



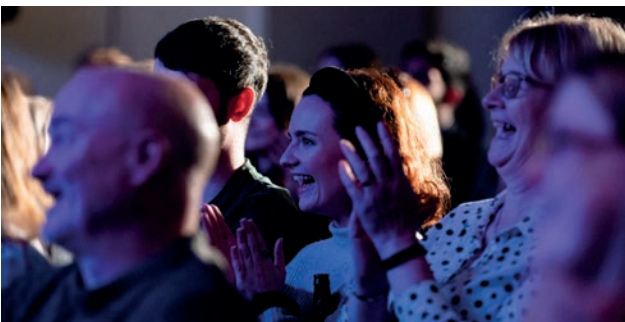
Recovery. Reinvention. Revival.
 BID Business Plan
 2021-2026



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Front cover image 'Siberia mural' Photo credit: wallkandy.net



"In extremely challenging times for hospitality businesses, Aberdeen Inspired has risen to the challenge and supported us admirably. For instance, the move by them to develop an outside 'Café Culture' was essential in allowing many hospitality businesses to stay open. They also brought the very successful Aberdeen Restaurant Week back at the right time, when Aberdeen had earlier lost much of the government's 'Eat Out to Help Out Scheme'. Many participating businesses saw significant increase in trade due to Aberdeen Restaurant Week, that helped keep people in jobs. This is a hardworking and innovative BID that deserves our support and will, more than ever, be needed in the difficult months that lie ahead."

Mario Gizzi

Director, DiMaggio's Restaurant Group (Café Andaluz, Amarone & Topolabamba)



FOREWORD

Following a year of unprecedented challenges to public health and the economy, Aberdeen Inspired has remained a steadfastly vocal and unified force for the welfare and fortunes of our city centre.

Since the coronavirus-imposed lockdown last March, the businesses and organisations which make up the diversity, vibrancy and appeal of our city centre have been facing a crisis like never before. Indeed, the existence of many is teetering on a knife edge and we've already seen the disappearance of independent hospitality venues which have been part of the city's fabric for decades, along with big, high street brands closing their doors for good. These tragic events impact on the heritage and essence of the beating heart of our region, challenging our city centre like never before.

Against this backdrop, Aberdeen Inspired must embark on the statutory BID (Business Improvement District) ballot process, a major part of which is articulating our priorities and plans for the next five years. These have been identified by businesses in the city centre through surveys and consultation. They build on the success of the last five years, during which Aberdeen Inspired has achieved some remarkable results, working collaboratively with levy payers and stakeholders to deliver initiatives which have had a tangible, valuable and lasting impact on our city centre and all who depend upon it.

We've proactively lobbied for changes which impact positively on the city during the coronavirus crisis, provided advice and support to individual businesses on operating safely during the pandemic and actively encouraged footfall through socially distanced events and initiatives, such as Aberdeen Restaurant Week (which delivered a 25% increase in takings on average for those participating). We found an alternative solution for a Christmas Market and introduced the Aberdeen Gift Card, promoting spend with city centre businesses.

In the longer term, the restoration of planned events such as the Aberdeen International Comedy Festival, Nuart Aberdeen and Christmas Village, will provide compelling reasons to visit Aberdeen, encourage

increased dwell time in the city centre, leading to increased spend with local businesses.

Aberdeen and Aberdeenshire can only stand out as an attractive, worthwhile place to visit if it has a vibrant and appealing city centre that is rich in culture, retail and entertainment. Aberdeen Inspired's programmes and activities, which have helped rejuvenate the city centre over the last five years, will be vital in restoring city centre confidence in 2021 and beyond.

We find ourselves seeking a positive vote at a time when every business is operationally and financially challenged. However, a vote in the ballot this year is a vote, not just for the positive improvements we bring, but for the very survival of our city centre.

The average levy equates to around £5 per week – less than the price of two coffees! It's also the lowest levy in the country at 1% of your rateable value, compared to the highest at 3%. Furthermore, in recognition of the challenging times 2020 has brought, the levy will be reduced by half in the first term (2021-22), dropping to just 0.5% of your rateable value for the first year.

The BID has leveraged more than £2million of additional funding into the city in the past year that would otherwise not have been possible. This means that for every £1 of each levy collected, £2 or more is reinvested in the city centre.

A positive vote in the ballot will enable Aberdeen Inspired to protect the diversity, vibrancy and safety of the city centre for when you return to the office, ensuring your employees can enjoy and benefit from an appealing city centre which will help attract and

retain staff and tenants. It will allow us to continue to improve the appearance of buildings and derelict space, reduce litter and make the Granite City sparkle. It will ensure we can attract and run a programme of events that enrich our city culturally and provide compelling reasons to make a trip into town.

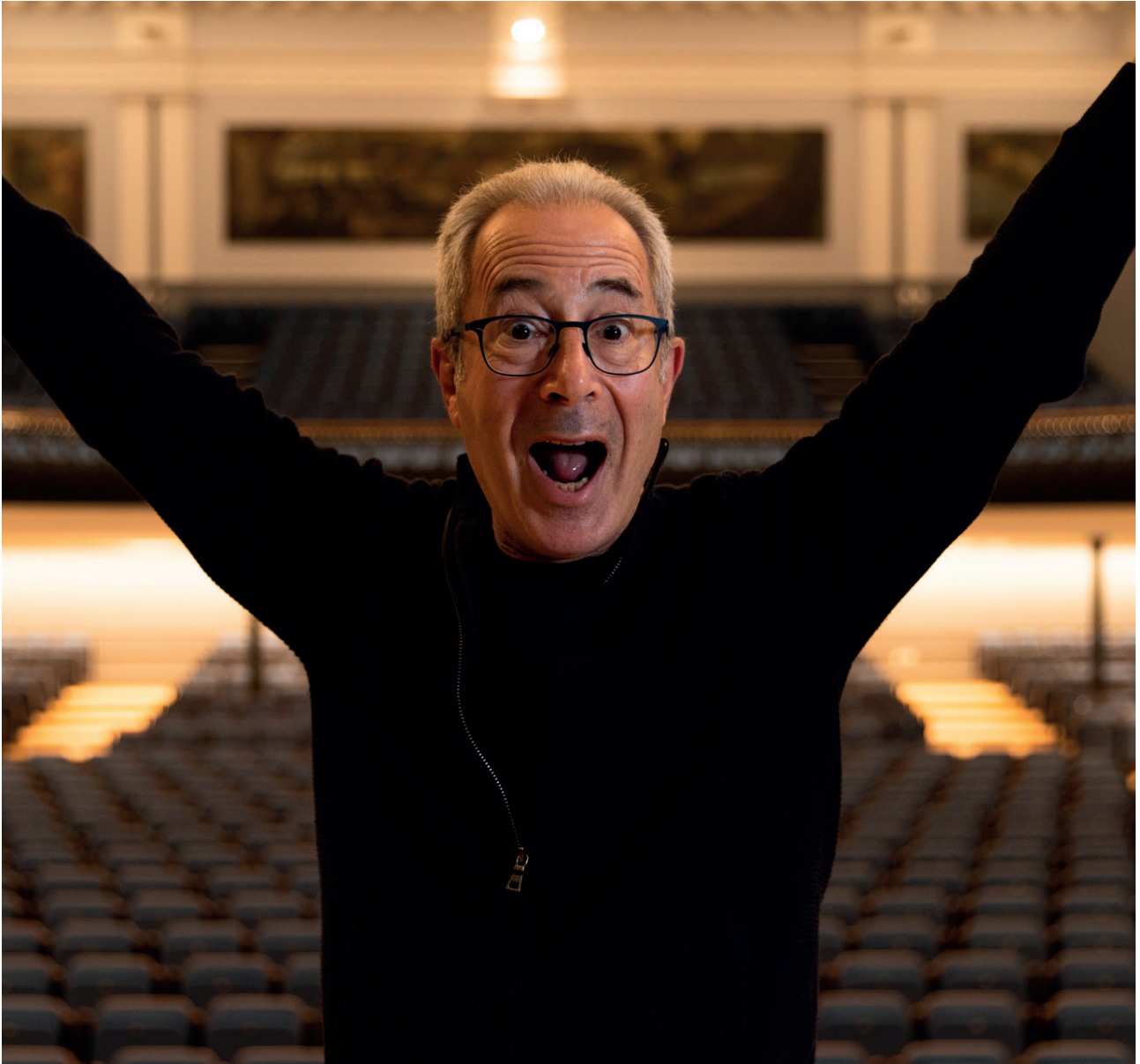
Your levy doesn't just support the city centre's look and feel, it supports hundreds of micro and small independent businesses who make up the diverse and vibrant city centre experience and employ hundreds of local people.

