
- Administering small grants budgets for eligible local projects.

Central Library is the only library located in the bid area. It is located on George IV Bridge and provides resources to both the local community and the city as a whole.

**Key activities:**

- Free access to reading, media, ICT, information services and browsing/study space for all members of the community;
- Central Library contains broad and in-depth collections on local history, art, music, literature and other linked cultural subjects;
- Access to information and services remotely through Your Edinburgh, Library2go and images database available through Capital Collections;

- Rare and special collections of items relating to the people and city of Edinburgh, the nation and topography of Scotland and Scots abroad. Available to view by appointment;
- Exhibition space;
- Free access to various databases via library membership for specific subject enquiries, e.g. art, genealogy etc. and for online Business sector resources including Kompass (supplier listings), Know UK, Research Monitor, Cobra (help setting up businesses) through <http://yourlibrary.edinburgh.gov.uk/libraries-mean-business>
- Free access to business support and business workshops at the Leith Business Hub at McDonald Road Library, provided in partnership with Business Gateway.
- Free access to search Edinburgh4communities grant and fund finder database.
- Rooms for hire for local business meeting at Central Library:
  - Board room with accommodating up to 20 people, seating 16 round a table, with an additional 4 seats.
  - George Washington Browne Room: seating for up to 40 people theatre style, or larger meetings.
- LearnIT computer class for beginners - call 0131 242 8101 for more details.
- Programme of author and reading events
- Information on book groups and book group collections of stock
- Statutory Services offered in all Libraries:
- Support innovative and excellent 24/7 electronic access to library services
- Improve literacy and digital skills and enhanced love of reading
- Support positive activities and development for children and young people

Knowledgeable, empowered and motivated staff delivering excellent customer service

Best Value available from resources and assets through partnership arrangements, innovation, income generation and new ways of working

Customer base supported by clear marketing and promotion of the service

Operational Times	Standard Council hours for the Community Planning, Community Engagement and Neighbourhood Partnership aspects.  Central Library opening hours are: <ul style="list-style-type: none"> <li>Monday -Wednesday: 10.00 – 20.00</li> <li>Thursday – Saturday: 10.00 – 17.00</li> </ul>
Equipment Levels	Resources noted above for Central Library. Equipment for staff who run the library is not identified, nor relevant.
Staff Levels	Part of SE Locality Team – Locality Manager and circa 120 staff
Key Performance Indicators	Performance indicators for Central Library, include: <ul style="list-style-type: none"> <li>Number of physical visits</li> </ul> Other performance statistics recorded include: <ul style="list-style-type: none"> <li>Number of issues/issues per 1000 population</li> <li>Number of members/Members per 1000 population</li> <li>Number of active borrowers</li> <li>Number of events/activities held</li> </ul>
Statutory Status (Y/N)	Y
Non-compliance Procedure	Service Compliance and Performance Process Council online reporting procedures and customer contact centre Service nominated contact person
Relevant Legislation	<ul style="list-style-type: none"> <li>Community Empowerment (Scotland) Act 2015</li> <li>The Requirements for Community Learning and Development (Scotland) Regulations 2013</li> </ul>
Existing value of contract/service	Not applicable
Boundary Area	As per BID area map supplied and street listing.
Additional Notes	
Contact Details	

<b>Directorate and service area</b>	<b>Place Culture Service</b>
Description/ Specification	The service seeks to support the cultural delivery in the city.
Existing Activity	<b>Cultural Strategy: Arts</b> Delivering the citywide Culture Plan through: <ul style="list-style-type: none"> <li>Cultural funding programmes, multiple relationship management and development ensuring core economic benefit and cultural excellence ecology; and directly contributing to local, national and international reputation;</li> <li>Culture and creative sector networking and support ensuring access of opportunities for creative practitioners, audiences and participants;</li> </ul>

	<ul style="list-style-type: none"> <li>• Strategic partnership, project development and implementation aligned to culture plan actions and objectives;</li> <li>• Providing an advice and information service both internally and externally.</li> </ul> <p><b>Events</b> Delivering the Events Strategy through:</p> <ul style="list-style-type: none"> <li>• Year-round strategic events calendar development on three tiers – local, national and international;</li> <li>• Events funding programme to contribute independent events development;</li> <li>• Delivering a positive host city events environment ensuring that events are attracted to Edinburgh and building on Edinburgh’s worldwide destination city reputation;</li> <li>• Providing an events funding, management and delivery advice and information service both internally and externally.</li> <li>• Manage and coordinate application process for use of Edinburgh’s public spaces through the Public Spaces Protocol.</li> </ul> <p><b>Public Safety</b> Delivering safe citywide events and corporate activities through:</p> <ul style="list-style-type: none"> <li>• EPOG (Events Planning and Operations Group – multi-agency) effective co-operative process for safe event delivery (nationally and internationally respected and reproduced) – includes all events from Hogmanay to parades and marches;</li> <li>• Event safety management and advice including to senior council officers and members (inc. gold/silver/bronze command process);</li> <li>• Temporary and permanent venues licensing safety assessments;</li> <li>• Civic duties including flags, banners, festive lighting and clocks;</li> <li>• Providing a public safety advice and information service both internally and externally.</li> <li>• Managing and deploying Council assets to mitigate the effects from hostile vehicle attack at event sites and liaising with external agencies on this subject.</li> <li>• Issue permits for <a href="#">raised structures</a> (Section 89, Civic Government (Scotland) Act), permits for <a href="#">drone use</a> and ensure licensing standards and conditions are met at licensed premises.</li> </ul>
Operational Times	Enquiries Mon-Fri 0900-1700
Equipment Levels	Not applicable
Staff Levels	Culture and Events up to 8 staff and Public Safety – 5
Key Performance Indicators	See <a href="#">LINK</a>
Statutory Status (Y/N)	N
Non-compliance Procedure	Service Compliance and Performance Process Council online reporting procedures and customer contact centre Service nominated contact person
Relevant Legislation	<b>For Public Safety</b> The Building Standards (Scotland) and associated technical handbooks “Best practice” guides; The Civic Government (Scotland) Act 1982 Construction (Design and Management) Regulations 2015 Fire Safety and Safety of Sports Act 1987

	<p>Health and Safety at Work Act 1974 as amended</p> <p>HSE Guide to Fairgrounds and Amusement Parks</p> <p>The Guide to Health Safety and Welfare at Music and Other Events</p> <p>The Guide to Safety at Sports Grounds</p> <p>Roads (Scotland) Act 1984</p> <p>Safety of Sports Grounds Act 1975</p> <p>Theatre Act 1968</p> <p>Various British Standards on provision of equipment and facilities and quality of products.</p>
Existing value of contract/service	Not applicable
Boundary Area	As per BID area map supplied and street listing.
Additional Notes or Information	A public spaces protocol on the use of public spaces in the city is being reviewed and will
Contact Details	<p>For cultural events: <a href="mailto:culturaldevelopment@edinburgh.gov.uk">culturaldevelopment@edinburgh.gov.uk</a></p> <p>Events: <a href="mailto:events@edinburgh.gov.uk">events@edinburgh.gov.uk</a></p> <p><a href="mailto:publicsafety@edinburgh.gov.uk">publicsafety@edinburgh.gov.uk</a></p>
<b>Directorate and service area</b>	<b>Place Museums and Galleries</b>
Existing Activity	<p>Museums and Galleries within the Old Town bid:</p> <ul style="list-style-type: none"> <li>• City Art Centre</li> <li>• Museum of Childhood</li> <li>• Museum of Edinburgh</li> <li>• Peoples' Story</li> <li>• Trinity Apse</li> <li>• Writers Museum</li> </ul> <p>'A' listed historic buildings housing collections of national and international significant - art, decorative art, archaeology, childhood, history, costume, furniture, memorabilia - including collections recognised by the Scottish Government's Significance Scheme</p> <p>Services include: temporary exhibitions, public programme - lectures, workshops, events - venue hire, retail and catering offer, inquiry service, collection care, conservation and documentation</p>

