



Background	2-11
CuparNow	12
Plan Index	13
• Who	14-16
• Where	17-19
• When	20
• Why	21
• How	22
• What	23-37
○ Service Level Agreement	23-33
○ The Levy & Voting Process	34-36
○ Finances	37
Contact Information	38

Background

CuparNow is Scotland's first Digital Improvement District demonstration pilot.

The initiative is based on the findings from the research (undertaken by appointed consultants, Destination66 Ltd and Rapier Systems Ltd - combined t/a [Destination Digital](#)) into the 21 towns, cities and BIDs included in the 8 projects covered by the 2017-18 Digital Towns Pilot Programme.

It is also based on discussions between [Destination Digital](#), [Scotland's Towns Partnership](#), [Fife Council](#) and ABCD, the [Association of Businesses in Cupar & District](#).

The Digital Towns Pilot Programme had set objectives: to ...

- ✓ *encourage new strategic collaborations*
- ✓ *improve digital participation & skills* and to
- ✓ *create scalable best practice for digital deployment in towns/town centres and city neighbourhoods*

Significant similarities emerged across the 21 destinations – regardless of place size – that covered audiences, location, expectations, benefits and deployment.

Sustainable funding was the road block in each and every place – and that became the focus of the research – to consider a model that would not only fund the planning and installation of facilitating hardware but that would manage the same ongoing to the benefit of multiple audiences.

All traditional funding streams were discounted due to uncertainty of scale – both in terms of investment and timeframe.

Based on work delivered in Kirkcaldy (for and on behalf of the Kirkcaldy4All Business Improvement District) – and with the knowledge that BIDs were under review – the idea of a 'digital improvement district' was explored, funded via the same mechanism as a traditional Business Improvement District - namely charging a % of non-domestic business rates - to create a 'single focus delivery' utilising digital and social media platforms, free public realm Wi-Fi and data analytics.

The feedback has been unanimous from those 'on the ground' – a real appetite for 'digital improvement districts' to enable communities to meet the project objectives: to *encourage new strategic collaborations*, *improve digital participation & skills* and to *create scalable best practice for digital deployment in towns/town centres and city neighbourhoods*.

Background > The Cupar Model

Our **Digital Improvement District** model will enable places to access seed-corn funding through business improvement district channels to run demonstration pilots – to prove the project value.

Once in place, it will ensure ongoing investment (beyond current budgetary restraints or commitments), to provide daily management of delivery – not only free public-realm Wi-Fi but also digital channels to support multiple audiences.

If ‘the place’ votes for the initiative beyond a demonstration pilot, it delivers a guarantee of 5 years+ of longevity/sustainability as a ‘BID’ mechanism - paid for as a % of non-domestic business rates from businesses and organisations in each location.



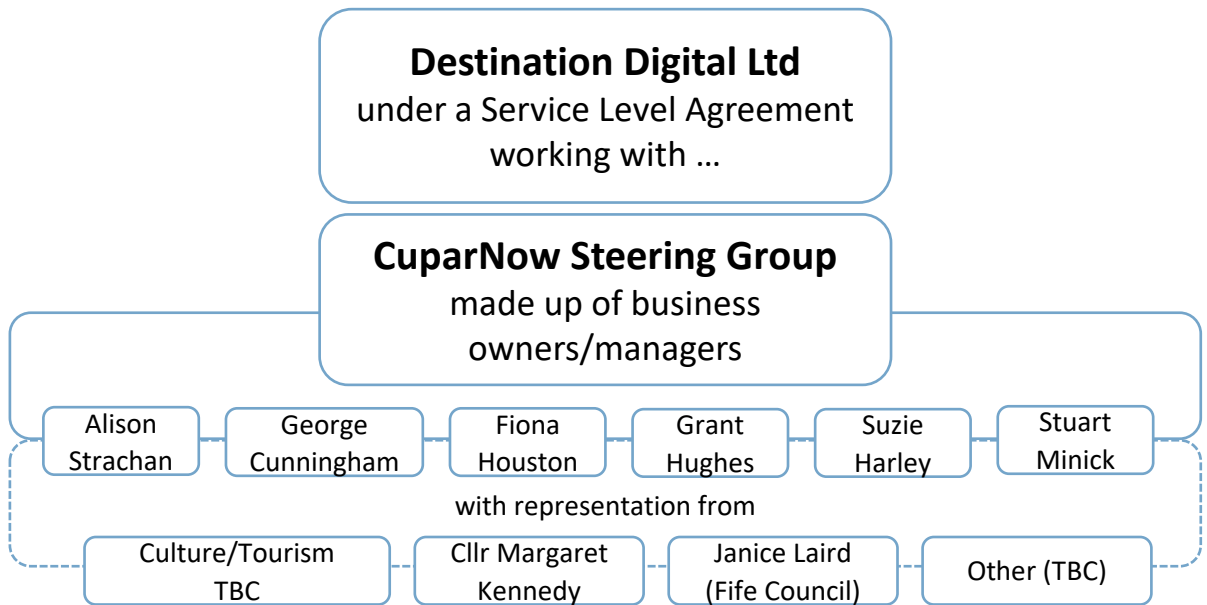
The Digital Improvement District creates a hub - providing ‘ownership’ to each community ensuring delivery benefits those the project it is designed to help – and enabling significant opportunities for partners and stakeholders to ‘plug-in’ where required and relevant.

To this end, the aim is to develop into a delivery vehicle that proves concept and can attract investment ‘beyond digital’ using more traditional interventions - be it business support, events or other improvement initiatives.

Background > The Business Plan

CuparNow has attracted the required seed corn funding to deliver a 15-month demonstration pilot (September 2018 to November 2019).

This **Business Plan** will be delivered by and via:



This Business Plan sets out service levels to engage and support non-domestic rate paying businesses and organisations within an agreed area of the town to showcase the benefits of a Digital Improvement District.

The Business Plan also sets out what will be delivered post the pilot in the event of a successful ballot, namely the conversion into a full five-year Digital Improvement District term – again, **delivered by Destination Digital Ltd** working with CuparNow’s business-led steering group.

Background > Timeframe

- June 2018: After meetings and conversations with interested parties dating back through 2017, ABCD called an open meeting at which the findings of the 2017-18 Digital Towns Pilot Programme were shared – and a proposition tailored to Cupar was outlined. There was unanimous support for the initiative from attending businesses, organisations, community groups and council members.
- July 2018: An outlined 15-month pilot was proposed to Scotland’s Towns Partnership.
- August 2018: Liaison with Scottish Government, Digital Scotland and Fife Council secured the required matched seed corn funding. The project receives the go ahead.
- Months 1-3: Formation of the business-led Steering Group as outlined.
 - The agreement of a Business Improvement District boundary.
 - The publication of this Business Plan - covering not only months 4-15 of the pilot but also the first five-year term of a Digital Improvement District.
 - The Business Plan includes how the full term affords opportunities for engagement and support of a wide range of community projects, partners, services and stakeholders - at hyper-local, local, regional and national levels.
- Month Four: The official launch of the Digital Improvement District’s integrated communications (Wednesday 28th November 2018) with service level reviews built into Months 6 (February 2019), 9 (May 2019) and 12 (August 2019) for feedback to the project facilitators.
- Month 15 and beyond: A ballot (28th November 2019) of all non-domestic rate paying businesses and organisations within the Digital Improvement District’s boundary.
 - If successful, the full five-year term – working to deliver the agreed Business Plan under a Service Level Agreement – will begin immediately, delivered by Destination Digital Ltd working with the CuparNow Steering Group.

Outcomes

This initiative comes on the back of significant research and learnings from working practices over a number of years.

At its heart is the aim *to encourage new collaborations, improve digital participation & skills* and to *create scalable best practice for digital deployment in places of varying sizes*: a key driver has been a vision to create a new, dynamic and sustainable model that will enable destinations to consider an ‘improvement district’ that is distinct and separate from the traditional BID model – focused on delivery and enabling communities to better support multiple audiences and partners from hyper-local and regional to national and international levels.

Background > Current Landscape & Benchmarks (September 2018)

We've undertaken a review of Cupar-related pages ...

Cupar, Fife Like
2.4K like this · Cupar, Fife · City
Cupar is a town, former royal burgh and parish in Fife, Scotland. It l...

Cupar Motorcycles Like
4.8 ★★★★★ (102) 3.7K like this · Cupar, Fife · Motorbike dealer...
New official UK Suzukis, properly prepared, sold by friendly helpfu...

Cupar Youthcafe Like
445 like this · Cupar, Fife · Community centre
Cupar Youth Cafe is a place where young people can meet up for f...

Cupar & Dalkeith Like
4.9 ★★★★★ (51) 2.1K like this · Cupar, Fife · Automotive repair ...
We are an independent Ford retailer based in Cupar, Fife, but we s...

Cupar Golf Club Like
4.9 ★★★★★ (12) 602 like this · Cupar, Fife · Sports club
The Club was founded on the 7th November 1855, Cupar Golf Club...

Watt's of Cupar Like
4.7 ★★★★★ (43) 285 like this · Cupar, Fife · Restaurant
Restaurant and Bar with 3 various sized function rooms

Super duper Cupar Like
1.3K like this · Community
random photographs in and around the town of Cupar in Fife

Cupar Sports Centre Like
3.2 ★★★★★ (21) 373 like this · Cupar, Fife · Gym/Physical fitness...
Whether you want to work out, swim in the pool or just relax, we ha...

Cupar Library Like
5.0 ★★★★★ (4) 180 like this · Cupar, Fife · Library
Library

Cupar Round Table Like
732 like this · Cupar, Fife · Community organisation
A club for men aged 18-45 who enjoy a beer and doing their bit for ...

