



ONE

LINLITHGOW

BUSINESS. COMMUNITY. ENTERPRISE

ONE LINLITHGOW LTD

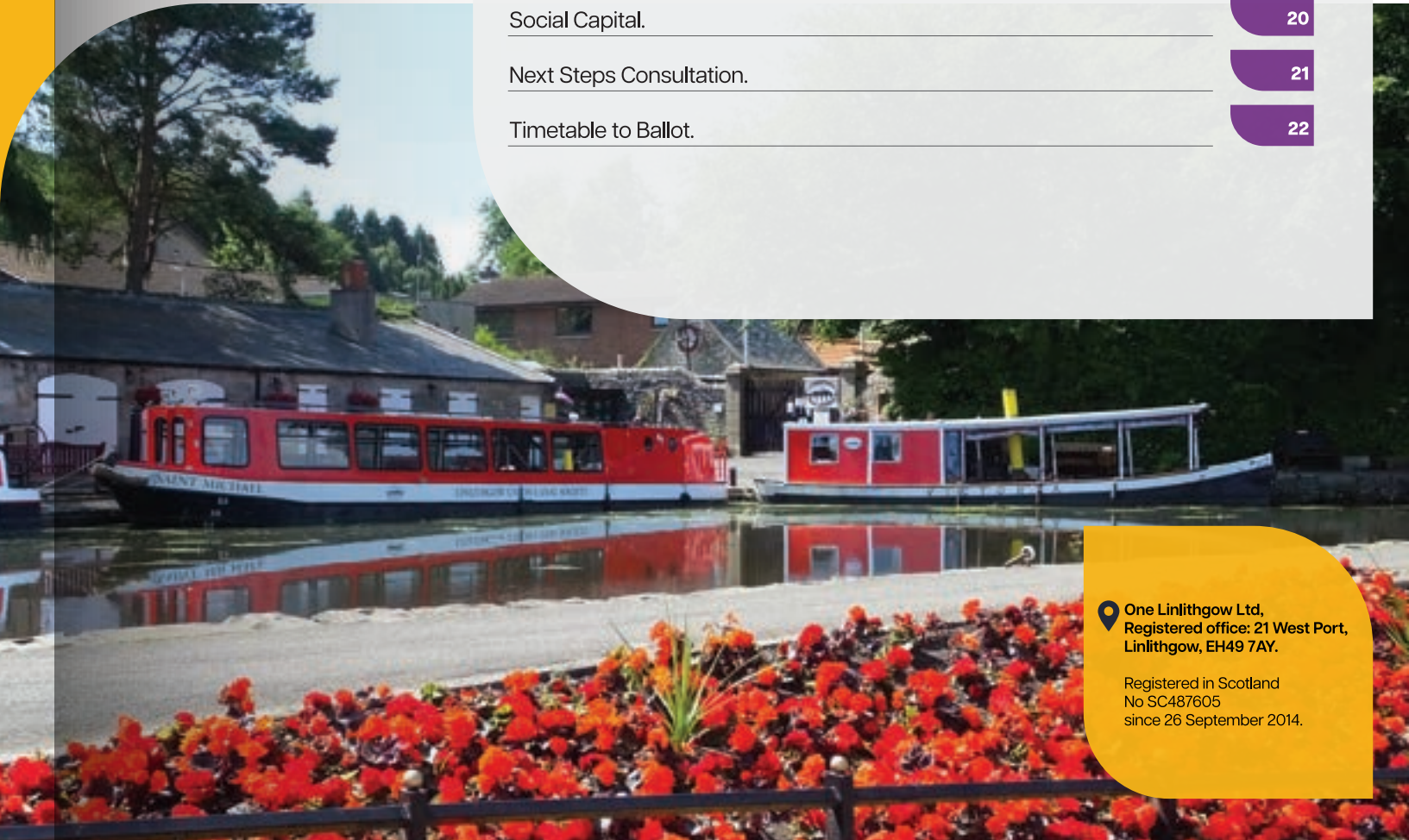
Business Improvement District

4 YEAR PROGRESS REPORT

1 OCTOBER 2019 TO
30 SEPTEMBER 2023

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A note from the BID Board

Welcome to our 4-year progress report for the One Linlithgow Business Improvement District (BID) and initial proposals of what could be achieved for a further BID term. By 30th September 2023, there had been a BID in Linlithgow for 9 years, with the changes and developments bought about by your support and financial contributions. One Linlithgow Ltd was formed in 2019 following the merging of the Mill Road Industrial Estate BID and the Town Centre BID.

Six months after the vote was successful, the world found itself in a global pandemic and One Linlithgow was one of the key local organisations that stepped up to help many businesses and the local community.

These efforts have put Linlithgow in a prime position to continue to thrive in the years ahead. This BID term to date has delivered over £580,000 of investment in the town, delivering on the 2019 business plan you voted on despite a global pandemic. We have detailed many of our major achievements since 2019 and would like your feedback on how we have performed as a volunteer board of directors and a part-time BID team.

Have we done enough for you to vote Yes to continue as a Business Improvement District until 2029?

We hope after reading our latest progress report, you will agree that the prosperity and vibrance of Linlithgow will only have the best chance of success if a BID is in place for the town. Based on your feedback, we will produce a third business plan for 2024 to 2029. All levy paying businesses will be able to cast their vote from mid-July until the end of August 2024.

As a BID board made up of business owners and elected members as volunteer directors of One Linlithgow Ltd BID, we would like to invite you to vote Yes and support the ongoing development of One Linlithgow in the years ahead.

*One Linlithgow Ltd
BID Board*

Directors: 1 October 2019 to 30 Sept 2023:

Current Directors

Evelyn Noble (chair)
Cllr Tom Conn
Diana Kelly
Jill Wardrope
Mike Smith
Ron Smith

Former Directors

Jim Walker, chair of Town Centre BID (2019-20)
Mark Darragh (2019-23)
Cllr Pauline Orr (2022-23)
Chris Horne (2020-23)
Cllr Tom Kerr (2019-22)
Cllr David Tait (2019-22)
Liam Maguire (2019-21)
Katie Hainey (2019-2021)

The BID Team



There have been significant changes to the One Linlithgow BID team throughout this term, following the merging of the Town Centre BID and Mill Road Industrial Estate BID at the end of their first respective BID periods in 2019.

The BID consultant, Eddie Linton-Smith took up a new challenge in November 2021 with Sally MacIntosh-Anderson and Jennifer Brown taking up the role of running the re-branded One Linlithgow Ltd. As an experienced consultant working with BIDS in Scotland since 2014, I was initially invited to meet the BID Board in February 2023 within a few days of the departure of Jennifer.

By the end of September 2023, I'd been contracted as the One Linlithgow BID consultant for seven months, working with Sally. There were immediate tasks that needed implementing right away to provide you with tangible evidence of the achievements of the BID.