That's why we're urging you to Back the BID and, if you need more convincing, this document underlines the success we've achieved in the last five years and details our ambitious plans for the next five years.

Our voice will be needed more than ever as we embark on the road to recovery.

Allan Henderson
Chairman





"This BID proposal is an opportunity for the local community, businesses and social enterprises to have a voice in shaping the future of one of the pillars of the north east – Aberdeen City Centre. The impact of Covid-19 has brought into sharp focus the value our town and city centres hold not only in terms of employment, business and activity but in the spirit and confidence they create for the local population. In the year that Scotland hosts COP26, this BID proposal allows us to consider what we want our city centre to become and what role it can play in the north east and the country's future."

Mark Gall

Regional Director, RBS Corporate & Commercial Banking, North of Scotland.

EXECUTIVE SUMMARY

Led and funded by the businesses within the city centre, Aberdeen Inspired is uniquely placed to bring influence, investment and initiatives into the city centre that benefit levy-payers and the wider region.

As a BID (Business Improvement District), Aberdeen Inspired has delivered projects and services that enhance the business environment within the city centre. By making it more attractive, welcoming, vibrant and diverse, as well as safer, we aim to increase footfall and dwell-time.

Since 2016, Aberdeen Inspired has secured almost £7million of investment into the city centre – this is money that would otherwise not have been available. As a strategic partner to all stakeholders in the city centre, Aberdeen Inspired has attracted many more millions of real investment into the city centre masterplan. No other BID in the UK has consistently raised this level and scale of additional income and investment.

With an enviable and unrivalled position nationally, we are recognised as a leading BID among the 330 in the UK and Ireland having been awarded the European BID of the Year in 2017/18, the International Downtown Association (IDA) Global Achievement Award in 2018/19 and a clutch of other BID awards.

Through chairing the inaugural Scottish City Bids Group, we leveraged £1.6 million of additional funding into the city, of which approximately £600,000 has been committed to the delivery of two designated green spaces/parklets and a suspended signage scheme.

By raising our profile, engaging meaningfully with levy payers and working collaboratively with stakeholders, we have become a powerful, credible and positive lobbying voice for the city centre locally, nationally and internationally.

Protecting the interests of our levy payers through, for example, successfully objecting to out of town retail and hospitality developments, has been increasingly important as has securing ongoing investment through backing the heart of our city within the city centre masterplan.

We continue to strategically position Aberdeen city centre as the beating heart of our city region. Understanding that a great deal of our market share sits within neighbouring local authority areas, we gear all our PR, marketing and promotion and lobbying towards audiences in these markets.

With Nuart Aberdeen, Aberdeen Restaurant Week, the Aberdeen International Comedy Festival, Aberdeen Jazz Festival, Inspired Nights and the Christmas Village, we now have a portfolio of events that drives footfall, increases vibrancy, appeal and spend into the city centre. These events are designed to bring people in greater numbers to the city, not just to attend the event, but to make use of our excellent retail and hospitality offering, positively impacting on these businesses and the wider economy.

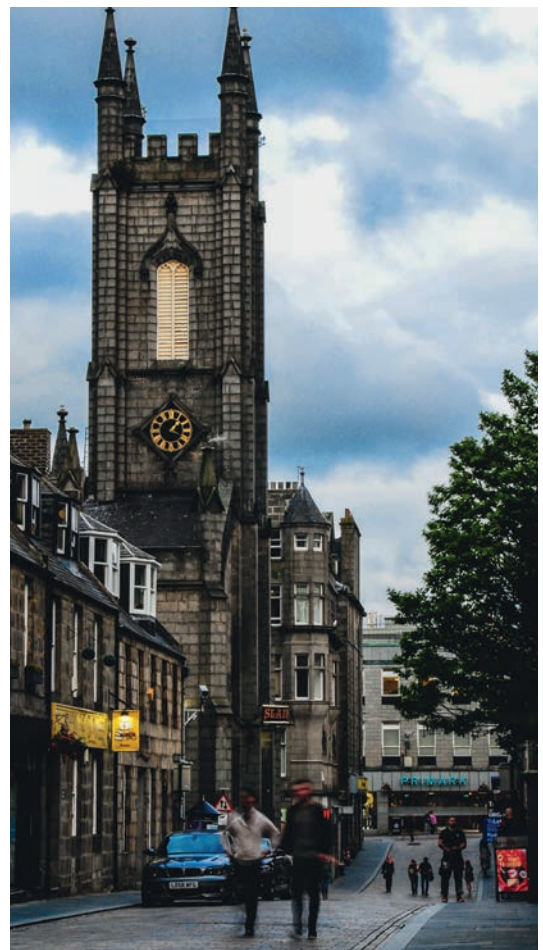
Despite the events of 2020, we have maintained our profile and our voice, speaking up for our levy-payers, supporting them and finding solutions to drive forward events and initiatives in a safe way amidst a turbulent operating environment and providing a stimulus to the local economy at a time when it was most needed.