Boudingait Cupar Like
4.8 ★★★★★ (123) 1.6K like this · Cupar, Fife · Bar
SCOTTISH THISTLE AWARD BEST BAR 2017/18 AND SCOTTISH RE...

Cupar canvas co Like
3.9K like this · Home decor
cupar canvas co makes stunning canvas prints from photographs L...

Cupar in Bloom Like
175 like this · Community
Cupar in Bloom is a local community group with the objective of m...

Cupar Slimming World Like
5.0 ★★★★★ (12) 487 like this · Cupar, Fife · Weight loss centre
This is an info page for the Slimming World group based in Cupar. ...

Boutique No1 Cupar Like
1.2K like this · Community
We sell womens fashion, handbags and accessories. Something for...

Cupar YMCA YWCA Like
287 like this · Community organisation
Cupar YMCA-YWCA is a community organisation which offers a wi...

Cupar and Howe of Fife Twinning Association Like
4.0 ★★★★★ (2) 75 like this · Community organisation
Cupar and Howe of Fife twinned with Ste Menehould in Argonne, F...

Inner Beauty Cupar Like
4.9 ★★★★★ (36) 1.8K like this · Cupar, Fife · Beauty salon
Small friendly beauty salon based in Cupar Fife. Providing an exten...

Scaramanga Liked
4.6 ★★★★★ (176) 23K like this · Cupar, Fife · Bag & suitcase sh...
Handcrafted Original Leather Bags & Accessories for Men and Wo...

Fife Free Press Liked
21K like this · Kirkcaldy, Fife · Media/news company
Weekly Newspaper of the Year at 2015 and 2016 Scottish Press Aw...

Cupar Osteopaths Like
95 like this · Cupar, Fife · Medical centre
An integrated health clinic specialising in Osteopathy.

Cupar Hotel Like
5.0 ★★★★★ (1) 143 like this · Cupar, Saskatchewan · Hotel
Open Wednesday to Sunday,not later than 3pm.Wings special on Fr...

Cupar Community Fire Station Like
5.0 ★★★★★ (3) 553 like this · Cupar, Fife · Fire station
Cupar Community Fire Station Millgate, Cupar Fife KY15 5EE

Meadowsweet Organics Liked
5.0 ★★★★★ (11) 903 like this · Falkland, Fife · Farm
Meadowsweet Organics is all about supplying fresh, healthy organi...

Keystore Cupar Like
5.0 ★★★★★ (23) 1K like this · Cupar, Fife · Convenience store
A convenience store that prides itself on great service and value. N...

Cupar Storm Like
62 like this · Cupar, Fife · Local business
This is the new basketball team in Cupar. We are the Storm.

Cupar Colts Like
49 like this · Community
Community football team

Cupar After School Club Like
5.0 ★★★★★ (7) 148 like this · Cupar, Fife · Childcare service
Cupar After School Club is a registered Charity providing professio...

Cupar Colts 04's Like
35 like this · Sport team
Sports Team.

Minick of Cupar Ltd Like
4.9 ★★★★★ (26) 770 like this · Cupar, Fife · Shopping & retail
Traditionally Modern

Castle Furniture Project - Cupar Like
4.3 ★★★★★ (30) 1.7K like this · Cupar, Fife · Charitable organis...
Castle Project is a charitable organisation which exists to relieve po...

571 Cupar Squadron Like
66 like this · Cupar, Fife · Youth organisation
For information about our parade nights and contact details, please...

Background > Current Landscape & Benchmarks (September 2018): cont.

... cupar companies, organisations, societies and community groups.

Galbraith Cupar Like
723 like this · Cupar, Fife · Estate agent
The Facebook page for the Galbraith Cupar office. Like us to receive...

Cupar Tyre & Autocentre Like
5.0 ★★★★★ (45) 825 like this · Cupar, Fife · Tyre dealer & repair...
Mot Test Centre now open We can test class I, II, III, IV Air conditio...

Cupar Arts Like
5.0 ★★★★★ (1) 1K like this · Cupar, Fife · Visual arts
Celebrating the art, heritage and culture in Cupar and the surround...

Milly's Kitchen, Cupar Like
4.9 ★★★★★ (52) 825 like this · Cupar, Fife · Coffee shop
Milly's Kitchen is an independently owned cafe in Cupar, Fife, offeri...

Cristina Cupar BAGS Like
5.0 ★★★★★ (41) 7K like this · Bags/luggage
Leather bags and clutches, ...all made by Romanian designer Cristi...

Cupar Bowling Club Like
4.0 ★★★★★ (1) 334 like this · Cupar, Fife · Sport team
Outdoor Bowling Club. New members and visitors welcome. Hat ni...

Cupar Messy Church Like
199 like this · Community
Cupar Messy Church is a form of church for children and adults th...

Caulders Garden Centre Cupar Like
4.3 ★★★★★ (92) 1.4K like this · Cupar, Fife · Garden centre
A Caulders family run garden centre located in Cupar Fife, providin...

Cupar Fife Like
565 like this · Education
Education

Cupar Bowmen Like
41 like this · Community
Cupar Bowmen has been running since 1987. We are a mixed abilit...

Cupar Bathrooms Like
146 like this · Cupar, Fife · Kitchen & bathroom contractor
Thank you for your interest in our company. Cupar Bathrooms is a f...

Caring For Cupar Like
149 like this · Cupar, Fife · Community organisation
Caring For Cupar is a fundraising shop in the heart of the town. We...

Boogie Bounce Cupar Like
5.0 ★★★★★ (42) 689 like this · Cupar, Fife · Sport & recreation
The Boogie Bounce Xtreme programme is FAB, FUN, FUNKY AND F...

Your Move - Glenrothes/Cupar Like
1.0 ★★★★★ (2) 207 like this · Glenrothes · Estate agent
Your Move - Sales & Lettings Agents. Our highly experienced team ...

Time Fitness - Cupar Book Now Like
4.9 ★★★★★ (48) 1.3K like this · Cupar, Fife · Gym/Physical fitne...
Welcome to Time Fitness Gym in Cupar. Like and follow us for all u...

Cupar Swimming Pool Like
4.0 ★★★★★ (1) 228 like this · Cupar, Saskatchewan · Public ser...
Please like our page to stay updated on all the exciting things we ar...

Cupar Summer Fayre Like
1.1K like this · Community organisation
We are excited to launch as Cupar Summer Fayre. Fayre being held...

Cupar Highland Games Like
606 like this · Community organisation
Cupar Highland Games takes place this year on Saturday 10th Jun...

1B Westport Cupar Like
4.9 ★★★★★ (67) 1.4K like this · Cupar, Fife · Cafe
Award winning Speciality coffee house & cafe, offering fresh, local ...

Sustainable Cupar Like
246 like this · Charity
We are a friendly group of locals helping to make Cupar a thriving, ...

Cupar Pantomime Like
5.0 ★★★★★ (5) 162 like this · Cupar, Fife · Performance art the...
https://cuparpantomime.wordpress.com The Cupar Corn Exchange...

Age Concern Cupar Like
5.0 ★★★★★ (1) 231 like this · Cupar, Fife · Charitable organisati...
Age Concern Cupar is a charity where elderly, frail and disabled pe...

Tesco Cupar In The Community Like
240 like this · Cupar, Fife · Grocers
Tesco in the Community supporting local good causes in North Eas...

Cupar Camera Club Like
5.0 ★★★★★ (2) 65 like this · Cupar, Fife · Photographer
Cupar Camera Club is a friendly local camera club, welcoming all le...

Cupar Amateur Musical Society (CAMS) Like
415 like this · Public figure
Welcome to CAMS! We are a local musical society based in Cupar. ...

Cupar Pre-School Playgroup Like
5.0 ★★★★★ (4) 153 like this · Cupar, Fife · Nursery
We are open five mornings a week between 8.30am-12.40pm. We a...

Cupar Craft Co. Like
5.0 ★★★★★ (2) 365 like this · Cupar, Fife · Arts and crafts shop
Bespoke Arts & Crafts. Made to order, collection or delivery availab...

Town of Cupar Like
245 like this · Cupar, Saskatchewan · Government organisation
This page is controlled by Cupar Town Office and is used to inform...

Apartmenti Cupar Like
41 like this · Porec · Rental shop
Apartmenti Cupar nalaze se u dragulju Istre, gradu Poreču. Smejte...

