Aberdeen Reinspired
Business Plan 2016-21
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Foreword

I am immensely proud to present Aberdeen Inspired’s second Business Plan which outlines our priorities for the next five years. They have been identified by you, our levy-payers, through surveys and extensive consultation.

Supporting Aberdeen Inspired and this business plan affords an unrivalled opportunity to continue to work together and make the changes we want. The cost to businesses in supporting Aberdeen Inspired is relatively low, and for some small independent ones it is possible that their levies may even be recouped entirely through some of the projects in this plan.

We have the ability to capitalise, either directly or indirectly, on a range of potential external funding sources currently unavailable to individual businesses, particularly so if the ongoing negotiations to try to achieve City Deal status are successful. If realised, this would herald a period of unprecedented development in the area, including the city centre, over the next 20 years.

By voting in support of Aberdeen Inspired we can continue to support your businesses by acting as your collective voice with regard to issues including the City Centre Masterplan and the City Deal negotiations. We have the potential to collectively improve the business environment and increase trade and inward investment by showcasing Aberdeen as a forward-thinking, prosperous and dynamic city.

Richard Noble BSc (Hons) MRICS MCIArb
Director, FG Burnett, Chartered Surveyors Chair, Aberdeen Inspired

You can find more information about us and our ethos on our website www.aberdeeninspired.com or for more general information, please refer to www.bids-scotland.com

A notice of ballot will be sent to all eligible persons followed by the ballot papers themselves. You will then have six weeks to cast your vote before the ballot closes at 5pm on 17th March 2016.

Aberdeen Inspired has delivered some fantastic projects in the last five years - but there is so much more to do. I urge you all to vote YES so that we can continue to work on your behalf to make Aberdeen City Centre better for us all.

Richard Noble BSc (Hons) MRICS MCIArb
Director, FG Burnett, Chartered Surveyors Chair, Aberdeen Inspired
Executive summary

Aberdeen Inspired is uniquely placed to bring investment, innovation and influence to the city centre on behalf of its levy payers. This plan outlines the opportunities and the level of ambition businesses are being asked to support.

Since the organisation’s inception in 2011, in excess of £5million has been invested. Expenditure has been allocated in accordance with the five themes which were the bedrock upon which Aberdeen Inspired was built: Attractive City; Marketing and Promotion; Out and About; Safe and Secure; United Voice.

Some of the most instantly recognisable projects include festive attractions, most recently the creation of the Aberdeen Christmas Village, as well as other visible initiatives such as the transformation of the upper deck of the St Nicholas mall to create an attractive roof garden and investment in floral enhancements and creative lighting throughout the city centre.

Aberdeen Inspired was a driving force in the hugely successful Wild Dolphin trail and is a long term supporter of the thriving arts scene. In keeping with the drive to attract more people to the area, major financial support has also been provided to VisitAberdeen to enable it to market and promote the city centre as a tourist destination.

There has also been significant investment in street signage, designed to improve pedestrian access and navigation, whilst the city has become the first in Scotland to be awarded Purple Flag status in recognition of the safe and welcoming night time economy. The second re-accreditation has been confirmed.

Aberdeen Inspired has played an important role in lobbying the local authority and other public bodies on a range of strategic issues including transportation, flood prevention and the City Centre Masterplan.

As we prepare for the renewal ballot, we have consulted widely with levy payers and the many stakeholders in the city centre and beyond. We have reviewed and reaffirmed our aims and objectives, which are at the heart of the Business Plan.

In keeping with the evolution of Aberdeen Inspired, the core themes have been revisited and for the next term have been defined as follows:

1. Attractive City Centre: Making the Silver City sparkle with a range of aesthetic projects, including a focus on Union Street and its visual appeal.
2. Promoting Our City Centre: Through exciting and engaging events, cultural activity and positive promotion of Aberdeen.
3. Safe and Welcoming City Centre: Continuing efforts to enhance the visitor experience and building on the city’s growing reputation as a safe and welcoming place to be, with projects ranging from seagull control and visitor navigation to hotel and retail focused initiatives.
4. Helping Your Business: Providing a unified voice on behalf of levy payers, lobbying Aberdeen City Council and other relevant bodies as well as providing data and analysis designed to enhance business planning.

In line with these themes a detailed project plan has been formulated for the coming 12 months and is outlined in this document. A clear vision for the years which follow has also been outlined. All of these projects are designed to add value over and above the statutory baseline services provided by Aberdeen City Council and other public bodies.

Levy payers are central to all that has been achieved throughout the first term, but additional funding contributions have also been vital. The income for the 2015/16 financial year totalled almost £16m – with half of that generated by the levy and the same amount coming through donations, grants and match-funding from partners. With those contributions, the value to levy payers is magnified considerably.

If successful in earning a second term, it is conservatively estimated voluntary contributions and other funding streams will amount to £2.5m. When added to the BID levy of around £800,000 per year from in the region of 690 businesses, the anticipated investment over the next five years is £6.5m in projects designed to improve our city centre.

Full details of the mechanics of the levy, including who pays it and how it is calculated, are provided in more detail in this document in addition to the ballot process which will take place in February and March 2016. The management of the BID, by a Board comprising highly experienced and professional business people, and monitoring of performance are important features of the plan.

A commitment to regular and effective communication and consultation with levy payers has been made as we prepare for the next chapter.

Supporting Aberdeen Inspired and this business plan with a ‘yes’ vote in the ballot will bring a minimum of £6.5m of investment. Together we can reinvigorate, revive and re-inspire the city centre for the benefit of all.

“As a business I believe we have a responsibility to ensure our city achieves its maximum potential. The collaborative approach is pivotal to regaining civic pride and a sense of community throughout the city centre.