Adrian Watson
Chief Executive



"M&S is an enthusiastic supporter of BIDs nationally. Their efforts in attracting footfall to and increasing dwell-time in the city centre through a varied programme of events and initiatives are to be commended and we are appreciative of their positive representation of levy payers with the key stakeholders. More than ever, we need their strong voice to aid the city centre's recovery and to help drive through the next phase of the Aberdeen City Centre Masterplan, which will be critical to the future vibrancy and diversity of our city."

Allison Chaney
Store Manager
M&S





WHAT WE'VE ACHIEVED

In the last five-year term of the BID, Aberdeen Inspired exceeded its objectives, delivering a raft of projects, initiatives and events around the specific themes and priorities laid out in the previous business plan.

Attractive City Centre

Coming up roses

Aberdeen Inspired contributes financially towards Aberdeen City Council's annual provision of floral hanging baskets and planters within the city centre, adding a welcome splash of colour and biodiversity.

Adopt an Area

A programme of planting and weeding as part of the Adopt an Area scheme improves neglected parts of the city. The first area to be improved was a wall where Bridge Street meets College Street, which was painted by artist Alison Chandler. Aberdeen Inspired supports further planting such as the Bridge Street Wildflower Meadow and wildflower planting at Harriet Street and Crooked Lane.

Painted Doors Aberdeen

This popular art project has transformed abandoned doorways into works of art, making the city's streets more interesting and vibrant. With painted doorways along Langstane Place, Windmill Brae, the Merchant Quarter and Correction Wynd, the project supports local painters, designers, street artists and illustrators. The first of its kind in the UK, Painted Doors Aberdeen has inspired similar projects in Perth and Dundee.

Blooming marvellous

Apple trees and fruit bushes have been planted in numerous locations, including the Roof Garden above the St Nicholas Centre, to promote biodiversity within the city centre. Aberdeen Inspired's efforts are regularly recognised by the Keep Scotland Beautiful judging panel, while the Urban Bee Project – which saw honeybees and beehives introduced to the city centre in June 2018 – has received several awards.

San Francisco-style parklets

Two areas of the city centre – a former dustbin store on Huntly Street and outside St James' Episcopal Church at Holburn Junction – have been transformed into a parklet and pocket park. Timber benches and planters filled with plants and greenery now offer a little oasis of calm in the city centre.

Union Street Conservation Area Regeneration Scheme (CARS)

Aberdeen Inspired supports the Union Street Conservation Area Regeneration Scheme (CARS), a six-year initiative aimed at regenerating Aberdeen's main thoroughfare. Set up to tackle the problems of rundown historic buildings and streetscape, this programme provides financial help for conservation initiatives, with £2.4million of grants available to owners of eligible buildings to undertake repair, restoration and refurbishment work.

Aberdeen City Heritage Trust

The BID provides financial support to Aberdeen City Heritage Trust, which helps take care of the historic environment through a limited number of discretionary grants for the repair of historic buildings.



Promoting Our City Centre

Celebrate Aberdeen

Supported by partners including Aberdeen Inspired, this annual event shines a spotlight on some of the best people and organisations that Aberdeen has to offer. Featuring a third sector parade made up of more than 3,500 representatives from a wide range of charities, social enterprises and voluntary groups, the event has evolved into a weekend of music and performances in the city centre.

Aberdeen Jazz Festival

Celebrating all that's great in jazz, with 11 days of performances from 50 artists, the Aberdeen Jazz Festival, which is backed by Aberdeen Inspired, brings in audiences from all over the UK and beyond.

Aberdeen International Comedy Festival

Benefiting almost 30 city centre venues and attracting over 50 local and international acts, the Aberdeen International Comedy Festival enriches the city's cultural offering and gives plenty of reasons to smile.

Inspired Nights

The street food market at The Green brings together local traders to offer a wide range of food and drink during the light spring and summer nights, encouraging visitors to soak up the atmosphere of the city centre, increasing footfall and dwell time.

Great Aberdeen Run

The Simplyhealth Great Aberdeen Run featured a half marathon, 10k and one-mile Family Run. In 2017, participants travelled from as far as Singapore, South Africa and the United States, with an estimated £900,000 raised for charity, including many based here in the North-east.

Society Awards

Aberdeen Inspired is the main sponsor of the annual Society Awards, which showcase and celebrate the region's food and drink, fashion and beauty, interiors, tourism and entertainment industries.



Nuart Aberdeen

The internationally-acclaimed street art festival, which has created a permanent legacy, Nuart Aberdeen adds significantly to Aberdeen's cultural offering with local, national and international artists showcasing their work through a series of site-specific murals, installations, interventions and temporary exhibitions. The 2019 Nuart Aberdeen launch weekend saw a record 30,000 people taking to the streets of the city centre, leading to a 5% increase in footfall week on week and delivering £10m in marketing value.

Aberdeen Christmas Village

Moving to Broad Street from Union Terrace in 2017, the Christmas Village offers an open-air ice rink, fairground rides and attractions, festival food and drink, Santa's Grotto and the popular Christmas in the Quad market against the impressive backdrop of Marischal College, attracting a footfall of around 600,000.







"We cannot underestimate the importance that Aberdeen City Centre holds. It provides employment for many thousands and its state of health is often taken as a measure of the wider north-east economic well-being. As a proud Aberdonian, I naturally want to see our city centre thrive, but this will require even more of a focus by the private and public sectors to effectively work together through the demanding period that lies ahead. Aberdeen Inspired has already demonstrated the value it brings to the heart of our city and moving forward it has a crucial role in bringing about the required change."

Martin Gilbert

Former CEO of Aberdeen Standard Investments



Aberdeen Christmas Market

The Covid-19 pandemic stopped the 2020 Aberdeen Christmas Village going ahead as planned. But Aberdeen Inspired rapidly came to the rescue, moving the Christmas Market into a vacant retail unit in the Bon Accord Centre with the varied local traders reporting record sales and footfall of over 25,000.

Aberdeen Restaurant Week

Aberdeen Restaurant Week encourages restaurants and cafes to offer lunch or dinner for a fixed price of £10 or £20. Run twice a year since 2018, with participants reporting on average a 25% increase in takings, even during 2020, the initiative attracts more people into the city centre during weeknights.

Positive PR and social media

High profile, positive media coverage is amplified by engaging content on social media channels which has accounted for continued audience growth. The Aberdeen Inspired Facebook page has a reach of over 15,000, and frequently records over 20,000 engagements through compelling content. LinkedIn has over 4,000 followers with impressions usually averaging around 30,000. Instagram and Twitter reach audiences of 7,500 and 9,700 respectively.

Safe and Welcoming City Centre

Purple Flag status retained for seven consecutive years

In 2020, Aberdeen successfully retained its Purple Flag status for the safety and security of the city's evening and night-time economy for the seventh year in a row. Driven by Aberdeen Inspired, the city was the first in Scotland to receive this prestigious award in 2014.

