

City of Elgin BID Ltd

Annual Report



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INTRODUCTION –

CHOOSE ELGIN CITY CENTRE

This simple message is the one that I am carrying throughout the next five years. I believe we have the ability, resources and willingness to continue to rebuild of our beautiful historic city centre into a place where this and the next generation will use it in many different ways.

I want to take this opportunity to thank the businesses of Elgin for your support over the last year.

The Board were delighted when our Renewal Ballot was successful. This allowed us to carry on with the many projects that the BID has enabled us to get off the ground.

It allowed us to see our collaborations with the Conservation Area Regeneration Scheme grow even stronger.

It allowed us to see the ambitious tourism project of Castle to Cathedral to Cashmere bear proper fruit.

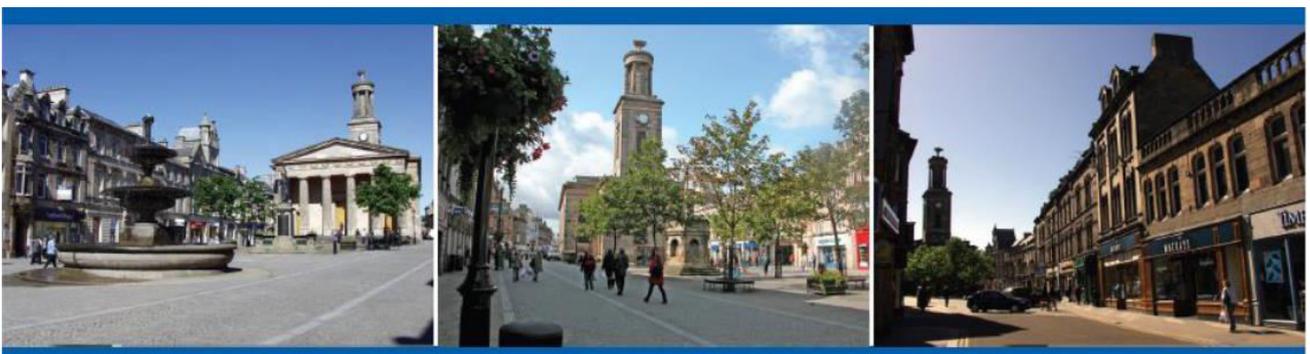
It also allows the dedicated Board of the BID to continue to work and evolve together to bring all types of changes large and small to the businesses.

We are one united voice which when used correctly echoes loudly around the area and allows us to make a difference with the council and numerous other bodies.

We were however mindful of the message that we received throughout the Renewal Ballot process and we have gone to great efforts to listen and act upon what we learned.

This meant a genuine reset in our day to day working and I truly believe that the board is stronger for the ballot. We are working together even more closely, we are communicating better and we are more focused and honed ready for the next term to see an even bigger difference made. We now have a dedicated social media assistant to support the bid and we aim to utilise resources such as local filmmaker Tom Duncan to rebrand and re-energise the city even further.

As a board we can only carry the message so far we need all to be positive about what we are trying to achieve and we need you to be prepared to stand up and say this is our city and we are proud to work and run businesses here.



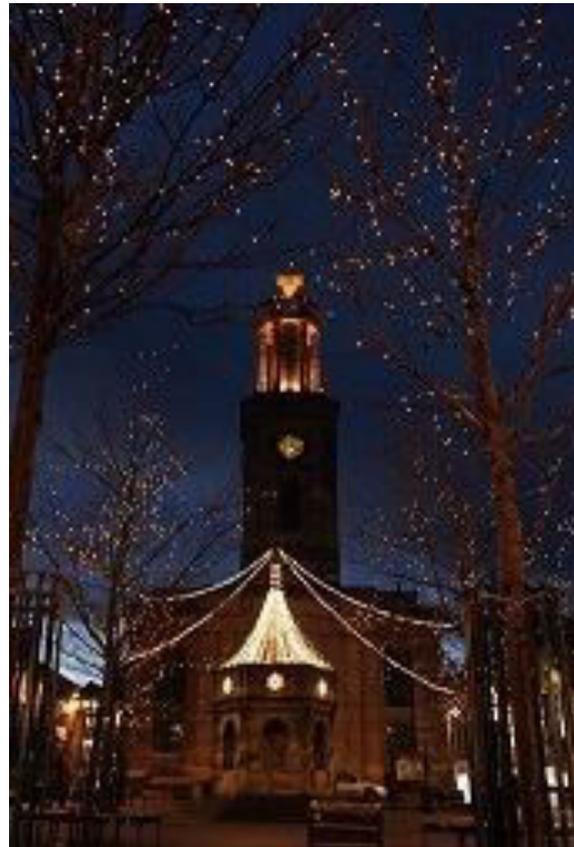
Introduction (continued)