There were also several clear processes that required streamlining to enable the BID team to work more effectively. Specifically, this covered ongoing accounts reporting, graphic design, CCTV monitoring, levy payer data management, levy collection rates, social media content management and liaison with national operators.

The obvious starting point was to focus on projects that the BID Board had signed off or discussed but had not completed. In Mill Road, this included the installation of a 110m security fence overlooking the motorway; updating the directory listings entrance signage; installation of 10-tonnes of gravel around premises; a non-domestic rates appeal and even a cardboard crushing demonstration.

In the town centre, visual improvements included the renovation of the information display boards and 13 sets of banners around the town; introduction of the 'chatty bench' concept along with contracting in award winning architects, Page\Park to produce costed visuals for a vision for the Vennel area.

On a more strategic level, I felt that One Linlithgow was not visible enough to levy payers and the public. Within a few weeks of my arrival, the Board agreed with my recommendation to implement a new digital approach around two BID controlled websites – OneLinlithgow.com and Linlithgow.co.uk, control of which was secured shortly after my arrival.

All print and media activities are now focused on a consistent approach to promoting all Linlithgow businesses via Linlithgow.co.uk including the 2023 Visitor Guide, Coffee & Cake Trail, flyers, street banners, social media posts, seasonal trails, QR code links and the Sky TV festive advert. An easy-to-understand concept and approach to a town-based marketing strategy.

It has been a pleasure to get involved in Linlithgow and experience all the wonderful activities and events that take place throughout the year. My dual role in 2024 will be to run the BID to continue to deliver the 2019-24 business plan; and take the BID Board through the consultation process to a renewal ballot in August.

I have written this fully costed report to provide you with the answers to the questions you have about One Linlithgow. It has been reviewed by a small number of focus groups to provide input before final publication. It aims to provide sufficient evidence that the BID has delivered for Linlithgow and encourage a Yes vote later this year.

What you voted on in 2019

Extract from the 2019 business plan (page 4) "Aims and Objectives of One Linlithgow"

The principal aim of One Linlithgow is to deliver projects and services that will improve the trading environment of the BID area to benefit businesses and their customers, as well as visitors to the area.



Objectives:

- Inspire visitors and residents to enjoy Linlithgow, day and night, through traditional and digital marketing, increasing footfall.
- Enhance and maintain attractiveness and cleanliness throughout the town.
- Optimise access and parking.
- Protect businesses and residents by implementing security measures for businesses and in the public realm.
- Raise Linlithgow's profile on the global stage, in terms of tourism and commercial offering.
- Communicate with BID stakeholders, community groups, national operators, the Local Authority, Police Scotland and other relevant organisations.
- Speak for Linlithgow's business community, lobbying on their behalf for meaningful policy change at a local and national level.
- Support community groups, delivering improvements to Linlithgow, while leaving the passionate local experts with the autonomy they need.
- Leverage external funding to supplement projects and services, in partnership with community groups.



Projects

Where staff hours are required to deliver a project, the projected costs are built-in to each total project cost. Projects (both across the whole BID area and zone-specific) were categorised in the business plan.

In the last 4 years, a total of £134,264 has been allocated to management time to deliver projects listed in the business plan.

The new generation of BIDs are working with Scotland's Towns Partnership (the national organisation for BIDs), which is taking a more strategic approach to collaboration with multinational business, and other key agencies.

The BID Board and BID Team have worked to ensure that One Linlithgow is engaged at a more national level through the Scotland's Towns Partnership.

Key Achievements

468
BUSINESS DIRECTORY LISTINGS

110m Mill Road
SECURITY FENCING

3
AUTOMATIC NUMBER PLATE RECOGNITION (ANPR) CAMERAS

5,000+
LOVES LOCAL MERCHANDISE DISTRIBUTION

3,000+
ITEMS OF PPE MATERIALS

73
FESTIVE MOTIFS ON LAMPPOSTS

8
CHATTY BENCHES

SEASONAL TR

£44,816
SUPPORT TO COMMUNITY GROUPS & EVENTS

17,000
FESTIVE LED LIGHTS ON 17 TREES

14
ARTISAN M

145,277
SKY TV ADVERT VIEWINGS OVER 23 SECONDS

8
DEFIBRILLATORS INSTALLED AND MAINTAINED

100+
NOTE CHECKERS & SELECTADNA SECURITY KITS DISTRIBUTED

Financial Summary

1 October 2019 to 30 September 2023

Levy Income	£423,343
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Leveraged Income	£157,003
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Total Income	£580,346
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Total Expenditure	£575,978
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Our accountants have provided figures from 01 October 2019 to 30 September 2023, that we have reported on throughout this document.

You can see how much of the business plan has been delivered in the four years of our second BID term.

The leveraged funding total includes a payment of £38,658 from West Lothian Council as part of their BID funding contribution and in-kind support.

Over the 4 years of this BID term, an average of 77% of the total levy has been collected by West Lothian Council.

Collection Levy rates this BID term.

Year 1	98.48 %
Year 2	77.50 %
Year 3	63.53 %
Year 4	79.45 %



COVID-19 Pandemic

Lockdown from 26th
March 2020, 6 months
after the start of the
BID term

This report has been produced in the context of a global pandemic that the world faced and one of the most challenging times this generation has had to deal with. As a recognised Business Improvement District, One Linlithgow along with another 30+ BIDS in Scotland, were quickly considered by the Scottish Government as the natural conduits to help large numbers of local businesses at a critical time. Below are extracts of a report produced by Eddie Linton-Smith during the pandemic.

£25,000 of emergency funding was secured as part of the Business Resilience and Covid Grants issued from the Scottish Government via Scotland's Towns Partnership (STP).

Activity during pandemic (April 2020 – March 2021)

by Eddie Linton-Smith (ELS), produced May 2021.

One Linlithgow pivoted from planned business plan activity as soon as it became clear that lockdowns would prevent many businesses from trading, events would be cancelled, and tourism would be minimal. The decision was taken not to furlough One Linlithgow staff during this time, so that progress would not halt, and additional support could be provided to businesses in difficult times.

Continuous Activity

Deliveries of PPE, security kits, Loves Loyal promotional material and welcome packs in person, with over 300 business visits undertaken throughout the year. These contain information about regulations on changing shop frontages, a One Linlithgow Business Plan, a visitor guide, maps and other useful leaflets, hand sanitiser, face masks, distancing floor stickers and posters, a fake note detector, a "DNA" anti-theft stock marking kit, "thieves beware" sticker and "we scan bank notes" sticker.

During these visits, businesses were also supported in accessing national funding.

One Linlithgow published a two-page newsletter in every edition of the Black Bitch community magazine, aimed at both the public and business community, providing operational updates and spotlights on new and existing businesses across town.