Alive After Five

This Aberdeen Inspired campaign celebrates the diverse and vibrant evening and night-time economy in the city centre. By showcasing the city's evening offering to 'Eat, Shop, Drink, and Discover', Aberdeen Inspired encourages residents to become tourists in their own city, exploring all that is on offer. As part of the campaign, Aberdeen City Council also piloted a scheme offering free car parking from October 2018 to March 2019. The first Evening & Night-time Economy Manager in the UK, outside of London, was appointed by Aberdeen Inspired and, along with the City Centre Manager, is funded by Aberdeen City Council. Aberdeen Inspired also established the first Night-Time Commission – an advisory panel to ensure the continuous development of the night-time economy in the city centre.

Spaces for People

In 2020, Aberdeen Inspired supported the council's successful bid to introduce the most ambitious 'Spaces for People' programme of any town or city centre in the country, allowing the city centre to open up safely during the pandemic. Measures included pedestrianisation, pavement widening, temporary bike lanes and one-way walking to encourage social distancing.





Wayshowing totems

Navigating the city centre is now much easier thanks to a network of Aberdeen Totems, offering advanced navigation signage. The directional graphics highlight walking and cycling routes, promoting a healthier lifestyle in and around the city.

Lighting of St Nicholas Kirk Colonnade

A series of lights was installed to illuminate this historic monument so it can be seen by passers-by at night. The project was carried out by Balfour Beatty Engineering Services on behalf of Aberdeen Inspired, with the aim of boosting the area's appeal to visitors as well as making it safer.

Aberdeen Gift Card

Introduced just ahead of Christmas 2020 to further support local businesses during the pandemic-imposed restrictions, the Aberdeen Gift Card is a prepaid Mastercard which can be used as currency in participating shops, restaurants, bars and other outlets such as beauty salons in the city centre. More than 170 local businesses signed up to accept the card, encouraging shoppers to visit the city centre and retain local spend in the area. The card generated over £150,000 into the local economy in the first few weeks.

Helping Your Business

Coping with COVID

With an influential role on regional COVID resilience groups and the Aberdeen City Socio-economic Recovery Group, Aberdeen Inspired has proactively lobbied for changes which impact positively on the city during the coronavirus crisis. We provided advice and support to individual businesses on operating safely during the pandemic and actively encouraged footfall through socially distanced events and initiatives.

Addressing levy payer issues

Through its six Business Networks, Aberdeen Inspired adds significant value to levy payers by working with Aberdeen City Council and other partners to resolve issues. These have included the removal of fly tipping and graffiti, addressing vandalism and other anti-social behaviour, maintenance of streetlights, flood planning, pest control (seagulls), addressing illegal street occupations in relation to signage, scaffolding and other objects and acting as a voice for businesses on traffic management and roads issues.

Trade waste initiative

Aberdeen Inspired works with Keenan Recycling and EIS Waste Services to provide an award-winning, cost-effective trade waste initiative for businesses within the BID, with the aim of increasing recycling and reducing waste to landfill. Since June 2018, more than 76,000kg of food waste has been collected from 12 sites in the city centre.

BT Inlink hubs

A network of InLink units – with sites including Union Street and Upperkirkgate – have replaced existing payphones, helping to position Aberdeen as a modern, technologically advanced city, supporting the tourist and retail economy and helping to attract investment.





THE NEXT FIVE YEARS

If the last five years were about regeneration, reinvigoration and revitalisation, the next five years, as we come through the pandemic, will be about recovery, followed by reinvention and then revival.

The challenges facing towns and city centres across the country have been brought into even sharper focus following the devastation to retail and the hospitality sector as a result of the COVID-enforced lockdowns and restrictions.

Aberdeen Inspired will be integral to the recovery of our city centre, working collaboratively with stakeholders and businesses to aid its necessary transition to become a genuine destination with a far stronger focus on the experiential. This includes a mix of retail, entertainment, culture and well-being featuring pop-up shops, community hubs, festivals and street artists. By injecting more theatre and excitement into the high street we can increase its appeal to a wider range of visitors and locals.

The key themes of making our city more attractive, safer and more welcoming, underpinned by support for business and promotion of our city centre, become more relevant than ever.

In setting our approach and objectives for the next five years, we surveyed city centre businesses and their responses are an endorsement for our evolving approach which will see Aberdeen Inspired build on those key themes.

Our business plan for 2021 – 2026 therefore reflects a vision of an evolving city centre that retains its character, heritage and accessibility but becomes richer in culture, innovation, sustainability and diversity.



Against a backdrop of wider city region improvements such as the AWPR, P&J Live, Aberdeen Harbour extension, refurbishment of the Music Hall and Aberdeen Art Gallery, the completion of the redevelopment of Union Terrace Gardens in 2022 and the delivery of the city centre masterplan, Aberdeen Inspired will continue to represent its levy payers, influencing and shaping these new developments and bringing existing and new events and initiatives to add to the rich tapestry of experiences that will make our city centre more dynamic, compelling and vibrant for local residents and visitors.

Aberdeen Inspired's priorities under our core themes for the next five years are listed below. This period will be defined by our recovery from the pandemic. Our near-term focus will therefore be on helping our city centre recover and then reinvent itself. This will involve being as flexible as possible in order to respond to the changing environment. At this stage, we have only identified strategic objectives for the next two years in order to review them as the situation develops.

Helping Your Business

- Making sure your voice is heard among key stakeholders locally and nationally, lobbying for the changes and innovations you believe are important such as better connectivity, business support and city centre revitalisation
- Guidance and advice on civic matters
- Support for reinventing your business to cope with existing challenges and emerging high street trends
- Expanding and extending the Aberdeen Gift Card to benefit your business
- Direct marketing of your business and its promotional offers

2021-2022 objectives:

- Business recovery from COVID, including lobbying and business resilience advice and support
- Day to day, on-the-ground support for city centre businesses
- Regular business network meetings to provide specific support for business recovery
- Build on footfall data through enhanced analysis and systems



Photo credit: Brian Tallman Photography

“Aberdeen Performing Arts is delighted to be part of our active and successful city centre BID. Aberdeen Inspired performs a critical co-ordinating role for the city’s many and varied business interests, facilitating joint working and championing city centre regeneration. Their bold and imaginative interventions in partnership with the cultural sector in the city, with festivals like Nuart and the Comedy Festival, mean our streets are alive with culture throughout the year. We look forward to continuing to work together to bring life, creativity, colour and investment to our city region.”