Positive minds will send the right message to our customers, staff, to developers and other businesses hoping to relocate in Elgin.

The Bid by its very nature is the catalyst. The new website will be a place for businesses to share and support one another. It will be the first stop for those seeking to become part of the city centre and our team will be that link with businesses large and small to make them feel welcome.

A lot has been achieved over the last five years, but we are under no illusions, a lot more still has to be done and we are determined to continue to focus our efforts and take advantage of every opportunity that comes along.

With fresh challenges such as the new pension regulation, the living wage and continued out of town development every single business faces difficulties and again we are stronger as a unit and should be there to support one another.



Finally I feel that it is essential to thank David Urquhart who stepped down as Chair earlier this year for all the work and effort he put in to bring the concept of the Bid to reality. He has built and provided a strong foundation for all of us to continue to work from and for that I am very grateful.

So remember Choose Elgin and embrace it. It really is our city.

David Robertson

(Acting Chair)

MANAGERS UPDATE

“Achievement seems to be connected with action. Successful men and women keep moving. They make mistakes but they don’t quit.” – Conrad Hilton

The last year has seen a lot of changes within Elgin BID and has provided us with a lot of opportunities to learn and keep moving forward. As David said in his opening remarks we learned a lot through the Renewal Ballot process and I believe we are a stronger more focused organisation as a result.

I am delighted with the amount that has been achieved over the last 12 months, but I am in no way complacent about the task that lies ahead.

We have begun a series of Business to Business workshops, these have been established following suggestions by our business members and allow networking, sharing of good practice and for specialist advisers to come to the Elgin and pass on their knowledge.

We have also continued to support the Conservation Area Regeneration Scheme in which we are a funder and sit on the Partnership Management Group. This has led to a large amount of investment in the city centre on both properties and the public realm.

For detailed information about any of the projects please contact me on 01343 550652 or E mail gill.neill@elginbid.co.uk

Gill Neill

(BID Manager)

Elgin BID was instrumental in gaining agreement from the Moray Council to pilot the first free parking in the city for many years.

The BID Team have provided information to people keen to set up and establish new businesses, providing them details of grants, advice and properties that meet their requirements.