“It is time for businesses and individuals to dig deep and support their city. We’ve had enough of the doom and gloom merchants, there are lots of opportunities where people can make a difference to Aberdeen city centre; it’s the little things that make a huge difference. We are pleased to be working with Aberdeen Inspired on the BID initiative and the city centre creative lighting project in particular.”

“Although Balmoral is not based in the city centre I strongly feel it is incumbent upon businesses that are located across Aberdeen city and shire to lend weight to the plan. We all want a city centre that we can be proud of.”

- Jim Milne CBE,
Chairman and Managing Director, Balmoral Group

See Appendix 1 (P21) for full list of streets in BID.
As we move towards the next chapter in the story of Aberdeen Inspired, the opportunity to reflect on the achievements of the past five years is as welcome as the chance to look forward to what the future may hold.

Aberdeen Inspired was born with the remit of representing the interests of its levy payers and in my role as Chief Executive I have made it our mission to listen to those businesses – to find solutions to the challenges and identify new opportunities. The result is the business plan we are now presenting, which is designed to support those operating in the retail, leisure and office sectors.

Now more than ever, as the north-east economy is tested by the downturn in the oil and gas sector, we need to be focused on ensuring a vibrant and prosperous future. There is no silver bullet, but Aberdeen Inspired can play a major role by working in partnership with the many organisations who share our passion for the city centre.

If successful in gaining a second term, we will work tirelessly to drive footfall to the BID and increase dwell time, with the associated rise in consumer spending. That is what our retail and leisure businesses tell us matters to them and we have ambitious ideas on how we can achieve that. We also want to help to reduce costs for all businesses in the zone, something our levy payers in the office sector have told us is vital to them, as well as making the city centre experience more positive. We want to highlight what a second term can bring, rather than what could be lost.

The BID provides a unique opportunity for city centre businesses to work together for the common good and a brighter future. It is one I hope our levy payers will grasp on behalf of all those we represent, at local and national level, as we fly the flag for Aberdeen.

Gary Craig
Chief Executive Officer, Aberdeen Inspired

Moving forward

What have we achieved so far?

Theme 1 – Attractive City Centre

- Creative lighting
  Funded a creative lighting scheme installed around Golden Square illuminating the central statue of the Duke of Gordon and surrounding area. Work is continuing on expanding this concept to other suitable landmarks with the latest being the St Nicholas Kirk Colonnade on Union Street.

- Roof Garden
  Significant partnership project spearheaded by Aberdeen Inspired saw the opening of an exciting new roof garden with new lighting, play equipment and seating on the top of the St Nicholas Shopping Centre.

- Floral enhancements
  Each summer floral enhancements, hanging baskets and bunting have been installed along and above Union Street, extended year on year to surrounding streets and areas, adding to a subtle ‘festival’ ambience in the city centre.

- Big Belly Bins
  Co-funded a total of 60 refuse bins fitted with solar-powered compactors, which were installed throughout the city centre, providing increased storage space, but less frequent emptying by contractors, saving time, money and resources.

- Removal of ‘V’ boards
  A scheme involving the city’s estate agents saw the unsightly ‘V’ shaped advertising hoardings removed from the latest being the St Nicholas Kirk Colonnade on Union Street, in favour of less obtrusive alternatives, thus enhancing the visual ambience.

- Deep cleaning
  Aberdeen Inspired funds one of the two annual deep clean operations across the entire length of Union Street, with the other being funded by Aberdeen City Council.

- Shop front improvement grants
  A number of shop front improvement grants were made to local retailers to assist them establishing and improving their businesses.

- Street art
  Funded several street art projects and murals to aesthetically enhance underused areas in the Adelphi, McCoimbe’s Court and at the basement entrance to the rail station on Guild Street, resulting in a brighter and more uplifting cityscape.

- Adopt an Area
  Fostered and encouraged the Adopt an Area ethos, with levy-payers partnering with local communities and residents under the Team Aberdeen approach on a number of community garden and beautification projects in the city centre.

- Beautiful Scotland award
  The ‘Team Aberdeen’ approach led to the Aberdeen BID winning the ‘Beautiful Scotland’ Award for its efforts working in support of this community environmental improvement scheme.
Theme 2 – Marketing and Promotion

- **Winter and Christmas festivals**
  Funded or co-funded festive events, including ice rinks, sideshow attractions and films. This year’s Christmas Village shows the level of ambition with a range of attractions, events and a spectacular open air ice rink.
  We were hoping to attract 50,000 visitors over the five week period but attracted more than 515,000 over the five week period and provided a great attraction to rival many other cities.

- **Visit Aberdeen**
  Over the first five years, provided more than £500,000 to market Aberdeen as a tourist destination, enabling it to promote a variety of events including the Aberdeen International Youth Festival, Dance Live, Fifty Plus Family Festival, Techfest, North East Open Studios and the May Festival.

- **Wild dolphin sculpture trail**
  Played a central role in kick-starting the ‘Wild Dolphin Sculpture Trail’ that saw 50 life-sized, individually themed dolphin models located around Aberdeen. Afterwards, £531,000 was raised by their sale at a charity auction.

- **Seasonal and cultural events**
  Funded and spearheaded a diverse range of activities throughout the BID, ranging from popular Easter family fun attractions to historical re-enactments, acclaimed jazz festivals and other art projects. Most recently this saw the world renowned illuminated rabbit art installation, Intrude, being displayed in Union Terrace Gardens.

- **Positive PR**
  Funded a range of TV ads promoting Aberdeen for food, drink, events, sports, festive attractions, retail sector etc.