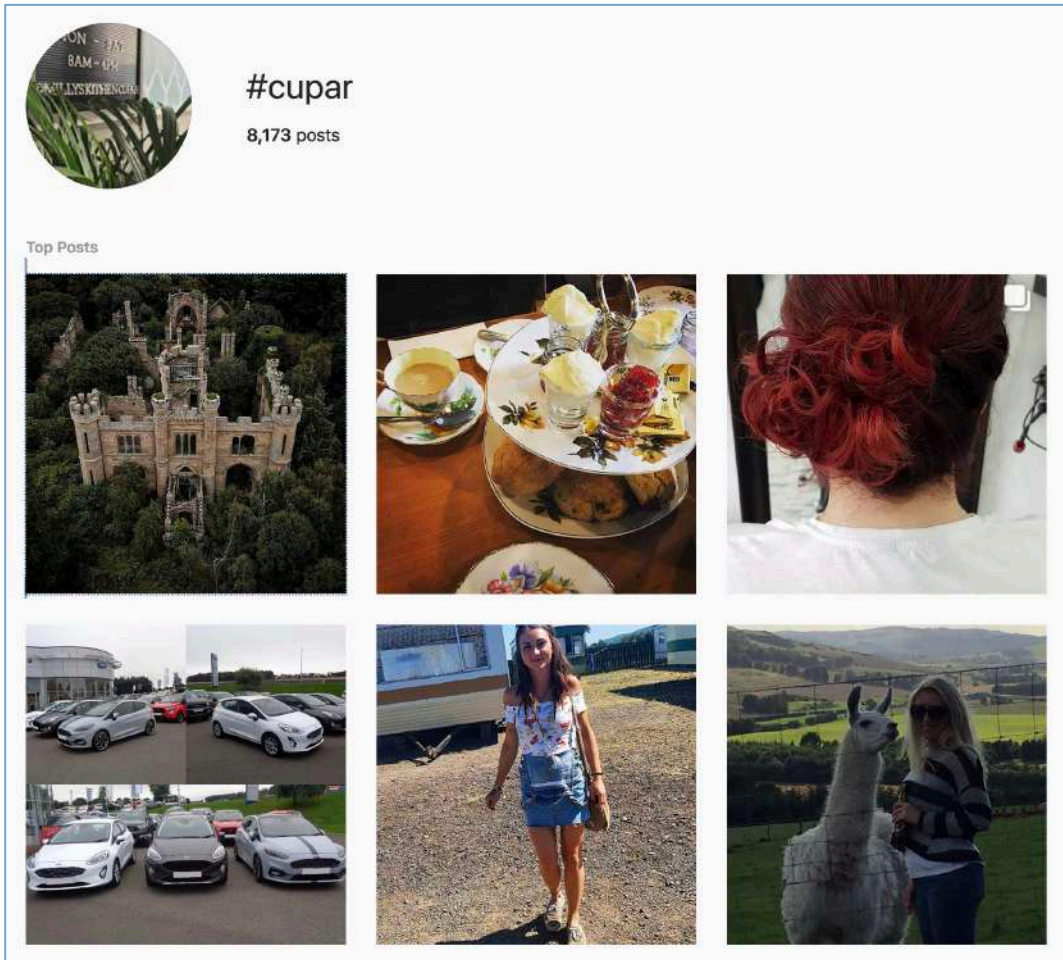
Cupar Choral Society Like
5.0 ★★★★★ (3) 98 like this · Cupar, Fife · Community organisati...
A mixed voice choir based in Cupar, Fife. We rehearse on Monday ...

Cupar Jobs Like
237 like this · Company
Find the best jobs in and around Cupar https://hijobs.net/jobs/cup...

Bonnygate Garage - Carbon Clean Cupar Like
5.0 ★★★★★ (86) 1.1K like this · Cupar, Fife · Automotive repair ...
Personal service with competitive rates and quality reinsured!

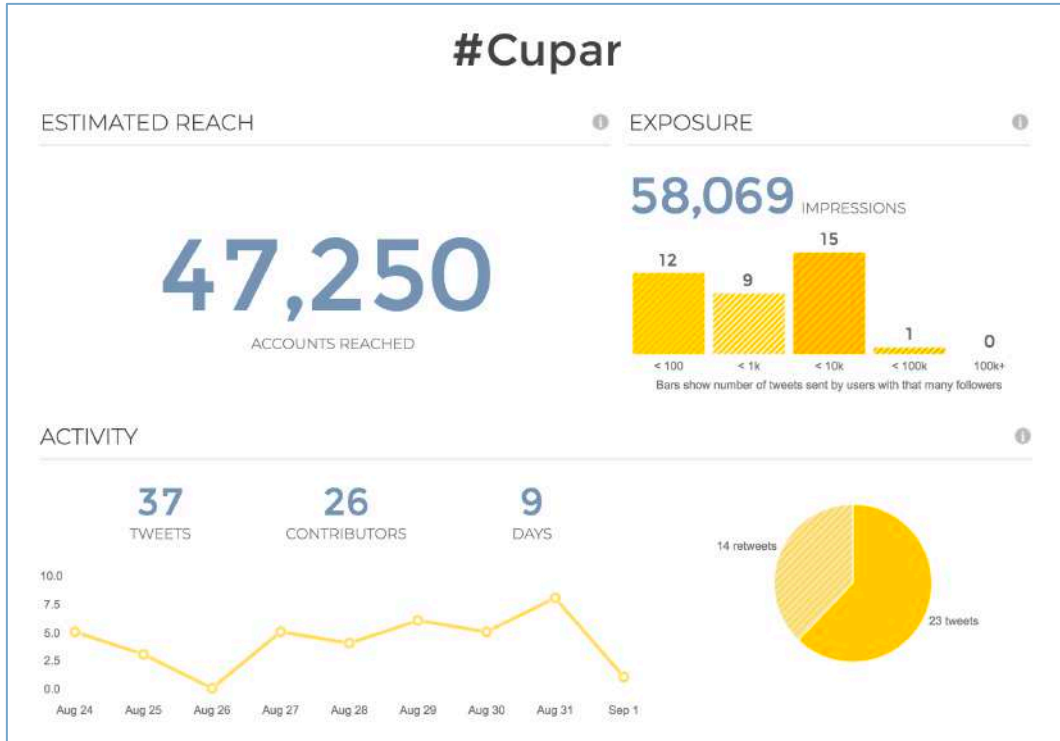
Background > Current Landscape & Benchmarks (September 2018): cont.

The same review has been undertaken on Instagram ...



Background > Current Landscape & Benchmarks (September 2018): cont.

And on Twitter: we've looked at contributors and influencers ... and continue to do so ongoing ...



Background > Current Landscape & Benchmarks (September 2018): cont.

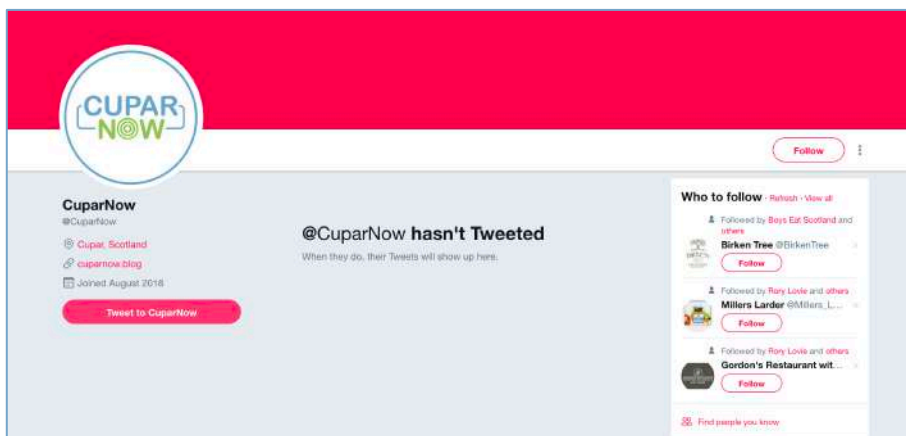
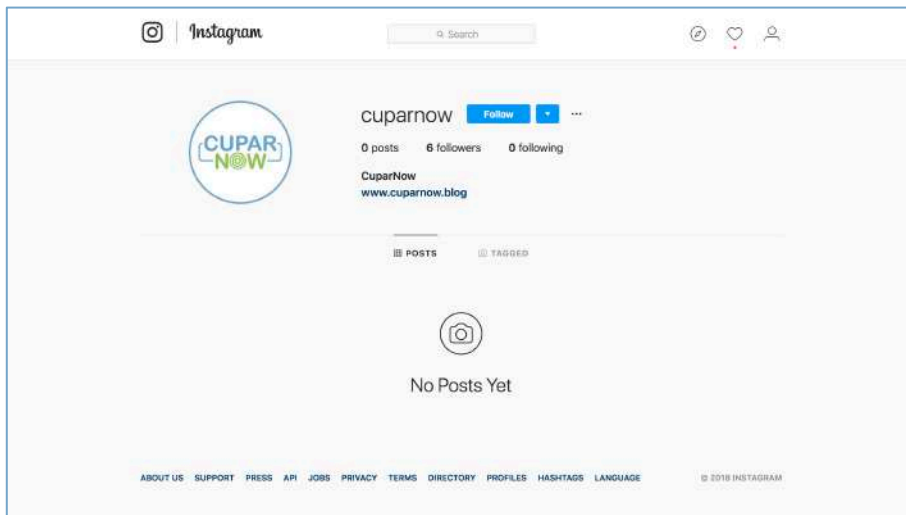
At the inception of the project, the most active account had only 76 followers:

CONTRIBUTORS			
	Tweets	RTs	Impressions
StephenGethins	1	0	13.4k
fifetourism	1	0	7.6k
simps555	2	0	4.8k
JCPinEastScot	2	0	3.5k
IsThisAB0t	1	0	3.5k
ScaramangaUK	1	0	3.3k
TweeterMillsCBC	1	0	3.2k
FrenchCampsites	1	0	2.5k
McEwanFraser	1	1	2.3k
Robert_Raeburn	1	0	2.1k
Alan_S_Morrison	1	2	1.9k
LenoraWindy51	1	0	1.7k
OnTheSuperFly	1	0	1.5k
CHuC_org_uk	1	0	1.2k
NEFLindsey	1	1	973
KarenMarjoram	1	0	925
OatyMacPhail	1	0	796
LomondArt	10	1	760
UKGhostAlerts	1	1	450



Background > Current Landscape & Benchmarks (September 2018): cont.

All social media pages have now been developed and launched ...





The following sections of the Business Plan cover:

Who the project audiences ...

1. Levy-payers
2. Residents
3. Visitors
4. Businesses
5. Employees
6. Leisure
7. Public Sector
8. 3rd Sector

Where the project geography ...

1. Boundary
2. Wi-Fi Access Points
3. Catchment
4. Target Areas

When the project timelines ...

Why the project objectives ...

1. Support
2. Message
3. Connect
4. Include
5. Increase
6. Analyse
7. Demonstrate

How how the service will help those it is designed to support ...

What the Service Delivery ...