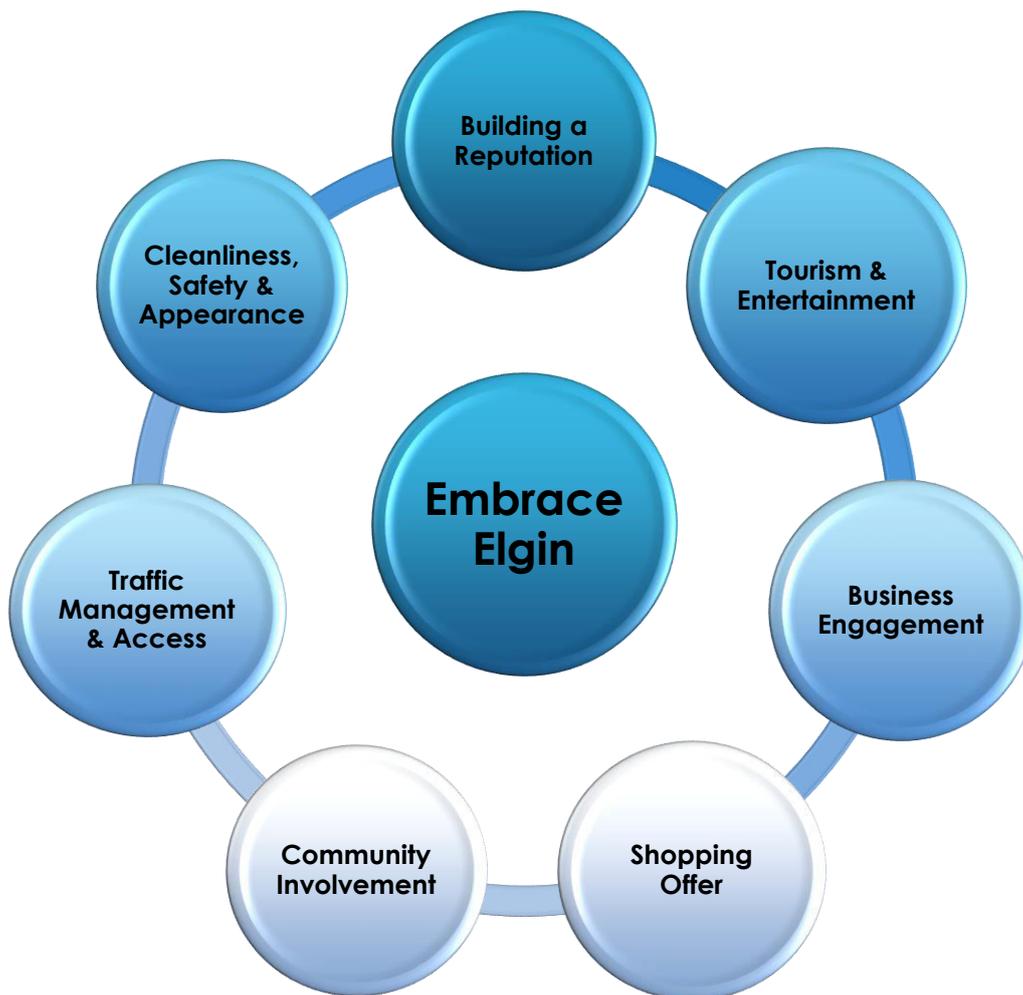
We are proud to be hosting the 3rd BID Business Awards in partnership with the Northern Scot providing the general public with the opportunity to say thank you to the businesses in the city centre who offer first class service. We could not be doing this if the general public were not still taking the time to complete applications and make their opinions known.



BUSINESS PLAN CONTEXT

The 2015 – 2020 Business Plan was written following a series of consultations with Elgin BID business members, shoppers and stakeholders in the lead up to the Renewal Ballot which took place in Autumn 2014. The Business plan runs from 2015 – 2020.

A number of Key Themes and projects were identified as being critical to the continued development of Elgin City Centre.



The Themes highlighted above, are underpinned by a series of Projects, which will be used to drive activity forward.

EMBRACE ELGIN'S REPUTATION

BUILDING A REPUTATION AND MARKETING ELGIN AS A VIBRANT DESTINATION

During the consultations Building a Reputation was one of the top priorities identified. A number of activities and projects have continued or begun to keep building on the city's reputation.

These include development of a new Web Site, the re print of the Food & Drink Guide and the creation of the new Digital Food & Drink Guide.



