

# HAMILTON

## BUSINESS IMPROVEMENT DISTRICT

A Business improvement District(BID) is a proven business led initiative , where businesses work together and invest collectively, to improve their business environment.

The Hamilton BID Steering Group has been conducting a consultation process with the business community. The feedback has been used to create a business plan that will help revitalise the town. Qualifying businesses within the designated area will vote on the plan in September 2012.

### Making a difference

Consultations with businesses from across the town have highlighted a desire for change. Feedback from the 2011 business questionnaire called for actions to bring people back into the town. Traders asked for more events, promotions and the need to talk up Hamilton.

The BID will breathe life into the town through the implementation of the following range of services.

**Let's shout about it-** This will create a strong brand for the town through a coordinated marketing strategy. It will include the provision of bigger and better events in the town to drive footfall. The BID will also create a shop local campaign and run targeted campaigns at shoppers who currently go elsewhere.

**Taking a pride in Hamilton.** - A successful BID will support current businesses and attract new ones through it property facelift grants and addressing the look of vacant and derelict properties. It will create a more pleasant experience with cleaner streets and floral enhancement.

**A friendlier Hamilton-** A successful BID will help ensure that customers, employees and businesses feel safe. It will support shopwatch schemes and extend the current seasonal taxi marshal operations. This will be a real help to the evening economy.

**Accessible Hamilton-** will address car parking issues across the town and improve mobility through the provision of shuttle buses.

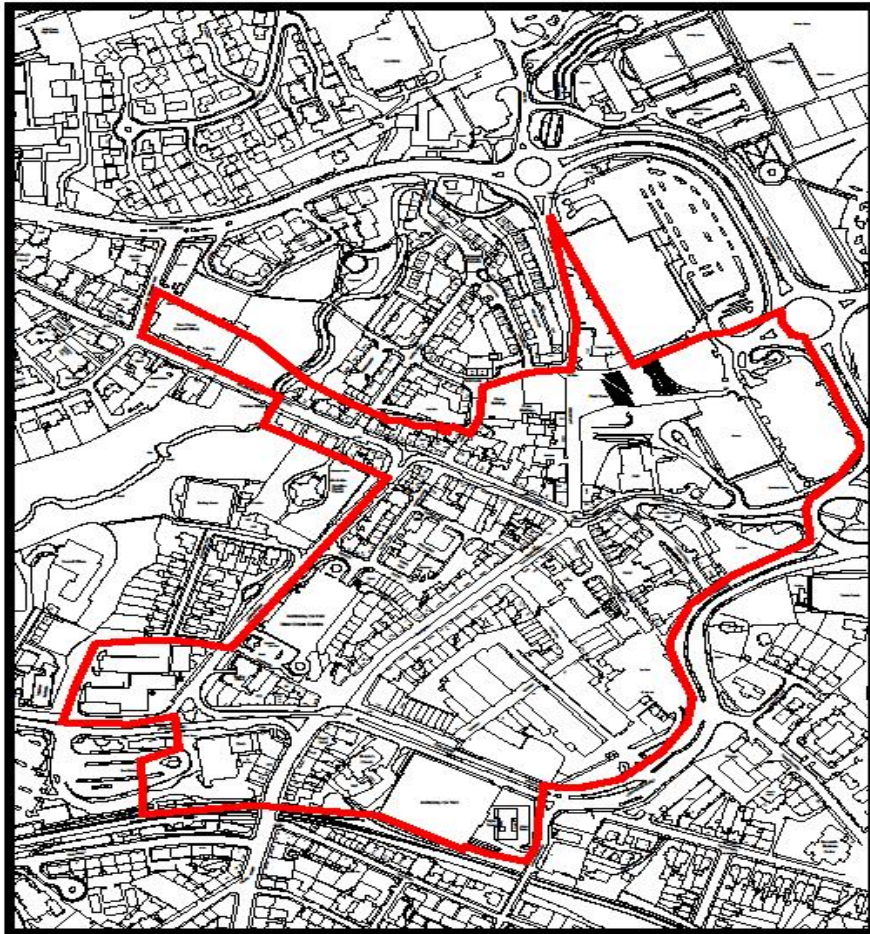
**Delivering Value-** a successful BID will give greater buying power, as businesses join together to negotiate saving through collective purchasing. The BID will encourage and help

businesses sell their services to some of the 350 BID area businesses. It will offer new ways to communicate with potential customers.

The BID will look to attract new funding streams for the town

The Proposed BID area

## Hamilton Town Centre



This map illustrates the current proposal for the BID area.

Levy proposals

The BID will be funded by a levy, based on rateable values of businesses within its borders. It will help generate a fund of over £1,000,000 that will be invested in the town over the next five years.

Levy Band		
Rateable values	Annual levy	Weekly level
3000 - 10,000	200	3.85
10,001 - 20,000	250	4.81
20,001 - 30,000	350	6.73
30,001 - 40,000	450	8.65
40,001 - 50,000	650	12.50
50,001 – 75,000	850	16.35
75,001 – 100,000	1000	19.23
100,001 – 150,000	1500	28.84
150,001 - 250,000	2500	48.08
250,001 – 400,000	4000	76.92
400,001-	5000	96.15

\* Shopping centre tenants to receive discounted rate to reflect payment of service charge

## *Top 10* Reasons to back the Hamilton BID

1. It will improve the promotion of the town
2. It will create a range of events to drive footfall into the town
3. It will create a website to help support business
4. It will make Hamilton a more attractive and welcoming place to visit
5. It will improve the safety and security for visitors residents and workers
6. It will create campaigns to support local businesses
7. It will work to reduce the number and impact of empty properties
8. It will attract new funding sources to enhance the levy provided by businesses

9. It will create cost saving opportunities
10. It will represent Hamilton's businesses and voice their concerns

The fund will be managed by businesses and it's the businesses who will decide how it's spent..