

Portfolio for Beautiful Scotland Awards 2017

Business Improvement District

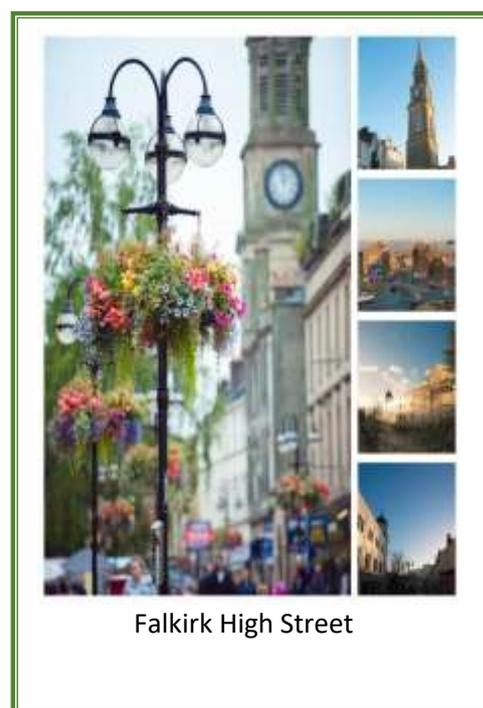


Introduction

Falkirk Delivers is a Business Improvement District (BID) with over 580 levy paying businesses, operating within the town centre of Falkirk. Since the BIDs inception in 2008, Falkirk Delivers has worked closely with our partners and the local community to create positive images and promote local engagement.

The purpose of Falkirk Delivers is to help deliver additional funding, investment, strategic projects, events, communications, marketing and promotions, working in partnership with and representing the interests of our town centre businesses. Over the past 5 years the BID has invested £2.6m in projects and initiatives in the town centre with the aim of reinforcing the cleanliness, attractiveness, safety, security and vitality of the town centre.

Over this period Falkirk Delivers has been presented with three Silver and two Silver Gilt awards. In the past twelve months we have been working hard to ensure continuity of our established projects, but also work within the BID business plan to create additional long term strategic initiatives which allows community groups to become more involved in 'Taking a Pride in Falkirk' and promoting our 'Clean & Green' ethos. For this reason we are aiming high and Going for Gold in 2017!



Falkirk High Street

This portfolio will provide a brief flavour to our ongoing and future projects and showing how these entwine with the 3 pillars of horticultural achievement, environmental responsibility and community participation.



Horticultural Achievements

Falkirk Delivers Horticultural achievement in 2017 are wide ranging and exciting.

In winter 2016/Spring2017 10,000 purple crocus blubs were planted in two separate areas in the town centre. One area is the floral clock, which sits in West Bridge Street, which created a visual impact on a main thoroughfare into the town centre and a second at the Trinity Church in the town centre. Both sites are of historical importance to the Bairns of the town. This project was carried out by the BID in partnership with Falkirk Council, Falkirk Trinity Church and the Rotary Club of Falkirk and to highlight the Purple 4 Polio campaign, designed to unite communities to engage in activities as part of the final push to eradicate polio worldwide. The planting of the purple crocuses will lead the spring floral presentation in the town for many years to come.



Our summer hanging baskets have been distributed to 187 businesses in the town. The floral arrangements within these baskets were selected in line with the Birds, Bees and Trees theme (Bee friendly and good pollinators), and to complement wider strategy of Falkirk Council planting within the Falkirk Delivers town centre area. The annual hanging basket project is community led by a local horticulturalist and a team of volunteers, which numbered 19 in 2017. The baskets are reused from year to year, relined with biodegradable jute, and planted up by the volunteers using high quality plants from a local nursery. Volunteers from Forth Valley College Duke of Edinburgh Award scheme assisted with this year's baskets, and in return received donations of flowers and plants for a number of hanging baskets for an orphaned land area project within Falkirk. Additional plants remaining from the hanging basket projects each year are distributed to local community groups and replanted within the town centre locations to add some extra vibrancy. All basket plants such as lavender and ivy are recycled within the community at the end of summer, if possible, and others composted in an environmentally friendly manner by Friends of the Earth Falkirk. Falkirk Delivers provides a free of charge watering service to the businesses to ensure that their baskets remain well maintained, although businesses are encouraged to assist with the maintenance also.