Jane Spiers

Chief Executive Aberdeen Performing Arts



Promoting Our City Centre

- Deliver new world-class events that create compelling reasons to visit and marketing value
- An innovative and creative approach to city centre promotion which puts Aberdeen on a national and international stage
- Influence and drive the delivery of the city centre masterplan
- Leverage significant capital sums from both local and national sources to help city centre business reinvent and reposition on the road to recovery and beyond
- Continue to be the positive voice for the city centre

2021-2022 objectives:

- Bring the globally acclaimed international street art festival Nuart Aberdeen back to the city
- Lobby at a local and national level for support through the city centre business recovery
- Influence and drive delivery of the City Centre Masterplan
- Positively promote the achievements and products of levy payers





- Continue to influence at a local, regional and international level through industry bodies and other associations, to promote and position Aberdeen city centre
- Continue to provide events and festivals that will, when safe to do so, bring people into the city centre, encouraging greater spend. These will include Aberdeen International Comedy Festival, the Aberdeen Jazz Festival, Aberdeen Christmas Market, Inspired Nights on the Green, Aberdeen Restaurant Week and Tour of Britain cycling event

Attractive City Centre

- On-going delivery of agile city centre management for day time, evening and night time economy, progressing the 'Alive After Five' principles.
- Increase city centre aesthetics through floral displays and parklets, particularly in run-down or neglected spaces
- Renewed focus on cleanliness including deep clean of building and improving the collection and recycling of trade waste



2021-2022 objectives:

- Use national funding already accrued to further develop green spaces output/parklets and a suspended signage programme
- Continue to support winter and summer floral enhancements that go above and beyond Aberdeen City Council's offering
- Going above the baseline services to ensure a deep cleaning programme of work is carried out regularly in the city centre
- Continue to work in partnership with Aberdeen City Council to deliver the CARS grants (with over £3 million in national grants available)



Safe and Welcoming

- Leadership and collaboration in creating a safe and welcoming city centre through the continued delivery of the Purple Flag
- Further development of our nationally award-winning evening economy strategy, designed to lengthen the day to the consumer, promoting a diverse offering that seamlessly transitions from day to night-time economy

2021-2022 objectives:

- Work collaboratively with a multitude of partner agencies to ensure Aberdeen is the safest city of its kind in Europe through Purple Flag reaccreditation
- Through our city centre manager and evening and night-time economy manager further develop both the daytime and evening economies with a safe and vibrant café culture

Additional Funding

Over the past five years, we have consistently brought in annual funding that has far surpassed the BID levy alone.

This has been made possible through a combination of much appreciated voluntary levies and ever-increasing funding through other mechanisms such as sponsorship and national funding streams in support of our initiatives and events.

Furthermore, we have indirectly brought in many more millions of pounds to the city through the events we have carried out, as well as promoting and marketing for these and the city. In moving forward, it is fair to say we have been conservative in our assumptions of future funding borne out of the current Covid 19 challenges. However, given our track record, this funding is likely to increase.

“We are proud to have been associated with Aberdeen Inspired since its inception. It provides a city centre partnership which has a budget of its own with the capability to quickly action and fund projects. It also provides a swift communication conduit for businesses who seek guidance or help on municipal matters. Nuart, festivals and street markets, solar powered belly bins, city direction and information signs, and floral displays all add up to a much more welcoming city centre for visitors and locals alike. With the “High Street” in economic turmoil, their input and initiatives are more relevant than ever. Aberdeen would be a poorer city without Aberdeen Inspired.”

Stuart Milne

General Manager Finnies the Jewellers



BID LEVY

A BID is funded by levies from businesses within the BID footprint. Who pays it, how is it calculated and who collects it?

The BID levy is an equitable and fair way of funding additional projects and services that the local authority is not required to provide. Though projects may deliver added value to existing basic statutory service workstreams they must not replicate or replace them.

Aberdeen Inspired's Board of Directors has agreed that in recognition of the challenges caused by the pandemic, the levy will be reduced by half in the first term (2021-22), dropping to just 0.5% of rateable value for the first year and then returning to 1% for the remaining four year term of the BID when it will not change during, except to reflect any variations arising from the revaluation of the properties in 2023. This reduced levy in the first year for shopping centres is 0.375%, which takes account of the 0.75% already applied.

The threshold for payment of any levy is a non-domestic rateable value of £27,500 and above. In the event of doubt, the rateable value of any commercial premises in Scotland can be accessed by searching on the Scottish Assessor's Association website: www.saa.gov.uk

The table below provides an indication of levies and their monthly and daily breakdown. See Appendix 3 (page 27) for details on the mix of levy payers by rateable value and business type.

There are around 800 commercial properties in Aberdeen's BID area (see map on page 25), which will together generate a total income of around £980,000 per annum, and an estimated total levy income of around £4.4m over five years. Along with significant voluntary contributions, Aberdeen City Council may also provide a degree of funding, subject to approval, to help augment the BID levy for city centre projects and initiatives that also coincide with its own priorities, such as some of those contained within the City Centre Masterplan and delivery programme. These additional contributions are likely to run to around £500,000 per annum but this could increase if projects can attract grant funding.

Who pays the levy?

All eligible non-domestic properties (i.e. the eligible person who is liable to pay the non-domestic rate) that are listed on the Local Assessor's Valuation Roll on the ballot date will be liable to pay the levy. However, the property owner will be liable to pay the levy where the property is vacant on the day the levy invoice is issued and for all of the period thereafter while the property is vacant.

Any new commercial development, sub-division of existing properties or merging of properties or new businesses with a non-domestic rateable valuation of or above the threshold coming in to the BID area during the five-year lifetime of the BID will be liable for the levy.

Collection of the levy

Aberdeen City Council will collect the levy on behalf of Aberdeen Inspired. This is an efficient, transparent and cost-effective method of collection. Aberdeen City Council will lodge the levy within a BID Revenue Account, and this can only be drawn down by the Aberdeen Inspired Board of Directors to allow for the delivery of projects and services within this business plan.

For the avoidance of doubt Aberdeen City Council will not be able to access the levy monies in this account so they cannot be used as an additional funding stream to finance baseline services.

When is the levy to be paid?

The first BID levy will be due in July 2021, and thereafter on the first day of each financial year that the BID is in operation. Payment must be made within 28 days from the date of the levy invoice.



Income	2021-22	2022-23	2023-24	2024-25	2025-26	Total
BID Levy	490,000	980,000	980,000	980,000	980,000	4,410,000
Additional Project Funding	465,000	465,000	520,000	650,000	900,000	3,000,000
	955,000	1,445,000	1,500,000	1,630,000	1,880,000	7,410,000

Expenditure	2021-22	2022-23	2023-24	2024-25	2025-26	Total
Promoting our city centre	340,000	591,250	618,500	693,750	794,125	3,037,625
Helping your business	170,000	251,250	258,500	268,750	319,125	1,267,625
Attractive city centre	135,000	211,250	218,500	238,750	269,125	1,072,625
Safe & welcoming	135,000	211,250	218,500	238,750	269,125	1,072,625
Total theme spend	780,000	1,265,000	1,314,000	1,440,000	1,651,500	6,450,500
Staff costs	115,000	118,000	122,000	125,000	128,500	608,500
Other operating costs	60,000	62,000	64,000	65,000	100,000	351,000
Total	955,000	1,445,000	1,500,000	1,630,000	1,880,000	7,410,000

Projected 5 Year Budget

Changes to rateable values on appeal

There will be no adjustments to the levy charged during the year to reflect changes in individual rating values due to appeals. Changes in rating values will be reflected in a corresponding change to the levy from the appropriate properties in the following year.

