



Possilpark Business
Improvement District
c/o 252 Saracen Street
Glasgow
G22 5ES

getinvolved@possilparkbid.co.uk
www.possilparkbid.co.uk

21 September 2021

Dear Business Owner

Possilpark Business Improvement district (BID)

Possilpark Business Improvement District was formed in 2018 as a pilot project by local traders who were passionate about improving Saracen Street for the benefit of all.

With support from ng homes, Possilpark BID was successful in grant funding from Scotland's Towns Partnership to work towards becoming a fully-fledged BID. The grant funding supported a part time coordinator to work with the BID Steering Group and administrate the process to become a BID.

The Covid19 pandemic and the ensuing lockdowns hit just as Possilpark BID was gathering steam and plans had to be rescheduled. However, other grant funds were sought and a number of initiatives have been rolled out including:

- delivery of food and essentials to vulnerable individuals over lockdown;
- festive lights and a 20' Christmas tree;
- a new waste management programme to combat fly-tipping;
- commissioning bespoke planters;
- installation of street banners;
- shop front refurbishment; and
- a new website with social media activity.

To keep moving forward with positive projects that enhance the overall streetscape and work to improve local business, we hope you will support the BID to achieve a successful ballot in March 2022.

Let's do this!

Your sincerely

Brain Kelly
Chair, Possilpark BID
On behalf of the Possilpark BID Steering Group

**POSSILPARK BUSINESS IMPROVEMENT DISTRICT (BID)
Remaking Saracen Questionnaire for
Businesses**

Help us to develop the BID's business plan which will be based around your priorities.

Businesses within the BID area will have the opportunity to vote on the plan early in 2022. The BID will only be created if sufficient businesses vote in favour of the plan.

Your views are vital to the development of Possilpark's Business Improvement District. We are very grateful for your time in completing this questionnaire.

Further information on the BID is available at www.possilparkbid.co.uk

PART ONE – THEMES <i>this is to consider the key themes Possilpark BID may want to address</i>					
#	<i>Rank in order of importance</i>	Very Imp 4	Quite Imp 3	Little Imp 2	Not Imp 1
a	perception / image - creating a positive image of Saracen Street and promoting civic pride (planters, banners & shop fronts)				
b	marketing and promotions that draw people in and boost footfall				
c	environment, cleanliness and waste				
d	accessibility, improve signage and active travel hub / parking				
e	cost saving schemes for businesses, e.g. refuse and utilities				
f	crime reduction, safe and secure for customers and businesses				
g	work together, a collective voice for local business community				
h	other				
	Which of the above is most important to you?				
	NOTES				

PART TWO – MARKETING, EVENTS AND PROMOTION <i>how important are the following to providing a better promoted Possilpark BID area</i>					
#	<i>Tick the box that best reflects your opinion</i>	Very Imp 4	Quite Imp 3	Little Imp 2	Not Imp 1
a	develop the Remaking Saracen brand to promote the area				
b	promote our area to local people and visitors				
c	- increase media <i>advertising</i>				
d	- <i>signage</i> and banners, advertise businesses in BID area				
e	- business <i>directory</i> / shopping guides				
f	- <i>independents day</i> to promote shop local				
g	develop marketing literature				
h	- e.g. guides and leaflets to attract new business				
i	develop digital media e.g. website to promote business / events				
j	- develop collaborative social media to promote business / events				
k	increase the frequency of events in and around Saracen Street				
l	- Christmas events				
m	- develop / increase festivals e.g food, drink, music				
	Which of the above is most important to you?				
	NOTES				

PART THREE – PERCEPTION / IMAGE <i>building civic pride and promoting a positive image of Possilpark</i>					
#	<i>Tick the box that best reflects your opinion</i>	Very Imp 4	Quite Imp 3	Little Imp 2	Not Imp 1
a	positive branding and PR for Saracen Street and Possilpark				

b	proactively promote Saracen St with property owners, landlords and developers				
c	provide grant aid to improve the appearance of shop fronts				
d	vacant unit appearance scheme (<i>not very relevant</i>)				
e	Christmas lights				
f	banners on the streets to continue the BID brand				
g	artwork / murals on eyesore locations				
h	window display competitions, Christmas halloween etc				
i	introduce more colours and flowers				
j	customer care retail training initiatives				
k	other				
	<i>Which of the above is most important to you?</i>				
	NOTES				

PART FOUR – ACCESSIBILITY

to address how we can improve access to and around Saracen St and Possilpark

#	<i>Tick the box that best reflects your opinion</i>	Very Imp 4	Quite Imp 3	Little Imp 2	Not Imp 1
a	creation of information leaflet / map				
b	promote awareness of good public transport and active travel links eg trains, buses, bikes				
c	improvement of pedestrian and transport signage				
d	Parking facilities:				
e	- BID should address parking costs				
f	- improve bike parking e.g covered, well lit and secure				
g	- parking facilities, BID should address parking signage				
h	welcome to Saracen St at entrance / exit areas to street				
i	other				
	<i>Which of the above is most important to you?</i>				
	NOTES				

PART FIVE – WORKING TOGETHER AS A COLLECTIVE VOICE FOR BUSINESSES

how important are the following in providing a better coordinated and organised BID area?

