

Fort William

OUTDOOR CAPITAL OF THE UK



Fort William Business Improvement District 2024

What is a BID? (Business Improvement District)

The Fort William BID steering group are a small cross section of local business people, who have volunteered their time to regenerate our small area in the Highlands. The passion for where they live and work is key to their focus on securing a BID for this area and help protect the future for all of us and our families. For more information on the team, regarding who we are, and what we are trying to achieve, contact Mark MacLean at mark@bidfortwilliam.co.uk

- The aim of a BID is to work collectively with local businesses to invest in community improvements, which are in addition to those delivered by statutory authorities.
- The proposed geographic area for Fort William BID will be from the Croit Anna Hotel PH336RR, along to the Council Yard PH336TL. Only on the A82 side of the Loch and south of the River Lochy. (See Map).
- BIDs are designed to align the common goals of the businesses involved. Collectively agreeing and planning the best way to help regenerate the local community.
- Before agreeing on the liability of the Levy, the BID steering group will facilitate extensive consultation with businesses to decide on the projects and services that will be included in the 5-year business plan. These consultations will also set out the delivery mechanisms, performance indicators, governance and management structures to be implemented to track the 5-year plan.
- The BID will be available to fund current services and maintenance activities, as well as work towards developing enhanced security, improved public facilities and marketing to promote the area.
- Priority capital projects could also be included in the plan for active travel improvement, landscaping, storefront renovations and upgrading wayfinding signage.
- Our Community deserves a cleaner town, better living and working conditions and a more vibrant space for locals and visitors to enjoy. The changes agreed will increase footfall, giving the town a longer season to trade, while also offering local people a loved and cared for place to live.

Vote **YES** to invest in Fort William

The Future of Fort William

At the heart of every successful town is a strong local economy, providing an exciting experience for everyone. While most town centres are underpinned by retailing, the range of other attractions and experiences is what adds value and creates a unique offer.

Our vision for Fort William is for it to become a vibrant town centre and reinvent itself as an all year round cultural, leisure and retail place to visit. We are already positioned in a uniquely attractive setting alongside the sea, with the amazing backdrop of Ben Nevis. Benefitting from being pedestrianised, Fort William has an attractive town centre, with good cafes, shops, a well renowned museum and a modern cinema and entertainment venue.

As the outdoor capital of the UK, and with our outstanding geographical location, Fort William is well placed to host sporting and cultural events.

The hospital, high school, Nevis Centre, swimming pool, retailers, builders' merchants, transport hub and many other assets, make the town essential to both the local community and the plethora of visitors who use Fort William as a holiday destination every year.

There is so much we could do to improve the town. Redeveloping the underpass, conserving historical buildings, improving the rear of the buildings facing the loch, sourcing tenants for vacant shops, introducing public art, improving our shorefront, encouraging more use of the High Street entertainment space for events, and much more.

Funding is a major factor for all this work. The Fort William BID committee will have a key role in leveraging funding from the Highland Council in Inverness and Westminster Governments. With your help, support and encouragement, the BID team could start this process very soon and we could be on our way to a new and improved Fort William Town Centre.

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How much will it cost me?

The exact cost of a BID levy will be determined after the steering group consults with the businesses involved. Once the businesses involved decide on what improvements they would like to see, the steering group will then create a business plan which will determine the amount of the levy. The BID levy is divided into bands. The chart below is a sample from our neighbouring town Oban.

The average business in Oban has a rateable value of £9,900 per year. Which would amount to a total levy of £250 per year.

Large businesses with high rateable value will be capped. This ensures that our larger retailers are able to contribute.

RV Range	Annual Levy Per Business
£3,000 - £8,399	£150.00
£8,400 - £13,399	£250.00
£13,400 - £39,999	£380.00
£40,000 - £65,999	£530.00
£66,000 - £99,999	£890.00
£100,000 - £179,999	£1030.00
£180,000 - £499,000	£2300.00
£500,000+	£5000.00

"The average business in Oban pays less than the cost of a couple of coffees per week"

