One Dalkeith community and business improvement district
Steering Group
Message from the chair
On behalf of the One Dalkeith BID steering group I am delighted to be able to share with you our ambitions for Dalkeith. These have developed from the proposals and feedback we’ve had up to now from local businesses and members of the community. This latest update will hopefully help you understand how a Community and Business Improvement District will be implemented and funded.

Perhaps surprisingly, in our community we have over 500 businesses. These are contained within the two community council areas of Dalkeith. By pulling together our resources we can work on increasing footfall, customer dwell-time and improving the overall customer experience in and around our town centre.

We have a significant opportunity to build on the groundwork already undertaken by One Dalkeith. This will allow us to present a unified proposition for our town. This will help us to influence, make changes and lobby for improvement proposals that affect the wellbeing of our community.

One Dalkeith will also be able to attract significant funding, and potentially large scale investment from a variety of sources. This could be of significant benefit to our area.

By collaborating, we can help to make Dalkeith a great location to visit, live in and also to set up a business.

As a resident and a business owner in Dalkeith, I invite you to read this update and join with us to start to make things happen.

Together we can make a difference. I urge you to get involved and help develop the plans and ideas for One Dalkeith businesses and community.

Douglas Strachan, Architect Chair, One Dalkeith

Community and Business Improvement Districts in Scotland
There are 40 business districts already in place in Scotland - and another 20 in development. Some have been going for over 10 years. With your help, Dalkeith can be part of this exciting initiative.

We will be raising the profile of Dalkeith together with the other Scottish towns and cities in conjunction with Scotland’s Town Partnership and Scotland’s Improvement Districts. Our aspirations will be registered and acted upon at local authority and Scottish Government levels.

See www.improvementdistricts.scot to find out more about what’s happening throughout Scotland.

Do we need a formal community & business district in Dalkeith?
This is what we’ve been investigating over the last nine months by speaking to the community and businesses, to get their feedback.

We have certainly found that there is a positive feeling and a willingness to work together. However no specific organisation with sufficient resources is in place to make things happen.

We will continue to carry out more business engagement activities with business owners in Dalkeith to help take things forward.

What area does it cover in Dalkeith?
The final area is still to be fully confirmed but we would like to include the two community council areas. However, it is important that businesses in these areas feel they can benefit from the activities and projects that would be proposed.

As a steering group, we are still looking at a range of project ideas to determine whether they could benefit the areas of Dalkeith. We are reaching out to more business owners and managers and hoping they will get involved by representing their location or business sector.

What would a community & business district deliver for Dalkeith?
The community research produced 69 project ideas. We can work together to get many of these implemented and it will make a positive difference to the Dalkeith area.

There is no magic wand to fix everything, but small incremental changes in the town, over time, can make a big difference.

Events are a way to increase footfall to Dalkeith and also to create a positive local atmosphere. See our potential demonstration project “Halloween Winter Festival” for later in the year.

We are still speaking to as many businesses as possible to make sure your voices are heard. That way the final proposals will reflect what you’ve told us.

This is your opportunity to provide us with some of your thoughts as to what could be done...and that would also be of benefit to your business.

Demonstration Project
The steering group are in the early stages of planning a potential inaugural project at the end October 2019 to hopefully show what can be achieved for the town and the community.

It will be an event called “Dalkeith Halloween Winter Festival and Window Wanderland”. The event could include a ghost train through the town with lots windows decorated in a Halloween themed “Window Wanderland”.

We have already secured MBTAG grant funding towards this project. If you would like to know more about this or get involved, please get in touch.
Objectives being considered.

1. To create a strong local partnership that gets things done and makes our voice heard.
2. To improve the trading environment for the businesses in the Dalkeith area.
3. To increase customer footfall, customer dwell time, customer spend and customer retention.
4. To make any investment “cost neutral” by saving businesses money though collective working.
5. To improve businesses relationships with each other, the local authority and the wider community.
6. To promote Dalkeith to a local, regional, national and international audience via consistent marketing campaigns, a range of events, festivals, markets and branding.
7. To provide a unified business voice to engage with Midlothian Council about achievable area improvements and provide evidence based need for changes.
8. To support local voluntary groups to work in partnership with One Dalkeith.
9. To act as the ‘go to’ endorsed organisation for attracting larger scale external funding.

If you want to provide input for your area or business sector, now is the time to get involved and have your say.

Will it cost me anything?