Linlithgow gets back to business



Press releases to the Linlithgow Gazette have more often than not ended up on the front page and established a good working relationship with Johnston Press, leading to trust in the copy they're sent, and the professionalism of the events/activity described in the headline.

As primary means of mass communication, One Linlithgow delivered three mailshots every month during the period of this report, to an audience of 250 members (95% of members) covering news affecting the business community, updates on grants and support available, and invitations to participate in events. In 2021, updates were issued every two weeks.

Posting regularly on social media: Facebook, Twitter and Instagram. From sharing other businesses' posts, to promoting our own events, content is posted regularly on all three. Individual businesses are also regularly supported in setting up their own social media and websites.

We used OneLinlithgow.com to disseminate business information, to act as a file repository for minutes of meetings, financial documents and grant application forms. Daily updates were published about support available, both locally and nationally, which gradually became less frequent as national communication became clearer. The "coronavirus" pages were discontinued in April 2021.

Other continuous activity included monthly Board meetings; other virtual meetings with many other groups; Local authority communications; ongoing administration; and Police liaison re CCTV.

Project Activity

For context, project activity during the pandemic, is reported on in the relevant project section of this document.

COVID-19 Pandemic

Project: Access & Traffic

To 30 September 2023,
£1,000 had been invested



The business plan budgeted £3,000 a year for traffic reduction, parking, access, environment.

Extract from Eddie Linton Smith COVID report (May 2021):

One Linlithgow was made aware that WLC's Environment Policy Development and Scrutiny Panel had appointed a consultant to improve parking policy across West Lothian.

With the previous Town Centre BID having taken significant steps to ensuring suitability to businesses (as well as improvements to air quality), staff summarised findings to date, which strongly recommended implementation of decriminalised parking enforcement (DPE). The consultant would oversee an independent consultation process, in which One Linlithgow asked to participate, with respect to reports produced by its own independent consultant, 4Consulting.

One Linlithgow management time has been invested in work to improve access and traffic management in Linlithgow.



In late 2023, the BID contractor attended a West Lothian Council executive meeting in a personal capacity to represent businesses in the Mill Road Ind Estate that had objected to the introduction of parking restrictions. Despite a request for a pause for further consideration, the restrictions were passed.

Further complaints to One Linlithgow about cars parking on double yellow lines and obstructing views on the pelican crossing on the High Street have been reported to the Police. The BID contacted West Lothian Council about the DPE that had been reviewed in 2021. The official response is below.



DATA LABEL: OFFICIAL EMAIL FROM WEST LOTHIAN COUNCIL.

RE: Town Centre Parking

Tony

The council is in the process of developing a West Lothian Parking Strategy, although given statutory timetables is likely to be 2 years away. It may well be the recommendation that WLC should introduce Decriminalised Parking Enforcement (DPE). This will come at a cost of Penalty Notices/Parking Charges (on/off street with any surplus being ringfenced for traffic related projects, bus shelters, additional parking etc)

The present regulatory regime is not being enforced by Police Scotland and would appear to be a decision not to, even where local residents think there is an issue. The finger is pointed at the council who have no powers of enforcement.

There was a recent public meeting held in the Burgh Halls regarding anti-social behaviour in the town and car parking was mentioned, to be fair the police see this as a low priority. (see cars parked on double yellow lines at gable of So Strawberry café)

Graeme Grant (Deputy Chair of Community Council) sent Police Scotland time and dated photographs in October and asked the question if they could be used where vehicles have been parked on zig zags lines at pedestrian crossing at Boots. No response received. Graeme is suggesting a local campaign highlighting the issue and calling for police action.

One Linlithgow tender to take over the Vennel Car Park

The lease came up for renewal and One Linlithgow submitted a tender in order to charge for parking and create an additional income stream for the BID. The tender submission was unsuccessful after many project management hours invested in the project.



Project: Administration

**To 30 September 2023,
£137,639 had been invested**

The business plan budgeted £26,000 a year for General Administration (£10k); BID Office (£9k) and Professional Services (£7k)

General Administration & Professional Services

Administrative overheads including accountancy, levy collection, insurance, software, phone charges, travel, bank charges and storage have been incurred. Efforts have been made to keep these to the bare minimum, to ensure maximum resources were invested in delivering the projects in the business plan.

Post pandemic, a part-time junior was employed to visit all businesses in Mill Road to keep up to date with local information and provide any business changes for the directory signage.

BID Office

From the start of the BID term, the One Linlithgow office was located at 28 The Vennel (now Styled by Macs) and in November 2022 relocated to a larger office space at 30 The Vennel for a short period of time. Due to staff changes and strategic decisions in how the BID was going to operate, the Board decided to give up the replacement office in March 2023.

This represented a significant annual saving in office costs and related overhead, to allow further funds to be invested in projects of direct benefit to businesses. Since giving up the office space, remote working has been implemented, with a focus on digital marketing and communications.

This approach has continued along with face-to-face engagement with business owners and managers when necessary. The BID can be contacted directly via the monitored email office@onelinlithgow.com and mobile telephone number on the website.

The management costs of the BID team in this term have covered the current contractor, Tony l'Anson. The cost over the 4-year period also includes former BID contractor, Eddie Linton-Smith, former project manager Sally Macintosh-Anderson, and administrator Jennifer Brown. An employee of Play Bugs also covered Mill Road Industrial Estate.

Into year five of the BID, Katie Llewellyn has been contracted for 2 days a week to provide all social media communications for One Linlithgow. To remain efficient, more cost-efficient contract services have been engaged for quicker delivery to free up management time to focus on business plan delivery and business support.

The tasks completed by the BID team include:

- Digital marketing and communications.
- Media and promotional activity.
- News articles for print in local media including the 'Black Bitch' Community magazine.
- Sourcing of leveraged funding.
- Event promotion and marketing for Linlithgow.
- Local Authority liaison.
- Full business plan delivery.
- Ongoing Levy payer communications.
- Running of the Linlithgow Loyalty Lottery.
- Monthly reporting to the BID Board.
- Ongoing financial auditing and liaison with accountants.
- Contractor and supplier management.

Project: Events

To 30 September 2023,
£65,880
had been invested

The business plan budgeted £5,000 a year for direct involvement in events including £2,000 to revitalise the outdoor market; and £3,000 to provide support for community events such as the Advert Fayre and Civic Festival.

Linlithgow Artisan Market

The market is now a well-established date in the diary for increasing numbers of people, for the first Saturday of each month from March to December.

To date there have been 14 market days on the first Saturday of the month (March to Dec) at the Vennel location in Linlithgow, in conjunction with the Community HUB who provide inside tables for smaller exhibitors.

Post lockdown, the cost of hosting the market was covered as part of Scotland Loves Local funding in collaboration with the Linlithgow Community Development Trust (LCDT). Contractors erect and dismantle the stalls and experienced market operator, Judith Gray of JSG Management, manages the stall holders. At the time of publishing, seven levy payers had taken up the opportunity to take a subsidised stall and tables inside the HUB.