- **Swipii loyalty scheme**
  Launched Swipii scheme in Aberdeen to assist independent retailers attract customers through bespoke loyalty programmes and a points-based system of unique rewards. By November 2015, more than 35 retailers had joined.

- **Social media**
  Engaging with the public through social channels and website promoting events and businesses as well as providing useful data.

Theme 3 – Getting Out and About

- **Wayshowing signage**
  In 2015 co-funded the ongoing roll-out of a number of innovative wayshowing signs to improve orientation, navigation and journey planning for visitors to the city, highlighting both the well-known attractions as well as other hidden gems.

- **Springboard footfall counters**
  Funded 11 footfall counters providing valuable anonymous information to retailers on pedestrians using the city centre and their movement trends, allowing informed marketing and promotion decisions to be made.

Theme 4 – Safe and Secure City Centre

- **Purple Flag award**
  Aberdeen was the first city in Scotland to achieve Purple Flag Award status, highlighting the quality and diversity of attractions as well as the safety of its city centre experience. Aberdeen Inspired spearheaded the successful bid. The latest re-accreditation was achieved in January 2016.

- **Operation Oak police patrols**
  Co-funded a series of dedicated high visibility Police patrols delivered under the banner of ‘Operation Oak’ with the purpose of addressing alcohol-fuelled disorder. Since 2010/11 violent offences within the BID area have reduced by 34%, while crime overall has reduced by 21.3%.

- **Street lighting**
  Improvements have been made to levels of street lighting on Union Street, Langstane Place, Justice Mill Lane and elsewhere to improve safety and help prevent and detect crime.

- **Street Pastors’ Safe Space vehicle**
  Assistance given to the Street Pastors to help them purchase a replacement Safe Space vehicle for deployment in the city centre during weekend evenings. This acts as a safe and supervised haven for those who are drunk or vulnerable.

Theme 5 – United Voice

- **Lobbying and voice of businesses**
  Aberdeen Inspired has been an important voice in the ongoing debate on the future of the city centre, representing levy payers at local and national level in key debates.

- **Influencing and representing**
  Key personnel from Aberdeen Inspired are involved in a variety of strategic roles as part of groups, committees and bodies involved in areas including the City Centre Masterplan, City Deal negotiations, commerce and business policy.

- **Consultation**
  The organisation represents its levy payers as part of consultation carried out by the local authority and other bodies.

- **Accountability**
  Aberdeen Inspired has an essential part to play in ensuring baseline services from Aberdeen City Council and Police Scotland are delivered.
Looking ahead

Though informal dialogue with levy-payers has continued since the creation of Aberdeen’s BID, alongside periodic independent surveys and regular meetings or events, a more structured and clearly defined renewal consultation process with businesses commenced in February 2015.

Aberdeen and Grampian Chamber of Commerce distributed and then analysed a survey focusing on our performance and our themes, past, present and future. By listening to opinions on our work to date, we believe the vision for the future can be clearly defined.

Are the BID priorities still relevant?

We asked you to comment on the continued relevance of these five themes and you told us;

• 89% of you agreed or strongly agreed that Attractive City Centre was the first priority
• 88% of you agreed or strongly agreed that a Safe and Secure City Centre was the second priority
• 85% of you agreed or strongly agreed that Marketing and Promotion was the third priority
• 81% of you agreed or strongly agreed that Getting Out and About was the fourth priority
• Finally, 72% of you agreed or strongly agreed that the United Voice should be a fifth priority.

This feedback has led us to rationalise our themes, reducing from five to four.

The future: 2016 – 2021

We asked you to rank a list of projects in order of importance, and the following were among those that topped the list of issues that you would like the BID to address;

• Assist with a multi-stranded clean-up campaign to improve Union Street and surrounding areas
• Fewer vacant shop or office units
• Bigger festivals and more markets or other themed events
• Creating a more diverse shopping experience on Union Street
• Greater national and international marketing of Aberdeen.

This has enabled us to present a detailed project plan for 2016/17 and further ideas for later years.

Our Mission Statement

“To attract, sustain and boost business and investment in Aberdeen City Centre through influence, inspiration and innovation”.

Aims and objectives

Aberdeen Inspired’s primary purpose is to deliver projects, initiatives and services that will enhance and improve the business environment within Aberdeen City Centre, to collectively benefit everyone; businesses, office workers, customers and visitors alike.

Our themes

The four themes of Aberdeen Inspired are: -

1. Attractive City Centre: Making the Silver City sparkle with a range of aesthetic projects, including a focus on Union Street and its visual appeal
2. Promoting Our City Centre: Through exciting and engaging events, cultural activity and positive promotion of Aberdeen
3. Safe and Welcoming City Centre: Continuing efforts to enhance the visitor experience and building on the city’s growing reputation as a safe and welcoming place to be with projects ranging from seagull control to hotel and retail focused initiatives
4. Helping Your Business: Providing a unified voice on behalf of levy payers, lobbying Aberdeen City Council and other relevant bodies as well as providing data and analysis designed to enhance business planning.

Our objectives

The objectives of Aberdeen Inspired are: -

1. Create a well-promoted, exciting, family-friendly and vibrant city centre
2. Increase the diversity and quality of public events in the area
3. Attract more visitors and increase both their spending and dwell time within the city centre
4. Work with local businesses and organisations to encourage continued inward investment across all sectors
5. Encourage additional numbers of tourists to visit and enjoy the city experience (for example by improving the walkability of the city centre), working alongside agencies such as Visit Aberdeen
6. Work with partner organisations to help create a safe, welcoming and dynamic city centre
7. Create a cleaner and more attractive city centre
8. Help businesses achieve cost savings and efficiencies
9. Be the voice of business in the city centre on a range of strategic issues.
To ensure that BID resources and members’ levies are directed towards providing added value over and above the basic or statutory level, Baseline Services Agreements have been prepared to help define the responsibilities and ongoing commitments of Aberdeen City Council and Police Scotland.

