

BID4OBAN Newsletter



BID4Oban Ltd

August 2013

Issue: 7

News from the BID Office!

Love Oban Gift Voucher Scheme

As part of BID4Oban's commitment to encourage local people to spend locally, we are introducing a Town Gift Voucher scheme in time for the Christmas spending period. "Love Oban" is a very straightforward voucher scheme to encourage local people to support local businesses by giving gift vouchers that can only be spent in Oban.

Shoppers will buy £10 or £20 vouchers from a single location in town and give them as gifts for birthdays, weddings, Christmas and anniversaries. The recipients will then be able to redeem their vouchers as full or part payment for goods or services in any of the participating businesses in the town. Vouchers cannot be exchanged for cash. Businesses will then send the redeemed vouchers to BID4Oban and receive the full face value in return.

In order for the scheme to work we need as many participating businesses as possible to accept the vouchers. It is not restricted to retail businesses and the scheme will be open to all levy payers, regardless of the goods or services offered. The buyer of the vouchers will then be sure that the gift that they give opens up a wide range of goods and services to the recipient.

We want to keep the scheme as simple as possible for all and it will operate at **no cost to the participating businesses.**

As a participating business all you will be required to do is

- Sign an agreement with BID relating to the management of the scheme
- Display a poster or a sticker in your window and counter displays advertising that you accept the vouchers
- Redeem vouchers for good and services, according to the terms and conditions, ensuring that all vouchers are genuine and redeemed before the expiry date.
- Submit a claim for redeemed vouchers to BID and receive payment

Remember that this is NOT a discount scheme and you receive the full face value of all valid vouchers redeemed.

We will be contacting all levy payers in the near future to give more detailed information and talk through how the scheme will work and ask you to participate. If you need more information or would like to express your interest in the scheme, please email jasmine@bid4oban.co.uk or call 01631 569915.



**BID4OBAN
Welcomes Joy!**

BID4Oban would like to introduce our newest Ambassador Joy Mills. Joy joined the team in July 2013 and will be working to promote the town alongside the current ambassadors.

[Craggy Island Triathlon 31/8/13 – 1/9/13](#)

BID4Oban has awarded a grant to assist the highly successful Craggy Island Triathlon to grow. BID4Oban is going to circulate a "Welcome to Oban" pack to the race participants. These will contain maps, what's on leaflets and are an opportunity for levy payers to market their businesses directly to visitors to the town. If you would like us to include an advertising leaflet in our welcome pack, please contact Jasmine at jasmine@bid4oban.co.uk or on 01631 569915. What you include is entirely up to you. You may just want visitors to know about your services or products or you may have a particular offer that you want to promote. You may even decide to host a special event exclusively targeting the triathletes or spectators. This is a free service provided by BID, all you need to do is provide the leaflets and we will do the rest.

The organisers will also be sending out a listing of accommodation, bars and restaurants in the town to the triathletes. If you want to be included, please send contact details - website, phone & address to Jasmine@bid4oban.co.uk

The Big BID Beach Tidy Round 2!

On Sunday 28th July 2013 BID4Oban organised their second Big BID Beach Tidy. We would like to send special thanks to all those who braved the bad weather and helped us clean the beaches! The weeds have finally been removed thanks to our hardworking volunteers! We would also like to say a big thank The Oban Chocolate Company for providing warm refreshments and some delicious wee chocolates! Watch out for the next Big BID Beach Tidy! If you would like to get involved in any way, please contact Jasmine by email: jasmine@bid4oban.co.uk or by telephone: 01631 569915.

Thanks again everyone! Great work!



Top left: The fantastic team who worked hard cleaning the beach.

Above: George Street Beach just before the clean.

Left: George Street Beach after the clean.

Local Market

As a result of the recent debacle over the Oban Continental Market, BID4Oban feel that there may be an opportunity to organise an 'Oban Market' featuring local businesses and producers. The discussions around this concept are now underway and we will advise once we have a proposal outlined. If you are interested in taking part in such an event we would be delighted to hear from you.

Contact Us

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The **Oban Town Diary** is a website built to promote events happening in and around Oban and to provide one place where locals and tourists can view future events. It also gives event organisers a place to advertise their events **free of charge**. Since taking over the Oban Town Diary the number of events has risen dramatically and continues to do so. However, not only does the website promote events in town, it also promotes offers, discounts and specials from various businesses & organisations. This all takes place under our '**LOVE OBAN**' section on the website. So whatever type of business you have, if you have an offer then put it on the diary! It's a fantastic source of **free advertisement!**