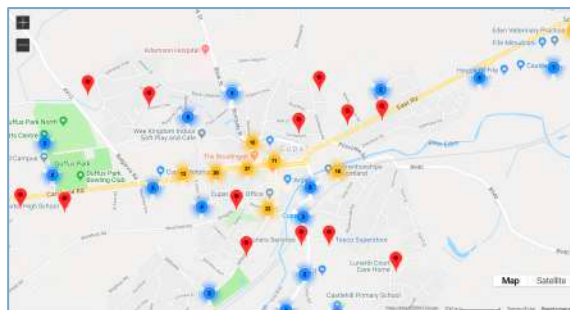
Who The Project Audiences

Levy-payers: we have created a draft database based on non-domestic rate contributions as detailed on <https://www.saa.gov.uk/>: at the outset, (August 2018) it identified some 349 businesses/organisations in the town centre. Throughout the demonstration pilot project, we will continue to refine and check the database to ensure no potential levy-payers are omitted.

The database will be maintained throughout the project with quarterly reviews to ensure it is kept up to date. Currently, it stands at 379 properties. The database is securely stored and maintained online:

UPRN	BUSINESS TYPE	CATEGORY	BUSINESS CATEGORY	BUSINESS/ORGANISM	ADDRESS	STREET	POSTCODE	TELEPHONE	OWNER/CONTACT	EMAIL
	GYM/FITNESS	Sport & Leisure	Sports & Leisure	3D Fitness	76 CROSSGATE	KY15 5HS	01324 844972	Paul Rennie	Paul	
	WORKSHOP	Services	Other	AAA Chem Dry	CHEM DRY WATERBEND ROAD	KY15 5HP		ALLAN J BRENNER	allan	
	RESTAURANT	Eat & Drink	Restaurants & Bars	Aangan Indian Restaur	76A CROSSGATE	KY15 5HS	01324 652968	Divesha Nath	divesh	
contacted via Email	IT	Services	Home & Garden	Antevision IT	UNIT 38 - ORANARY BUI COAL ROAD	KY15 5VQ	01324 959338	DANNY & SHARON CLARK VIA AERONAVISION 11		
	HALL ETC	Services	Other	Age Concern	PROVOST WYND CENTR	PROVOST WYND	KY15 5HE	01324 652927	AGE CONCERN CLIPAR	agec
	SUPERMARKET	Shopping	Food & Drink	ASA	ALIX SOUTH ROAD	KY15 5EE		ALEX STORES LTD	alex	
contacted via Messaging	HAIR & BEAUTY	Services	Health & Beauty	Alex Theatrou	18 WELLDGATE	KY15 5EG	01324 930340	ALEX THADDEUS HADJIOREISSKI LTD	alex	
	DISCOUNT STORE	Shopping	Food & Drink	Alis Discount Store	ALIS DISCOUNT STORE	SKINNERS STEPS	KY15 4DZ	01324 652180	MUHAMMAD & RAJA IQBAL	iqbal
	Health - Plumbing & Heating	Services	Other	Akshar Therap	PRESTONHALL TRADING	KY15 4RD	01324 652145	Akshar Therap	akshar	
	HAIR & BEAUTY	Services	Health & Beauty	Angela H Hair Design	6 EAST BURNSIDE	KY15 4BH	01324 657983	ANGELA P HAMILTON	angela	
	ARCHITECT	Services	Property	Ans Architects	21A BONNYGATE	KY15 4BU	0480 1504 469 866	ARC ARCHITECTS LTD	arc	
	HOUSEWARE	Shopping	Department Stores	Alpha	5 FERGUSON SQUARE	CROSSGATE	KY15 5UJ	0345 193 7918		
	CHARITY	Shopping	Charity	Barnard's Charity Shop	42 CROSSGATE	KY15 5HS	01324 655957	BARNARDOS Head Office	bar	
	SCHOOL	Services	Other	Bea Beate High School	BELL BAXTER HIGH SCH	CROSSGATE ROAD	KY15 4HT		FIFE COUNCIL, ESTATES ABBOT & FACILITIES M	bea
	HAIR & BEAUTY	Services	Health & Beauty	Beaumont Beauty	86 CROSSGATE	KY15 5HS	01324 944999	WENDY CASSELLS	wendy	
	HAIR & BEAUTY	Services	Health & Beauty	Body Concept Beauty	EAST BURNSIDE	KY15 4BH	01324 933323	PATRICIA MUIR VIA BODY CONCEPT BEAUTY S	body	
	Salon	Services	Other	Bodyline Salons Ltd	PRESTONHALL TRADING	KY15 4RD	01324 655777			
	HAIR & BEAUTY	Services	Health & Beauty	Bona Hair & Beauty	82 CROSSGATE	KY15 5HS	01855 243232	Katrina Scott	kat	
	SURGERY	Services	Medicine	Bonyngate Dental Surg	84 BONNYGATE	KY15 4LB	01324 653115	NIJEL SYMON - DENTAL SURGERY	nijel	
	WORKSHOP	Services	Other	Bonyngate Garage	118 BONNYGATE	KY15 4LP	01324 999452	HARRY CARNEY	harry	
	PHARMACY	Shopping	Health & Beauty	Books Chemist	2-4 ST CATHERINE STRE	KY15 4BT	01324 653232	BOOTS THE CHEMIST LTD PROPERTY & PLANN	boots	
contacted via messaging	FASHION	Shopping	Fashion & Accessories	Boutique No 1	26A CROSSGATE	KY15 5HH	01324 209090	BOUTIQUE NUMBER 1 (HULL) LTD	bout	
	HEALTH & BEAUTY	Services	Health & Beauty	Boutique Sanctuary	128 BONNYGATE	KY15 4LP	01324 983796	MALCOLM GREIG	mal	
	TRAVEL OPERATOR	Services	Other	Brightside Holidays	1-4 EDEN PARK HOUSE	EDEN PARK	KY15 4SA	01324 987883	BRIGHTWATER HOLIDAYS	brigh
	CHARITY	Shopping	Charity	British Heart Foundatio	81 CROSSGATE	KY15 5AS	01324 996389	Mike McManon	mf	
	CHARITY	Shopping	Charity	British Red Cross	38 BONNYGATE	KY15 4LD	01324 959595	BRITISH RED CROSS	brish	
	WORKSHOP	Services	Home & Garden	Burple Johnny	86 BONNYGATE	KY15 4LG	01324 953187	BURPLE JOHNNY LTD	burp	
	BUSINESS SERVICES	Services	Other	Business Gateway Fife	1, WEST PORT BUSINESS	OLD SCHOOL ROAD	KY15 4E2	01962 897 882	BUSINESS GATEWAY FIFE	bus
contacted via messaging	CHARITY	Shopping	Charity	CBM Lark Beauty Box	75 (GROUND FLOOR)	BONNYGATE	KY15 4BT	07715 422154		
	CHARITY	Shopping	Charity	Clarington Group	84 CROSSGATE	KY15 5AS	01324 988838			
Commercial Contractors	Services	Other	Commercial & Public G	Coventry & Butler G	EDEN VALLEY BUSINESS	EAST ROAD	KY15 4BB	01324 939 911	Justin Collier - Puffin Puff	just

Each business/organisation’s property is also visible on the Blog’s map:



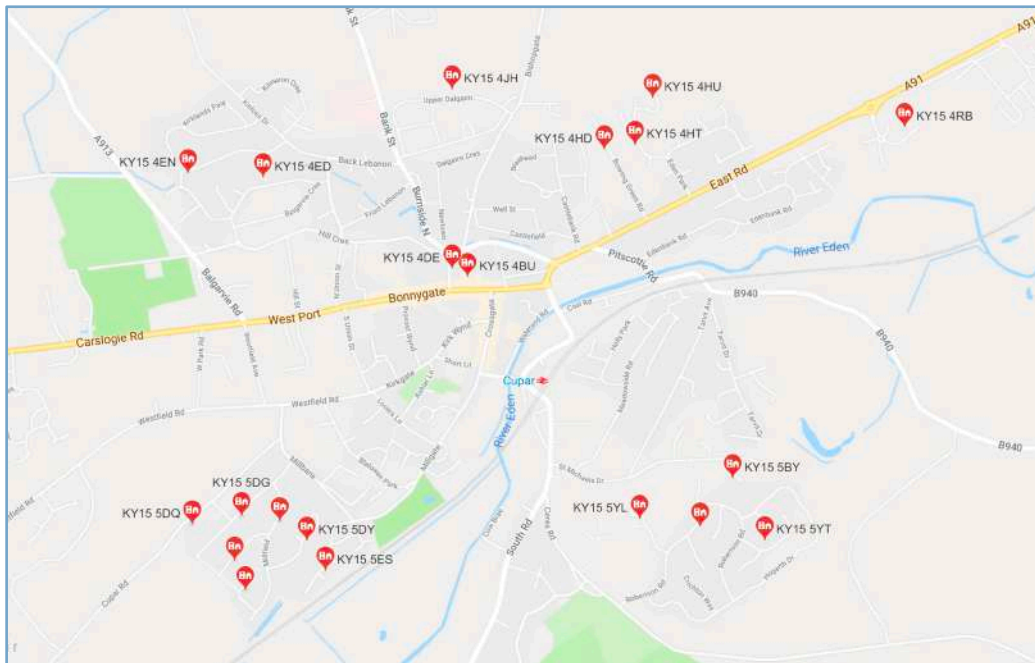
As part of the updating process, we will track and record:

- One-to-one contacts/consultations with levy-payers
- Emails – issued via a managed MailChimp database
- Phone Numbers – managed via the Database
- Digital – using analytics and insights to record digital interaction with levy-payers
- Levy-payers forum – we will work with the Steering Group to hold quarterly forum meetings as ‘open invites’ for levy-payers to attend