Yes, a small amount. Our research figures show that most businesses (88%) would be investing £25 a month or less; with larger businesses paying more...and this would be capped. Voluntary contributions will also be invited from the community and small business owners who perhaps work from home in Dalkeith but would like to see the area thrive. This will also be a part of our plan. By investing these small amounts, collectively we could potentially raise over £100,000 a year for Dalkeith.

Furthermore, this would allow One Dalkeith to attract additional funding grants and schemes to enhance the amount raised.

The reality is your input and investment could make a significant difference to the town, and all funds raised would be invested solely in projects identified as beneficial to the local community.

Also, it is important to emphasise that no moneys will be used to undertake projects or tasks that Midlothian Council is legally obliged to provide. These are referred to as Statutory Services.

Potential Projects for Dalkeith?

The projects highlighted below, and others will benefit the community and businesses. Community and business research results to date indicate people very much want to collaborate.

In order to highlight achievable projects, we decided to categorise them into four themes dependent on their size, scale, ambition and cost.

Theme 1: Community Let’s Do it

Low level, easy to do for small amounts of money. Volunteer engagement. The community came up with 69 ideas for this theme. A few include:
1. Community classes, groups & events.
2. Remove litter, graffiti, gum, cigarettes.
3. Put in hanging baskets and seating.
4. Set up a noticeboard of what’s on.
5. Guided walks of local history & culture.

Theme 2: Business Let’s Do it

Mid-range projects, will cost some money but not excessive amounts. A few include:
4. Add more Christmas decorations.
5. Better promotion of Dalkeith to visitors.

Theme 3: Dalkeith Long term

Higher level of investment, focus on 1 or 2 projects a year which would result in 5 to 10 higher level projects over 5 years. This is about gradual but measurable improvements for Dalkeith. A few include:
1. Update the whole look of the town.
2. Improve the night-time scene.
3. Attract a better mix of local shops.
5. Art and heritage trail.

Theme 4: Future Generations

Ambitious, large investment, requiring external funding & finance. Identify a large project to aim towards and achieve it within the next 5 to 10 years for Dalkeith. A few include:
1. Occupy and renovate a building in order to provide community facilities.
2. Open a path and cycle route from train station into the town.

Over a 5 year period the businesses & community could raise over £500,000 for Dalkeith.
Who is involved?

The people listed are all volunteers with One Dalkeith and are passionate about the area. They have already provided many working hours for Dalkeith to get us to this stage. The Steering Group members are from a cross section of business sectors in Dalkeith or represent local organisations.
The steering group will use your input to develop the projects and decide on the best way to enable them to be delivered.
If you would like to get involved, please get in touch.

Steering Group
Douglas Strachan, Architect.
Tom Donaldson, Opus Management.
Phil Bowen, Pigeon Penguin.
John Hackett, Elected Local Councillor.
Caroline Wight, Midlothian Council.
Remko Plooij Dalkeith Country Park
Stephen Begg Dalkeith Country Park
Susan Goldwyre, WTR Ltd.
Clark Watson, Watco Systems (retired).
Colin Cassidy, Basically Tool Hire.
Rae McGee, Community Liaison
Tony J’Anson, Campaign Manager
(Contractor)
Ros Halley, The Place Team (Contractor)

Get involved

Join the Steering Group

Have your say by completing the business survey.

To become a member
Go to our Home Page:
OneDalkeith.info
...and click on Join In

Contact
Tom Donaldson
M: 07736 82 02 82
admin@onedalkeith.info

What happens next?

Based on all your feedback, the steering group will make some decisions and produce a “Next Steps” progress report.

This will be sent to all businesses to review & consider, followed by a one-month period for you to provide further feedback.

Based on what you tell us, the next stage is to produce a full five-year business plan, covering everything that could be delivered by businesses, working with the local community, for Dalkeith up to 2024.

It will provide the details of how a community and business district is set up, the governance structure, accountability, the projects you want to see happen and how they will be funded.

Thereafter, there will be a democratic vote taken by all businesses. This will be carried out independently of One Dalkeith and the result of the vote will determine whether the projects in the business plan will be taken forward or not.

It really is your decision.

The Next Steps report will detail more about this part of the process, so you fully understand how it works. If you have any questions about this, please get in touch with One Dalkeith.

STOP PRESS
One Dalkeith Takes Over the Former Pick ‘N’ Save / Kitchen Bathroom Showroom.

These extensive premises can be used for whatever the community want. We are all invited to share ideas and skills to make the place a super, energising space for people in Dalkeith. Contact Evelyn on communityfacilities@onedalkeith.info