These agreements contain provisions to ensure that the baseline services delivered are subject to monitor and review and to ensure levy-payers are aware of what is a statutory service and what is complimentary. See Appendix 2 (P22) for a full list of baseline services. These collectively act as a platform upon which to base the projects and programmes that follow in this Business Plan.

The measurement of the Baseline Services provided by Aberdeen City Council is underpinned by a variety of reporting mediums, involving statutory legislation or local and national standards or guidelines. In the event of any feedback from levy-payers to Aberdeen Inspired around the provision and delivery of any statutory or complimentary baseline services, it will be relayed firstly via the local authority City Centre Manager, or in their absence, to the relevant Head of Service for resolution and response to levy-payers. Consequently, representing the views and voice of the levy paying businesses within the BID area on matters such as these will be at the forefront of all the themes and projects in this Business Plan.

Building on the lessons learnt from the BID’s first five years, the aim will be to deliver greater equity throughout the BID area in the next five years so that all share in the benefits.

Establishing neighbourhood business networks between groups of levy payers in different parts of the city centre will also be a recurring theme, whether it be through matching clients with business opportunities or identifying a synergy between individual levy payers and a particular theme, festival or event. In this way benefits can be reaped beyond a single district or individual business sector.

A holistic approach will be taken to problems, establishing connections between different business sectors, and indeed the wider public to maximise business growth opportunities. This will help ensure that outcomes are both sustainable and long-term.

As the city moves into a transformational phase through the ongoing City Deal negotiations, as well as the delivery of the city centre’s own Masterplan, issues such as car parking, waste collection, and non-domestic rates have all been among the subjects repeatedly raised as concerns and ongoing commitments.

The following collaborative projects and programmes will be delivered in the first year of the BID’s renewal (2016-17), with projected costs allocated accordingly. All projects will be measured against the defined objectives listed in the Business Plan, with benefits to levy players assessed for each individual initiative.

### Year one projects 2016-17

<table>
<thead>
<tr>
<th>Attractive City Centre</th>
<th>Promoting Our City Centre</th>
<th>Safe and Welcoming City Centre</th>
<th>Helping Your Business</th>
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<tbody>
<tr>
<td><strong>Activity</strong></td>
<td><strong>Activity</strong></td>
<td><strong>Activity</strong></td>
<td><strong>Activity</strong></td>
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<tr>
<td>Deliver multi-stranded clean-up campaigns (Year 1 - Project Union Street), incorporating in part a ‘hit squad’ providing a dedicated, BID focused response</td>
<td>Continue to grow our Christmas Village within an extended Winter Festival</td>
<td>Continue to emphasise the ‘walkability’ of the city centre by an innovative suspended signage programme around specific streets and quarters</td>
<td>Lobby Aberdeen City Council and other relevant organisations on key issues, e.g. parking, waste collection, non-domestic rates, vacant properties, etc.</td>
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<tr>
<td>Roll out further creative lighting projects on key city centre buildings</td>
<td>Expanded Jazz and Blues Festival</td>
<td>Consider implementing an enhanced seagull control programme</td>
<td>Representation on key groups, committees and boards</td>
</tr>
<tr>
<td>Summer and winter programmes of decorative floral hanging baskets/winter bedding</td>
<td>‘Play Me, I’m Yours’ street piano exhibition</td>
<td>Maintain and develop ‘Purple Flag’ status</td>
<td>Relationship with AGCC on research and policy development</td>
</tr>
<tr>
<td>Lobby owners of vacant properties to provide free or discounted access for pop-up enterprises and exhibitions in vacant shop units</td>
<td>Work with partners to develop a programme of festivals (including comedy, music, sport and art)</td>
<td>Work with Police Scotland to make the city centre safer. Part fund a BID Analyst and Police Officer to provide specific BID-focused products and crime reduction assistance</td>
<td>Provide enhanced business focused and user friendly data for levy payers</td>
</tr>
<tr>
<td>Provide vinyl window stickers for vacant shop units in prominent locations</td>
<td>Use targeted campaigns to support Neighbourhood Business Networks</td>
<td>Support hotel ‘Check-In’ and ‘Hotel Watch’ schemes</td>
<td>Identify and deliver cost reduction measures (e.g. shared services), aiming to make the BID levy cost-neutral for small independent businesses</td>
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<tr>
<td>Develop ‘Adopt an Area’ and Street Art projects to revitalise underused areas and thoroughfares in the city centre</td>
<td>Contribute financially to positive PR for the city centre using a variety of digital platforms, eg TV campaign</td>
<td>Review and support a replacement for existing ‘Shopsafe’ scheme</td>
<td>Provide assistance with corporate social media and online marketing</td>
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<tr>
<td>Continue Small Business Frontage Improvement Grants</td>
<td>Commission a programme of targeted marketing activities via Visit Aberdeen</td>
<td>Implementation of a ‘Child Safe Zone’ scheme within the city centre to help reunite lost children with parents/guardians</td>
<td>Act as conduit between businesses and Aberdeen Business Gateway to explore sector needs</td>
</tr>
<tr>
<td>Maintain the restriction of V-board advertising signs on Union Street</td>
<td>Provide a dedicated Marketing and Communications Manager, maintaining social media and PR to provide informative and positive comments on city wide issues</td>
<td>Plan a small number of secure bicycle lockers on a match-funding basis for use by employees of levy payers within the BID area</td>
<td>Regular but more targeted and relevant newsletters to levy-payers</td>
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Projects 2017-21

The majority of the projects scheduled between 2017 and 2021 are a continuation from year one, but with the precise costs associated with delivery linked to external factors beyond the control of Aberdeen Inspired. These will be assigned as budget and opportunities allow for the remaining years of the second term. The focus will be on bigger and more frequent events, linking to the main goal of increasing footfall and dwell time in the zone.