Who The Project Audiences

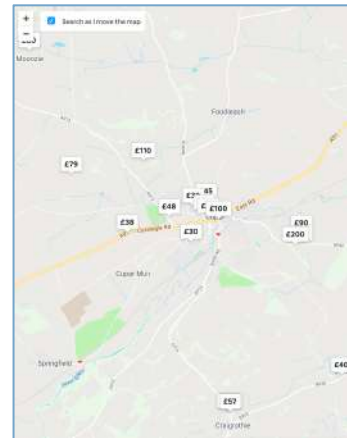
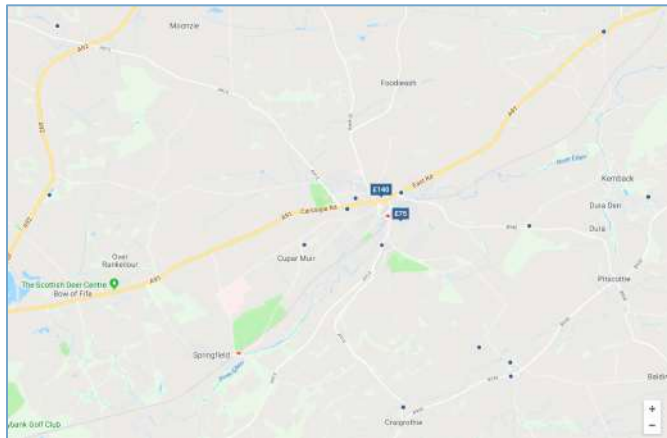
Residents: all residents living in and around Cupar: the core postcodes are the focus, but it will include residents living in outlying rural areas around the town that have a natural/historical connection with the town – including:

- Moonzie and Foodieash in the north
- Dairsie, Kemback, Dura Den & Pitscottie in the east
- Ceres and Craigothie in the south and
- Springfield and Cupar Muir in the west



Who The Project Audiences: cont.

Visitors: the town does not have a large accommodation base for tourists: the project focus will be on visitor attractions and events in and around the town – supported by accommodation providers featured on a variety of online resources, including TripAdvisor, AirB&B, etc.



The project will work with all tourist bodies and organisations that are relevant to and representative of Cupar – all to the benefit of service delivery.

Businesses: all businesses in Cupar form a unique audience for the project – not only in terms of content for be gathered and shared but also to engage and encourage interaction, participation and support. The project will work with all business bodies and organisations that are relevant to CuparNow's delivery.

Employees: by default, we will be engaging with employees across all businesses and organisations in Cupar.

Leisure: this is a key sector serving not only residents but also visitors – be they from home or abroad. Cupar boasts some very good leisure facilities that will attract audiences from far and wide. The project will engage with all involved to the benefit of the service delivery.

Public Sector: the same applies to the town's public sector services: from health and social care to education and local authority services, we will work with all to ensure the service engages with the public sector audience.

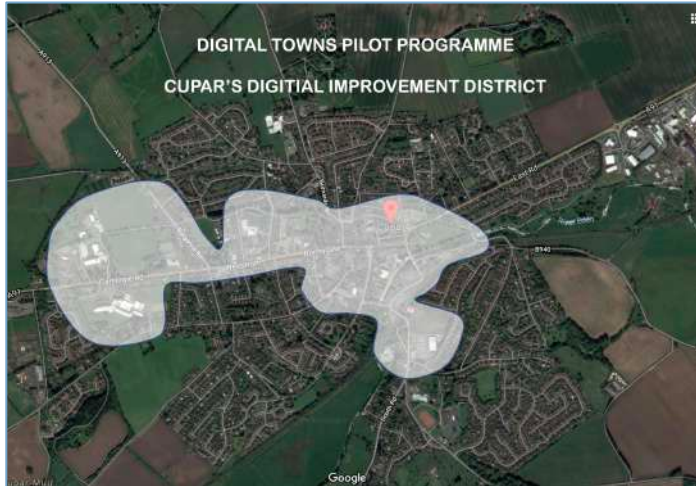
3rd Sector: the town has a strong third sector with many community organisations, partners and charities. The service will engage with and support them as a key audience.

And finally ...

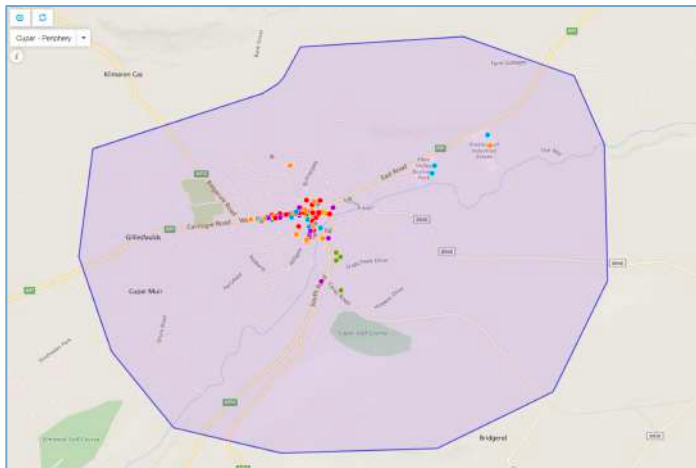
Customers: it is important to note that we recognise each of the audience sectors are made up of consumers: recognising them as 'customers' – whether existing or potential – and ensuring CuparNow engages with them is part and parcel of the service plan.

Where Project Geography

Boundary: at the outset of the project, the town centre was considered as a boundary for the DID (below):



As the project has progressed, and engagement with businesses has increased, the steering group agreed to look at a wider catchment for the boundary to include 'the whole town':



The listing (right) includes all the roads and streets within the proposed boundary: all non-domestic rate paying businesses covered by them will be included in the proposed ballot.

BALGARVIE ROAD
BANK STREET
BLALOWAN PARK
BONNYGATE
BOWLING GREEN ROAD
BURNSIDE
BURNSIDE MILLS
BURNSIDE NORTH
CARSLOGIE ROAD
CASTLE STREET
CASTLEBANK ROAD
CASTLEFIELD
CASTLEHILL
CERES ROAD
COAL ROAD
CONSTABLE ACRE
CROSSGATE
CUPAR MILLS
CUPAR TRADING ESTATE
EAST BRIDGE
EAST ROAD
EASTMOST YARD
EDEN PARK
EDEN VALLEY BUSINESS PARK
FERGUSON SQUARE
FRONT LEBANON
GRANARY BUSINESS CENTRE
HANGMANS LANE
HOUSTON COURT
JAMES PLACE
KINLOSS CRESCENT
KIRK WYND
KIRK GATE
LADYBURN PLACE
LADYWYND
LOVERS LANE
MILLGATE
MOATHILL EAST
NORTH UNION STREET
OLD SCHOOL ROAD
OSTLERS CLOSE
PRESTONHALL TRADING ESTATE
PROVOST WYND
RAILWAY PLACE
RIGGS PLACE
RIVERSIDE COURT
ROBERTSON ROAD
SHORT LANE
SKINNERS STEPS
SOUTH BRIDGE
SOUTH ROAD
SOUTH UNION STREET
ST CATHERINE'S STREET
STATION ROAD
TEMPERANCE CLOSE
THE COURTYARD, BONNYGATE
THE CROSS
UPPER DALGAIRN
WATEREND ROAD
WEST PORT
WEST PORT BUSINESS CENTRE
WESTFIELD ROAD

Where Project Geography: cont.

Boundary: At the Steering Group meeting in January 2019, the group agreed unanimously to the proposed outer project boundary. This 'ward' boundary will be considered (post ballot) for businesses and organisations to be able to 'opt in' as levy-payers to be a part of the CuparNow Digital Improvement District.

The ward boundary is shown on the map below:

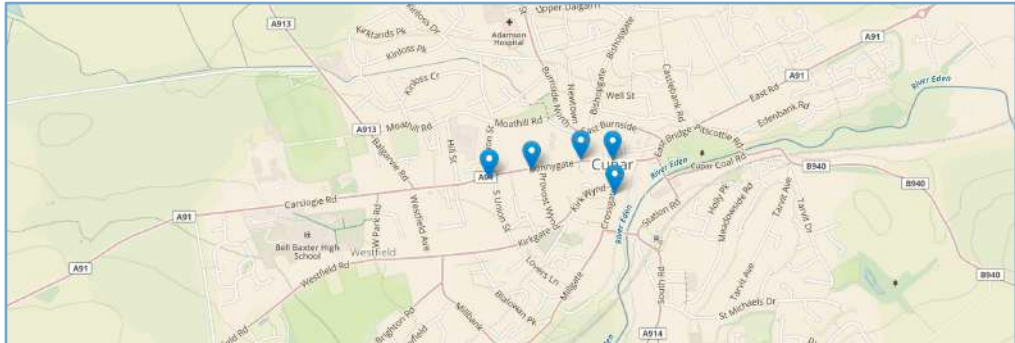


Where Project Geography: cont.

Wi-Fi Access Points: an initial site survey has been undertaken of the town centre.

This is a two-tier process:

1. Demonstration project: limited Wi-Fi access points will be located in the town centre for 10 of the 15 months of the demonstration pilot. They will be temporary due to the unknown outcome of the ballot. There will be 5 points providing coverage for the core town centre only:



1. Full Digital Improvement District Five Year Term:

1. In the event of a successful ballot, the results from the demonstration pilot will help to shape the Wi-Fi provision for the five year term.
2. As part of the remit for the full term delivery, a detailed site survey will be created during the pilot to explain positions of Wi-Fi access points for the five year Digital Improvement District term.

For both, access point locations will be determined by required/desired coverage and the availability of fixing points and power.

In terms of the developing plan, consideration will also be given as to how the network can evolve and better support multiple audiences beyond the first five year term. This Business Plan will be amended to make such recommendations.