Since the summer of 2023, after the funding was used up to establish the market, One Linlithgow continued to fund the ongoing costs, with a phased reduction in management and market stall costs to make it a self-sustaining project in Linlithgow for years to come. One Linlithgow will continue to subsidise part of the cost per stall for participating levy payers, so long as the BID is operational.

Coffee and Cake Trail

To help provide local information to many first-time visitors to Linlithgow for the market, One Linlithgow introduced the “Coffee and Cake Trail” to showcase where all the outlets were near to the market. A local academy pupil hands out the trail leaflets to encourage people to visit local food and drink outlets on market day.





Support for Community Events

One Linlithgow support for events has included a range of community activities.

Funded the five primary schools' art competition with a grant of £300 a year. To date they have received £1,200 from One Linlithgow

One Linlithgow partially funded the Linlithgow Embroidery Project with a grant of £1,000. The locally produced embroidery consists of six 2 metre panels showing the appearance of Linlithgow High Street in the 1950's. They were stitched by Christine Anderson, owner of Purely Patchwork during lockdown. The work is being framed and will be on display at the Linlithgow Partnership Centre from 2024.

One Linlithgow worked with the Linlithgow Refugee Action Group for the Ukraine appeal, raising £2,012 through the collection cans purchased by One Linlithgow. An additional £1,534 raised from the White Dove café was handed out as cash to refugees. One Linlithgow matched the £1,534 with loyalty vouchers.

In 2021 One Linlithgow was instrumental in resurrecting the Advent Fayre and torchlight procession post pandemic. In subsequent years (2022, 2023) these events reverted back to being organised by the Community Council, with One Linlithgow sponsoring the Linlithgow Reed Band for the torchlight procession.

One Linlithgow supported the digital infrastructure of the Linlithgow Community Development Trust (LCDT) website MyLinlithgow.com in order to develop the digital market during the pandemic. This helped all local businesses trade online and reach local customers during the lockdown. One Linlithgow management time was allocated to this during lockdown.



Project: Presentation

To 30 September 2023,
£12,840 had been invested



The business plan budgeted £12,500 a year for Visual enhancements (£10k); Floral displays (£2,500)

Visual Enhancements

One Linlithgow has funded seasonal lamp post banners covering major events and in line with themed activities in Linlithgow.

Other enhancements have been made possible through additional leveraged funding accessed in collaboration with other Linlithgow organisations. This has included winter tree lighting from a Town Centre fund grant from West Lothian Council.

The community notice board project was partially funded from a joint grant application with the Linlithgow Community Development Trust (LCDT). The two information display boards were re-furbished by a local blacksmith with improvements making it easier to gain access inside to update ongoing communications.

One Linlithgow provided input to West Lothian Council's excessive signage project to clean up street clutter and the pole removal project.

Visual enhancements that were part of Zone-specific projects for Mill Road included:

- Signage.
- Greenery maintenance.
- 110m security fence.
- Business directory signage.
- Festive lights at the Mill Road junction.
- Gravel around buildings.
- Gritting during winter.



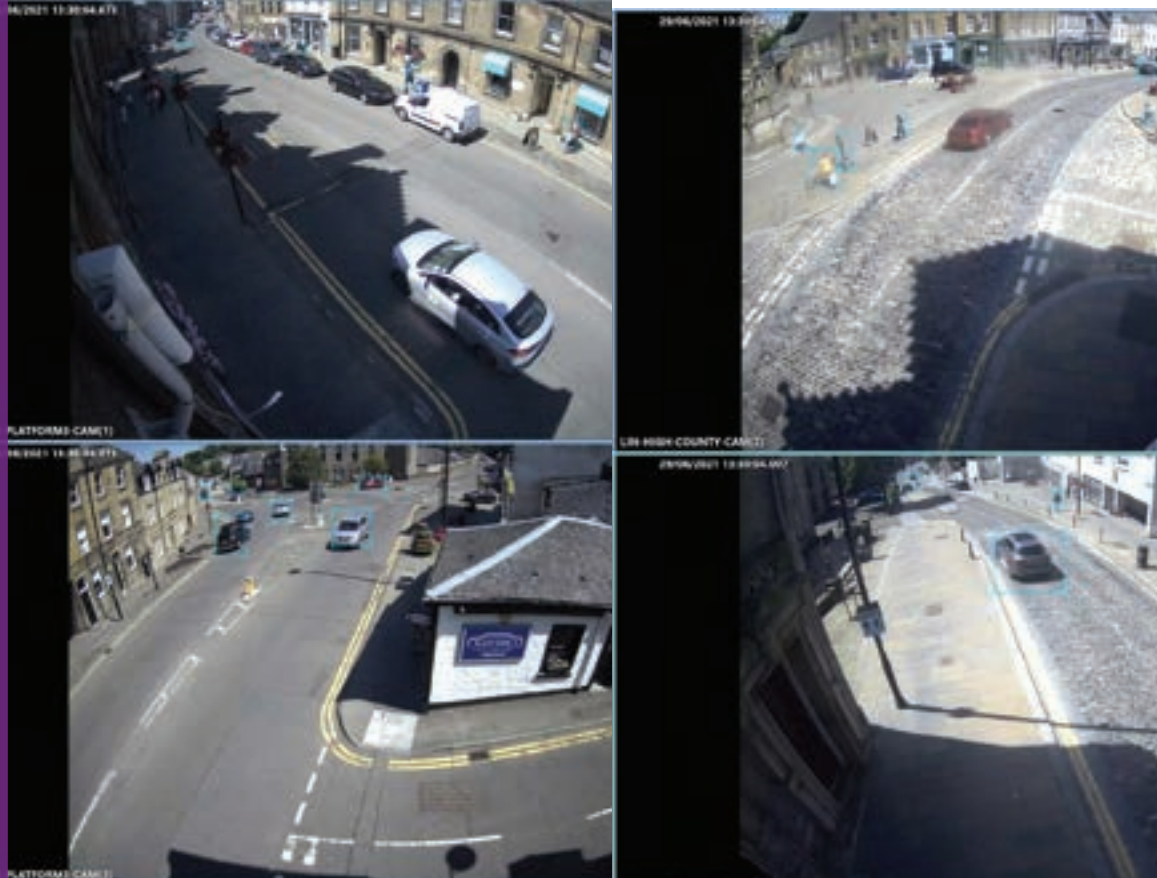
Floral Displays.

Working with Burgh Beautiful volunteers, this service has been delivered with One Linlithgow providing an increased budgeted amount of funds for the last 4-years for the beautiful floral displays around Linlithgow. To date £10,500 has been paid to Burgh Beautiful to maintain the eye-catching planters around the town each year.