Where a property is taken out of rating (e.g. due to demolition or a split or merger) the BID levy for that individual property will be due up to the date of the removal from the Rating List and the annual BID levy will be apportioned accordingly.

Discounts/exemptions

If the property is empty, the non-domestic rates rules will apply to the owner, in that 90% of the levy value will be charged after any initial period of 92 days when there is 100% relief. Moreover,

non-retail charities and places of worship will be exempt, while historic listed buildings will have 50% relief. Following consultation, shopping mall tenants are eligible for a 25% discount on the BID levy to offset their service charge.

Additional support will be sought from the mall owners through voluntary contribution and participation in future projects.

Voluntary contributions and other funding
The BID will endeavour to secure voluntary contributions from owners and occupiers of non-domestic properties outwith the BID area, or owners of properties who fall below the current threshold as well as other external funding partners where possible. These voluntary contributions, which will inevitably vary from year to year, will be paid into the Aberdeen BID Revenue Account.

The BID Ballot

The BID ballot is a confidential postal ballot commissioned by the Returning Officer of Aberdeen City Council on behalf of Aberdeen Inspired and in accordance with the Scottish BID legislation.

A notice of ballot will be sent to all eligible persons on or shortly before 29th April 2021, to be followed by the ballot papers on 13th May 2021. You will have six weeks to cast your vote before the ballot closes at 5pm on 24th June 2021. Ballots received after this date and time will be deemed null and void. The proposer of the ballot (Aberdeen Inspired) must make available a full copy of the BID Proposal to any person who is eligible to vote on the BID Proposal and who requests a copy. A copy of the BID Proposal and BID Business Plan must also be sent to the Scottish Ministers and the Chief Executive of the local Authority (Aberdeen City Council) at least 98 days in advance of the final ballot date.

Voting papers are easy to complete; simply place a cross ('X') in the 'Yes' or 'No' box to a single question, 'Are you in favour of a BID?' The ballot paper must 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 of 25% turnout (the head count) by number of eligible persons and by combined rateable value.

Of those who vote, over 50% by number and 50% by combined rateable value must vote in favour of the BID.

All eligible voters (i.e. those persons liable to pay non-domestic rates) will have one vote or where an eligible person is liable for non-domestic rates for more than one property, they shall be eligible to cast more than one vote and will also be required to pay the levy for each of the properties they occupy. They will likewise receive a ballot paper for each property they occupy, with each voting paper counting as one vote. It is important that every ballot paper received is completed.

Where the property is vacant or empty (i.e. with no tenant or occupier in place), the property owner will be deemed to be the eligible person and receive the ballot paper. The ballot papers will be counted on 25th of June 2021 and the results announced within one week.

Following a successful ballot, the BID will commence on 1st July 2021 and will run for a period of five years until 30th June 2026. At the end of the five-year period eligible voters will again be given the choice of continuing the BID for a further five years. This ballot process will be conducted using the same methods as previous ballots.

How the BID will be managed

Following a successful ballot, Aberdeen Inspired will continue to operate as a limited liability company with responsibility for delivering the Business Plan.

Aberdeen Inspired currently comprises a total of 11 directors who are voluntary and unpaid. The directors are tasked with overseeing the delivery of the BID projects within the Business Plan. Places on the Board are open to every business that pays the levy, whether on a mandatory or voluntary basis. They may nominate themselves, or someone else from within the BID area to be elected to the Board. The appointments reflect their expertise and also the range of business sectors within the city centre. Should there be more nominations than places available, an election will be held.

The Board will continue to meet not less than quarterly each year, and will agree on an annual basis how the funds will be spent for the coming year following a review of the business plan and in consultation with levy-paying businesses. This enables Aberdeen Inspired to take a dynamic approach and demonstrate a flexible response to any changing circumstances in order to meet business needs. The Board has the authority to make relevant variations or financial adjustments to projects within budgets, for the efficient and effective operation of the company and in line with good business practice without the need for an alteration ballot.

The BID Chief Executive Officer meets regularly with a core executive group of directors to discuss ongoing projects in order to obtain direction and feedback.

This ensures that a dynamic approach can be taken, especially in relation to any ongoing or emerging opportunities or threats that might have any effects on your businesses.

The management team

A full time Chief Executive Officer reports directly to the Board of Directors and implements the Business Plan, supported by three Project Managers, a PR and Communications Manager, Digital Marketing and Communications Co-Ordinator, Office Manager and two part-time Business Engagement Officers. A City Centre Manager and Evening and Night-time Economy Manager are supported financially by Aberdeen City Council.

Management and governance

The Board of Directors undertake to adhere to an official Directors' Code of Conduct, which sets out, openly and clearly, the standards Directors must apply when carrying out their BID business duties.

Any allegations of contraventions of the Codes by Directors will be independently investigated in order to give assurance to the businesses and the public that their elected Directors are acting in accordance with the highest levels of professionalism and integrity in the discharge of their roles.

Communication and consultation

Effective communication is a basic business requirement. Recognising this we use a variety of channels to communicate with you:

- Regular newsletters
- Email alerts
- Multi-agency partnership meetings with a focus on the city centre
- Regular updates on our social media channels

- Our website – www.aberdeeninspired.com
- Media relations
- One to one meetings
- Business Network meetings

Openness and Transparency

The principles of openness and transparency lie at the heart of Aberdeen Inspired's policy of communication with businesses and the public. This is underpinned with newsletters and documents, or arising from official business meetings and forums in future being published on the company's website. Recognising also the need for, and value of face to face dialogue, Aberdeen Inspired maintains an 'open door' policy for businesses, with levy payers or their representatives welcome to visit the offices to discuss their issues or concerns.