Operational Times <i>(If applicable)</i>	<p>City Art Centre: Wednesday, Thursday, Friday, Saturday: 10am – 5 pm: Sunday 12pm -5pm</p> <p>Museum of Childhood: Wednesday, Thursday, Friday, Saturday: 10am – 5 pm: Sunday 12pm -5pm</p> <p>Museum of Edinburgh: Monday, Thursday, Friday, Saturday: 10am - 5pm; Sunday: 12pm - 5pm</p> <p>People’s Story Museum: Wednesday, Thursday, Friday, Saturday: 10am – 5 pm: Sunday 12pm -5pm</p> <p>Trinity Apse. Open to the public by appointment. Open 10-5 during August as part of the Edinburgh International Art Festival</p> <p>Writers Museum: Wednesday, Thursday, Friday, Saturday: 10am – 5 pm: Sunday 12pm -5pm</p>
Key Performance Indicators <i>(If applicable)</i>	<p>Footfall and Income:</p> <p>Visitor Number Targets:</p> <p>City Art Centre – 60,000 visitors Museum of Edinburgh – 82,500 visitors Peoples’ Story – 60,000 visitors Museum of Childhood – 156,000 visitors (2017/18 only, venue will close for refurbishment in October 2017 for 5 months) Trinity Apse – N/A Writers Museum – 65,000 visitors</p> <p>Income targets – commercially sensitive information</p>
Non-Compliance procedure <i>(If applicable)</i>	N/A
Equipment Levels	Not applicable
Staffing Levels	To be confirmed
Statutory Status (Y/N)	N
Relevant Legislation <i>(If applicable)</i>	N/A
Additional Notes or Information	None
Contact Details	



Directorate and service area	Place Development Economic Development Service
Description/ Specification	A non-statutory service to provide support to business, people and place in developing the local and regional economy; subject to an organisation review, January 2019.
Existing Activity	<p>The Economic Development Service has lead responsibility for supporting economic development in the city including attracting inward investment, driving physical regeneration and coordinating development in the major development zones, championing enterprise and innovation in Edinburgh's business community and supporting people into work and learning opportunities. The service is responsible for the Council's European and International Strategy, aimed at sustaining the development of the city and enhancing Edinburgh's role as a capital city.</p> <p>Of particular interest to the BID areas are:</p> <p><b>Enterprise and Innovation which includes:</b></p> <ul style="list-style-type: none"> <li>• Business Gateway delivers business support services within Edinburgh and oversees its delivery in the Lothians. Businesses can receive support on business growth and development;</li> <li>• Support for the local business networks and organisations including their strategic links to the Edinburgh Business Improvement District</li> </ul> <p><b>Employability and Talent Development which includes:</b></p> <ul style="list-style-type: none"> <li>• Edinburgh Guarantee and employer engagement. The Edinburgh Guarantee aims to increase the number of jobs, education and training opportunities for young people, primarily focused on Edinburgh school leavers from the past three years. Led by the Council, it is a joint venture with the public, private and voluntary sectors;</li> <li>• Workforce development and direct training services;</li> <li>• Scotland's Employer Recruitment Incentive (SERI) is an employer recruitment incentive which continues to deliver the Scottish Government's (SGs) commitment to target support at unemployed young people aged 16-29 with the greatest barriers to employment, to enable them to obtain and remain in sustainable employment.</li> </ul>
Operational Times	Not applicable
Equipment Levels	Not applicable
Staffing Levels	44 FTEs; subject to review recommendations, reducing to 22 FTEs from September 2019
Key Performance Indicators	Linked to the Economic Strategy (being updated in 2017/18). <a href="http://www.edinburgh.gov.uk/download/meetings/id/54701/item_81_-_investing_in_jobs_economic_development_service_performance_update">http://www.edinburgh.gov.uk/download/meetings/id/54701/item_81_-_investing_in_jobs_economic_development_service_performance_update</a>
Statutory Status (Y/N)	N
Non-compliance Procedure	None is required, progress on key initiatives and projects is reported through the Council's governance structure.
Relevant Legislation	Not applicable

Existing value of contract/service	As per BID area map supplied and street listing.
Boundary Area	City of Edinburgh Local Authority Area
Additional Notes	None
Contact Details	To be confirmed

<b>Directorate and service area</b>	<b>Marketing and Promotions Marketing Edinburgh Ltd</b>
Description/ Specification	The agency that leads in the promotion of Edinburgh in partnership with public and private sector stakeholders.
Existing Activity	<p>Marketing Edinburgh undertakes generic and specific promotional campaigns and activities that promote Edinburgh and the city's regions to relevant markets locally, nationally and internationally. These markets include leisure and business tourism, inward investors, and those interested in taking advantage of the world class knowledge economy available in Edinburgh. A key element of Marketing Edinburgh's work is to add value and create greater impact for Edinburgh through the alignment of previously separate advertising and promotional spend and activities across the city.</p> <p>Specific activity includes:</p> <ul style="list-style-type: none"> <li>• Digital and traditional media promotions – including TV and web advertising, social media promotions and other relevant channels</li> <li>• Familiarisation trips for press, special interest and special advisors</li> <li>• The maintenance of an 'Ambassador' programme</li> <li>• Promotion of Edinburgh as a film, documentary, period drama, advertising and photographic location</li> <li>• Benchmark and ongoing research</li> <li>• Generic promotional activity – including website information pages – about the city and its environs</li> <li>• Conference and accommodation group booking services</li> <li>• The production and dissemination of relevant literature and other marketing collateral</li> </ul> <p>All the BIDs in the local authority area work closely with Marketing Edinburgh to ensure an active involvement in relevant activities and campaigns.</p>
Operational Times	Not applicable
Equipment Levels	Not applicable
Staffing Levels	6-8 staff
Key Performance Indicators	Marketing Edinburgh reports on a range of KPIs to the Council's Housing and Economy Committee on an annual basis. See: <a href="http://www.edinburgh.gov.uk/download/meetings/id/53979/item_81_-_marketing_edinburgh_-_annual_report">http://www.edinburgh.gov.uk/download/meetings/id/53979/item_81_-_marketing_edinburgh_-_annual_report</a>
Statutory Status (Y/N)	N
Non-compliance Procedure	Not applicable
Relevant Legislation	Not applicable