Catchment: the catchment for businesses and organisations in Cupar will be very different depending on the type of business/organisation and the offer/product/service they are providing. In the first three months of this demonstration project, an evaluation process will determine the agreed primary, secondary & tertiary catchment areas for the project ongoing.

Target Areas: the same will apply to 'target areas' for CuparNow. These will range from hyper-local to international depending service offering.

When **Project Timelines**

1. Demonstration Project:
 1. Months 1-3: liaison between all interested parties to include the formation of a **business-led Steering Group** (representative of the levy paying community) and finalise this Business Plan.
 2. Month four: the official launch of the Digital Communication project (12 months from an agreed ballot date) with service level reviews built into Months 6, 9 and 12 for feedback to the project facilitators.
 3. The proposed 'improvement district' ballot will be set for Month 15 (28th November 2019).
2. If successful, the full five-year term of CuparNow as a Digital Improvement District – working to deliver the Business Plan under the Service Level Agreement – will begin immediately.

Why | **Project Objectives****1. Support:**

1. Levy-payers: better support levy-payers through digital and social media communication
2. Residents & Visitors: increase engagement and interaction with visitors/tourists – before, during and after their time in/at the destination
3. Community: provide a digital hub – sharing information that will benefit all stakeholders in the community

2. Message: amplify messaging from levy-payers to:

1. Increase awareness of their own businesses and organisations
2. Enable incentives to be shared from levy-payers and partners

3. Connect: improve digital connectivity and interaction for all identified audiences:

1. Wi-Fi: provide free public realm Wi-Fi to cover an agreed area within the Improvement District boundary
2. Use of the same to engage with residents and visitors – promoting levy-payers' businesses and organisations and to:
 1. Enable the marketing of community events/initiatives

4. Include:

1. Improve accessibility – physical and virtual
2. Make the destination more inclusive through the use of digital

5. Increase: through the proactive marketing of levy-payers' businesses and organisations, look to increase:

1. Footfall / visitor numbers
2. Dwell time
3. Spend

6. Analyse: allow for improved collation and reporting on analytics to the benefit of the improvement district**7. Demonstrate:** the destination's digital vitality to better engage with all audiences

How **How will the service help those for whom it is designed?**

Based on our work with Scotland's Towns Partnership for the Digital Towns Programme, the core elements remain, to:

1. Enable new, strategic collaborations
2. Improve digital participation and skills
3. Provide a new service for the destination
4. Improve the destination's offering
5. Increase interaction between levy-payers and the public
6. Provide a single-network solution for the destination – establishing and evolving wireless infrastructure that is consistent for the end user
7. Ensure reliable connectivity for identified audiences
8. Support levy-payers in their digital marketing
9. Create an information/sharing hub for community events and offerings
10. Provide accurate and intelligent reporting on agreed criteria

Each of these elements will be monitored and our ongoing evaluation processes will report on how service delivery is supporting each.

What Service Delivery

The following pages constitute a **Service Level Agreement** that will run concurrently with the demonstration project (September 2018 – November 2019) together with the first five year term of a full Digital Improvement District. It includes a full scoping of the services provided to cover:

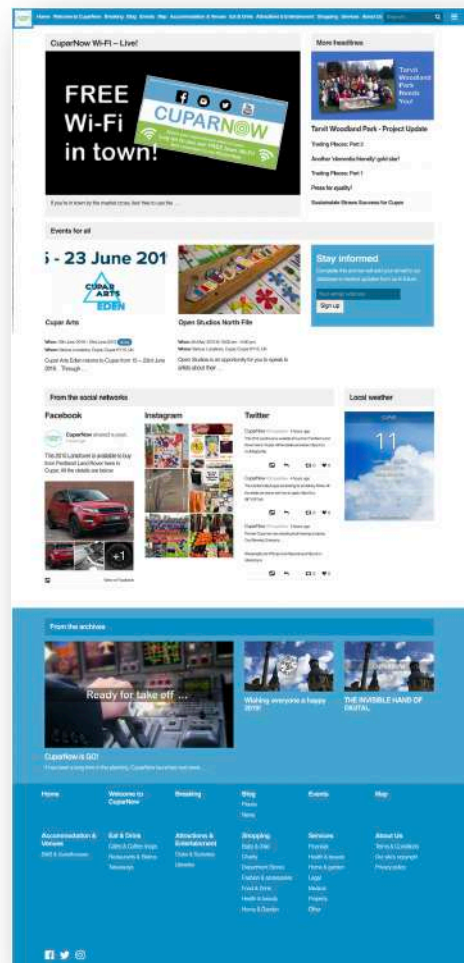
1. Integrated Digital & Social Media Communication

1. Blog with categorised Business/Organisation Listing

1. CuparNow has been created: <http://www.cuparnow.blog/>

The Blog features:

- A listing of 379 businesses and organisations across Cupar - categorised by type.
- Map – all the same businesses and organisations shown on a map to improve awareness and accessibility
- Blog section covering stories and profiles articles on businesses, organisations and community projects
- Events section highlighting upcoming activity in the town
- Email subscription to receive MailChimp updates
- Social Media feeds
- Local weather feed
- Archive – enabling all Blog materials to be filed



What Service Delivery: cont.

2. Social Media Channels

1. Facebook (the main channel)

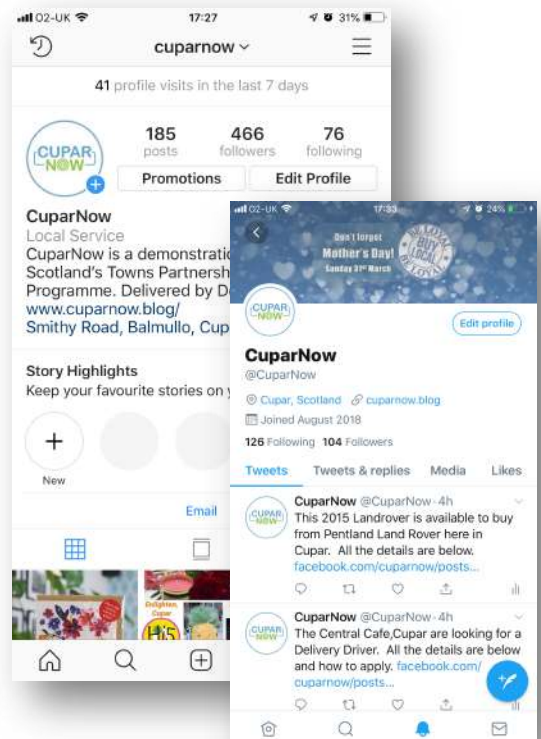
Facebook is the lead digital channel. The page includes:

- About – detailing the project and its workings
- Posts – daily posts sharing content in support of multiple audiences
- Events – listings of events from across the community
- Photos – showcasing content gathered and shared from businesses
- Videos – a key driver sharing created videos featuring businesses and community partners
- Reviews – enabling visitor feedback on the page and project



2. Instagram (supporting)

The Instagram content is predominantly image and video driven, sharing content with an engaged audience.



3. Twitter (supporting)

Twitter is used to cross-share content and to best engage with those businesses and community groups who use the channel.

What **Service Delivery: cont.**

4. Daily Management of Digital Channels to cover:
 1. Planning & Scheduling: all content is planned and scheduled for sharing on an ongoing basis to best represent businesses and organisations as well as to support community partners and projects.
 2. Publishing: content is published on one or more of the given digital channels.
 3. Monitoring: channels are monitored between the hours of 0800-2200, seven days a week.
 4. Engagement: likes, comments and shares - recorded within each channel's insights/analytics - aiding reporting.
 5. Interaction: where appropriate, engagement is acknowledged: questions are answered, and enquiries directed to help the visitor.
5. Provision & Management of Free Public Realm Wi-Fi to cover:
 1. Installation & Maintenance
 2. Data Capture & Management
 1. Analytics: data is gathered via the system's analytics' platform enabling us to view:
 1. Behaviours – including Frequency, New Vs Repeat, Dwell, Timing
 2. Users – including Location, Gender & Age
 3. Visits – including Count, Gender & Age
 2. MailChimp / SurveyMonkey Management: the database created from the GDPR-compliant log-in process builds a MailChimp database that will be used ongoing to provide those who have subscribed and requested more information with updates from businesses, organisations, community partners and projects.

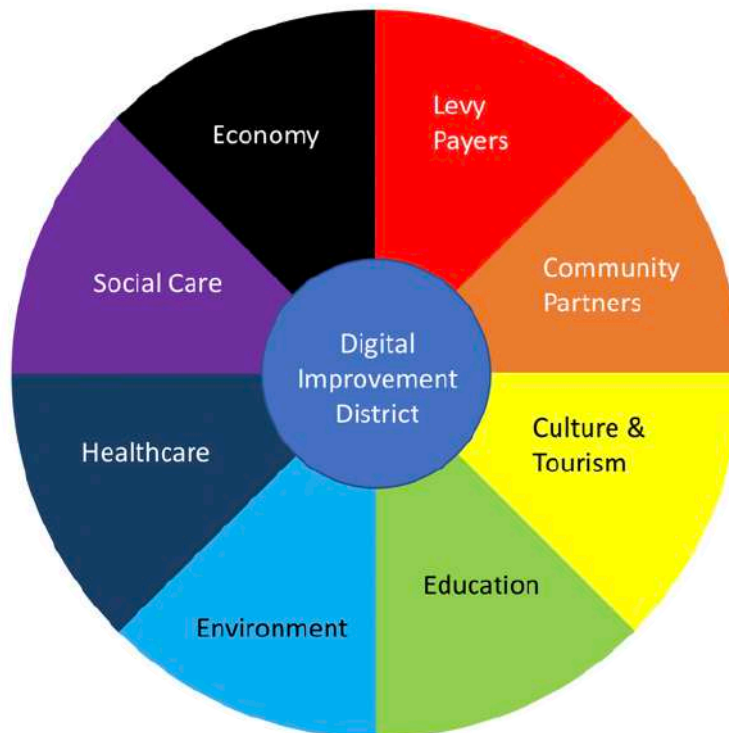
What

Service Delivery: cont.

