



COVID-19 BIDs Resilience Fund (BRF) Guidance Note – Round 2

These guidance notes will help you to complete the [COVID-19 Round 2 application form](#) and provide key information in relation to the fund requirements.

Introduction:

BIDs continue to have a vital role to play as part of a local COVID-19 recovery response. As most business premises are now open, your BID should consider how best to continue supporting them and the wider community.

Where your BID can agree a further recovery role with your Local Authority, the Scottish Government will support new projects / activity via the COVID-19 BIDS Resilience Fund (BRF) - Round 2. (www.improvementdistricts.scot)

As before, the COVID-19 BRF - Round 2 will not simply be a resource to replace **existing** BID levy income. What is still expected is, for your BID, to deliver recovery support to your levy payers, continue as a key partner for your Local Authority and other key strategic partners.

Completing the Application Form:

The application form consists of three sections. Each section must be completed **in full** before the application will be assessed.

Section A – Basic Information

Q. 1 Contact Details

Organisation Name – Please enter the name of your BID.

Contact Name – Who is the lead contact for the purpose of this application? This is the person who we will communicate with on a day to day basis e.g. BID Manager/CEO.

Telephone Number – Please enter the telephone number of the lead contact.

Address – Please enter the address of the lead contact – this is the organisation address NOT a personal address.

E-mail – Please enter the e-mail address of the lead contact. Please ensure this is entered correctly to avoid e-mails being undeliverable.

Website – Please enter your organisations website address.

Alternative BID contact

Please enter the name, position (e.g. BID Chair) telephone number and e-mail address.

Local Authority contact details

Council Officer - Please enter the name of the Council Officer you will be working with you for the purposes of this project / programme e.g. Head of Economic Development, Director of Place Management etc.

Position of Local Authority Contact - e.g. Head of Economic Development, Director of Place Management.

Telephone number – Please enter the telephone number of the above.

Address of Local Authority – Please enter the address of the Local Authority Head Office.

E-mail – Please enter the actual e-mail address of the Council Officer and NOT a generic e-mail.

Section B – COVID-19 Response

Q1. Briefly describe your new COVID-19 projects / activity you would like us to fund for the period 1st October 2020 to the 31st March 2021?

N.B. - These primarily should be new recovery projects/ activities.

These could be projects / activities such as: -

COVID-19 Recovery Survey.

Engage with the levy payers to canvass them, preferably with a survey, on the value, of the support they have received from the BID the local authority and other agencies, what future support they would like the BID to deliver and other agencies to deliver, their optimism for the future etc.

Scotland Loves Local Campaign.

The aim of the Scotland Loves Local campaign is to reach as many consumers as possible on the importance of thinking local first. There are many of ways your BID can promote the campaign to shop locally, not only supporting local retail but also the local businesses such as plumbers, joiners, builders etc. Please go to: - <https://lovelocal.scot/how-to-get-involved/>

Linking into the Scotland Loves Local Campaign and becoming involved will allow your BID to develop a local marketing campaign.

- Loyalty / Gift Card scheme
- Local suppliers' catalogue of products and services for B2B keeping business local
- Blogs and Video spotlight on local businesses
- Weekly column in local press
- Competitions
- Themed weeks promoting different sectors - e.g. charity, food and drink, beauty, professional service
- Sponsorship

Media

Linked to Scotland Loves Local campaign – SKY media are offering special deals to BIDs targeting viewers in your postcode, this would be an excellent way to reach your surrounding population to showcase levy payers and activities. Also consider advertising and editorial in local press and local magazines etc.

Signage

Continue to support and promote safe re-opening and the recovery message throughout the area to give confidence to local consumers and visitors alike. This could include identifying gateways to warmly announce the town centre pedestrian zones. Creative social distancing measures using flower planters or sculptures.

Where possible, involve the local community in initiatives, e.g. local schools designing welcome back and keep safe messaging; and importantly promoting the shop local message to pupils and parents

Consider marshalling any road closures to assist with deliveries, collections and disabled access. They could also assist with litter picking, weeding and graffiti removal.