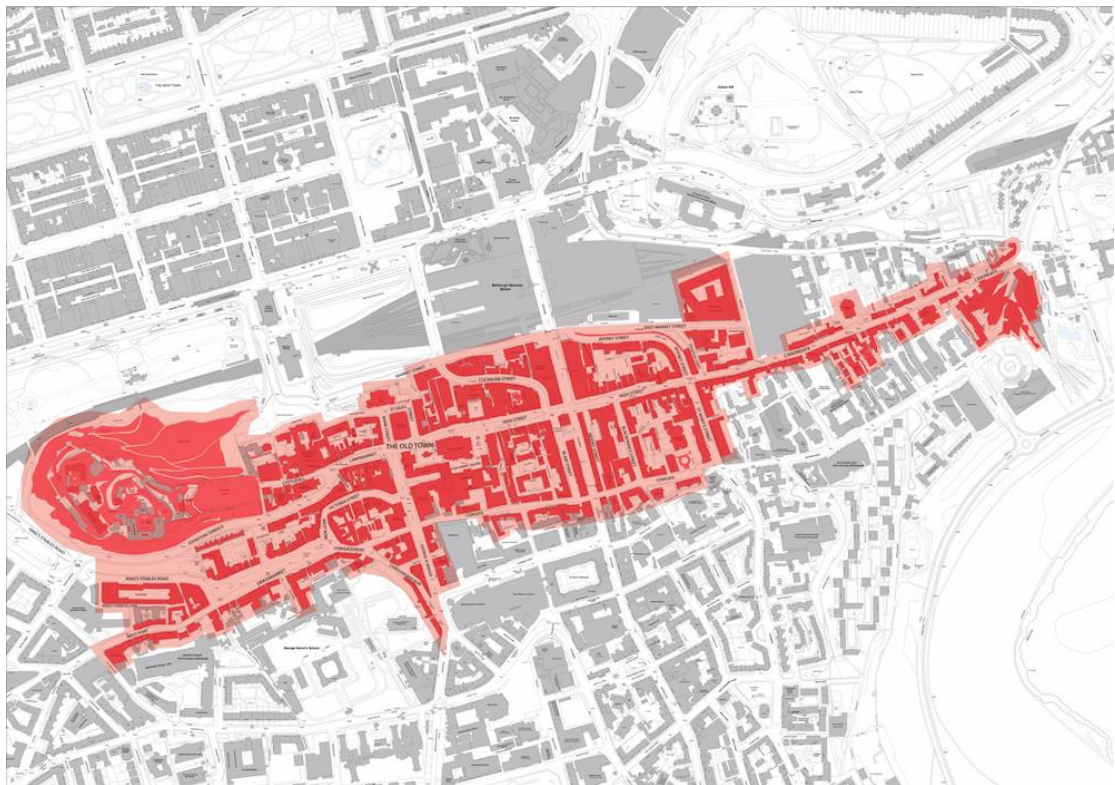
Existing value of contract/service	Marketing Edinburgh receive funding from members to fund their city wide activities. It is not possible to determine value of service for BID area alone.
Boundary Area	As per BID area map supplied and street listing.
Additional Notes or Information	Marketing Edinburgh have received less funding from the City of Edinburgh Council than in previous years requiring a review of income generating activities in 19/20
Contact	marketing@marketingedinburgh.org

### 3. List of streets within the Old Town BID Area

Bank Street	George IV Bridge
Bank Street North	Grassmarket
Blackfriars Street	Grassmarket (Edmonstone's Close)
Blair Street	Grassmarket (Gilmour's Close)
Candlemaker Row	Grassmarket (Porteous Pend)
Canongate	Grassmarket (Warden's Close)
Canongate (Acheson House)	Grassmarket (Webster's Land)
Canongate (Bakehouse Close)	Guthrie Street
Canongate (Boyd's Entry)	High Street
Canongate (Brown's Close)	High Street (Advocates Close)
Canongate (Bulls Close)	High Street (Anchor Close)
Canongate (Chessel's Court)	High Street (Barrie's Close)
Canongate (Crichton's Close)	High Street (Bell's Wynd)
Canongate (Dunbar's Close)	High Street (Baron Maule's Close)
Canongate (Galloway's Entry)	High Street (Borthwick' Close)
Canongate (Gullan's Close)	High Street (Burnet's Close)
Canongate (Horse Wynd – part)	High Street (Carrubber's Close)
Canongate (Reid's Court)	High Street (Chalmers Close)
Canongate (Reid's Close – part)	High Street (Craig's Close)
Canongate (Waters Close)	High Street (Foulis Close)
Canongate (Whitehorse Close)	High Street (Fountain Close)
Castle Wynd North	High Street (Geddes Entry)
Castlehill	High Street (Lyon's Close)
Cockburn Street	High Street (Milne's Court)
Cowgate	High Street (New Assembly Close)
Cowgate (Alison's Close)	High Street (North Gray's Close)
Cowgate (Anderson's Close)	High Street (Old Assembly Close)
Cowgate (College Wynd)	High Street (Old Fishmarket Close)
Cowgate (Hastie's Close)	High Street (Paisley Close)
Cowgate (Kincaids Court)	High Street (Roxburgh's Court)
Cowgate (New Skinner's Close)	High Street (Trunk's Close)
Cowgate (Robertson's Close)	High Street (Tweeddale Court)
Cowgate (South Gray's Close)	High Street (Warriston's Close)
Cowgate (Stevenslaw's Close)	High Street (Writers' Court)
Cowgate (Tron Square)	High Street (World's End Close)
Cowgatehead	Hunter Square
Cranston Street	India Buildings
Fleshmarket Close	Jeffrey Street

Johnston Terrace  
King's Stables Road (part)  
King's Stables Lane  
Lawnmarket  
Lawnmarket (Brodie's Close)  
Lawnmarket (James' Court)  
Lawnmarket (Jollie's Close)  
Lawnmarket (Lady Stair's Close)  
Lawnmarket (Riddle's Court)  
Market Street (part)  
Market Street East  
Merchant Street  
Mound Place  
New Street (part)  
Niddry Street  
Niddry Street, South  
North Bridge (part)

North Bridge Arcade  
Parliament Square  
Ramsay Garden  
Ramsay Lane  
Sibbald Walk  
South Bridge (part)  
St Giles Street  
St Mary's Street  
Upper Bow  
Victoria Street  
Victoria Terrace  
West Bow  
West Parliament Square  
West Port  
West Port (Aitchison's Close)  
West Port (Cordiner's Land)  
West Port (Lady Wynd)



Appendix 7

Steering Group Agreement



**ORIGINAL  
EDINBURGH**

Celebrating the heart of the Old Town

Original Edinburgh

Wednesday 14<sup>th</sup> August 2019

I confirm, as a member of the Steering Group for the proposed Original Edinburgh Business Improvement District, agree that the decisions on the following elements of the BID Proposals were taken with my full knowledge and support: -

- The BID Area
- The BID Levy
- Proposed Income & Expenditure Operating Budget
- BID Management
- Street Listing & BID Area Map
- Exemptions to paying the BID Levy
- BID Levy Caps and Thresholds
- Content of the BID Proposal and all supporting documentation
- Content of the Business Plan
- Content and reporting of the Database
- Timeline for BID Company Operation

<u>Name</u>	<u>Signature</u>	<u>Date</u>
JAMES McSWEENEY		14/8/19
KAT BROGAN		14/8/19
ANDREW MCKRAE		14/8/19
MANUELA CALCHINI-SMITH		14/08/19
FAWNS REID		14.8.19
FIONA RANKIN		14-8-19
LEZLEY MARIAN COMERA		14.8.19
RACHEL GREGSON.		21.08.19



Paul Lawrence  
Executive Director – Place  
Waverley Court  
4 East Market Street  
Edinburgh EH8 8BG

Wednesday 14<sup>th</sup> August, 2019

**Planning etc. (Scotland) Act 2006  
Business Improvement Districts (Scotland) Regulations 2007**

**Original Edinburgh Business Improvement District – Cost of BID Renewal Ballot**

Please accept this letter on behalf of the Original Edinburgh Steering Group. We refer to the above-mentioned subject and to our letter dated 12<sup>th</sup> June 2019 in which we formally notified you of our intention to request City of Edinburgh Council put the Original Edinburgh Business Improvement District Proposals to a ballot.

I can confirm the Original Edinburgh has set aside sufficient funds to meet the cost of the ballot.

Should you have any queries or concerns regarding the timeline or intentions outlined above, please do not hesitate to contact our Project Manager, Jocelyne Fleming, at [jocelyne@originaledinburgh.co.uk](mailto:jocelyne@originaledinburgh.co.uk) or 07742 573791.

Kindly acknowledge receipt of this letter.