6. Project Analytics, Evaluation & Reporting: the Project Objectives (detailed on Page 21) give the criteria included in monthly reporting for the Steering Group - day-to-day support of multiple audiences, messaging, connectivity, inclusivity and impact. As detailed on Page 22, there are elements that detail how the project will deliver for those it is designed: these come from the Digital Towns Programme outputs and have been agreed by the CuparNow Steering Group as relevant to the Cupar project:
 1. *Enable new, strategic collaborations*: new collaborations generated and supported by CuparNow will be detailed and evaluated as part of the reporting process
 2. *Improve digital participation and skills*: improved participation and skills' development attributed to the project will be reported ongoing
 3. *Provide a new service for the destination*: testimonial evidence will be sought and recorded from multiple audiences to support this element
 4. *Improve the destination's offering*: the same applies – with ongoing feedback from multiple audiences
 5. *Increase interaction between levy-payers and the public*: this has been benchmarked from a 'ground zero' start and will be tracked, evaluated and reported ongoing
 6. *Provide a single-network solution for the destination – establishing and evolving wireless infrastructure that is consistent for the end user*: this was a key theme running through the Digital Towns Programme. The testbed of CuparNow's Wi-Fi provision will be used as a foundation on which to build and report in the event of a successful ballot in November 2019
 7. *Ensure reliable connectivity for identified audiences*: this is tracked and will be reported ongoing
 8. *Support levy-payers in their digital marketing*: fundamental to the service provision, all non-domestic rate paying businesses and organisations will be eligible for the project's support through integrated digital and social media communication
 9. *Create an information/sharing hub for community events and offerings*: part and parcel of the project delivery with ongoing evaluation through platform insights and analytics
 10. *Provide accurate and intelligent reporting on agreed criteria*: the above criteria have been agreed by the Steering Group: the list is no exhaustive and the nature of digital allows the criteria to change to best suit the project and its levy-payers ongoing

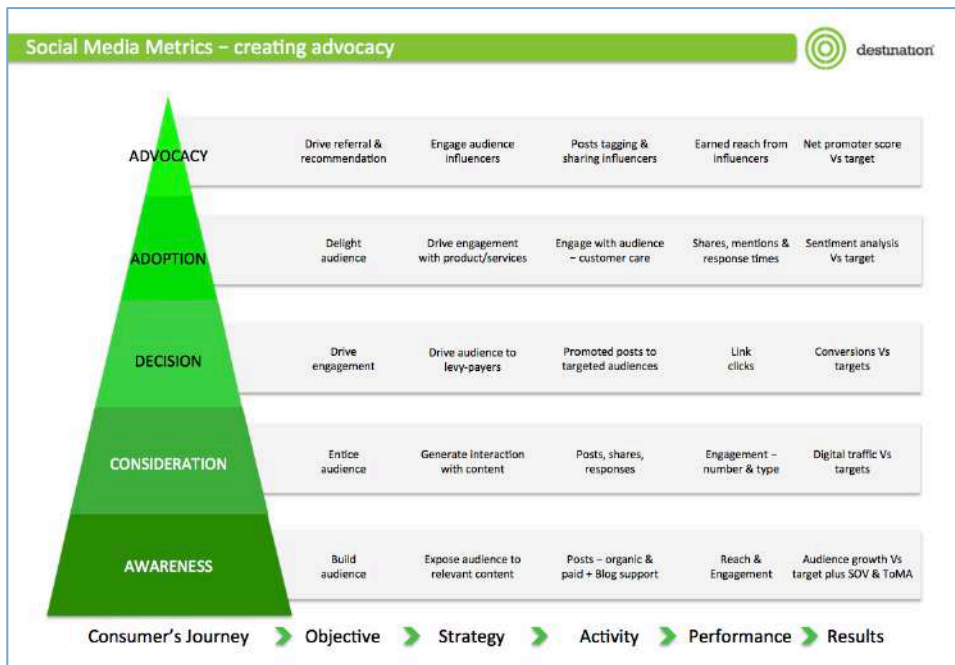
What **Service Delivery: cont.**

7. Support of partners/stakeholders: Cupar has a significant number of community groups – some constituted, some voluntary – with whom CuparNow will work to amplify their messaging to the benefit of the project and its multiple audiences. We have included themes – following core areas of Scottish Government service delivery/policy – to aid monitoring, reporting and evaluation:
1. Community Partners
 2. Culture & Tourism
 3. Education
 4. Environment
 5. Healthcare
 6. Social Care
 7. Economy



What **Service Delivery: cont.**

8. Measuring Success: Throughout the lifetime of the Digital Improvement District, all work on the elements covered in Service Delivery will be monitored to ensure the Business Plan achieves a high level of impact.
 1. These will be governed by adopted Social Media Metrics (see below).
 2. Destination Digital Ltd - together with the CuparNow Steering Group - will monitor and oversee the efficiency of service delivery against this matrix throughout the five-year term:



What Service Delivery: cont.

2. **Auditing:** Destination Digital Ltd will oversee all service delivery working with the CuparNow steering group. Finances form an integral part of the reporting. If the Ballot is successful and the demonstration project converts into a full five year term, Destination Digital Ltd will engage an Independent Accountant/Auditor to produce fully audited accounts.
3. **Database Management:** Destination Digital Ltd will manage all relevant databases to enable service delivery: this will include the database of the eligible voters within the Digital Improvement District area. Destination Digital Ltd will ensure all databases are managed within GDPR compliance.
4. **Ballot Provisions:** Destination Digital Ltd will ensure the '56 day' letter (in accordance with Scottish BID legislation) be issued to Fife Council on or before [see timetable].
5. **Statement of Works/Services:** following a successful ballot, Destination Digital Ltd will continue to operate as a limited company with the responsibility of delivering the CuparNow Business Plan working with the Steering Group.
6. **Digital Improvement District Area:** see 'Where' (Pages 17-18). Once agreed for the purposes of the Ballot, a map - together with an A-Z listing of all named streets/roads/areas - will be included in the Business Plan to identify the areas of coverage.
7. **Financial Contributions:** all income/expenditure for the purpose of delivering this Business Plan is understood for both the demonstration pilot period as well as the full five year term in the event of a successful ballot. No additional spending beyond the parameters of this Plan is envisaged. If additional spending is to be considered, it will be in a direct response to additional funding from 3rd parties to deliver services over and above those agreed in this Business Plan. The Projected Income & Expenditure has been calculated to deliver the projects as defined:

INCOME	2018/19	2020	2021	2022	2023	2024
GRANT FUNDING	50000	0	0	0	0	0
LEVY	0	70000	70000	70000	70000	70000
OTHER	0	0	0	0	0	0
TOTAL INCOME	50000	70000	70000	70000	70000	70000

EXPENDITURE	2018/19	2020	2021	2022	2023	2024
INTEGRATED DIGITAL	49000	60000	60000	60000	60000	60000
COMMUNITY GRANTS	1000	2000	2000	2000	2000	2000
BAD DEBT	0	1500	1500	1500	1500	1500
BALLOT RENEWAL	0	1000	1000	1000	1000	1000
CONTINGENCY	0	5500	5500	5500	5500	5500
TOTAL EXPENDITURE	50000	70000	70000	70000	70000	70000

8. **Alteration to the Business Plan:** Destination Digital Ltd working with the Steering Group will have the flexibility to respond to any changes in circumstances and to meet business needs, particularly in an ever-changing economic climate. Destination Digital Ltd will have the authority to adapt or alter the projects and services to reflect any change in economic circumstances or any new opportunities that may arise. This will be in the best interests of the businesses and without recourse to an alteration ballot.

What Service Delivery: cont.

9. Start & End Dates and Improvement District Term: see 'When' (Page 20).
 Demonstration Project: 1st September 2018 – 30th November 2019: the ballot for the Digital Improvement District will be on 28th November 2019. In the event of a successful ballot, the full term will run for five years with an immediate start date of 'Day 1' following the successful ballot. There will be no break in service delivery.

10. The Levy:

- 1. Apportionment:** businesses and organisations listed as paying non-domestic rates on the Scottish Assessors' website at the time of the Ballot will be liable for the levy. This will include all relevant businesses/organisations within the agreed Digital Improvement District boundary, together with those outwith the boundary who have agreed to opt-in during the Demonstration Pilot Project.
- 2. Liability:** the levy will be paid by the occupier (the eligible person liable to pay the non-domestic rate), however, the property owner will be liable to pay the levy where a property is vacant on the day the levy invoice is issued as well as for all the period thereafter when the property is vacant.
- 3. Calculation:** the levy will be 1% of the rateable value of the same, calculated at the time of the Ballot: caps/thresholds apply as detailed in the following graph:

Rateable value of property	Annual Levy
£9,999.99 or less	Flat rate of £100.00
£10,000.00 - £99,99.99	1%
£100,000.00 - £299,999.99	Capped at £1,000.00
£300,000.00 or more	Capped at £2,000.00

- 4. Exceptions/Exclusions:** Apart from the caps/thresholds detailed above, there are **no levy discounts**. The only exemptions to the liability to pay the levy are non-retail charities, places of worship and Police Scotland. Also:
 1. The project's delivery is apolitical, so any 'party political' organisations/offices/properties will be excluded.
 2. All exceptions/exclusions will have the exception/exclusion explained and will be given the opportunity to opt-in if they choose.
- 5. Variance:** The levy will be calculated on the RV of the properties in the agreed Digital Improvement District area on the agreed ballot date and will not change during the 5 year term.
- 6. Index Linked:** the levy will be index linked.
- 7. Improvement District Fees within the Levy:** Funding for developing a renewal proposal for ongoing service delivery of the Digital Improvement District will be ring-fenced within the five year term (see Page 30).