How performance will be measured

There will be a series of key performance indicators (KPIs) to ensure that performance is monitored and measured. These will include:

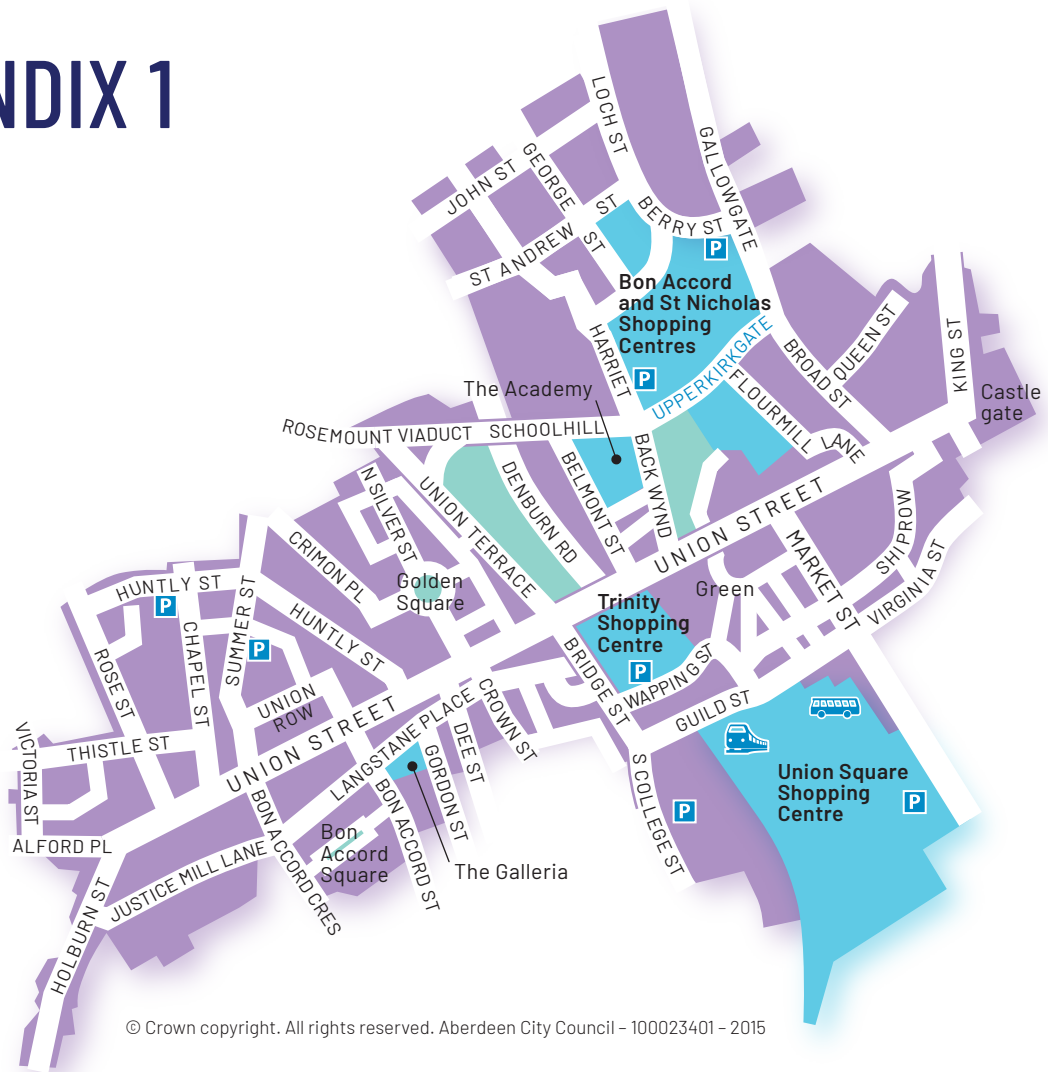
- Annual report to summarise BID performance
- Footfall monitoring
- Communication with levy payers – monthly newsletter
- Car park data
- Media evaluation
- An independent mid-term review
- Surveys carried out after each event to gauge impact and value
- Purple Flag re accreditation

"The challenge to Aberdeen City Centre, in keeping with so many others, is stark and Covid-19 has only served to accelerate this. It is imperative, in the coming months and years, that there is a collaborative approach, at both local and national levels, to build considerable financial stimulus and support to regenerate and repurpose our city centre and make it fit for purpose. Cities are vital to the economic wellbeing of this country and Aberdeen Inspired has consistently played its part in leveraging in much needed capital for a wide range of strategies and initiatives that support this cause."

Bob Keiller

Founder and Business Advisor AB15 Ltd, Chair ASCO Ltd,
Director Aberdeen & Grampian Chamber of Commerce

APPENDIX 1



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Adelphi
 Alford Place
 Back Wynd
 Bath Street
 Belmont Street
 Berry Street
 Bon Accord Crescent
 Bon Accord Street
 (as far as East Craibstone Street)
 Bon Accord Terrace
 Bridge Place
 Bridge Street
 Broad Street
 Carmelite Street
 Castlegate
 Castle Street
 Chapel Street
 Correction Wynd
 Crimon Place
 Crown Street
 (as far as Crown Terrace)
 Dee Street
 (as far as Langstane Place)
 Diamond Lane
 Diamond Street

East Craibstone Street
 Exchange Street
 Exchequer Row
 Flourmill Lane
 Gaelic Lane
 Gallowgate
 George Street
 (as far as John Street)
 Golden Square
 Guild Street
 Hadden Street
 Harriet Street
 Holburn Street
 (as far as Great Western Road)
 The Green
 Huntly Street
 John Street
 King Street (as far as
 East and West North Streets)
 Justice Mill Lane
 Langstane Place
 Little Belmont Street
 Market Street
 (as far as Union Square)
 McCombies Court

Netherkirkgate
 North Silver Street
 Queen Street
 Rennie's Wynd
 Rose Street
 Ruby Lane
 Schoolhill
 Shiprow
 South Silver Street
 St Andrew Street
 St Nicholas Lane
 St Nicholas Street
 Stirling Street
 Summer Street
 The Green
 Thistle Street
 Thistle Lane
 Trinity Street
 Union Glen
 Union Row
 Union Street
 Union Terrace
 Upperkirkgate
 Wapping Street
 West Craibstone Street

APPENDIX 2

Baseline services

Street Furniture and Signage

- ✓ Provision of maintenance and cleaning of litter bins and seating
- ✓ Provision of hanging baskets and planters
- ✓ Provision of signage, street lamps and banners*
- ✓ Provision and maintenance of the public transport waiting infrastructure

Street Cleaning

- ✓ Cleaning pavements and kerbside channels*
- ✓ Emptying litter bins
- ✓ Street cleaning*
- ✓ Litter removal
- ✓ Removal of chewing gum from public spaces
- ✓ Removal of fly tipped material
- ✓ Removal of animal faeces
- ✓ Removal of graffiti and fly posters from public buildings
- ✓ Ground maintenance
- ✓ Removal of abandoned vehicles

City Wardens and Traffic Enforcement

- ✓ Provision of city wardens
- ✓ Dog fouling
- ✓ Graffiti
- ✓ Abandoned vehicles
- ✓ Provision of car park attendants

City Centre Ground Maintenance

- ✓ Design and maintenance of planted areas
- ✓ Removal of ground weeds
- ✓ Design and installation of annual planting