Yours sincerely,

James McGregor

Chairman

Original Edinburgh Steering Group

cc: Jim Galloway, Head of Enterprise and Innovation, Economic Development  
John Ferguson, Scottish Government BIDs Director  
Phil Prentice, Chief Executive, Scotland's Towns Partnership



# ORIGINAL EDINBURGH

## Steering Group Meeting

Wednesday 14<sup>th</sup> August | 9:00am – 11:00am  
Scottish Poetry Library

### Minutes of Meeting

#### Present:

James McGregor	The Royal McGregor
Andrew McRae	Museum Context
Kat Brogan	Mercat Tours
Fawns Reid	Fabhatrix (Treasurer)
Manuela Calchini	Visit Scotland
Fiona Rankin	Edinburgh World Heritage
Stuart Tooley	University of Edinburgh
Jocelyne Fleming	Project Manager

#### 1. Welcome and Introductions – James McGregor

James McGregor welcomed everyone and thanked them for their time. Apologies were noted.

#### 2. Matters Arising

The minutes from the meetings of 30<sup>th</sup> July were discussed and these were proposed as accurate by Fawns Reid seconded by Kat Brogan.

#### 3. Chair's Update

- Nothing to report.

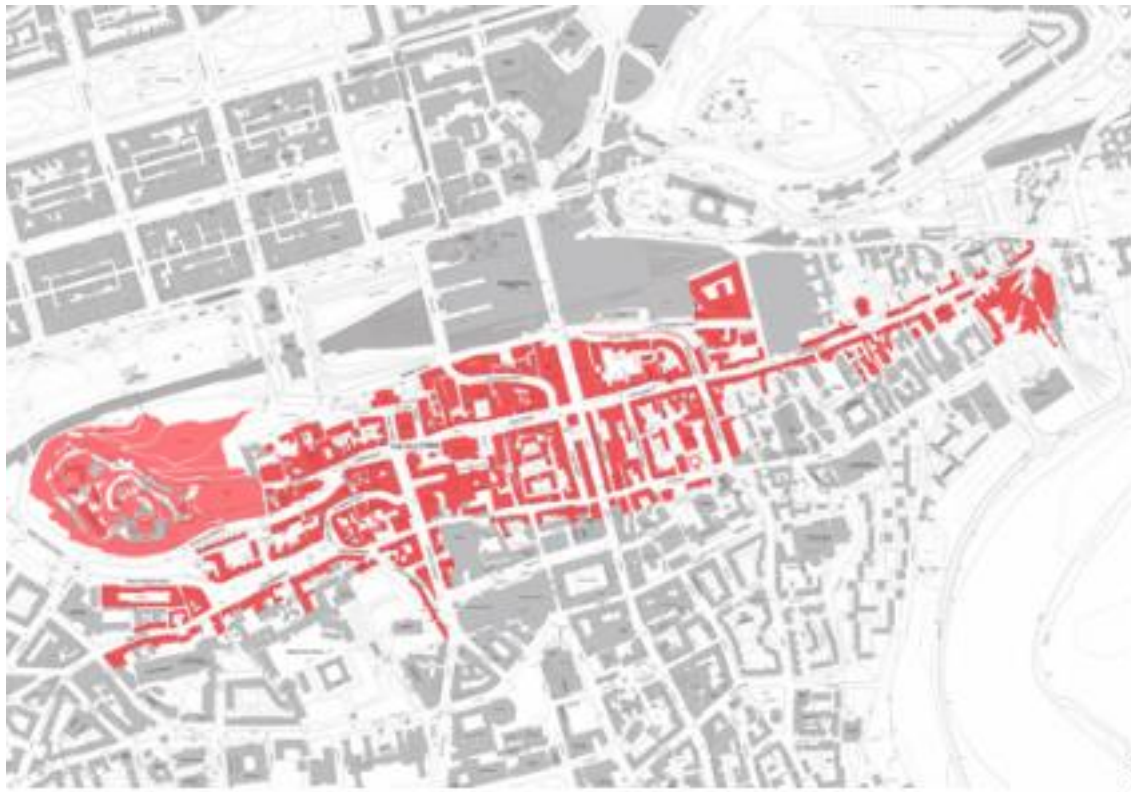
#### 4. Project Manager's Update – Jocelyne Fleming

- Jocelyne advised that CEC staff have come back to advise there is an administrative shortfall in staffing needed to facilitate the ballot. Jocelyne working with CEC to determine if another department can provide the support needed and has also sourced a tender from a private firm in the event CEC is unable to deliver the ballot
- Jocelyne advised that both the CEC ballot and the private contractor are within the initial amount budgeted for the ballot of £4000
- It was noted that Original Edinburgh has planned and will pay in full the cost of administering the ballot

#### 5. BID Proposal Review & Discussion

- **BID Boundary / Map**
  - The final BID boundary map was distributed as below:





- The map was discussed, the boundary was agreed and will be submitted with the BID proposal
- The list of streets was circulated and agreed by the Steering Group

- **Levy Exemptions**

- Levy exemptions were reviewed as circulated within the BID Proposal and Business Plan, with three categories identified for exclusion; places of worship, foodbanks and veterans' housing
- It was agreed that businesses with an RV of £10,000 or less are exempt from paying the levy and will not receive a vote

- **Levy Structure**

- The levy structure was noted to be 1.3% of RV as circulated within the BID Proposal and Business Plan this structure was agreed by the committee

- **5% Support Proof**

- It was noted that the BID proposal needs to include proof of support of no less than 5% of the eligible voters within the boundary
- Jocelyne noted that 18 letters have been received to date, with a further 20 required at minimum, with a target of a further 22 letters. **Steering Group members were reminded that these letters are required to move through to a ballot, and asked to assist in collecting them from supportive businesses.**

- The Original Edinburgh BID Proposal and supporting appendices were circulated, reviewed, and approved
  - Steering Group members in attendance signed Appendix 7 – Steering Group Agreement to confirm

### 7. New Business

- It was noted that Edinburgh World Heritage published a report entitled “Perceived Authenticity on the Royal Mile”. The contents of the report were discussed
- It was agreed that Original Edinburgh would not comment on the report at this time

### 8. Dates for next meetings –

11<sup>th</sup> September, 2019 – 9:00am

**Original Edinburgh BID Proposal  
Appendix 10: Operating Agreement**

Services Agreement – Business Improvement Districts

**SERVICES AGREEMENT**

between

**CITY OF EDINBURGH COUNCIL**

and

**ORIGINAL EDINBURGH**

## CONTENTS

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### CLAUSE

1.	Definitions and Interpretation.....	2
2.	Term.....	5
3.	BID Company’s Obligations .....	5
4.	Council’s Obligations .....	6
5.	Baseline and Complementary Services .....	7
6.	BID Revenue Account .....	8
7.	Recovery of BID Levy .....	8
8.	Additional BID Services.....	
9.	Reporting and meetings .....	9
10.	Dispute resolution .....	10
11.	Sub-Contracting and assignment.....	10
12.	Freedom of information .....	11
13.	Data protection.....	12
14.	Confidentiality .....	12
15.	Termination of the BID Arrangements .....	13
16.	Termination of the Agreement.....	13
17.	Force majeure.....	13
18.	Severability .....	14
19.	Partnershipship or agency .....	14
20.	Publicity .....	14
21.	Notices .....	15
22.	Entire agreement.....	15
23.	Reasonable Endeavours.....	15
24.	Exercise of the Council’s Statutory Powers .....	15
25.	Governing law and jurisdiction.....	15

## **AGREEMENT**

### **PARTIES**

- (1) THE CITY OF EDINBURGH COUNCIL, a local authority constituted in terms of the Local Government etc. (Scotland) Act 1994 and having its principal offices at City of Edinburgh Council, Waverley Court, 4 East Market Street, Edinburgh, EH8 8BG (**Council**).
- (2) The BID Company [INSERT LTD NAME], a private company limited by guarantee incorporated and registered in Scotland with company number [INSERT COMPANY NUMBER] whose registered office is at INSERT ADDRESS (**BID Company**).