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Town Centre Environment

Please rate the following by circling the appropriate number. NA= Non Applicable

	Very Bad		Ok		Very Good	NA
Overall, how would you rate Fort William as a place to develop and promote your business?	1	2	3	4	5	<input type="checkbox"/>
How do you think your customers rate Fort William as a place to visit?	1	2	3	4	5	<input type="checkbox"/>
Overall, do you feel that Fort William is an attractive, clean town?	1	2	3	4	5	<input type="checkbox"/>
Would you agree that extending the tourist season would help increase prosperity for all business sectors?	1	2	3	4	5	<input type="checkbox"/>

1= Disagree 5= Agree

Comments:

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Marketing and Promotion

Please rate the following by circling the appropriate number. NA= Non Applicable

	Not Important				Very Important	NA
	1	2	3	4	5	
Increase the frequency and scale of national/International events in the town.	1	2	3	4	5	<input type="checkbox"/>
Create more events to bring locals into the town centre. Music, Farmers/Christmas markets, etc.	1	2	3	4	5	<input type="checkbox"/>
Improve media awareness of events happening in Fort William. Internet, radio, create a local app.	1	2	3	4	5	<input type="checkbox"/>
Encourage shopping locally.	1	2	3	4	5	<input type="checkbox"/>
Public Art, ie; sculptures on roundabouts, murals on walls, outdoor exhibitions.	1	2	3	4	5	<input type="checkbox"/>

Comments:

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Business Environment

Please rate the following by circling the appropriate number. NA= Non Applicable

	Not Important				Very Important	NA
Encourage and support business success, creating a culture of unity in the town.	1	2	3	4	5	<input type="checkbox"/>
Understand, learn and improve from other towns' successes.	1	2	3	4	5	<input type="checkbox"/>
Attract, support and encourage new businesses in the town.	1	2	3	4	5	<input type="checkbox"/>
Collective representation for Levy Payers with Highland Council and Scottish Government.	1	2	3	4	5	<input type="checkbox"/>
Working with public bodies to ensure we receive our fair share of Infrastructure investment.	1	2	3	4	5	<input type="checkbox"/>

Comments:

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Issues that have a negative impact on local business

Please rate the following by circling the appropriate number. NA= Non Applicable

	Strongly Agree				Strongly Disagree	NA
The unattractiveness of the back of the town from the A82	1	2	3	4	5	<input type="checkbox"/>
Tourist Season is not long enough.	1	2	3	4	5	<input type="checkbox"/>
A82 is unfit for purpose.	1	2	3	4	5	<input type="checkbox"/>
The unattractiveness of Belford Hospital, Airds Crossing and other major buildings	1	2	3	4	5	<input type="checkbox"/>
Lack of good staff.	1	2	3	4	5	<input type="checkbox"/>

Comments:

Vote **YES** to invest in Fort William

Comments

Tell us the **top 3 things** that you feel are needed to help you improve your business. These will be priority starting projects

1.

2.

3.

Other Comments:

How much will becoming a member of BID Fort William cost me? We will be aiming to keep the cost to local businesses to a minimum. The cost of the levy will depend on the cost of the improvements that are agreed as a priority. The amount of businesses that get behind the BID and the amount of external funding we secure will also have an impact on the cost of the levy. The levy is calculated as a percentage of the business premises' rateable value. If we do not take steps to care for the town, nobody will.

We will vote **YES**

We will vote **NO**

We are still thinking about it.

Would you like a visit from our BID Fort William Manager over the next few months to find out more about BID Fort William or to discuss your answers further, please put a tick in the box

Vote **YES** to invest in Fort William

Contact Details

Details collected through this survey will remain confidential and will not be passed on to a third party. Your answers will be entered anonymously into a database and will help us formulate our business plan, which you will have the opportunity to vote on later in the BID process.

Thank you for taking the time to share your thoughts with us.

Finally, to ensure that we have the correct details for your company and you are an eligible ballot voter, please fill in the contact details below. This will also ensure you will receive your all important ballot papers and a copy of the business plan.

NAME	<input type="text"/>
JOB TITLE	<input type="text"/>
EMAIL ADDRESS	<input type="text"/>
COMPANY NAME	<input type="text"/>
COMPANY ADDRESS	
CONTACT TELEPHONE	<input type="text"/>

If the person who will decide on how your company votes in the ballot is different from above, please enter their contact details below.

Name:	<input type="text"/>
Email Adress:	<input type="text"/>
Contact Telephone:	<input type="text"/>

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Area Map of Business Improvement District Fort William 2024



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