Street Lighting

- ✓ Maintenance of street lights, signs and beacons*
- ✓ Design and maintenance of new lighting schemes*
- ✓ Technical advice on street and exterior lighting
- ✓ Repairs to lighting faults*
- ✓ Provision of festive lighting installations

Trading Standards

- ✓ Counterfeit goods*
- ✓ Product safety*
- ✓ Misleading descriptions of goods and services*
- ✓ Price displays*
- ✓ Petroleum storage registration*
- ✓ Enforcing legislation*
- ✓ Explosives registration and licensing*
- ✓ Preventing underage sales of tobacco and fireworks*
- ✓ Tobacco displays, registration, etc*
- ✓ Weights and measures*
- ✓ Licensing*
- ✓ Taxi and Private Hire Cars*
- ✓ Market operators and Street Traders*
- ✓ Public entertainment*

Waste Management

- ✓ Collection of waste materials and recycling*

Public Car Parking

- ✓ Reviewing the sustainability of on and off-street parking
- ✓ Reviewing the arrangements of on and off-street parking

CCTV

- ✓ Installation of CCTV cameras
- ✓ Provision of 24/7 CCTV coverage

Road Maintenance

- ✓ Co-ordinating works on public roads*
- ✓ Carrying out road safety measures and repairs*
- ✓ Maintenance of road markings*
- ✓ Traffic light repairs*
- ✓ Clean gullies on public roads*
- ✓ Safety inspections of public roads*
- ✓ Implementation of winter maintenance operations*

Planning and Regulatory Functions

- ✓ Planning control*
- ✓ Building control
- ✓ Transportation planning
- ✓ Policy and strategy*
- ✓ Major development projects
- ✓ Environmental sustainability

Policing

- ✓ Provision of 24/7 dedicated city centre policing team*
- ✓ Increasing in number over the busy festive period
- ✓ Administration of the Weekend Partnership, working closely with licensed premises

Business Support

- ✓ Provision of business growth team to support small and medium enterprises

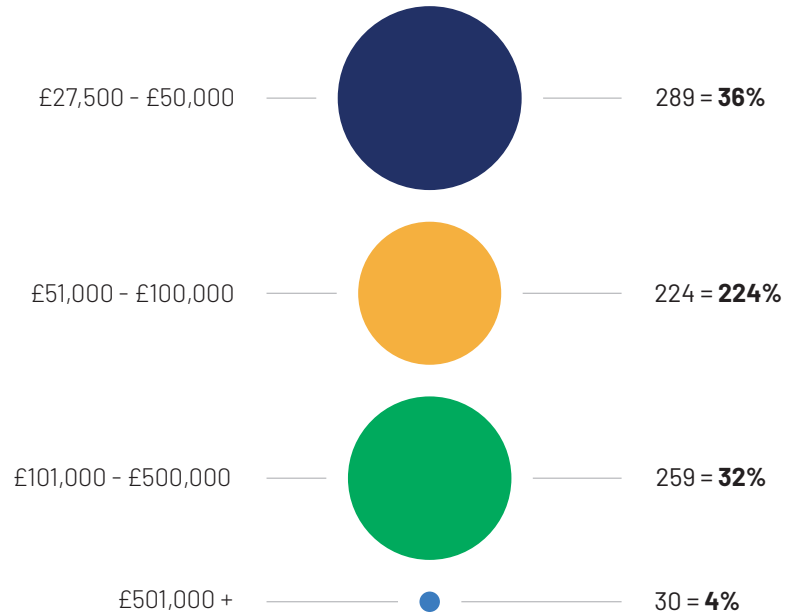
Environmental Health

- ✓ Protection of public health through the pro-active inspection of local food business establishments and those handling products of animal origin*
- ✓ Administration of food hygiene information system. Investigation of suspected food crime and investigation of complaints
- ✓ Undertake statutory functions as required by health and safety legislation*
- ✓ Undertake duties to ensure that premises and licensees comply with their responsibilities in the sale of alcohol*
- ✓ Protection of public health through investigation of noise nuisance*
- ✓ Provision of advice to complainant*
- ✓ Provision of advice to commercial business causing noise nuisance*
- ✓ Issue abatement notice where statutory nuisance exists*
- ✓ Consult planning department on proposed developments that may have a noise impact*
- ✓ Provision of public toilets and portable public conveniences

APPENDIX 3

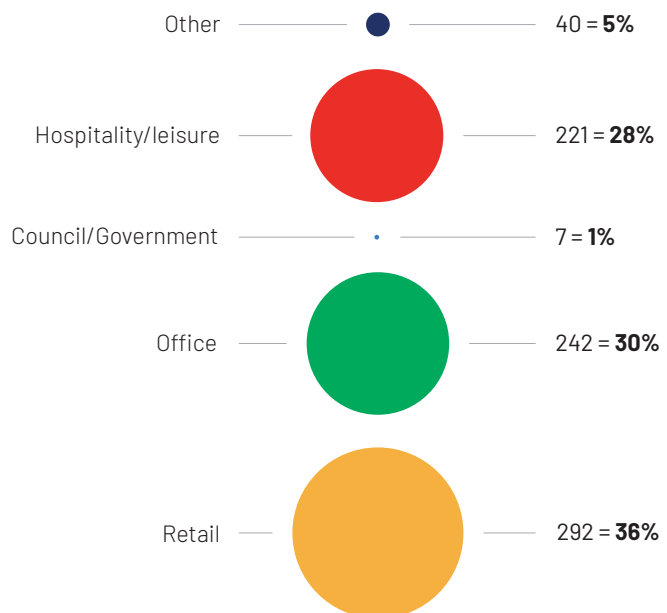
Business mix by rateable value

£27,500 - £50,000	289	36%
£51,000 - £100,000	224	28%
£101,000 - £500,000	259	32%
£501,000 +	30	4%



Business mix by category

Retail	292	36%
Hospitality/leisure	221	28%
Office	242	30%
Council/Government	7	1%
Other	40	5%





Aberdeen Inspired Board Directors

Russell Borthwick

AGCC Chief Executive

Ryan Crighton

Aberdeen Considine Director of Marketing

Craig Duncan

Craigton Foods Managing Director

Elaine Farquharson-Black

Brodies LLP Partner

Allan Henderson

Granite City Hospitality Director

Jenny Laing

Aberdeen City Council Co-leader

Ryan Manson

Union Square Developments General Manager

Derren McRae

McGinty's Director

Zoe Ogilvie

BIG Partnership Director

Craig Stevenson

Bon Accord Centre Manager

Frank Whitaker

Park Inn by Radisson Aberdeen General Manager

Contact

If you have any comments or queries about Aberdeen Inspired or this BID Business Plan, please contact us using one of these methods:

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Internet: www.aberdeeninspired.com

Facebook: www.facebook.com/AbdnInspired

Twitter: twitter.com/abdninspired

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