Projected five year budget

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Aside from a significant donation in Years One and Two, the Potential Additional Project income is not secured or committed by others. Therefore, in the event that any or all of this potential additional funding is not realised then the scope or range of some of the projects outlined in the accompanying Business Plan will be adjusted accordingly, to ensure that they remain within budget.

Expenditure 2016-17

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<th>Expenditure</th>
<th>2016-17</th>
<th>2017-18</th>
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<td>Promoting Our City Centre</td>
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<td>Safe and Welcoming</td>
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<td>Other Operating Costs</td>
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</tbody>
</table>

To ensure that levy payers’ investment is used where it is most needed, staffing and other back office operating costs have been kept to a minimum at around 9% and 5% of the total, respectively, well within the good practice upper threshold of 17%. It should be noted that budgets may at times need to be transferred between projects (e.g. due to projects being amended or postponed) as the needs of the business dictate, on the authority and instruction of the Board of Aberdeen Inspired, without resorting to an alteration ballot.

Sourcing of Projected Five Year Budget 2016-21

<table>
<thead>
<tr>
<th>BID Levy</th>
<th>Voluntary Contributions</th>
<th>Additional Project Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>£1,295,000</td>
<td>£4,000,000</td>
<td>£6,475,000</td>
</tr>
</tbody>
</table>

Who pays it, how is it calculated and who collects it?

We believe the BID levy is an equitable and fair way of funding additional projects and services that the local authority are not required to provide. Though projects may deliver added value to existing basic statutory service workstreams they must not replicate or replace them. Aberdeen Inspired’s Board of Directors has agreed that the levy rate for a second five year BID term will be 1% based on rateable value of the property on the day of the ballot. It will not change during the five-year term of the BID, except to reflect any variations arising from the revaluation of the properties in 2017. The threshold for payment of any levy is a non-domestic rateable value of £27,500 and above.

In the event of doubt, the rateable value of any commercial premises in Scotland can be accessed by searching on the Scottish Assessor’s Association website: www.saa.gov.uk

The table below provides an indication of levies and their monthly and daily breakdown. See Appendix 3 (P23) for details on the mix of levy payers by rateable value and business type.

<table>
<thead>
<tr>
<th>Rateable Value of Business</th>
<th>Annual Cost of 1% Levy</th>
<th>Monthly Cost of 1% Levy</th>
<th>Daily Cost of 1% Levy</th>
</tr>
</thead>
<tbody>
<tr>
<td>£27,500</td>
<td>£275</td>
<td>£22.91</td>
<td>75p</td>
</tr>
<tr>
<td>£50,000</td>
<td>£500</td>
<td>£41.66</td>
<td>£1.36</td>
</tr>
<tr>
<td>£100,000</td>
<td>£1,000</td>
<td>£83.33</td>
<td>£2.71</td>
</tr>
<tr>
<td>£250,000</td>
<td>£2,500</td>
<td>£208.33</td>
<td>£6.84</td>
</tr>
<tr>
<td>£500,000</td>
<td>£5,000</td>
<td>£416.66</td>
<td>£13.69</td>
</tr>
</tbody>
</table>
“Aberdeen Greenspace believes that collaborative working plays a crucial role in the effective growth of our beautiful city and working closely with Aberdeen Inspired, the charity is delighted to have been able to provide substantial funding towards the St Nicholas rooftop project. Due to the commitment of all the partners involved, this exciting and innovative plan will open up a fabulous greenspace area for public use right in the heart of the city and Aberdeen Greenspace feel privileged to be a part of this.”

– Michelle Herd
Chief Officer, Aberdeen Greenspace Trust

Who pays the levy?

All eligible non-domestic properties (i.e. the eligible person who is liable to pay the non-domestic rate) that are listed on the Local Assessor’s Valuation Roll on the ballot date will be liable. However, the property owner will be liable to pay the levy where the property is vacant on the day the levy invoice is issued and for all of the period thereafter while the property is vacant.

Any new commercial development, sub-division of existing properties or merging of properties or new businesses with a non-domestic rateable valuation of or above the threshold coming into the BID area during the five-year lifetime of the BID will be liable for the levy.

Collection of the levy

Aberdeen City Council will collect the levy on behalf of Aberdeen Inspired, as this is an efficient, transparent and cost-effective method of collection. Aberdeen City Council will lodge the levy within a BID Revenue Account, and this can only be drawn down by the Aberdeen Inspired Board of Directors to allow for the delivery of projects and services within this business plan. For the avoidance of doubt, Aberdeen City Council will not be able to access the levy monies in this account so they cannot be used as an additional funding stream to finance baseline services.

When is the levy to be paid?

The first BID levy will be due in April 2016, and on the first day of each financial year thereafter that the BID is in operation. Payment must be made within 28 days from the date of the levy invoice.

Changes to rateable values on appeal

There will be no adjustments to the levy charged during the year to reflect changes in individual rating values due to appeals. Changes in rating values will be reflected in a corresponding change to the levy from the appropriate properties in the following year.

Where a property is taken out of rating (e.g. due to demolition or a split or merger) the BID levy for that individual property will be due up to the date of the removal from the Rating List and the annual BID levy will be apportioned accordingly.

Discounts/exemptions

If the property is empty, the non-domestic rates rules will apply to the owner, in that 90% of the levy value will be charged after any initial period of 92 days when there is 100% relief. Moreover, non-retail charities and places of worship will be exempt, while historic listed buildings will have 50% relief.