### **BACKGROUND**

- (A) The Council and the BID Company are in favour of establishing the BID (as hereinafter defined) [and the Council has confirmed that it will not exercise its veto in connection with the BID or the BID Proposals (as hereinafter defined)].
- (B) The Council is the billing body for the purposes of the Planning etc. (Scotland) Act 2006 and is responsible for administration, collection and recovery of the BID Levy (as hereinafter defined).
- (C) The Council wishes to engage the BID Company to implement the BID Proposals (as hereinafter defined), and therefore the BID Company is responsible for the operation of the business improvement district and for using the BID Levy for the purposes of implementing the BID Arrangements (as hereinafter defined).
- (D) The purpose of this Agreement is to confirm the arrangements between the Council and the BID Company in respect of the Council's engagement of the BID Company to carry out the BID Services.
- (E) Both parties wish to confirm the arrangements by which the BID Levy shall be collected together with general arrangements as to the relationship to be established between the Council and the BID Company for the duration of the BID.
- (F) The purpose of this Agreement is to:
  1. establish the procedure for the setting, collection and remittance of the BID Levy;
  2. confirm the basis upon which the Council will be responsible for collecting the BID Levy;
  3. set out the enforcement mechanisms available for collection of the BID Levy;
  4. set out the procedures for accounting and transference of the BID Levy;
  5. provide for the monitoring and review of the collection of the BID Levy; and
  6. confirm the manner in which the Council's expenses incurred (if any) in collecting the BID Levy shall be paid.

7. confirm the basis on which the BID Arrangements are to be delivered by the BID Company on behalf of the Council.

## 1. DEFINITIONS AND INTERPRETATION

- 1.1 The definitions and rules of interpretation in this clause apply in this Agreement.

**Additional BID Services:** services that are carried out by the BID Company in addition to the BID Services.

**Agreement:** this agreement between the Council and the BID Company.

**Annual Report:** a report to be prepared by the Council as set out in clause 8.6.

**Available Funds:** the funds available in the BID Revenue Account from time to time after any credits and debits to the BID Revenue Account in accordance with Schedule 3 of the Regulations.

**Baseline Services:** the baseline services as set out in the BID Proposals.

**BID:** the Business Improvement District which operates within the BID Area and which benefits from the BID Services.

**BID Area:** the geographical area to which the BID Proposals apply as set out in the BID Proposals and in the plan contained in the Baseline Services Agreement annexed as Schedule 1 to this Agreement.

**BID Arrangements:** the arrangements put in place by the Council pursuant to section 33 of the Planning etc. (Scotland) Act 2006.

**BID Ballot:** a ballot under sections 33(1) of the Planning etc. (Scotland) Act 2006.

**BID Company's Report:** the report to be prepared by the BID Company as set out in clause 8.7.

**BID Levy:** the charge to be levied and collected within the BID Area pursuant to the Regulations.

**BID Levy Order:** The Planning etc. (Scotland) Act 2006 (Business Improvement Districts Levy) Order 2007.

**BID Levy Payer(s):** the non-domestic rate payers in the BID Area or such rate payers and other eligible owners or tenants responsible for paying the BID Levy as set out in BID Proposals.

**BID Proposals:** the business proposals that are to be approved by BID Ballot in the BID Area on 28<sup>th</sup> November 2019.

**BID Revenue Account:** the interest-bearing account to be set up by the Council in accordance with paragraph 16 of the Regulations and operated in accordance with Schedule 3 of the Regulations.

**BID Services:** the services to be provided by the BID Company in order to implement the BID Proposals.

**BID Term:** the period during which the BID Arrangements subsist as set out in clause 2.

**Business Improvement District:** arrangements set up in accordance with the Planning etc. (Scotland) Act 2006 to deliver a sustainable financial model to a defined geographical area of a town, city, commercial district or tourism and visitor area, where business have voted to invest collectively in local improvements in addition to those already delivered by statutory authorities.

**Business Partnership Team:** the Council officers responsible for liaising with the BID Company.

**Commencement Date:** 5<sup>th</sup> April 2020.

**Complementary Services:** the complementary services as set out in the BID Proposals.

**Data Protection Legislation:** the Data Protection Act 2018 (“DPA”) as amended, the EU Data Protection Directive 95/46/EC, Regulation (EU) 2016/679 of the European Parliament and Council (known as the General Data Protection Regulation, henceforth “GDPR”) and any domestic enactments implementing same, the Regulation of Investigatory Powers Act 2000, the Regulation of Investigatory Powers (Scotland) Act 2000, the Telecommunications (Lawful Business Practice) (Interception of Communications) Regulations 2000, the Electronic Communications Data Protection Directive 2002/58/EC, the Privacy and Electronic Communications (EC Directive) Regulations 2003 and all other applicable laws and regulations relating to processing of personal data and privacy, including where applicable the guidance and codes of practice issued by the Information Commissioner or the Scottish Information Commissioner.

**Early Termination Date:** the date of that this Agreement is terminated under the provisions of either clause 14 or clause 15.

**Environmental Information Regulations:** the Environmental Information (Scotland) Regulations 2004 together with any guidance and/or codes of practice issued by the Information Commissioner or relevant government department in relation to such regulations.

**Executive Director of Place:** the Executive Director of Place of the Council.

**External Funding:** any funding, grants or monies provided to the BID Company by the Scottish Government, the European Commission or any other body other than the Council for the purposes of operating the BID.

**Financial Year:** the financial year for the Council which runs from April to March in the subsequent year;

**Final Notice:** a final demand for payment of the BID Levy before application for a Summary Warrant.

**FOISA:** the Freedom of Information (Scotland) Act 2002, and any subordinate legislation made under the act from time to time together with any guidance and/or codes of practice issued by the Information Commissioner or relevant government department in relation to such legislation.

**Force Majeure:** any cause affecting the performance by a party of its obligations under this Agreement arising from acts, events, omissions or non-events beyond its reasonable control, including acts of God, riots, war, acts of terrorism, fire, flood, storm or earthquake and any disaster, but excluding any industrial dispute relating to the BID Company, the BID Company's personnel or any other failure in the BID Company's supply chain.

**Interim Report:** a report provided by the Council to the BID Company as set out in clause 4.5.

**Invoice:** the invoice to be raised by the BID Company to request payment from the Council for the BID Services.

**Monitoring Group:** the group to be set up monitor the implementation of the BID Arrangements as set out in clause 8.4.

**Personal Data:** shall have the same meaning as in Article IV of the GDPR and section 3 of the DPA.

**Request for Information:** a request for information or an apparent request under FOISA or the Environmental Information Regulations.

**Regulations:** the Business Improvement Districts (Scotland) Regulations 2007.

**Sub-Contract:** any contract between the BID Company and a third party pursuant to which the BID Company agrees to source the provision of any of the BID Services from that third party.

**Sub-Contractor:** the contractors or service providers that enter into a Sub-Contract with the BID Company.

**Summary Warrant:** a warrant granted by Sheriff on the application of the Council seeking to recover unpaid taxes, duties or similar levies.

**Termination Date:** 4<sup>th</sup> April 2025.

**Working Day:** any day other than a Saturday, Sunday, or public holiday in Scotland when clearing banks in London and Edinburgh are open for business in the lawful currency of the United Kingdom.