Project: Safety & Security

To 30 September 2023,
£1,650 had been invested



The business plan budgeted £4,000 a year for Security Kits and Town-wide alerts.

Security Kits

The kits are made up of a range of security devices including note checkers, replacement bulbs, UV pens and Selecta DNA kits. Business premises have been encouraged to place point of sale notification of security in place to deter criminal activity.

This BID term, One Linlithgow purchased and distributed 100+ kits to businesses, with spare kits in storage to provide to new businesses to the town.

Once the pandemic arrived, part of this budget was allocated to the PPE kits that businesses needed in a global emergency. Below is an extract from Eddie Linton-Smith's report.

Extract from Eddie Linton Smith COVID report:

It became clear at an early stage that hand sanitiser and face masks would be in high demand and short supply. One Linlithgow secured volumes of both for businesses and local key workers. In time for the beginning of the first lockdown (23rd March 2020), a substantial volume had been secured at a time when sanitiser was largely unavailable (masks followed in April), with distribution beginning immediately.

Ever since, One Linlithgow has consistently supplied both, free of charge, to member businesses and continues to offer full PPE kits and "screen" grants to businesses.

Town Wide Alerts

The Phone Tree project has included the circulation of urgent immediate emails about incidents as they occur. There was no direct budget set for this, with BID management time allocated in the early part of the BID term to set it up. 79 businesses participate in the town wide alerts programme.

CCTV

Eleven cameras and ANPR are covered with three in the Mill Road Ind Estate and eight in the town centre.

Details of this project are documented in the Zone-Specific Projects section. Following the significant investment of £59,195 to purchase and install the cameras and software, using a local provider, ongoing costs have included two broadband connections to the cameras. This BID term, two cameras have required replacement.

There are also maintenance costs in keeping the cameras operational. The total costs of CCTV have been split between Mill Road Ind Estate and the Town Centre zones where they are located.



Project: Support to Businesses

To 30 September 2023,
£80,469 had been invested



The business plan budgeted £30,500 a year for Waste Facilitation (£0); One-to-one Support (£7k); Premises Improvement Grants (£15k); Training & Workshops (£2.5k); External Funding (£6k).

This investment has been offset with additional tranches of COVID-19 Resilience Funding and Scotland Loves Local funding of £25,000.

The investment and additional grant funding focused on emergency efforts to get High Street retailers trading online at the start of the pandemic, with follow up training about how to integrate e-commerce into current business practices.

Waste Facilitation

A cardboard and plastic crushing demonstration was arranged in Mill Road in August 2023. The aim was to demonstrate the possibility of drastically reducing the number of waste bins on the estate, turning a cost base into revenue stream. Crushed and baled cardboard and plastic has a commercial value that can be sold.

One to One Support

Throughout this BID term, one-to-one support has taken the form of personal visits to many local businesses to assist with social-media marketing and promotion.

As the pandemic hit, funds and management time were used for business resilience and PPE materials support such as pens, beer mats, lamp post wraps, window clings, posters, shop handouts aligned with the Scotland Loves Local campaign. Support also included levy rebates to businesses as they were forced to close.





Linlithgow Market *ONLINE*

Premises Improvement Grants

Grants to the value of £12,900 were issued to businesses. The investment by One Linlithgow resulted in a total overall investment by businesses of over £20,000.

This was deemed a great success as it helped facilitate an overall improvement of the collective standards of business premises and the impression made to visitors. Grant applications were received and managed by the BID team and approved at Board meetings throughout this BID term.

Training and Workshops

First Aid and Defibrillator training took place with the licensed trade to provide a level of confidence that business owners and staff would know what to do in an emergency if a Defibrillator had to be used.

To date, there are 8 defibrillator devices located in the One Linlithgow area. They are continually monitored, in case they have had to be “re-set” following their use in an emergency.

Management time and cost was allocated to the set up and management of the Digital Markets during pandemic. This included the daily processing of sales orders via MyLinlithgow.com from local people from local businesses during the pandemic.

External Funding

The purchase of eight defibrillators was a collaboration between One Linlithgow, Linlithgow and Linlithgow Bridge Town Management Group; Linlithgow Trail and Linlithgow 1st responders.

Grant funding was also secured through Scotland's Towns Partnership, with management time allocated to applying for this external funding. Grant funds were used for PPE equipment.



Project: Tourism & Marketing

To 30 September 2023,
£93,916 had been invested

The business plan budgeted £28,700 a year for Website (£3k); Digital Marketing (£1,200); Press & Newsletters (£4k); Loyalty Programme (£4k); Visitor Guide (£6k); Information Centre (£2k); Lamppost banners (£6k); Links with national operators (£0k); Promotional videos (£2,500)

Website

OneLinlithgow.com is the information resource targeted at all businesses who fund the Business Improvement District. It is only designed to provide business related information, and links across to other stakeholder information where the BID has been involved.

Linlithgow.co.uk

In 2023, the BID secured control of Linlithgow.co.uk as a resource for all businesses to promote their products and services to the local residents and provide advanced information to visitors.

The website was launched on 12 June 2023 and has recorded 12,000 Pageviews from over 3,000 users according to Google Analytics.

Over 50% of traffic to the website is generated from individual business page listings. Latest pageviews are over 2,000 per month and growing all the time. This is an invaluable resource for One Linlithgow, that will develop over time, with continual funding and input from the BID and the BID Team.

Digital Marketing

Mylinlithgow.com was the primary communications tool during the pandemic developed a digital market to help businesses to sell online locally.

West Lothian Gift Card

Accepted by over 50 One Linlithgow businesses. Cards can be bought from Linlithgow.co.uk/giftcard, local retailers and self-loaded from LoadThisCard.com once collected from the rack in Tesco and many local retailers.

Social Media channels

Our main social media channels used to engage with the public are Facebook, Instagram and Twitter.com (X.com). They are also used to driving traffic to Linlithgow.co.uk for specific news and local businesses. The visitor figures we reported above demonstrate a growth based on multiple posts of hyper-local, trusted, relevant and interesting information about One Linlithgow. These are now valuable digital assets that allow the BID team to implement in-house communications.

Katie Llewellyn is now a dedicated social media person who collects local information and photos from businesses to post on social channels. Content generated by business owners is also shared daily to the One Linlithgow channels.

Issuu.com/Linlithgow was secured in 2023 as an interactive platform for digital publication of material relating to Linlithgow.

Press and newsletters

Since 2019, 108 email newsletters have been posted to the levy payer contact email addresses via Mailchimp. The open rate has been consistently over 50% of emails posted.

Customer loyalty programme

The locally known 'Loyalty Lottery' is very popular in the town, with thousands of entries per year being submitted through local retailers, to provide small monthly prizes of up to £50 to spend in participating local retailers. Every Christmas time, the £100 Festive Loyalty Lottery also takes place as part of the late-night shopping and Festive Fayre events.