Following consultation, shopping mall tenants are eligible for a 25% discount on the BID levy to offset their service charge. Additional support will be sought from the mall owners through voluntary contribution and participation in future projects.

Voluntary contributions and other funding

The BID will endeavour to secure voluntary contributions from owners and occupiers of non-domestic properties outside the BID area, or owners of properties who fall below the current threshold as well as other external funding partners where possible. These voluntary contributions, which will inevitably vary from year to year, will be paid into the Aberdeen BID Revenue Account.

In 2015-16 this accounted for another £800,000 on top of the levy. Whist this amount cannot be assumed every year, (as some grants are for specific projects), it is hoped that a similar level of additional funding will be sought year on year.

“Aberdeen has a growing reputation as a safe and fun city to enjoy a night out in, but the Purple Flag accreditation has put an official stamp on that. Aberdeen Inspired deserves great praise for achieving Purple Flag status, something which I’d like to think will encourage more people, both locally and from further afield, to sample the nightlife and its atmosphere. In my role as chairman of UNIGHT, the trade body for licensed premises throughout the city, I know at first-hand the value there is in working collaboratively and Aberdeen Inspired is at the heart of that movement. Only by bringing all of the stakeholders together can we achieve our ambitions for Aberdeen.”

– Stuart McPhee,
General Manager of Siberia Vodka Bar
The BID ballot process

The BID ballot is a confidential postal ballot commissioned by the Returning Officer of Aberdeen City Council on behalf of Aberdeen Inspired and in accordance with the Scottish BID legislation.

A notice of ballot will be sent to all eligible persons on or shortly before 21st January 2016, to be followed by the ballot papers on 4th February 2016. You will have six weeks to cast your vote before the ballot closes at 5pm on Thursday 17th March 2016. Ballots received after this date and time will be deemed null and void.

The proposer of the ballot (Aberdeen Inspired) must make available a full copy of the BID Proposal to any person who is eligible to vote on the BID Proposal and who requests a copy. A copy of the BID Proposal and BID Business Plan must also be sent to the Scottish Ministers and the Chief Executive of the local Authority (Aberdeen City Council) at least 98 days in advance of the final ballot date.

Voting papers are easy to complete; simply place a cross (‘X’) in the ‘Yes’ or ‘No’ box to a single question, ‘Are you in favour of a BID?’ The ballot paper must be signed by the person eligible to vote and returned in the pre-paid envelope. For the ballot to be successful there must be a minimum of 25% turnout (the head count) by number of eligible persons and by combined rateable value.

Of those that vote, over 50% by number and 50% by combined rateable value must vote in favour of the BID.

All eligible voters (i.e. those persons liable to pay non-domestic rates) will have one vote or where an eligible person is liable for non-domestic rates for more than one property, they shall be eligible to cast more than one vote and will also be required to pay the levy for each of the properties they occupy. They will likewise receive a ballot paper for each property they occupy, with each voting paper counting as one vote. It is important that every ballot paper received is completed and returned.

Where the property is vacant or empty (i.e. with no tenant or occupier in place), the property owner will be deemed to be the eligible person and receive the ballot paper.

The ballot papers will be counted on Friday 18th March 2016 and the results announced within one week.

Following a successful renewal ballot the BID will re-commence on Friday 1st April 2016 and will run for a period of five years until 31st March 2021. At the end of the five-year period eligible voters will again be given the choice of continuing the BID for a further five years. This renewal ballot process will be conducted using the same methods as the original ballot.

Of the 10 BIDS in Scotland that have gone through the renewal process all have been voted back in for a second five-year term. Of the 10 BIDS in Scotland that have gone through the renewal process all have been voted back in for a second five-year term.

"When the concept of a Business Improvement District was initially discussed, I felt the involvement of Finnies the Jeweller was essential. The concept of businesses in the city centre engaging in common activities to attract visitors to the area has to be a good one. Finnies the Jeweller has customers all over Scotland but we need to compete with Inverness, Dundee, Edinburgh and Glasgow to attract visitors to our city for all the economic benefits that can bring. Aberdeen is a great city – let’s share it to the benefit of all.”

- Stuart Milne, General Manager, Finnies the Jeweller
How will the BID be managed?

Following a successful renewal ballot, Aberdeen Inspired will continue to operate as a limited liability company with responsibility for delivering the Business Plan.

Aberdeen Inspired currently comprises a total of up to 14 directors who are voluntary and unpaid. The directors are tasked with overseeing the delivery of the BID projects within the Business Plan. Places on the Board are open to every business that pays the levy, whether on a mandatory or voluntary basis. They may nominate themselves, or someone else from within the BID area to be elected to the Board. The appointments reflect their expertise and also the range of business sectors within the city centre. Should there be more nominations than places available, an election will be held.

The Board will continue to meet not less than quarterly each year and will agree on an annual basis how the funds will be spent for the coming year following a review of the business plan and in consultation with levy-paying businesses. This enables Aberdeen Inspired to take a dynamic approach and demonstrate a flexible response to any changing circumstances in order to meet business needs. The Board has the authority to make relevant variations or financial adjustments to projects within budgets, for the efficient and effective operation of the company and in line with good business practice without the need for an alteration ballot.

The BID Chief Executive Officer meets regularly with a core executive group of directors to discuss ongoing projects in order to obtain direction and feedback. This ensures that a dynamic approach can be taken, especially in relation to any ongoing or emerging opportunities or threats that might have any effects on your businesses.