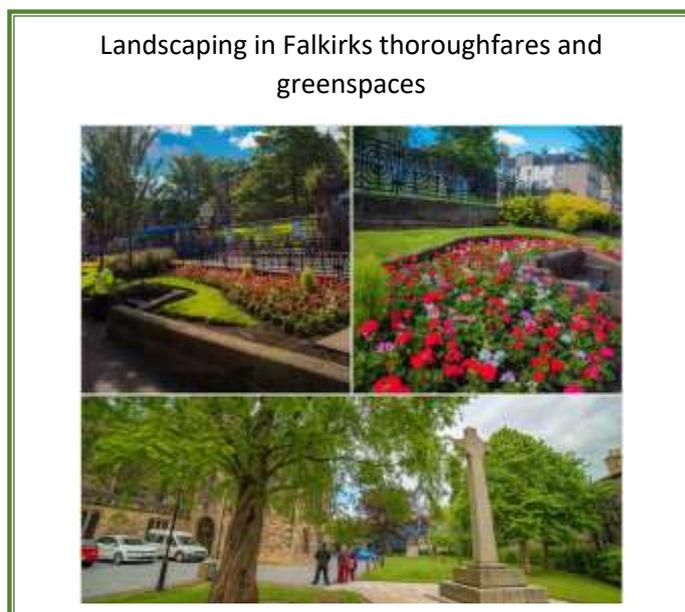
During winter Falkirk Delivers continues to provide floral enhancements using sustainably sourced Holly balls as part to the festive decorations within the town centre. The holly balls provide a festive splendour to the town centre from November to January.

Over the past 5 years, Falkirk Delivers has now provided 2440 seasonal floral enhancements to the town centre.



Examples of Falkirk Delivers Floral enhancements across the seasons 2016-2017

Falkirk town centre contains a number of areas of permanent planting and green space. Key areas include Falkirk Trinity Church grounds, New Market Street, the roundabouts in the main thoroughfares and large planters around the shopping centres. Falkirk Delivers Handyman works in partnerships with Falkirk Councils Grounds Maintenance Teams, to ensure the regeneration, refurbishment and enhancement of the town center area. This ongoing work takes place in all seasons.

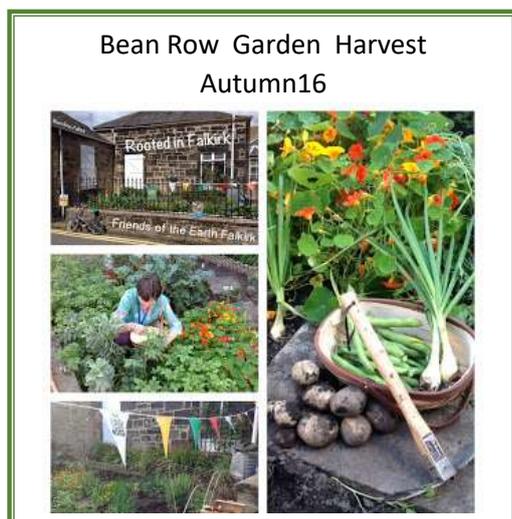


We feel that it is important to provide an immediate visual impact at the main transport hubs and thoroughfares in the town centre. Falkirk's Newmarket Street has a high footfall as it is the main bus terminus area in the town centre. Falkirk also has two train stations, both of which have permanent and seasonal planting.

The Rotary club of Falkirk works in combination with the Falkirk Delivers team to ensure a colourful welcome to the town. The Falkirk Delivers Handyman service maintains the planters by watering, weeding a removing debris and litter from the area.

