

## **Business leaders in Dunblane are set to work together on a new project to boost industry in the town.**

More than £40,000 of funding has been secured to launch a Business Improvement District (BID) project in Dunblane. A BID is a business led initiative that sees organisations work together and invest collectively to shape and improve the local business environment. The BID will be led by the local business community under the banner of Discover Dunblane.

Chairman Tom Casey said businesses from throughout the area would be involved in the project. He said: "A key factor in receiving this investment is the shared vision of the potential that exists for Dunblane to contribute to the execution of Stirling Council's strategy for economic and community improvements. This is not just a high street initiative but involves all business types and locations within the Dunblane area".

Stirling Council is putting £21,000 towards the cost of establishing Dunblane as a BID, with match funding secured from the Scottish Government. Finance and economy convenor, Councillor Neil Benny, said: "We're thrilled to be able to contribute £21,000 towards the cost of establishing a BID in Dunblane. This funding will aid the delivery of a range of different activities to drive forward the BID, including the recruitment of a BID development manager."

A business led steering group will formulate a business plan and take the BID proposal forward to a ballot in March 2015. Investment generated by a successful BID is targeted to raise awareness, increase footfall and deliver measurable economic benefits to its community while not conflicting with services already being provided.

A BID for Stirling was agreed by business representatives last year. Anne Rendall was recently appointed as the project's manager and has been tasked with drawing up an action plan.