**VAT:** value added tax within the meaning of the Value Added Tax Act 1994.

- 1.2 For the avoidance of doubt where any part of this Agreement is incompatible with the Regulations or any other regulations which The Scottish Ministers may from time to time issue pursuant to Part 9 of the Planning etc. (Scotland) Act 2006 then such part shall be struck out and the balance of this Agreement shall remain
- 1.3 Clause headings shall not affect the interpretation of this Agreement.
- 1.4 A **person** includes a natural person, corporate or unincorporated body (whether or not having separate legal personality).
- 1.5 A reference to a **company** shall include any company, corporation or other body corporate, wherever and however incorporated or established.



- 1.6 Words in the singular shall include the plural and vice versa.
- 1.7 A reference to one gender shall include a reference to the other genders.
- 1.8 A reference to a statute or statutory provision is a reference to it as it is in force for the time being, taking account of any amendment, extension, or re-enactment and includes any subordinate legislation for the time being in force made under it.
- 1.9 A reference to **writing** or **written** includes e-mail but not fax.
- 1.10 Any obligation in this Agreement on a person not to do something includes an obligation not to agree or allow that thing to be done.
- 1.11 A reference to a document is a reference to that document as varied or novated (in each case, other than in breach of the provisions of this Agreement) at any time.
- 1.12 References to clauses are to the clauses of this Agreement.

**2. TERM**

- 2.1 This Agreement shall take effect on the Commencement Date and shall continue until the Termination Date or until the Early Termination Date, whichever is earlier.
- 2.2 This Agreement is conditional upon the Council approving the BID Proposals and BID Business Plan of the BID Company and written confirmation being provided by the Council to the BID Company of that approval and shall not take effect until the Ballot Result Date
- 2.3 In the event that the BID Proposals are not voted in favour by the proposed BID Levy Payers on the Ballot Result Date then this Agreement shall terminate and cease to be of any further effect between the parties.
- 2.4 This Agreement will continue in full force and effect in the event of the proposed BID Levy Payers voting in favour of the BID Proposals.

**3. BID COMPANY'S OBLIGATIONS**

- 3.1 The BID Company shall provide the BID Services to the Council with effect from the Commencement Date and for the duration of the BID Term in accordance with the provisions of this Agreement.
- 3.2 The BID Company must not undertake any activities which are not for the purpose of implementing the BID Services or BID Arrangements without receiving the Council's prior written consent.
- 3.3 The BID Company shall take reasonable steps to make BID Levy Payers aware of the BID Services and the arrangements for collection of the BID Levy.

- 3.4 The BID Company shall comply with the requirements of all applicable UK and Scottish legislation, including the Companies Act 2006, at all times.
- 3.5 The BID Company shall use reasonable endeavours to meet any specified performance dates, but any such dates shall be estimates only and time for performance by the BID Company shall not be of the essence of this Agreement.

#### **4. COUNCIL'S OBLIGATIONS**

- 4.1 Immediately upon the declaration by the Ballot Holder on the Ballot Result Date the Council shall:
- (a) calculate the BID Levy due from each BID Levy Payer in accordance with the BID Levy Rules
  - (b) provide the Baseline Services, which may not be varied in any way or withdrawn without reasonable cause and only with the consent of the BID Company;
  - (c) provide the Complimentary Services, which may not be varied or withdrawn without first consulting with the BID Company; and
  - (d) perform all obligations placed upon it under this Agreement and in accordance with the Regulations.
- 4.2 The Council is responsible for the calculation and collection of the BID Levy from BID Levy Payers as set out in the BID Levy Order.
- 4.3 The Council shall, in accordance with section 37(1) of the Planning etc. (Scotland) Act 2006, keep an account to be called the BID Revenue Account and keep the BID Revenue Account in accordance with the Regulations.
- 4.4 The Council shall credit any BID Levy collected from BID Levy Payers to the BID Revenue Account in accordance with Schedule 3 of the Regulations.
- 4.5 The Council is entitled to debit sums from the BID Revenue Account in accordance with Schedule 3 of the Regulations but shall only deduct such sums after notifying the BID Company of its intention to do so. The Council hereby notifies the BID Company that it will deduct 3% of the BID levy per Financial Year in return for collecting the BID Levy.
- 4.6 The Council will provide the BID Company with an Interim Report every month which sets out:
- (a) the Available Funds in the BID Revenue Account at the date of the Interim Report; and
  - (b) the amount of BID Levy collected in the month to which the Interim Report relates.

- 4.7 After receiving the Interim Report, the BID Company shall issue an Invoice to the Council which requests payment by the Council of the Available Funds (as detailed on the Interim Report) plus VAT in relation to the BID Services that have been provided during the month to which the Interim Report relates.
- 4.8 Where practicable, within 30 days of receipt of a valid Invoice, the Council shall pay the Available Funds (as detailed on the Interim Report and Invoice) plus VAT to the BID Company as payment for the provision of the BID Services.
- 4.9 The Council shall be liable to pay to the BID Company, on demand, all reasonable costs, charges or losses sustained or incurred by the BID Company that arise directly or indirectly from the Council's fraud, negligence, failure to performance or delay in the performance of any of its obligations under this Agreement, subject to the BID Company confirming such costs, charges and losses to the Council in writing.
- 4.10 Without prejudice to any other right or remedy that it may have, if the Council fails to pay the BID Company on the due date, the BID Company may charge interest on such sum from the due date for payment at the annual rate of [PERCENTAGE]% above the base rate from time to time of [FULL NAME OF BANK], accruing on a daily basis and being compounded quarterly until payment is made, whether before or after any judgment.

## **5. BASELINE AND COMPLEMENTARY SERVICES**

- 5.1 The Baseline Services and Complementary Services, as set out in Schedule 1, are services currently provided by the Council in the BID Area at the Council's own cost.
- 5.2 In the event that the Council ceases to provide any of the Baseline Services or Complementary Services, the BID Company shall be entitled to notify the Council's Enterprise and Innovation Team. The Enterprise and Innovation Team shall then promptly notify the Monitoring Group.
- 5.3 If the Monitoring Group receives a notification under clause 5.2 it shall, at its next meeting, review the provision of the Baseline Services and the Complementary Services and shall be entitled to specify rectification periods to the Council in which the Council will be requested to ensure that the Baseline Services and the Complementary Services are being provided.
- 5.4 The Baseline Services and Complementary Services shall be reviewed by the Council and the BID Company in consultation with each other on an annual basis during May of each year that this Agreement is in force. Unless the parties can agree on any amendments to the Baseline Services and Complementary Services, they shall remain as set out in this Agreement.

## **6. THE BID REVENUE ACCOUNT**

- 6.1 The Council must in accordance with section 37(1) of the Planning etc. (Scotland) Act 2006 keep an account to be called the BID Revenue Account and keep the BID Revenue Account in accordance with Schedule 3 of the Regulations.
- 6.2 Within 120 days from the Ballot Result Date the Council shall set up the BID Revenue Account and provide written confirmation to the BID Company once this has been carried out together with details of the account number, sort code and any other details which the BID Company may specify.
- 6.3 Within 120 days from the Ballot Result Date the BID Company shall provide the Council with details of its own bank account into which the BID Levy shall be transferred electronically from the BID Revenue Account within [30] days of the production of an invoice by the BID Company in accordance with Clause 6.2.
- 6.4 Where the BID Company receives Council Funding and / or External Funding and where this funding is for the purpose of enabling the BID Services and the works and services specified in the BID Arrangements, the full sum of that Council Funding and / or External Funding (as appropriate) shall be credited directly to the BID Revenue Account with no sums deducted by the Council in accordance with Clause 9 below.