Our Orphaned Land project is continuing throughout 2017. Having spent the past two years identifying and cleaning up the area of Fleshmarket Close, work has now commenced on the permanent landscaping of this space, to allow the next stage of the project to be undertaken. The land was previously overgrown, a dumping ground and an areas for many forms of anti-social behaviour. To date various community groups (including Friends of the Earth, Cyrenians, The Conservation Volunteers, and local business community champions) have been involved in various pieces of work throughout the autumn and Winter of 2016 and Spring of 2017. We have worked closely with Addictions Support and Counselling (ASC) - Forth Valley, who created a 12 week rolling programme to assist individuals in a recovery program. We are fortunate to have received funding from 'Tesco Bags of Help' and continue to be the supported by the surrounding local businesses of The Scotia Bar, Tolbooth Tavern and Coffee on Wooer who are all positive about the benefits that an attractive community space and garden will bring to the immediate area. We have worked closely with Falkirk Council Planning Department to develop landscape architect plans due to the site being within the local conservation area, and where possible are re-using original materials from the site. We have recently established a new partnership with Bespoke, a Community Development Company who promotes the sustainable development of outdoor leisure and recreational facilities in the Falkirk area.





As part of Falkirk Delivers wider strategy we are further developing town centre food growing partnerships. We have two well established gardens in the town centre which are managed in partnerships with Friends of the Earth Falkirk. One area in Newmarket Street contains a pollinator/herb garden, where locals are encouraged to use the herbs, and the second area in Bean Row contains a plentiful vegetable garden. This is harvested annually in the autumn, with delicious soup and stovies made from the spoils. In April 2017, Friends of the Earth Falkirk welcomed community members including the BID in the 'Big Dig' to prepare and plant the area for autumn 2017 harvest.

New for 2017 is the development of the 'Dig in Falkirk' project which partners Falkirk Delivers, Falkirk Council, Forth Environment Link and Greenspace Scotland with local community groups. Falkirk Delivers notified Falkirk Council after the areas of concerns were raised during the judging process in 2016, and together the partners developed 'Dig in Falkirk'.

The project not only achieves objectives of the Community Empowerment (Scotland) Act, but also draws together elements from all three pillars. The project commenced in spring 2017 with the Pocket Allotment Project by identifying and preparing town centre planter areas. The project was officially launched on social media on the 24th May 2017 with the Rotary Club of Falkirk populating the two initial planters.

The teams are provided with funding for innovative planting around themes such as pollination, herb garden, soup garden, healthy garden and a fruit bowl garden. As the project continues to embed in the hearts and minds of the community, more planters will be cleared for development by the Community Payback Team.

The project and community groups are encouraged to participate in the Falkirk Food Summit, being held in 2017 and the Eat the Streets event planned for August 2018, which is part funded by Falkirk Environment Trust (FET). Even though we are only a few weeks into the project, support and feedback from members of the public has been excellent, with Social media statistic showing the launch post reached 13800 individuals with 7000 video views, 190 likes and 88 shares.



Environmental Responsibility

Conservation and Bio-Diversity

By understanding the impact that everyday practices in the BID area can have on the balance of biodiversity in the townscape, we are able to plan opportunities for locals to enjoy and care for the biodiversity in the town centre. In most cases Falkirk Delivers promotes biodiversity through engagement projects, promoting volunteering, and working with local action groups. On Producers & Crafters Market Day in August we plan to create a Bee trail for children which will lead a treasure style hunt around key areas of the town which highlight the work we have been doing to promote biodiversity.

The bee trail will focus on snappy facts about the life of a bee, how bees contribute to the pollination of flowers and plants in the town centres, and how we can create small spaces to encourage bees, butterflies and other insects to use the town centre space.



We have also initiated the creation of a wildflower space in the town and will carry this forward as a future project.