What **Service Delivery: cont.**

11. Constitution of the Digital Improvement District Company: Destination Digital Ltd is an established company (Company Number 10987738) incorporated on the 28th September 2017 and is governed by a Board of Directors.

12. Publication & Sharing of the Business Plan and Digital Improvement Proposal: prior to the ballot, Destination Digital Ltd will:

1. Send a printed copy of the the Business Plan to all persons eligible to vote on the proposal.
2. Email an electronic copy of the same to all persons eligible on the CuparNow Business Database.
3. Publish the Business Plan on the CuparNow Blog and share links to the same via the managed digital/social media channels.
4. Issue the Business Plan to relevant broadcast, published and online media.
5. Should any eligible person require a copy of the Proposal, a copy will be provided on request.

13. Local Authority Support: the Digital Improvement District is a business-led strategy contributing to the wider aspirations of both the private and public sectors as well as the local community. It is essential to have the support of the local authority and access to its expertise throughout the management of the Digital Improvement District.

1. Fife Council has been supportive by contributing to the funding of the Demonstration pilot. A Fife Council member (councillor) and one official are on the business-led Steering Group.
2. Traditional Business Improvement Districts adopt Baseline Service Agreements (agreements on which services are already provided to the area by the local authority) to ensure that any project or service provided by the Improvement District is additional to that which the local authority already provides. No such Baseline Service Agreement is necessitated by the Digital Improvement District.
3. Fife Council, as a public body subject to external scrutiny, will manage the formal ballot on behalf of CuparNow.

What **Service Delivery: cont.**

14. DID Management: Destination Digital Ltd is running the service delivery, working with:

1. Destination66 Ltd – overseeing all integrated digital/social comms
2. Rapier Systems Ltd – overseeing all Wi-Fi related aspects of delivery
3. Bill Harvey – consultant on all ‘improvement district’ related matters

Destination Digital Ltd will operate in a transparent way and be answerable to the levy payers within the project.

Every business that pays the levy will have the opportunity to nominate themselves or someone else from within the Improvement District area to be on the Steering Group.

15. Consultation & Ballot Process: Current ‘BID’ legislation requires that before a ballot can take place, a minimum of 5% of the identified electorate must indicate that they are in favour of it. To that end:

1. All non-domestic rate paying businesses and organisations within the Digital Improvement District boundary (to be finalised and agreed during the Demonstration Pilot) will be surveyed as part of the Demonstration project.
2. The survey will be shared with all identified potential levy-payers.
3. The results will be used to shape a communication plan that will be in place pre-ballot.
4. All will be canvassed for their support of the project within the pilot period.
5. Any new business or organisations that opens during the Demonstration period will be contacted to have the project explained and to canvass their support for the full Digital Improvement District term.

What The Levy & Voting Process

1. The Levy: a levy is an equitable and fair way of funding additional projects and services, which the local authority are not required to provide.

1. It has been agreed that the levy rate will be a structure based on a percentage of rateable value of the property at the time of the ballot (date to be agreed) and throughout the 5-year term of the project's delivery.

Rateable value of property	Annual Levy
£9,999.99 or less	Flat rate of £100.00
£10,000.00 - £99,99.99	1%
£100,000.00 - £299,999.99	Capped at £1,000.00
£300,000.00 or more	Capped at £2,000.00

2. The levy will be paid by the occupier (the eligible person liable to pay the non-domestic rate); however, the property owner will be liable to pay the levy where a property is vacant on the day the levy invoice is issued and for all the period thereafter when the property is vacant.
3. All eligible non-domestic properties (i.e. the eligible person, those liable to pay the non-domestic rate) that are listed on the Local Assessors Valuation Roll on the ballot date will be liable to pay the levy.
4. Payments are not linked to what businesses actually pay in rates but are based on the rateable value of the property as listed.
5. The levy must be paid in one payment within 28 days from the date of the levy invoice.
6. If there is a change in occupier to a property, until a new occupier is found, the property owner will be responsible for paying the levy.
7. Any new commercial development, sub division of existing properties or merging of properties or new business with a non-domestic rateable valuation coming into the area during the 5 year term of the Digital Improvement District will be liable for the levy.
8. If the property is vacant on the date the levy is issued and for any subsequent vacant periods, the property owner will be liable for the full levy amount, which must be paid within 28 days.
9. Self-catering holiday accommodation which is not the sole or main residence of any person and which is available (or intended to be available) for letting on a commercial basis, with profit in mind, for short periods totalling more than 140 days in the financial year remain liable for the non-domestic rate for the whole year and will be liable to pay the levy.
10. Annual inflationary rises may apply to the levy.

What The Levy & Voting Process: cont.

2. Enforcement: In the event of any non-payment of the levy, it will be strongly pursued by Fife Council (as the billing body using the recovery powers available) to ensure complete fairness to all the businesses that have paid. Fife Council will be entitled to charge an additional fee to meet any additional costs incurred in the recovery of the levy.
3. Collection of the BID Levy: Fife Council collects the investment levy on behalf of the Digital Improvement District, as this is an efficient, safe and cost effective method of collection. Fife Council will lodge the levy within a Improvement District Revenue Account. The levy can only be drawn down by Destination Digital Ltd to allow the delivery of the business plan. The Revenue Account and levy cannot be accessed by Fife Council nor can it be used by Fife Council as an additional source of income.
4. **The Voting Process:** this is a three staged process:
 1. Pre-Ballot: The Digital Improvement District proposer (Destination Digital Ltd) must notify the local authority, the Scottish Ministers and the billing body **98 days in advance of the ballot date** of their intention to put the Proposals to ballot. The local authority then has 28 days in which to 'veto or not' the proposal.
 1. Prior to the ballot taking place, a 'Notice of Ballot' will have been issued to all eligible properties in the Digital Improvement District area.
 2. The proposer must make available a full copy of the Proposal to any person who is eligible to vote on the Proposals who requests a copy. A copy of the Proposal and Business Plan must also be sent to the Scottish Ministers and the Chief Executive of the local authority **98 days in advance of the final ballot date**.
 3. Prior to, or on the date the ballot papers are issued, the Proposer must provide all those eligible to vote in the proposed Digital Improvement District area with a detailed Business Plan.

What The Levy & Voting Process: cont.

2. The Ballot: Ballot papers will be issued to every eligible person in the Digital Improvement District area **42 days before the final ballot date**. Ballot papers, together with a copy of the Business Plan will be posted to the eligible person responsible for casting a vote within their business. In the case of national companies the responsibility for voting may lie with head office.
 1. The ballot is a confidential postal ballot conducted by Fife Council on behalf of Destination Digital Ltd and in line with Scottish BID legislation.
 2. Where a property is vacant the voting papers will be sent to the property owner.
 3. Voting papers will be issued on [see timetable]. The final date for all ballot papers to be returned is 5pm on [see timetable]. Papers received after this date and time will be deemed null and void.
 4. Voting papers are easy to complete: simply place a cross on either 'yes' or 'no' to the question 'Are you in favour of a Digital Improvement District?' The ballot paper must then be signed by the person eligible to vote and returned in the pre-paid envelope.
 5. All eligible voters (i.e. those persons liable to pay non domestic rates) will have one vote or where a person is liable for non-domestic rates for more than one business, that individual shall be eligible to cast more than one vote - however they will be required to pay the levy for each of the properties that they occupy.
3. Post-Ballot: The ballot papers will be counted on [see timetable] and the results announced within one week.
 2. For the ballot to be successful there must be a minimum of 25% 'turn-out' (headcount) by number of eligible persons and by combined rateable value.
 3. Of those that vote, over 50% by number and 50% by combined rateable value must vote in favour of the Digital Improvement District.
 4. Following a successful ballot, the Digital Improvement District will commence immediately and run for a period of five years.
 5. In the event of an unsuccessful Ballot, all data/materials/IP/equipment relating to the project remain in the ownership of Destination Digital Ltd.

What Finances

1. It is calculated that there are circa. 350 eligible properties located within the CuparNow area (this figure may change as businesses open, move, expand or close).
2. The levy income is calculated to be approximately £70,000.00 + VAT per annum.
3. Current UK collection rates for the levy are reported to be standing at 97%. With this in mind, an amount has been set aside in the budget under 'Bad Debt' to allow for any bad debt.
4. We are aware that Fife Council provides additional funding to current Business Improvement Districts in Fife. Destination Digital Ltd seeks no additional funding beyond:
 1. The grant funding that is matched support for Scottish Government & Digital Scotland for the 15 month demonstration project.
 2. Payment for Fife Council owned/run properties that are identified as being subject to the levy at the given rates.
 3. Meeting the cost of running the Ballot together with levy payment collection/processing and payment to Destination Digital Ltd upon receipt of a formal invoice.

Contact Information**Destination Digital Ltd**

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07788255266

ABCD

Chair

Alison Strachan

alisonhstrachan@gmail.com

07788746872

CuparNow Steering Group (at 28th March 2019)

1. Alison Strachan, Maisie & Mac (Chair)
2. George Cunningham, Lynn Cunningham Accountants
3. Suzie Harley, Rollos
4. Grant Hughes, The Press Cafe Bistro
5. Fiona Houston, Cupar Pet Shop
6. Stuart Minick, Minick's of Cupar

7. Cllr Margaret Kennedy – elected member
8. Janice Laird – officer