



Bid4Oban Ltd

AGM March 2016

Introduction and Welcome

Andrew Spence

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Chief Executive

Business Plan Key Objectives



- Make the best first impression
- Shout about what's happening in Oban
- Extend the Season
- Making Oban the place to stay, explore and spend
- Working together for a more prosperous future
- Making our town easier to visit

Making the best first impression



- Encouraging more frontage grants, over 30 to date with 5 pending
- Over £16k to date, £50k spent, more than 200% ROI
- Green Machine, 50% funded to improve town cleanliness and exclusive use
- Responsible last year for the placement of 148 hanging baskets
- 64 solar powered Christmas Trees
- Lobbying for other bodies to maintain their areas better for the benefit of the town

Shout about what's happening in Oban



- 51 Business Spotlights
- Improved BID4 Oban brand visibility at a number of events
- Increased use of Town Diary
- 2365 likes on Facebook
- National and local press and television coverage

Extend the Season



- Reindeer Parade 4000 attendees
- Royal National MOD
- Motorfest, doubled attendance in year 2
- Fireworks 3500 attendees
- Supported the Highland Cattle Society with banners and directional signage to the mart
- Pump primed Decade Event, almost 6000 audience.
- Returned over £1 million benefit to local economy

Oban- stay, explore, spend



- Now sold £21k in Love Oban vouchers
- December saw a 53% increase on last year
- Now available from the Cinema as well
- Meet and greet cruise ships, excursion trains
- Master of QM2 thanked the town for the welcome his guests received
- One business reported in excess 30% increase in footfall

Working together



- New utilities aggregator identified
- Business focussed hustings 1st April
- New links with Oban Times and ObanFM
- Breakfast meetings taking place regularly
- Training opportunities for Levy payers through third party collaboration
- Interaction with CHORD and Lorn ARC

Making Oban easier to visit



- Working with partner organisations to promote Oban to a wider audience
- In season town ambassadors
- Input into transport links and infrastructure
- Input into new signage on George Street

Economic Forum Report



- ‘more proactive approach to meeting visitors’ needs’- World Host Training
- ‘Off-season events and festivals’- Reindeer parade, Motorfest, Oban Live
- ‘a tourist arrives at Oban station, there should be people to welcome them enthusiastically’- Ambassadors, Welcome Wagon
- ‘support young people to gain practical employment skills’- OHS Pathways, 1 intern

Looking Forward 2016



- Geo cache rich town, low cost to implement. Activity for visitors and locals alike, encouraging footfall
- Easter Egg Hunt, encourage locals to go around the town in the approach to Easter
- Oban Live, now a 2 day event
- Motorfest, further expansion throughout the town
- Joint event with Highland Cattle Society, October
- More business forums
- More training events

Further Ahead 2017-2022



- Autumn 2016 survey to assess levy payer priorities
- Summer 2017 business plan for next term published
- Autumn 2017 potential second ballot

What would Oban look like without a BID?

Questions?