Local Environmental Quality & Resource management

One of Falkirk Delivers strategic objectives is 'Taking a Pride in Falkirk'. We achieve this objective by ensuring the centre is clean and attractive, vibrant well cared for and improved. Falkirk has been awarded Keep Scotland Beautiful cleanest town in Scotland accolade for the last 6 consecutive years.

The BID area benefits from our waste collection and recycling project, run in partnership with WM Tracey. WM Tracey reports that recycling rates remain extremely high at around 80%, with an annual increase of business signing up to the initiative. This initiative was kick-started with funding from Zero Waste Scotland, but the BID continues to provide it as popular, cost saving initiative. Sustained efforts have seen some of our town centre businesses now be "officially" zero to landfill.



Falkirk Delivers has proven successful in engaging with the local community via the Show a Litter Respect Campaign with the message #respectthestreet. The Campaign ran over the autumn and winter period from September 2016 to February 2017. The marketing campaign included; bus side advertising, lamp post banners, pavement graphics and social media advertising, as well as a short film. The campaign was launched on the 5th November 2016 with the first of a series of litter pickups organised over the winter period, where MP John McInally joined the volunteers. These clean ups in partnership with the Council's Litter Strategy team were attended by representatives from the business community, local Eco schools groups and keen volunteers. St Andrews and Comely Park Primary Schools collected 20 bags of rubbish during their festive and fairy themes litter picks.

The Handyman service continues to be a huge asset to the BID area. Dave works tirelessly to ensure the floral displays are well-maintained, following a strict watering and weeding schedule. Dave also deals with issues such as removing graffiti and fly posting, emptying of the 56 cigarette and gum bins provided by the BID, and reports additional environmental issues to the relevant authorities. With

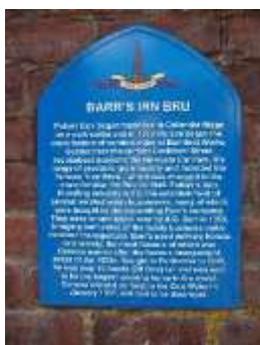
public service cuts affecting general maintenance around the town centre, the Falkirk Delivers Handyman role is invaluable in ensuring that this strategic objective is well met.

Falkirk Delivers introduced a small grants scheme whereby levy paying businesses can apply for match funding, up to a maximum of £1,000, to make improvements to their business premises. All improvements must conform to the standards set out in the Conservation Area documentation and applications require match funding. In the last year this scheme alone has meant a further £30k private investment from the businesses in the immediate town centre, thus creating an increase in quality standards in the local environment.

Falkirk's Street furniture (the planters, seating, benches, railings, bollards, cycle racks and so on) are maintained to high standards by the responsible authorities. In May 2017 the traditional lampposts and street furniture had an overhaul in line with the Townscape Heritage Initiative (THI) programme and Public Realm Scheme. The Public Realm scheme is a £1.467m project, and represents a significant investment in the physical appearance and appeal of the town centre as a shopping and tourism destination. The scheme will last approximately 12 months and commenced in May 2017. The improvements include the repair and restoration of historic pends and closes, resurfacing streets and footpaths to improve pedestrian conditions and lighting improvements to enhance town centre safety.

The Townscape Heritage Initiative (THI) continues its invaluable work in regenerating buildings of historical significance. Falkirk THI is jointly funded by the Heritage Lottery Fund (HLF), Historic Environment Scotland, Falkirk Council, and Falkirk Delivers. Between 2013 and 2018 £5.5 million will be invested in the town centre with the aim of helping to regenerate the area through investing in its unique and rich heritage. One of the most recent completions is the Falkirk Steeple at a cost of around £748,000. The Falkirk Steeple is a category 'A' listed building which celebrated its 200th birthday in 2014. Janice, a Falkirk Delivers Street Ambassador is a fully trained heritage tour guide and has lead tours from interested individuals and has more scheduled for this year.