The management team

A full-time Chief Executive Officer is employed and reports directly to the Board of Directors and will implement the projects and services detailed in this Business Plan. There are also two Project Managers, a Marketing and Communications Manager and an Office Manager included within the Aberdeen Inspired management team, all of whom currently work on a full-time basis. In addition, there are two part-time Liaison Officers that underpin the work of the management team.

Minimising risk

The Board will continue to take steps to minimise risk by only using reputable contractors to deliver projects. The Board will also adopt best practice in governance and operational procedures whilst being open and transparent in its operation. The company will undergo an independent evaluation, as Assessment and Accreditation Interim Review (AAIR) at two and four years, developed for Scottish BID Companies.

Management and Governance

The Board of Directors undertake to adhere to an official Directors’ Code of Conduct, which sets out, openly and clearly, the standards Directors must apply when carrying out their BID business duties. Any allegations of contraventions of the Codes by Directors will be independently investigated in order to give assurance to the businesses and the public that their elected Directors are acting in accordance with the highest levels of professionalism and integrity in the discharge of their roles.

Communication and consultation

Effective communication is a basic business requirement irrespective of the sector or economy. Recognising this we use a variety of mediums to communicate with you:

- Regular newsletters
- Email alerts
- Attending multi-agency partnership meetings with a focus on the city centre
- Regular updates on our social media channels
- Our website – www.aberdeeninspired.com
- Local newspaper articles
- One to one meetings with levy payers and stakeholders
- Attend Business Association Meetings.

Openness and Transparency

The principles of openness and transparency lie at the heart of Aberdeen Inspired’s policy of communication with businesses and the public. The Board of Directors fully support the dual ethos of openness and transparency, with newsletters and documents relating to, or arising from official business meetings and forums in future being published on the company’s website. Recognising also the need for, and value of face to face dialogue, Aberdeen Inspired maintains an ‘open door’ policy for businesses, with levy-payers or their representatives welcome to visit the offices to discuss their issues or concerns.

“It is vital that all organisations have a stake in the future of their city centre through the BID process. Aberdeen Inspired need to continue with their re-invigorated focus during the all-important next five years when the City Centre Masterplan will become a reality. We all want a City Centre that we can be proud of.”

- Ms Edel Harris, President, Aberdeen and Grampian Chamber of Commerce

Aberdeen Inspired Board of Directors.
Monitoring Aberdeen Inspired’s performance:

• Footfall monitoring figures across key city centre thoroughfares.
• Annual report to summarise BID performance.
• Ongoing examination of trends, liaising with Police Scotland.
• Car park data – working with private operators and communicating data to levy-payers via a weekly e-newsletter.
• Safety and security – liaising with Police Scotland to ensure that projects have a positive impact on business crime.
• Media coverage – keep accurate records of articles.
• The BID will undergo Assessment and Accreditation Indicators (KPIs) to ensure that performance is very tangible results and value that they are delivering.

“The AAIR is a bespoke review that recognises and is in line with the Scottish BIDs legislation and the Scottish public and private sector environments. In developing the Interim Review, BIDs Scotland consulted with key stakeholders and organisations, UK national businesses and the Scottish Retail Consortium. This included reviewing existing Assessment and Accreditation Frameworks, as well as existing documents used by businesses to assess BID proposals in the UK to identify key lessons for transfer to the Scottish context.

The AAIR gives confidence to businesses and the Board of Directors that the practices of the BID management company are robust and in line with good practice, and supplies an audit trail to support any future evaluation of the BID. It is recommended by BIDs Scotland as good practice and is included as one of the good practice elements of any Scottish BID Proposal and BID Business Plan.

There will be a series of Key Performance Indicators (KPIs) to ensure that performance will be monitored. These include:

- Adelphi
- Alford Place
- Back Wynd
- Bath Street
- Belmont Street
- Berry Street
- Bon Accord and St Nicholas Shopping Centres
- Bon Accord Square
- Bon Accord Street (as far as East Craibstone Street)
- Bon Accord Terrace
- Bridge Place
- Bridge Street
- Broad Street
- Carmelite Street
- Carnegie’s Brae
- Castlegate
- Castle Street
- Chapel Street
- College Street
- Correction Wynd
- Crimmon Place
- Crown Street (as far as No. 27)
- Dee Street (as far as No. 16)
- Denburn Road
- Diamond Lane
- Diamond Street
- East Craibstone Street

Appendix 1

Aberdeen’s Business Improvement District area

The following streets are within the BID area:

- Adelphi
- Alford Place
- Back Wynd
- Bath Street
- Belmont Street
- Berry Street
- Bon Accord and St Nicholas Shopping Centres
- Bon Accord Square
- Bon Accord Street (as far as East Craibstone Street)
- Bon Accord Terrace
- Bridge Place
- Bridge Street
- Broad Street
- Carmelite Street
- Carnegie’s Brae
- Castlegate
- Castle Street
- Chapel Street
- College Street
- Correction Wynd
- Crimmon Place
- Crown Street (as far as No. 27)
- Dee Street (as far as No. 16)
- Denburn Road
- Diamond Lane
- Diamond Street
- East Craibstone Street
- Exchange Street
- Exchequer Row
- Floumill Lane
- Garlic Lane
- Gallowgate (as far as Spring Garden)
- George Street (as far as No. 230)
- Golden Square
- Green
- Guild Street
- Haddan Street
- Harriet Street
- Holburn Street (as far as No. 70)
- Huntly Street
- John Street
- King Street (as far as East and West North Streets)
- Justice Mill Lane
- Langstane Place
- Little Belmont Street
- Loch Street
- Market Street (as far as Union Square Shopping Mall)
- McCombies Court
- Netherkirkgate
- North Silver Street
- Queen Street
- Rennies Wynd
- Rose Street (as far as No. 67)
- Rosemount Viaduct
- Ruby Lane
- Schoolhill
- South Silver Street
- St Andrew Street
- St Mary’s Place
- St Nicholas Lane
- St Nicholas Street
- Stirling Street
- Summer Street
- The Academy
- The Galleria
- Thistle Street
- Thistle Lane
- Thistle Place
- Trinity Centre
- Trinity Street
- Union Glen
- Union Row
- Union Square Shopping Mall
- Union Street
- Union Terrace
- Union Wynd
- Upperkirkgate
- Wapping Street
- West Craibstone Street
- Windmill Brae

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“Wood Group PSN has a number of offices and employees within Aberdeen and it is essential to us that the city is a safe and welcoming place for people to work in and to visit. We have a strong working relationship with Aberdeen Inspired and can see the very tangible results and value that they are delivering to the city centre.”