Street Ambassadors

Providing a friendly advisory role to all who use the town / city centre.

Central information portal.

Providing a central portal for businesses and the local community to access information and announcements from central and local government, and local business news.

Preferred supplier list and cross promotion.

Establish lists of local emergency contacts and approved tradesmen – electricians, plumbers, joiners etc. Encourage cross business promotion / referral.

Expand on new links and partnerships that have been created - e.g. Local Housing Associations, Development Trusts, Charitable Organisations, Social Enterprises, Health and Care Partnerships etc.

Develop digital assets to help connect young people to the town – e.g. develop virtual treasure trails, local knowledge competitions, individual retailers could do vox pops on the history of their business, what products they offer etc.

Free parking charges and travel incentives should be negotiated with the local authority. Suspend on street parking and create cycle lanes to encourage people to walk and cycle safely.

Footfall, if your BID does not already collect such data, your BID might wish to consider developing a simple method of collecting such information, in a structured procedure, until the 31st March 2021 – e.g. choose a several key locations and manually count footfall at set days and times and then repeat every weekly / fortnightly.

This is a project your local school or voluntary organisation may wish to be partially or fully involved with.

Section C: Project Details

Q1. Please enter the estimated total costs to deliver the project(s) for period 1st October 2020 to 31st March 2021?

N.B. The Scottish Government Round 2 allocation is £700,000. The funding award, your BID receives, **may not be** on a pro-rata basis (i.e. 70% of your BID's Round 1 funding award) - **merit and strength of application will also be considered.**

Q2. Please enter the amount your BID will be contribute towards the projects / activities? We hope BIDs can generate or contribute between 15% - 20% of annual levy. This can be achieved through existing cash and reserves, BID Revenue Account, Voluntary Contributions, Sponsorship, Crowd Funding etc.

Q3. Please give an indication as to what recovery projects / activities the funding requested will be spent? There is no need to itemise the spend fully, at this point, broad headings will suffice - e.g. Marketing, training, events, volunteer expenses.

Q4. Please indicate how many jobs will be secured directly due to the funding provided?

Q5. Levy Collection – Current Financial Year. The purpose of this question is to determine the total amount of levy your BID plans to invoice in this financial year (bearing in mind not all BIDs have the same financial year) compared to the total value of all the invoices your Local Authority issued in the preceding financial year.

Question 5 is broken into three parts 5 (a), (b) and (c): -

5 (a) BID Financial Year – start and end dates? – e.g. 1st April 2020 to 31st March 2021.

5 (b) What is the **estimated** value of the levy your BID plans to have the Local Authority invoice in the **current financial year** * less, **if applicable**, the value of any levy relief measures your BID initiated?

The current financial year means: - the year in which your BID may, **or may not**, have suspended levy collection or introduced levy relief measures due to COVID -19?

5 (c) As a percentage (%), what is the **estimated** value of levy your BID plans to have the Local Authority invoice in the **current financial year** less, **if applicable**, the value of any levy relief measures your BID initiated, expressed as a percentage of the **total value** of invoices your Local Authority **issued in the preceding financial year** - i.e. the year before “the current financial year”?

The calculation for the above question is as follows: -

Estimated value of levy invoices issued in the current financial year X 100

Total value of invoices your Local Authority issued in the preceding financial year.

Q6. Please provide the information requested. If your BID does not currently collect footfall figures, please leave blank however, your BID may wish to consider this as an activity as part of your application.

Q7. Please tell us briefly what the tasks and activities are to successfully complete the project? What are the main deliverables and outcomes of the project? Please include details of key partners and their roles and responsibilities during the project? Please list key milestones and how you will monitor and evaluate your project and the impact it has had?

As part of the offer of funding there will be a requirement to: -

- Provide information on proposed project / activity
- Maintain accurate records of your project activity and expenditure
- Provide feedback on your project's progress at agreed intervals

The application must be signed by the BID Chair or BID Vice Chair and countersigned by the Local Authority Chief executive or lead Local Authority contact.