Linlithgow Visitor Guide

In 2021, One Linlithgow took over the funding and publication of the 40 page Linlithgow Visitor Guide from Pride and Passion, which donated £1,810 towards the 2021 edition.

There have been updated versions produced for 2021, 2022, and 2023, with a total print run of 63,000, of which 45,000 were produced in 2023 for distribution across central Scotland through Landmark Press. This covers high footfall areas of central Edinburgh, Stirling, Falkirk and parts of Glasgow. The information display racks are located in 379 targeted locations by Landmark Press.

The Visitor Guide features all customer-facing businesses, annual events in the town as well as the Linlithgow heritage trail. The 2023 version is non-date specific to increase shelf-life, with a focus on QR Codes throughout the guide to point visitors to sections of Linlithgow.co.uk

In 2023, a Visitor Survey was introduced to gather in-depth feedback from visitors to Linlithgow. It is set up as an integral pre-paid return envelope to be sealed and sent back. The visitor incentive includes winning a free weekend in Court Residence.

Visitor Information Centre

The original BID office at 28 the Vennel (now Styled by Macs) acted as an ad hoc information centre. Post pandemic, the Community Council set up the official tourist information centre in the Burgh Halls. The One Linlithgow budget was re-allocated to the Visitor Guide and all visitor related marketing activity. The guide prominently features in the Leaflet rack in the Burgh Halls.

Lamppost banners

13 lamppost banners have been installed around the town installed to be consistent with the websites and digital marketing and all printed media.

Strengthen links with national operators

Scotland Loves Local campaign – Linlithgow Loves Local

One Linlithgow has fully embraced the Scotland Loves Local brand, developed at the start of the pandemic by Scotland's Towns Partnership that really caught the public mood.

Cruise Forth Engagement

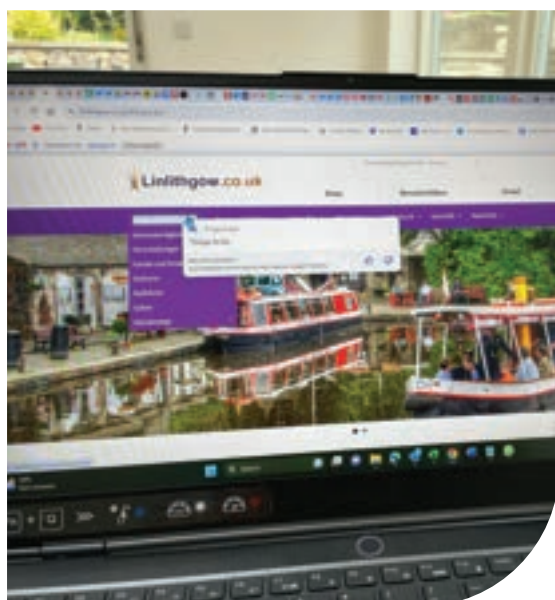
Bringing visitors off the Cruise Ships from Queensferry to the town for short-term stays.

Sky TV

Festive campaign has resulted in excellent contacts with Sky, and associated broadcast production services that Linlithgow can benefit from long-term.

Promotional videos

Existing 'travel to Linlithgow' videos were produced by Eddie Linton-Smith and published on the One Linlithgow YouTube channel. One Linlithgow invested in camera equipment, along with supporting software and hardware.



Project: Mill Road Zone

To 30 September 2023,
£43,869 had been invested



The business plan budgeted £9,500 a year for CCTV (£5k); Signage (£4.5k)

Legacy Funds (Mill Road Ind Estate BID) - July 2020

It was agreed that Mill Road would support the One Linlithgow BID to get up and running and cover festive costs, while the levy fees were being collected. Ringfenced funds were used for outstanding projects such as security fencing, signage and landscaping.

Total ringfenced was £11,057.25

The 130m security fence was installed in August 2023.

CCTV Installation and Operation

There are three cameras in Mill Road Ind Estate. To provide real-time access, there are two dedicated broadband lines for Mill Road that are paid monthly by One Linlithgow.

Other ongoing costs include camera maintenance and replacement when necessary.

In 2023 a camera repair was completed by on-site contractors, Scutum.

In 2023 a broadband line required replacement at the cost of One Linlithgow.

Signage

This includes the business directory signage at the entrance to the estate along with 2 smaller versions within the estate.

Throughout this BID term, the directory listings were updated in 2023, with the addition of a QR code facility that linked to the corresponding business listings on the new business-focused website [Linlithgow.co.uk/MillRoad/](https://linlithgow.co.uk/MillRoad/)

The link provides a direct link to all Google map listings of all current businesses in Mill Road.

Festive Lighting – Mill Road Junction

A proportion of the annual cost of installation, maintenance, and storage of five festive lamp post motifs has been applied to the Mill Road zone.

Decorative Stone hardcore

In 2023, ten tonnes of hardcore were sourced and installed around unit in Mill Road to improve the kerb appeal for visitors to the estate.

Non-Domestic Rates Appeal

Following the re-valuation of the non-domestic rates, a collective rates appeal was organised and subsidised by One Linlithgow, with all affected businesses in Mill Road invited to participate. At the time of publishing, the appeal is ongoing with our appointed representatives, Graham and Sibbald.

Meeting and engagement costs

Throughout 2022 a part-time employee of a Mill Road business paid to engage in communications with tenants. Board meeting costs were also incurred when they took place in Mill Road.

Restricted Parking Issues

In late 2023, the BID manager attended a West Lothian Council executive meeting in a personal capacity to represent businesses in the Mill Road Ind Estate that had objected to the introduction of parking restrictions. Despite a request for a pause for further consideration, the restrictions were put into effect.

Defibrillator Repairs and Maintenance

The board housing the defibrillator located on the building at Greensteam was replaced in 2023 due to weather damage.

Cardboard and Plastic Re-cycling

In August 2023, One Linlithgow arranged for a mobile cardboard and plastic crushing solution to be demonstrated at the Linlithgow Gin Distillery. The solution provider for Scotland, Mil-Tek, demonstrated the potential to drastically reduce the number of bin lorries having to visit the estate. There are also collective commercial opportunities for Mill Road to turn a cost base into a revenue generating exercise. One Linlithgow are continuing to explore possible sustainable solutions.



Project: Town Centre Zone

To 30 September 2023,
£138,716
had been invested

The business plan budgeted £22,000 a year for Late-shopping events (£2k); Festive Lighting (£8k); CCTV external (£10k); Signage

Late Night Shopping Events

This BID term there have been two late night shopping events that take place on the Thursday before the Advert Fayre.

Festive Lighting

This BID term Field and Lawn won the tender contract to provide the festive lighting for the last 4-years.

The service includes the installation, maintenance and storage of 73 lamppost motifs along the High Street.