Heritage and history town centre walks are being carried out over the summer period with Falkirk Delivers, The THI and volunteer tour Guides working together. The Guides completed their training with the Scottish Tour Guide Association and researching the history of the town. They are now ready to share the story of the town with the public. Our Heritage Trail plaques have been cleaned in advance so that more of Falkirk's heritage can be celebrated and commemorated, and our Heritage Trail leaflet has been redesigned.



Community Engagement

Falkirk Delivers employs 2 full-time Street Ambassadors – a concept which has been adopted by other BIDs around Scotland and now best practice. Janice and Gareth work tirelessly to ensure our town is as clean and safe as possible. They liaise directly with hundreds of business representatives, members of the public and visitors on a weekly basis. Janice and Gareth are extremely proactive in establishing and maintaining relationships with local businesses, town centre organisations and individuals in the BID area and look to resolve issues that affect the business in our community.

Falkirk Delivers' Street Ambassadors spend their working week engaging with the business community, members of the public and visitors to the town. They report physical faults in the town centre to the relevant bodies including Falkirk Council, Signpost Recovery and Police Scotland, who are then tasked with remedying the issues within agreed time limits. They are first aid and SIA security accredited and provide assistance to businesses under threat from shoplifters or any other anti-social behaviour. Janice and Gareth also carry out on-street surveys with members of the public, welcome new businesses to the town centre and provide local information to visitors and tourists.

Their rapid response to problems such as abandoned shopping trolleys, noticing and reporting flyposting and graffiti and fly-tipping mean that these and many more such challenges can be rectified very quickly. These benefits are achieved as our Ambassadors are located exclusively within the town centre, and are radio linked in with approximately 75 businesses, the Council, the Police and CCTV HQ. The street ambassadors have monitored and reported over 2,500 environmental, cleansing and anti-social behaviour issues within the BID area.



Falkirk has an active night-time economy, for which Falkirk Delivers ensures that individuals enjoying the entertainments will benefit from being in a Safe and Secure place. We deliver this objective by providing a Taxi Marshals service, 52 weeks of the year and by working with Street Pastors. Falkirk Delivers also manages the regular provision of the Safe Base where volunteers and medically trained professionals assist individuals in need and have averted scores of ambulance and 999 calls, resulting in financial and man-hour savings to both the NHS and police. This scheme has now been in existence for nearly 8 years. In the last year, it is estimated that 24 possible A&E or Ambulance call outs were averted. During the 7 day period of Safe Base operating there were a reduced number of calls for Ambulances in Falkirk Town Centre. People needing A&E did not have to travel out with the area as they were dealt with within the Safe Base. Police Scotland estimates accompanying an injured party to A&E takes approximately 4 hours per incident with 2 officers required to be present. This saved Police Scotland approximately - £9792. The 24 averted calls to A&E saved the ambulance service - £6,868.80 (based on the National Average figure of £286.20). A&E treatments are approximately £153 per attendance, saving the NHS - £3672. The estimated savings in resourcing in the 7day period for Police Scotland and the Scottish Ambulance Service come to £20,332.80

Falkirk Delivers manages the 'Best Bar None' Scheme for the past 9 years. This scheme aims to reward well managed venues, promote a safe local community, promote social responsibility and reduce alcohol related harm, disorder and crime.

The 2016 awards saw 19 town centre businesses achieving local awards for achieving positive management practices in support of safe nights out. In March 2017, Behind The Wall won the Heart of the Community BBN Scotland National Award and Sportsters won the BBN Scotland National Platinum Award to reward continuous excellence.



Best Bar None Awards Night October 2106

As part of our continual development processes Falkirk Delivers is one of a few Scottish BIDs to ask KSB each year to carry out a 'forensic' study of the BID area of the town and provide guidance on what areas need improvement as well as providing a cleanliness 'score' that can be used to publicise cleanliness levels through the local media to Falkirk residents as well as to engage with the relevant department within the local authority. The project is now featured in our Joint Working Agreement with Falkirk Council. The latest report recommended tackling smoking related litter. We are launching campaign to raise awareness of disposing of cigarette ends in a more responsible manner. The initial stages of the campaign are to rebrand the Gum bins around the town to Cigarette and Gum Bins. These are emptied on a regular basis.