## **7. RECOVERY OF BID LEVY**

- 7.1 The Council shall take reasonable steps to recover unpaid BID Levy from BID Levy Payers which are consistent with its usual procedures for the collection of non-domestic rates and will include the following steps:
- (a) in the event that the BID Levy or a portion of the BID Levy is not paid by a BID Levy Payer within 14 days from the date that it becomes due then the Council shall serve a final notice on such relevant BID Levy Payer which shall:
    - (i) identify the sum payable;
    - (ii) provide a further 14 days for payment to be made;
    - (iii) state that in the event of non-payment after this 14-day period then a statutory penalty shall be applied; and
    - (iv) confirm that the Council may make an application for a summary warrant to recover the outstanding sum;
  - (b) in the event that after a further 7 days from the payment date stated in the final notice the outstanding sum has not been paid, the Council will make an application for a summary warrant to recover the outstanding sum and enforcement expenses.
- 7.2 In the event that the Council departs from its usual procedures and decides not to take steps to recover unpaid BID Levy from one or more BID Levy Payers the Council shall consult with the BID Company as to whether to take further steps to recover

the BID Levy. If the Council and the BID Company fail to reach agreement as to how to proceed within four weeks of the initial consultation, the BID Company may request that the Council serve a Final Notice on the particular BID Levy Payers or that the Council makes an application for Summary Warrant. Within 14 days of receipt of such a request, the Council must confirm to the BID Company which, if any, steps were taken in response to the request.

- 7.3 If no further steps to recover the unpaid BID Levy are taken by the Council in response to a request by the BID Company under clause 6.2, the BID Company may appeal the decision of the Council to take no further steps by written notice to the Executive Director of Place. The Executive Director of Place shall then notify the BID Company as to the outcome of the appeal within 28 days. The decision of the Executive Director of Place will be final.

## **8. ADDITIONAL BID SERVICES**

- 8.1 The Council may from time to time seek the support and services of the BID Company for additional services. The parties will aim to work together to agree any such activities with corresponding financial investment for the BID Company.

## **9. REPORTING AND MEETINGS**

- 9.1 Every three months (**Reporting Period**) for the duration of the BID Term the Council, if requested by the BID Company giving one month's notice, shall provide the BID Company with a breakdown of the:

- (a) number of Final Notices issued during the Reporting Period; and
- (b) number of Summary Warrants applied for during the Reporting Period.

- 9.2 For every Reporting Period for the duration of the BID Term the BID Company shall provide the Council with a report which sets out the:

- (a) total amount of External Funding during the Reporting Period, and details of who provided the External Funding; and
- (b) total expenditure of the BID Company during the Reporting Period.

- 9.3 Within one month after the date of the end of the Financial Year the Council shall provide the Annual Report to the BID Company. The Annual Report shall contain the following details:

- (a) the total amount of BID Levy collected during the relevant Financial Year;
- (b) the total amount of interest earned on any part of the BID Levy whilst held in the BID Revenue Account;
- (c) details of the success rate for the collection of the BID Levy;
- (d) the Council's proposals (if any) to help improve its efficiency in the collection and enforcement of the BID Levy; and

- (e) the Council's proposals (if any) to improve the recovery rate for the BID Levy.
- 9.4 Within three months from the end of the BID Company's financial year, the BID Company shall provide the BID Company's Report to the Council. The BID Company's Report shall contain the following details:
- (a) the total income and expenditure of the BID Company during the relevant Financial Year;
  - (b) details of how the BID Company have spent the Available Funds;
  - (c) details of how the BID Company have spent any Grant Funding;
  - (d) details of how the BID Company have spent any External Funding; and
  - (e) details of the activities that the BID Company have carried out during the relevant Financial Year to deliver the BID Services.
- 9.5 The BID Company shall keep the Business Growth and Inclusion Service fully briefed on the progress of the BID Services throughout each Financial Year and provide reports and briefing sessions as requested to the Council's Housing and Economy Committee (or any successor or substitute committee).

## **10. DISPUTE RESOLUTION**

- 10.1 Any dispute between the parties in relation to this Agreement shall be determined by an independent expert.
- 10.2 Such an independent expert will be agreed between the parties or, in the case that the parties fail to agree on the appointment of the independent expert within five days of the request by one party to the other to agree the appointment, the matter will be referred to Faculty of Advocates Dispute Resolution Service.
- 10.3 The decision of the independent expert or Faculty of Advocates Dispute Resolution Service will be final and binding on the parties and the costs of the independent expert or Faculty of Advocates Dispute Resolution Service will be borne as she may determine or, if she does not determine the allocation of costs, the costs will be borne between the parties in equal shares.

## **11. SUB-CONTRACTING AND ASSIGNATION**

- 11.1 Neither party shall be entitled to assign, novate or otherwise dispose of any or all of its rights and obligations under this Agreement without the prior written consent of the other party.
- 11.2 The BID Company agrees that it will not enter into a Sub-Contract for, or otherwise permit, any advertising or publicity materials to be used in relation to the BID Services or BID Arrangements which relate, in whole or in part, to any of the following products or services:

- (a) tobacco and/or tobacco related products;
  - (b) any other product or service that is illegal, unlawful or otherwise banned by law;
  - (c) where the services to which the Sub-contract relates are aimed principally or substantially at individuals under the age of 18, alcohol or gambling; or
  - (d) any other product or service which the Council has notified to the BID Company from time to time without the prior written consent of the Council.
- 11.3 Without prejudice to Clause 10.2, the BID Company shall not enter into a Sub-Contract for, or otherwise permitting, any advertising or publicity materials to be used in relation to the BID Services which pose a substantial risk of adversely affecting the integrity or reputation of the Council or the BID (such risk to be determined by the Council at its sole discretion acting reasonably).
- 11.4 The BID Company shall not enter into a Sub-Contract with any Sub-Contractor where the Council has from time to time made a specific request that it shall not do so.
- 11.5 In the event that the BID Company enters into any Sub-Contract in connection with this Agreement it shall:
- (a) remain responsible to the Council for the performance of its obligations under the Agreement notwithstanding the appointment of any Sub-Contractor and be responsible for the acts omissions and neglects of its Sub-Contractors;
  - (b) impose obligations on its Sub-Contractor in the same terms as those imposed on it pursuant to this Agreement and shall procure that the Sub-Contractor complies with such terms; and
  - (c) provide a copy, at no charge to the Council, of any such Sub-Contract on receipt of a request for such by the Council's Business Partnership Team.

**12. FREEDOM OF INFORMATION**

- 12.1 The BID Company acknowledges that the Council is subject to the requirements of the FOISA and the Environmental Information Regulations and shall assist and co-operate with the Council (at the BID Company's reasonable expense) to enable the Council to comply with these information disclosure requirements.
- 12.2 If the Council receives a request for information under FOISA, the Environmental Information Regulations, or Data Protection Legislation the scope of which it considers includes any information provided to it by the BID Company which the BID Company may deem confidential, the Council shall inform the BID Company not more than five (5) Working Days after receiving the request.
- 12.3 The BID Company acknowledges and accepts that the Council may be obliged to disclose such deemed confidential information under FOISA, the Environmental



Information Regulations, or Data Protection Legislation, and that such disclosure shall be at the Council's sole and absolute discretion.

- 12.4 Subject to clause 11.3 above, the Council shall take reasonable steps, where appropriate, to provide the BID Company with advance notice of any intended disclosure and to take into account the views of the BID Company with respect to the intended disclosure.
- 12.5 The BID Company (i) acknowledges that the Council will incur costs in relation to requests for information under FOISA that relates to the BID Company and its operations, and (ii) will pay to the Council any and all costs reasonably incurred by the Council in this regard within 30 days of receipt of an invoice setting out such costs.

