

# Media Release



## **Council agrees to back Business Improvement Districts**

**Tuesday 18<sup>th</sup> November, 2014**  
**For immediate release**

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Stirling Council has agreed to contribute up to £40K towards Stirling city centre and Dunblane Business Improvement Districts (BID), if the initiatives are created after a ballot of local business in March 2015.

A BID is a business-led initiative that sees organisations work together and invest collectively to shape and improve the local business environment. 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.

Finance and Economy Committee Convenor Councillor Neil Benny said: “One of the Council’s key priorities is to streamline business support under the leadership of the business community. Our decision to fund both Stirling city centre and Dunblane BIDs, if local businesses get behind the schemes, clearly illustrates our commitment to, and confidence in, the High Street and this is further demonstrated by the existing premises there.”

Up to £30K will be contributed towards Stirling City Centre BID, with up to £10K for Dunblane BID, the Council’s Finance and Economy Committee agreed at their meeting on Thursday 13<sup>th</sup> November. The money will help fund operational costs of both BIDs during their first year.

The committee also noted the progress towards a ballot of local business on establishing the BIDs, and called on Stirling Council’s Chief Executive to support both BIDs by voting in favour of both during the process.

Stirling City Centre BID Chair Andrew Mitchell said: “It’s fantastic Stirling Council are supporting this business-led initiative in the city centre. Any support the BID can receive either now or in the future will aid the delivery of the BID five-year business plan.”

Dunblane BID is led by the local business community under the banner of Discover Dunblane, whose Chair Tom Casey, said: “This investment by Stirling Council in the Dunblane BID recognises the important role the Dunblane business community has, in driving improvements to the local economy and the social environment.

“Our vision is to make our community a more vibrant, healthier and inclusive place to live, work and visit; this investment will greatly assist in delivering our plans for 2015. It also provides an excellent platform for developing further the partnership model between Stirling Council and the Dunblane BID.”

For more information about both BID projects see <http://www.stirlingcitycentrebid.co.uk/> and <http://www.discoverdunblane.co.uk/>

**Ends**

**Note for picture editors:**

Picture shows, left to right: Stirling Council City Centre Manager Andy Kennedy; Discover Dunblane chairman Tom Casey; Councillor Neil Benny; BID Project Development Manager Anne Rendall; Stirling City Centre BID chairman Andrew Mitchell

**For more information, please contact:**

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