Falkirk Delivers introduced the Healthy High Streets programme to the BID area in 2016 as a platform for closer working between independent and national businesses in the town to lead the transformation of the town centre, and feed key stats into a national programme. The lead partners are Howgate Shopping Centre, Greggs, Boots, M&S, Santander and Debenhams. Business, owners, managers and employees across the BID Area are engaged and enthusiastic about this participative working group. The group meets on the first Tuesday of every month and has identified three objectives for this year which are:

- To improve communication between town centre businesses for joint marketing opportunities
- To deliver a regular calendar of events to drive footfall
- To raise awareness of the reduction in rates for town centre vacant properties to help reduce the number of void units

The Healthy High Street team, which a Falkirk Delivers project manager sits on, publishes information and events through Facebook, twitter, the website and via quarterly newsletters to create awareness of town centre events.

Falkirk Delivers works very closely with numerous groups and organisations as well as dedicated business and individuals keen on ensuring the highest of cleanliness and physical standards within the town centre. We welcome their support in us achieving our aims and objectives, and in turn are happy to work with them on their own projects around the greater Falkirk area. We engage with groups through sponsorship of events, loaning our market stalls, helping with marketing or publicity opportunities or attending their event and volunteering.

Falkirk Delivers works in partnership with the following partner groups: Falkirk Council Litter Strategy team, elected members of the Council, Keep Scotland Beautiful, Friends of the Earth Falkirk, Falkirk Rotary Club, Denny Gala Day committee, DWP Community Team, CVS Falkirk, Graeme High School, Forth Valley College, Community Education, Falkirk and District Association for Mental Health, Cyrenians, local primary schools, Falkirk Local History Society, Townscape Heritage Initiative team, Falkirk Council Growth & Investment Unit, Falkirk Council Planning Department, Street Pastors, Taxi Marshals, the Criminal Justice unit and more. We work with representatives from the Council's Community Learning unit on events that celebrate local ethnic diversity. We also work extensively with representatives from the town centre business community such as Asda, Howgate Shopping Centre, McDonalds, Denny Engraving, Couper & Co, and many others.

Engagement with young people

The BID Manager has remained involved with the award winning 'clean playground' initiative with the Council's Litter Strategy unit. Falkirk Delivers also manages to encourage young people to take advantage of spare plants or equipment for use in their own eco school projects (Braes High School Eco Group). For the fourth year, we have assisted Graeme High School with their 'G' in the Park fundraising music event in aid of Strathcarron Hospice.

The BID in partnership with Falkirk THI led on a recent event Traditional Skills in the Spotlight, which ran in Trinity Church grounds and focused on encouraging young people to think about a career in traditional building skills.

Funding and support

Falkirk Delivers apportions part of its annual budget to cover the costs of projects it takes the lead on in its 'Taking a Pride in Falkirk' strategic area of activity. Over and above the BID's own financial contribution, financial support via external funding opportunities is sought. 2012 - 2017 has seen the following activities take place:

- Gum reduction campaign
- Pigeon and gull removal
- Exhibitions
- Handyman services
- Orphaned land
- Floral enhancements
- Empty shop window projects
- Media campaigns
- Participation in WWF Earth Hour
- Annual Keep Scotland Beautiful audit
- Seasonal clean-ups
- Gutter cleaning
- Small property enhancement grants
- Seasonal weeding



In 2016 we were fortunate to gain a financial award from Zero Waste Scotland and Tesco Bags of Help, which contributed to our Respect the Street Campaigns and the development of the community area at Fleshmarket Close. Through our extremely eager teams of volunteers from many local groups we have so far appreciated around 850 man hours, valued at around £11,000 of labour.