### **13. DATA PROTECTION**

- 13.1 Each Party will, at its own expense, ensure that it complies with and assists the other Party to comply with the requirements of all legislation and regulatory requirements in force from time to time relating to the use of personal data and the privacy of electronic communications, including:
- (a) the Data Protection Act 2018 and any successor UK legislation;
  - (b) the General Data Protection Regulations ((EU 2016/679); and
  - (c) any other directly applicable EU regulation relating to data protection and privacy (for so long as and to the extent that the law of the EU has legal effect in the UK).
- 13.2 The parties acknowledge that for the purposes of relevant data protection legislation:
- (a) the BID Company is the Data Controller and the Council is the Data Processor, unless otherwise specified;
  - (b) the only processing that the Council is authorised to perform is such processing as is necessary for the performance of the services set out in Schedule 1, unless required to do otherwise by any applicable laws; and
  - (c) at the written direction of the BID Company delete or return any personal data (and any copies of it) to the BID Company on termination of the Agreement unless the Council is required by any applicable laws to retain the personal data.

### **14. CONFIDENTIALITY**

- 14.1 Subject to clauses 11 and 12 above, the Council and the BID Company agree to keep confidential all matters relating to this Agreement and will not divulge to any person without the prior written consent of the other party all information (written or oral) concerning the business affairs of the other nor any information which has been

exchanged about the BID Levy Payers or other third parties which it obtains or receives as a result of the operation of the BID. This obligation of confidentiality shall be perpetual and survive the BID Term.

**15. TERMINATION OF THE BID ARRANGEMENTS**

15.1 In the event that the BID Arrangements are terminated in accordance with the Regulations, this Agreement shall be terminated with immediate effect.

**16. TERMINATION OF THE AGREEMENT**

16.1 The Council shall be entitled to terminate this Agreement by 7 days' notice in writing to the BID Company in the event that the BID Company:

- (a) becomes the subject of a voluntary arrangement under Section 1 of the Insolvency Act 1986;
- (b) is unable to pay its debts within the meaning of Section 123 of the Insolvency Act 1986;
- (c) has a receiver, supervisor, manager, administrator or administrative receiver appointed in respect of it or over all or any parts of its undertaking, assets or income;
- (d) has passed a resolution for its winding up;
- (e) commits a material breach of any terms of this Agreements or materially fails to deliver the BID Services and fails to remedy that breach or failure with 7 days of the BID Company being notified in writing of the breach or failure; or
- (f) undertakes activities not associated with the BID Services or BID Arrangements without receiving the Council's consent in accordance with clause 3.2.

**17. FORCE MAJEURE**

17.1 Subject to the remaining provisions of this clause 16, neither party to this Agreement shall be liable to the other for any delay or non-performance of its obligations under this Agreement to the extent that such non-performance is due to a Force Majeure Event.

17.2 In the event that either party is delayed or prevented from performing its obligations under this Agreement by a Force Majeure Event, such party shall:

- (a) give notice in writing of such delay or prevention to the other party as soon as reasonably possible, stating the commencement date and extent of such delay or prevention, the cause thereof and its estimated duration;
- (b) use all reasonable endeavours to mitigate the effects of such delay or prevention on the performance of its obligations under this Agreement; and

(c) resume performance of its obligations as soon as reasonably possible after the removal of the cause of the delay or prevention.

17.3 A party cannot claim relief if the Force Majeure Event is attributable to that party's wilful act, neglect or failure to take reasonable precautions against the relevant Force Majeure Event.

17.4 The BID Company cannot claim relief if the Force Majeure Event is one where a reasonable service provider should have foreseen and provided for the cause in question.

17.5 As soon as practicable following the affected party's notification, the parties shall consult with each other in good faith and use all reasonable endeavours to agree appropriate terms to mitigate the effects of the Force Majeure Event and to facilitate the continued performance of this Agreement. Where the BID Company is the affected party, it shall take and/or procure the taking of all steps to overcome or minimise the consequences of the Force Majeure Event in accordance with Best Industry Practice.

17.6 The affected party shall notify the other party as soon as practicable after the Force Majeure Event ceases or no longer causes the affected party to be unable to comply with its obligations under this Agreement. Following such notification, this Agreement shall continue to be performed on the terms existing immediately before the occurrence of the Force Majeure Event unless agreed otherwise by the parties.

## **18. SEVERABILITY**

18.1 If any of the provisions of this Agreement is judged to be illegal or unenforceable, the continuation in full force and effect of the remainder of them will not be prejudiced.

## **19. PARTNERSHIP OR AGENCY**

18.1 Nothing in this Agreement shall be construed as constituting a partnership between the parties or as constituting either party as the agent of the other for any purpose whatsoever except as specified by the terms of this Agreement.

## **20. PUBLICITY**

19.1 The BID Company shall not:

- (a) make any press announcements which purport to give the view of the Council on a particular matter; or
- (b) use the Council's name or brand in any promotional or marketing material;

without the prior written consent of the Council.

**21. NOTICES**

20.1 Notices shall be in writing, and shall be sent to the other party marked for the attention of the person at the address set out for such party in this Agreement or at such other address, or e-mail address as agreed between the parties. Notices may be sent by first-class mail, or e-mail (provided that the e-mail is in a legible form and is capable of being used for subsequent reference). Correctly addressed notices sent by first-class mail shall be deemed to have been delivered 72 hours after posting and correctly directed e-mails shall be deemed to have been received instantaneously on transmission..

**22. ENTIRE AGREEMENT**

21.1 This Agreement contains the whole agreement between the parties relating to the subject matter hereof and supersede all prior agreements, arrangements and understandings between the parties relating to that subject matter.

**23. REASONABLE ENDEAVOURS**

23.1 The Council and the BID Company each confirm that it is their intention to use their reasonable endeavours to promote the best interests of the BID and to consult fully on all matter materially affecting the development of the BID. The Council and the BID Company shall act in good faith towards each other in order to promote the success of the BID.

23.2 The Council agrees that it shall supply facilities, in kind services and financial contribution in furtherance of the aims of the BID and shall, and shall use its best endeavours to procure that any necessary third party shall, execute and deliver such documents and perform such acts as may be required for the purpose of giving full effect to this Agreement.

**24. EXERCISE OF THE COUNCIL'S STATUTORY POWERS**

24.1 Nothing contained in this Agreement or implied in it shall prejudice or affect the rights, discretions, powers, duties and obligations of the Council under all statutes, bye-laws, statutory instruments, orders and regulations in the exercise of its functions as a local authority.

**25. GOVERNING LAW AND JURISDICTION**

25.1 This Agreement and any dispute or claim arising out of or in connection with it or its subject matter shall be governed by and construed in accordance with the law of Scotland.

25.2 The parties irrevocably agree that the courts of Scotland shall have exclusive jurisdiction to settle any dispute or claim that arises out of or in connection with this Agreement or its subject matter.

IN WITNESS WHEREOF this document has been executed by the parties as follows:

Signed by .....  
for and on behalf of The City of Proper Officer  
Edinburgh Council

in the presence of .....

Witness name: .....

Witness address: .....

Signed by .....  
for and on behalf of Original Director  
Edinburgh

in the presence of .....

Witness name: .....

Witness address: .....

## **SCHEDULE 1**

This is the Schedule 1 referred to in the foregoing agreement between The City of Edinburgh Council and the BID Company.

**[TO BE INCLUDED ONCE BID PROPOSAL & BASELINE SERVICES ARE AGREED]**

## **SCHEDULE 2**

This is the Schedule 2 referred to in the foregoing agreement between the Council and the BID Company.

[Baseline Services Agreement, Appendix 6, to be included]