The lights are owned outright by One Linlithgow, with an anticipated shelf life of 5 years.

To date this BID term, £67,000 has been invested in Festive Lighting.

CCTV Installation and Operation

Civil works to install fibre optic cables to a CCTV column at the Vennel were commissioned and overseen by One Linlithgow. The CCTV broadband was then made live in advance of the first camera being commissioned.

There are eight cameras on the High Street. To provide real-time access, there is a dedicated broadband line.

Other ongoing costs include camera maintenance and replacement when necessary.

Significant amounts of ongoing BID management time have been involved this BID term to provide footage to the Police, aligned with Crime Reference Numbers (CRN) for specific incidents

Signage

Lamppost banners

One Linlithgow has seasonally managed the lamppost banner facility on 12 lampposts in the town centre along with a larger double pole banner located at the Cross.

Throughout this term, banners have reflected events and activities going on throughout the year including Party at the Palace and Beecraigs Festive Forest events.

In 2023, the banner installation process was upgraded to provide a more robust solution for the banners to last longer in poor weather and an improved appearance using tension cross-pieces.

Information Display Boards

Two information display boards were removed in 2023 for refurbishment by a locally based business. There was a joint funding application that One Linlithgow was part of, to allow the refurbishment to take place in 2023. The refurbished boards are much easier to manage content due to the reconfiguration of the opening mechanism.



One Linlithgow BID business plan (2019-24)

PROJECTED INCOME	BID LEVY	£642,900
	WEST LOTHIAN COUNCIL	£64,290
	LEVERAGED INCOME	
TOTAL PROJECTED INCOME		£707,190
ACCESS & TRAFFIC	TRAFFIC REDUCTION, PARKING, ACCESS, ENVIRONMENT	£15,000
TOTAL PROJECTED INVESTMENT. BUDGET 2019-2024		£15,000
ADMINISTRATION	GENERAL ADMINISTRATION	£50,000
	BID OFFICE	£45,000
	PROFESSIONAL SERVICES	£35,000
TOTAL PROJECTED INVESTMENT. BUDGET 2019-2024		£130,000
EVENTS	LINLITHGOW ARTISAN MARKET	£10,000
	SUPPORT TO COMMUNITY EVENTS (E.G. ADVENT FAYRE, CIVIC FESTIVAL)	£15,000
TOTAL PROJECTED INVESTMENT. BUDGET 2019-2024		£25,000
PRESENTATION	VISUAL ENHANCEMENTS	£50,000
	FLORAL DISPLAYS; RUNNING COSTS	£12,500
TOTAL PROJECTED INVESTMENT. BUDGET 2019-2024		£62,500
SAFETY & SECURITY	SECURITY KITS	£20,000
	TOWN-WIDE ALERTS	£0
TOTAL PROJECTED INVESTMENT. BUDGET 2019-2024		£20,000
SUPPORT TO BUSINESSES	WASTE FACILITATION	£0
	OPEN MEETINGS, ONE-TO-ONE SUPPORT	£35,000
	PREMISES IMPROVEMENT GRANTS	£75,000
	TRAINING AND WORKSHOPS	£12,500
	EXTERNAL FUNDING	£30,000
	LOBBYING	£0
TOTAL PROJECTED INVESTMENT. BUDGET 2019-2024		£152,500
TOURISM & MARKETING	WEBSITE	£15,000
	DIGITAL MARKETING	£6,000
	PRESS AND NEWSLETTERS	£20,000
	CUSTOMER LOYALTY PROGRAMME	£20,000
	LINLITHGOW VISITOR GUIDE	£30,000
	VISITOR INFORMATION CENTRE	£10,000
	LAMPPOST BANNERS	£30,000
	STRENGTHEN LINKS WITH NATIONAL OPERATORS	£0
	PROMOTIONAL VIDEOS	£12,500
	TOTAL PROJECTED INVESTMENT. BUDGET 2019-2024	£143,500
MILL ROAD ZONE	CCTV (EXTERNAL) - LINE RENTAL AND MAINTENANCE	£25,000
	SIGNAGE	£22,500
TOTAL PROJECTED INVESTMENT. BUDGET 2019-2024		£47,500
TOWN CENTRE ZONE	LATE-SHOPPING EVENTS	£10,000
	FESTIVE LIGHTING	£40,000
	CCTV (EXTERNAL)	£50,000
	SIGNAGE	£10,000
TOTAL PROJECTED INVESTMENT. BUDGET 2019-2024		£110,000
TOTAL BUDGET ONE LINLITHGOW BUSINESS PLAN 2019 – 2024		£706,000

One Linlithgow Income & Expenditure (1 Oct 2019 to 30 Sept 2023)