These projects have resulted in:

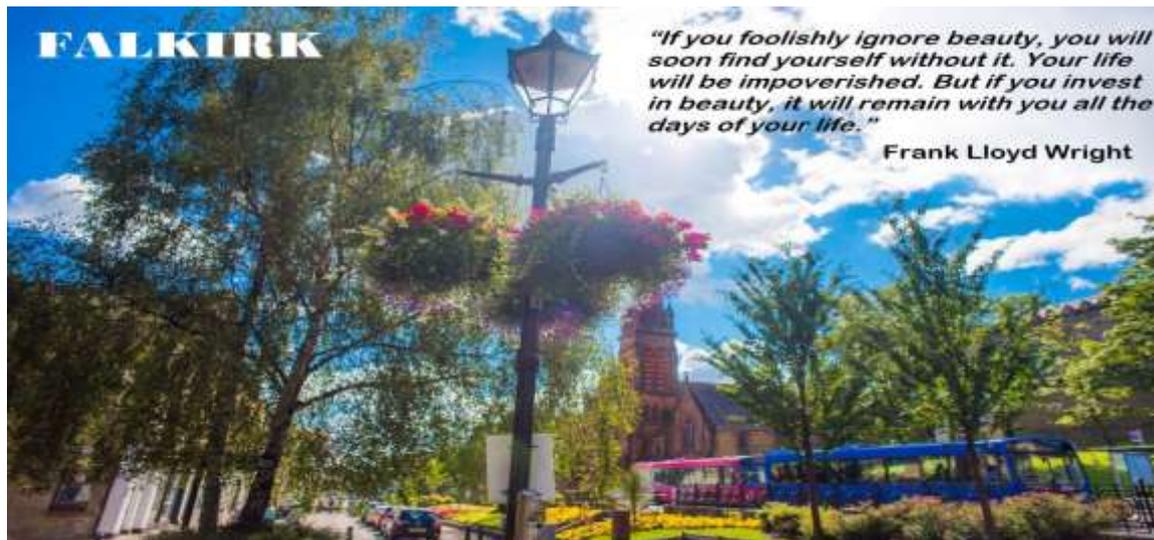
Falkirk Delivers winning the inaugural Beautiful Scotland BID Award,

Keep Scotland Beautiful Cleanliness Index increasing every year,

Falkirk Delivers being one of only 3 BID areas in the UK to be included in the UK national Gum Action Group campaign,

Funding from Zero Waste Scotland enabled Falkirk Delivers to provide a major waste collection and recycling service to levy payers, as well as the Show a Litter Respect marketing campaign.

Future Plans



To ensure Falkirk remains a beautiful town, we need to continue to invest in the town centre. As budgets are cut further we aim to enhance and grown on the Community Partnerships that we already has established, looking at other avenues to develop continual interest and commitment to our projects.

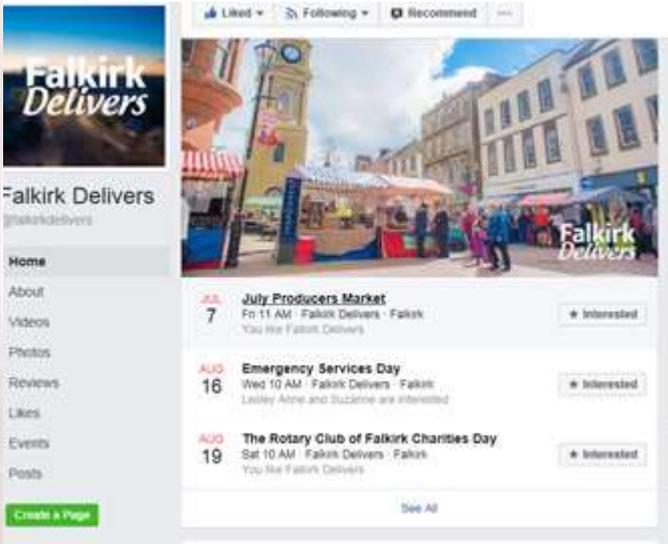
We have one small pollination garden established in Newmarket Street, however are working to increase this allow a number of wildflower mini meadows to be created in other areas of the town centre. We want to further the message of the importance of Biodiversity through the town centre, with informative displays situated a number of vacant shop units and are aiming to use a local educational artist to assist with this process



We are also in the process of bringing more artwork into our landscape, by developing the Bright Spaces Project. The project will be aimed at those using, working and visiting the town centre and will focus on cultural identity by creating an arts mural in the heart of Falkirk town centre that draws on traditional heritage and creates innovative expressions of past, present and future. We will work in partnership with local artists, schools and community groups and host a number of community engagement events.

