

What the annual levy will cover in term 2. Please refer to business plan for full details of projects.

	Annual Levy Contribution						
	£200.00 0.28%	£300.00 0.42%	£400.00 0.56%	£500.00 0.70%	£600.00 0.84%	£700.00 0.99%	£850.00 1.20%
More Footfall							
Winter Festival Switch-on Parade - full day with businesses putting things on	6.76	10.13	13.51	16.89	20.27	23.65	28.71
Santa's Grotto	1.48	2.22	2.96	3.69	4.43	5.17	6.28
Shopping Week	12.68	19.02	25.36	31.69	38.03	44.37	53.88
Holiday competitions: Christmas, Easter, Summer, October	4.36	6.54	8.73	10.91	13.09	15.27	18.54
Special Day packaged promotions: Valentines, Mothers Day, Fathers Day	0.56	0.84	1.13	1.41	1.69	1.97	2.39
Events run by businesses	1.69	2.53	3.38	4.22	5.07	5.91	7.18
Heritage Trail	0.09	0.13	0.18	0.22	0.26	0.31	0.37
Girls Day Out	0.49	0.74	0.99	1.23	1.48	1.72	2.09
Market stalls	0.63	0.95	1.27	1.58	1.90	2.22	2.69
More Marketing							
Promotion - including website, social media and promotion of events	38.77	58.16	77.55	96.93	116.32	135.70	164.78
Access							
Lobbying and consultations with SIC roads	2.81	4.22	5.63	7.04	8.44	9.85	11.96
More Attractive							
Christmas lights	30.33	45.50	60.66	75.83	90.99	106.16	128.91
Summer scheme	15.14	22.72	30.29	37.86	45.43	53.00	64.36
Street Furniture	0.70	1.06	1.41	1.76	2.11	2.46	2.99
Grants for property improvements - investigate and apply for funding	0.42	0.63	0.84	1.06	1.27	1.48	1.79
Gutter cleaning	2.96	4.43	5.91	7.39	8.87	10.34	12.56
Street slabs -communications with SIC over street repairs	0.07	0.11	0.14	0.18	0.21	0.25	0.30
Art in conjunction with Shetland Arts	7.60	11.40	15.20	19.00	22.80	26.60	32.30
Low carbon lighting project	0.70	1.06	1.41	1.76	2.11	2.46	2.99
Wi-fi throughout area to attract young and support heritage app	1.76	2.64	3.52	4.40	5.28	6.16	7.48
More Business Support							
Voice representing members with SIC	0.56	0.84	1.13	1.41	1.69	1.97	2.39
Face-to-face communication by directors	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Business focussed information for members	1.69	2.53	3.38	4.22	5.07	5.91	7.18
Networking opportunities	0.56	0.84	1.13	1.41	1.69	1.97	2.39

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Lobbying for cheaper rates	0.07	0.11	0.14	0.18	0.21	0.25	0.30
Training for businesses	1.41	2.11	2.81	3.52	4.22	4.93	5.98
Sending out cruise ship detail	1.06	1.58	2.11	2.64	3.17	3.69	4.49
Operational costs - stationery, postage, insurance etc	15.93	23.89	31.85	39.82	47.78	55.74	67.69
BID management	28.15	42.22	56.30	70.37	84.45	98.52	119.63
Renewal	10.56	15.83	21.11	26.39	31.67	36.95	44.86
Contingency	10.00	15.00	20.00	25.00	30.00	35.00	42.51
	200.00	300.00	400.00	500.00	600.00	700.00	850.00

NB: No external grant funding has been included in the above figures but it is expected that additional funding will be available including £5,000 per annum from SIC.