– Steve Nicol, Chief Financial Officer, Wood Group PSN

Aberdeen Reinspired
Business Plan 2016-21

Aberdeen Reinspired
Business Plan 2016-21
Appendix 2

Baseline services

Street Furniture and Signage
- Provision of maintenance and cleaning of litter bins and seating
- Provision of hanging baskets and planters
- Provision of signage, street lamps and banners
- Provision and maintenance of the public transport waiting infrastructure

Street Cleaning
- Cleaning pavements and kerbside channels
- Litter removal
- Removal of chewing gum from public spaces
- Removal of fly tipped material
- Removal of animal faeces
- Removal of graffiti and fly posters from public buildings
- Ground maintenance
- Removal of abandoned vehicles

City Wardens and Traffic Enforcement
- Provision of city wardens
- Dog fouling
- Graffiti
- Abandoned vehicles
- Provision of car park attendants

City Centre Ground Maintenance
- Design and maintenance of planted areas
- Removal of ground weeds
- Design and installation of annual planting

Street Lighting
- Maintenance of street lights, signs and beacons
- Design and maintenance of new lighting schemes
- Technical advice on street and exterior lighting
- Repairs to lighting faults
- Provision of festive lighting installations

Trading Standards
- Counterfeit goods
- Product safety
- Misleading descriptions of goods and services
- Price display
- Petroleum storage registration
- Enforcing legislation
- Explosives registration and licensing
- Preventing underage sales of tobacco and fireworks
- Tobacco displays, registration, etc
- Weights and measures
- Licensing
- Taxi and Private Hire Cars
- Market operators and Street Traders
- Public entertainment

Waste Management
- Collection of waste materials and recycling

Public Car Parking
- Reviewing the sustainability of on and off-street parking
- Reviewing the arrangements of on and off-street parking

CCTV
- Installation of CCTV cameras
- Provision of 24/7 CCTV coverage

Road Maintenance
- Co-ordinating works on public roads
- Carrying out road safety measures and repairs
- Maintenance of road markings
- Traffic light repairs
- Clean gullies on public roads
- Safety inspections of public roads
- Implementation of winter maintenance operations

Planning and Regulatory Functions
- Planning control
- Building control
- Transportation planning
- Policy and strategy
- Major development projects
- Environmental sustainability

Taxi Marshals
- Provision of transport marshals on the four night time taxi ranks each Friday and Saturday

Appendix 3

Mix by rateable value and sector

Business mix by rateable value:

<table>
<thead>
<tr>
<th>Rateable Value</th>
<th>2011</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>£27.5K - £50K</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>£51K - £100K</td>
<td>18%</td>
<td>29%</td>
</tr>
<tr>
<td>£101K - £500K</td>
<td>50%</td>
<td>33%</td>
</tr>
<tr>
<td>£501K - £1m</td>
<td>11%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Indicates a statutory service

Due to the nature of the analysis some percentages have been rounded up to the nearest whole number. As a result many of the totals are +/− 1%.

Business mix by category:

<table>
<thead>
<tr>
<th>Business Category</th>
<th>2011</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>47%</td>
<td>45%</td>
</tr>
<tr>
<td>Hotel/Leisure/Food</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>Bars/Clubs</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Offices/Financial</td>
<td>26%</td>
<td>27%</td>
</tr>
<tr>
<td>Council/Government</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Others</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

2011 2015

<table>
<thead>
<tr>
<th>Category</th>
<th>2011</th>
<th>2015</th>
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<tbody>
<tr>
<td>Retail</td>
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<tr>
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<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Others</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Aberdeen Inspired Board Members

Richard Noble, Director, FG Burnett, Chartered Surveyors
Allan Henderson, Managing Director, The Workshop UK Ltd
Ryan Manson, General Manager, Union Square Shopping Centre
Geoff Cooper, Director, Benvue Restaurants Ltd (McDonalds)
Craig Stevenson, Centre Manager, Bon Accord & St Nicholas Centres
Jason Dixon, Retail Manager, Marks and Spencer Plc
Councillor Jenny Laing, Leader, Aberdeen City Council
Linda Stewart, Manager, Trinity Centre
Christopher Carry, Partner, Jamieson and Carry, Jewellers
Elaine Farquharson-Black, Partner, Burness Paull LLP, Solicitors
Finlay Cran, Company Director, EDC (Hotels) Ltd
Robert Collier, Chief Executive, Aberdeen and Grampian Chamber of Commerce
Vacancy (Office Sector)

Members invited to meetings

Graeme Mackie, Chief Inspector, Local Area Commander - Aberdeen South, North East Division, Police Scotland
Pete Leonard, Director of Communities, Housing and Infrastructure, Aberdeen City Council
Steve Harris, Chief Executive, Visit Aberdeen

Business plan 2016-21

If you have any comments or queries about Aberdeen Inspired or this Business Plan, please contact us using one of these methods:

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