£423,343 £38,658	INCOME RECEIVED	BID LEVY WEST LoTHIAN COUNCIL
£118,345		LEVERAGED INCOME: GRANTS, DONATIONS, MILL ROAD LEGACY, BUSINESS RESILIENCE / COVID GRANTS
£580,346		TOTAL RECORDED INCOME
£1,000	ACCESS & TRAFFIC	TRAFFIC REDUCTION, PARKING, ACCESS, ENVIRONMENT
£1,000		TOTAL INVESTMENT 2019-2023
£66,270 £51,373 £19,996	ADMINISTRATION	ADMIN: WAGES, NI CONTRIBUTION; BANK CHARGES; INSURANCE; DEPRECIATION; LEVY REBATES BID OFFICE: RENT, EXPENSES, SUNDRIE, MEETINGS, HEATING; COMPUTERS, PROFESSIONAL SERVICES: ACCOUNTS, MEMBERSHIPS, LEGAL, LEVY COLLECTION
£137,639		TOTAL INVESTMENT 2019-2023
£ 21,064 £44,816	EVENTS	LINLITHGOW ARTISAN MARKET MANAGEMENT TIME, SET UP RESEARCH, OPERATION. SUPPORT TO COMMUNITY EVENTS AND GROUPS; GRANT TO LCDT
£65,880		TOTAL INVESTMENT 2019-2023
£2,340 £10,500	PRESENTATION	VISUAL ENHANCEMENTS: REPAIRS AND RENEWALS; CHATTY BENCHES. FLORAL DISPLAYS; RUNNING COSTS TO BURGH BEAUTIFUL.
£12,840		TOTAL INVESTMENT 2019-2023
£1,350 £ 300	SAFETY & SECURITY	SECURITY KITS TOWN-WIDE ALERTS, MANAGEMENT TIME
£ 1,650		TOTAL INVESTMENT 2019-2023
£300 £28,266 £12,903 £22,000 £17,000 £0.00	SUPPORT TO BUSINESSES	WASTE FACILITATION: CARDBOARD DEMO IN MR 1-TO-1 SUPPORT BUSINESS RESILIENCE / COVID, MANAGEMENT TIME, PROMO MATERIAL, LEVY REBATE PREMISES IMPROVEMENT GRANTS: TRAINING & WORKSHOPS: DEFIB TRAINING, MANAGEMENT, 1ST AID TRAINING, ONLINE DIGITAL MARKETS EXTERNAL FUNDING: MANAGEMENT TIME TO SOURCE EXTERNAL FUNDING LOBBYING
£80,469		TOTAL INVESTMENT 2019-2023
£2,700 £3,000 £28,863 £13,474 £24,248 £0.00 £19,230 £400 £2,000	TOURISM & MARKETING	WEBSITE: MANAGEMENT TIME, WEB DEVELOPMENT, CONTENT MANAGEMENT DIGITAL MARKETING: MANAGEMENT TIME. PRESS AND NEWSLETTERS: MANAGEMENT TIME. CUSTOMER LOYALTY PROGRAMME: PRIZE MONEY, PRINTING, MANAGEMENT TIME LINLITHGOW VISITOR GUIDE: PROMO MATERIAL, MANAGEMENT TIME VISITOR INFORMATION CENTRE: PROJECT BY COMMUNITY COUNCIL LAMPPOST BANNERS: DESIGN & PRINT, MANAGEMENT TIME, BUSINESS DIRECTORY BOARD STRENGTHEN LINKS WITH NATIONAL OPERATORS PROMOTIONAL VIDEOS: MANAGEMENT TIME
£93,915		TOTAL INVESTMENT 2019-2023
£23,679 £20,190	MILL ROAD ZONE	CCTV (EXTERNAL) - LINE RENTAL AND MAINTENANCE SIGNAGE: MANAGEMENT TIME, BUSINESS FACILITATION, SECURITY FENCE, SIGNAGE, RATES APPEAL
£43,869		TOTAL INVESTMENT 2019-2023
£3,000 £73,199 £57,516 £5,001	TOWN CENTRE ZONE	LATE-SHOPPING EVENTS: MANAGEMENT TIME, ADVENT FAYRE AND TORCHLIGHT PROCESSION. FESTIVE LIGHTING: MOTIFS INSTALL & STORAGE, MANAGEMENT TIME. CCTV (EXTERNAL) : HARDWARE, MAINTENANCE AND MANAGEMENT TIME SIGNAGE
£138,716		TOTAL INVESTMENT 2019-2023
£575,978		TOTAL INCOME & EXPENDITURE ONE LINLITHGOW 2019 – 2023

YEAR 5 Expenditure

(1 Oct 2023 to 29 Feb 2024)



In the final year of this BID term, the team continued to focus on delivering the aims and objectives of the business plan. By the end of March 2024, there will be six months to the end of this BID term, and five months away from your decision to continue with the One Linlithgow BID.

During the last five months from 1st October, One Linlithgow has delivered the following projects.

Business As Usual projects including

- The monthly Linlithgow Loyalty Lottery and the Festive Loyalty Lottery.
- Ongoing cost of broadband connections to operate the CCTV.
- Annual installation of 73 festive motif lighting on lamp posts.
- Funding for the Linlithgow Reed Band during the second late night shopping event for the Advent Fayre.
- Support and promotion for the Festive late night shopping events.
- Linlithgow Artisan market subsidy to participating levy payers.
- Support to Community Groups.
- Arrange the re-print and distribution of the Linlithgow Visitor Guide.
- Ongoing repairs and maintenance.

New projects included:

- A locally targeted 30 second Sky TV advert throughout December 2023.
- Festive Christmas Dinner Trail.
- High profile positioning of an information display rack at the checkout in Tesco.
- Installation of more robust information banners around the town.
- Commissioning of the Vennel Vision project with Page\Park architects.
- Cruise Forth engagement and plans to bring in day trip visitors to Linlithgow.
- Installation of replacement webcam at the Cross.

All activities aim to increase footfall, dwell time and spending in your business.

Total expenditure from the start of the final year of this BID term (01/10/23) to 29 Feb 2024 was £76,948



One Linlithgow Statistics

2000+

Website views per month

1,700+

Facebook followers; 1,300+ Likes, with 19,000+ monthly organic reach

2,000+

Monthly Instagram reach; 578 followers; 256 Posts

30,000+

Event flyers, posters, banners printed

19

Total number of trails

25+

Total events supported/promoted

62

Premises Improvement Grants issued

8

Defibrillators in operation

100+

Note checkers issued

30

Double page spreads in the 'Black Bitch' Community Magazine

5,000+ Volunteer Hours from the Board of Directors.

It may not be understood that for the One Linlithgow Ltd business improvement district to manage and oversee the delivery of the 2019 -2024 business plan, the company directors have collectively given up their own personal time, business experience and knowledge.

Without their input, this report could not have been presented or the achievements delivered.

Assets

One Linlithgow has amassed the following tangible and digital assets throughout the course of the BID term.

73	Festive Motifs
11	CCTV cameras
3	Automatic Number Plate Recognition(ANPR) cameras
110m	Security Fencing
100+	Note checkers
37	Loyalty Lottery participating outlets
13	Lamppost banners and connectors
2	Domain names for Linlithgow and associated social media platforms

Social Capital



One Linlithgow connections, expertise and industry credibility.

A key element of running a business improvement district is the natural built-up expertise, experience, contacts and knowledge of the BID board and BID team over the years.

One Linlithgow Ltd has managed to secure the services of Tony l'Anson who is a very experienced contractor, working with BIDS in Scotland for ten years and over 30 years commercial experience.

During this time, he has built up a knowledge base and effective way of working that can continuously produce tangible results for Linlithgow.

Excellent multiple stakeholder relationships have developed with elected politicians and councillors; property owners; local authority officers; the Police; the Town Centre Management group; community groups; Scotland's Towns Partnership and industry experts; Visit Scotland; the 'Black Bitch' community magazine; Linlithgow Community Development Trust; event contractors; national broadcasters; graphic design, video and print suppliers; BID managers from other Scottish BIDS to share best practice; managers of national retail operators in the town; as well as the many owner-managed and operated businesses in Linlithgow.

The value of this extensive range of interactions and collaborations cannot be underestimated as they are key to being able to deliver all projects detailed in this report.

Next Steps

We need your feedback to produce a business plan for 2024 to 2029.

Consultation Questionnaire

<https://www.surveymonkey.com/r/OneLinlithgowBID2024>



Key Dates in 2024

April	Open Meeting and Business Consultation.
May	Next Steps Feedback.
June	Business Plan 2024 - 2029 produced.
July	Voting Papers and Business Plan posted to all levy payers.
29th August	Voting period ends and result announced.
30th September	End of current BID term for One Linlithgow Ltd.
1st October	Start of a further BID term if a Yes vote is achieved.

OneLinlithgow.com



Linlithgow.co.uk