#	<i>Tick the box that best reflects your opinion</i>	Very Imp 4	Quite Imp 3	Little Imp 2	Not Imp 1
a	a collective voice to represent business community with GCC				
b	business support eg keeping an up to date business database with aim of improving collective communication				
c	- facilitate business to business meetings, network events				
d	- improve representations and access to statutory bodies				
e	- cost savings through joint procurement				
f	identify opportunities and sources of grants for the support of businesses eg social media workshops, customer care				
g	- apply for funding from different sources as appropriate				
h	engage with landlords of vacant properties to devise a strategy improving appearance of empty units and attract new tenants				
j	encourage and facilitate voluntary area cleans ups				
i	work with schools to provide work experience placements				
k	other				
	<i>Which of the above is most important to you?</i>				
	NOTES				

PART SIX – CRIME AND SAFETY

how important are the following solutions to increase safety and provide a secure environment to work and enjoyment

#	Tick the box that best reflects your opinion	Very Imp 4	Quite Imp 3	Little Imp 2	Not Imp 1
a	street wardens				
b	Improved street lighting				
c	shop / pub watch scheme				
d	security campaigns				
e	CCTV expansion				
f	increased police presence				
	other				
	Which of the above is most important to you?				
	NOTES: police patrols Aug & Sep 2021 worked well and were received positively by local community; gangs dispersed from closes and parading on street in large groups on bikes				

PART SEVEN – ENVIRONMENTAL, CLEANLINESS AND STREETSCAPE

how important are the following to create a better first impression to customers and clients

#	Tick the box that best reflects your opinion	Very Imp 4	Quite Imp 3	Little Imp 2	Not Imp 1
a	improved street cleaning				
b	more litter bins				
c	collective waste contract with the aim of coordinating commercial waste collection and reducing costs – we have this				
d	chewing gum / dog fowling removal				
e	rapid removal of graffiti				
f	hanging baskets – we have planters with space for baskets				
g	other				
	Which of the above is most important to you?				
	NOTES				

PART EIGHT – OPERATIONAL AND RETAIL OFFER

incentives to support Possilpark BID area and businesses

#	Tick the box that best reflects your opinion	Very Imp 4	Quite Imp 3	Little Imp 2	Not Imp 1
a	create a local loyalty card				
b	online voucher from local business to customers i.e. shop local / gift card / advance payment card (<i>national scheme</i>)				
c	encourage local business to business activity eg buy local				
d	assist with visual merchandising / window and other displays eg a coordinated seasonal effort				
e	progress group procurement opportunities eg utilities, insurance, waste – we have this for waste				
f	provide business seminars in eg accounts, HR, merchandising				
g	other				
	Which of the above is most important to you?				
	NOTES				

PART NINE – HOW WOULD YOU MEASURE THE SUCCESS OF A BID

#	insert preference 1 - 3	1 being most important
a	footfall	
b	sales	
c	crime levels	
d	customer opinion	
e	development / investment levels	
f	vacant properties	

g	via a questionnaire	
h	other	
	NOTES	

PART TEN

Of all the possible suggestions presented in this questionnaire, and any additional ideas that you have, what do you think are the top 5 project ideas that would improve Saracen Street and Possilpark BID area?

1		
2		
3		
4		
5		
	NOTES	

PART ELEVEN

Do you have any additional comments or suggestions? For example:

1	My business would benefit most by the introduction of...	
2	The main restriction on the growth of my business is ...	
3	The three best and worst things about trading in this area is...	
	NOTES	

PART TWELVE – GOING FORWARD

How would you like to be contacted about the BID as it progresses?

a	in person	
b	phone	
c	email	
d	newsletter – hard copy	
e	newsletter - email	
f	other – please give details	
	NOTES	

PART FIFTEEN -

Based on what you know about the BID, please select one of the following:

a	I am interested in the BID – count me in!	
b	I would like to hear more before I decide	
c	I think we're doing fine the way we area ie without a BID	
d	other	

PART FOURTEEN – YOUR DETAILS

we need your details to update you on the progress of the BID and to make sure you receive the information that will allow you to vote

1. BUSINESS DETAILS	
business name	
type of business	
address	
postcode	
telephone – main	
telephone – other	
email	

contact name	
position	
2. BUSINESS OWNER / HEAD OFFICE	
name	
address	
postcode	
telephone – main	
telephone – other	
email	
3. PROPERTY OWNER	
name	
address	
postcode	
telephone – main	
telephone – other	
email	
4. ABOUT THE BUSINESS	
is this business:	<input type="checkbox"/> independent
	<input type="checkbox"/> Scottish chain
	<input type="checkbox"/> national multiple
	<input type="checkbox"/> social enterprise
	<input type="checkbox"/> charity
social media sites used	
current waste provider	
annual advertising	

PART FIFTEEN

Questionnaires can be returned by hand to:

Eye Pad	203 Saracen Street
Gary Walker Butcher	207 Saracen Street

Alternatively, complete online at www.possilparkbid.co.uk or contact the coordinator on 0774 0600084 or getinvolved@possilparkbid.co.uk for assistance.



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Glasgow Canal Co-op