We are working in partnership with Falkirks THI team to bring a resident artist to the town centre and create a space for artworks to be professionally displayed.

Appendix 1- Media Examples



Active

Pedal power programme launched

With the success of the Team GB cyclists in Rio, bike shop owner Lillian Smith is encouraging people to join them on two wheels.

His G. W. Smith store has been serving the Falkirk community for decades and, although the business is up for sale, he is so proud that it will remain as a cycle shop for ever more.

That's why he is getting involved in the new Get Active Falkirk programme, an exciting week of cycling and healthy activities being held in September.

It all starts on Saturday, September 27, when a BMX stunt demonstration team will be performing outside the shop at the bus stand at the east end of the High Street.

Then throughout the week there is a full range of activities to encourage Falkirk citizens to their bikes, including organised bike rides, personal route planning to identify your safest route to work, school or recreation, the Bike safety check sessions, family bike rides to local attractions, test rides of electric bikes and free bike hire.



Lillian Smith

Kicking litter into touch



SHOE SHOPPING NOT LITTER DROPPING

SPEND GO ON YOURSELF RATHER THAN A FINE.

DON'T WASTE YOUR MONEY

DIY SOS issued as bosses bid to finish project

Appeal goes out for help to give land new lease of life

Work has been allowed to become a hot spot for anti-social behaviour and a bid to fix the landscape has been shared at the end of the week.

It is hoped that the jobbing companies which have been set up to do the work will be able to complete the project.

New support has been provided to the project.

The DIY SOS has been made by Falkirk Delivers assistant manager Sarah Wiles.

She said: "The area behind the Tobacco Tavern and CDM isn't very exciting, but volunteers have been called in to help with the project."

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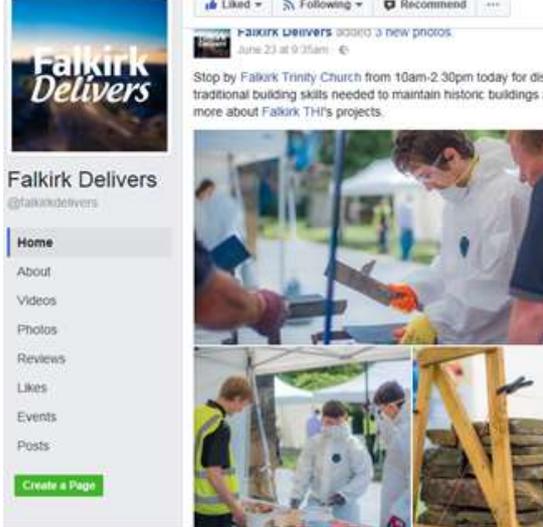
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Falkirk Delivers has been called in to help with the project.



Falkirk Delivers added 3 new photos.

June 23 at 9:35am

Stop by Falkirk Trinity Church from 10am-2:30pm today for dis traditional building skills needed to maintain historic buildings ; more about Falkirk TH's projects.

Falkirk Delivers @falkirkdelivers

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Falkirk Delivers

May 25 · @

Here's our very own BID Manager Alex Fleming at 1 hour 20 mins of today's BBC Scotland Kay Adams Programme talking about how Falkirk has become a tourist destination! #FalkirkFashion

25/05/2017, The Kaye Adams Programme - BBC Radio Scotland

Kaye Adams gets to the heart of the stories making the news.

BBC CO.UK

Like Comment Share