EMBRACE ELGIN'S ENTERTAINMENT

TOURISM AND ENTERTAINMENT

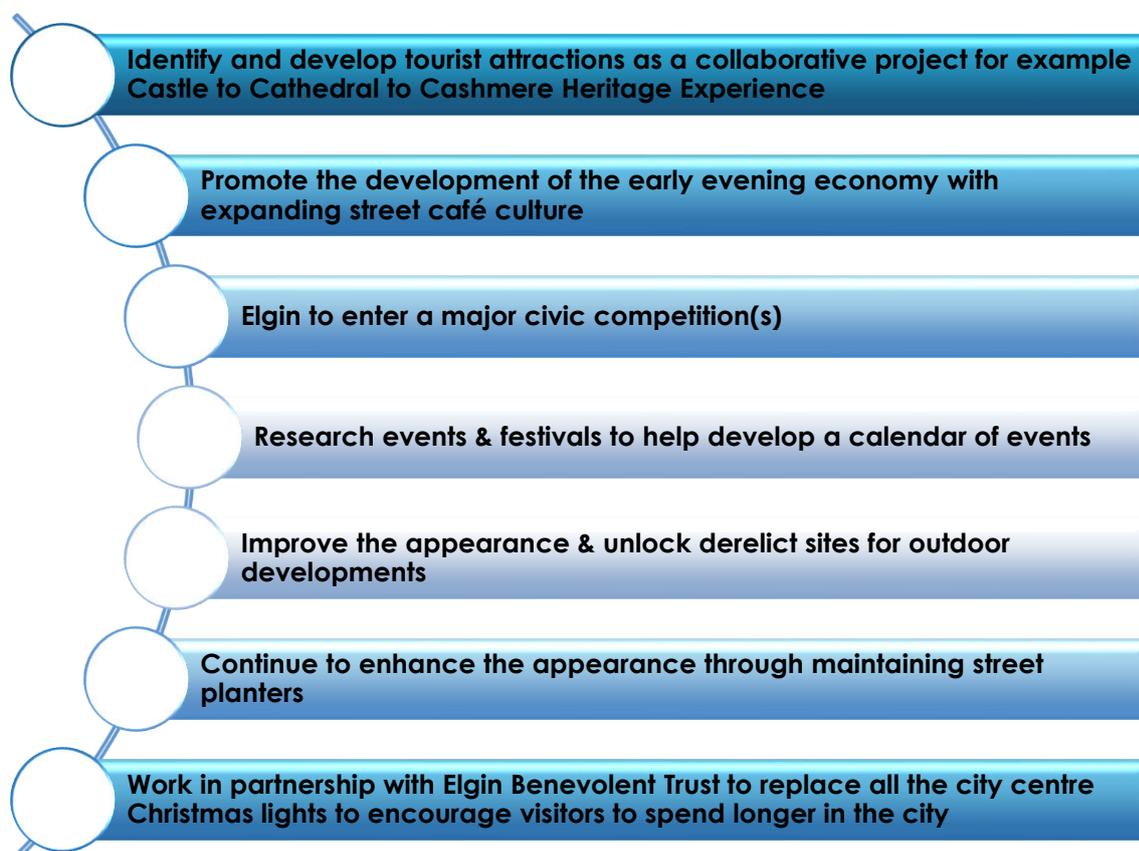
The second priority area identified by the BID members during consultation was Tourism and Entertainment, they were identified as critical in encouraging people to visit the city centre and have a longer trip. 2014/15 has seen six events hosted

- Halloween Family Day
- Christmas Light Switch On
- Easter Family Day
- Scottish Theme Day
- Charity Pamper Evening
- Food & Drink Festival

We are also delighted that the work we have been working in partnership with the Elgin Benevolent Trust has now secured the funding needed to replace all the Christmas Lights across the city centre. The new lights will be unveiled on the 28th November 2015 at the Christmas Light Switch on Ceremony.

Associated projects are listed below.

TOURISM AND ENTERTAINMENT (CONTINUED)



EMBRACE ELGIN'S SHOPPING

SHOPPING OFFER



We are fully aware of the importance of a strong shopping offer and are delighted that recent months have seen a number of new businesses, both Local Independent and National investing in the city centre. Our new web site will be used to host information about property vacancies, grants and support that is on offer to new businesses.

A strong shopping offer coupled with a quality hospitality, professional service and leisure offer will undoubtedly act as a catalyst for the wider economic impact of the city centre.

EMBRACE ELGIN'S BUSINESSES

BUSINESS ENGAGEMENT



Business engagement continues to be a priority for Elgin BID.

The BID manager is meeting members on a daily basis.

Since the Renewal Ballot the following Business to Businesses workshops and information sessions have been held.

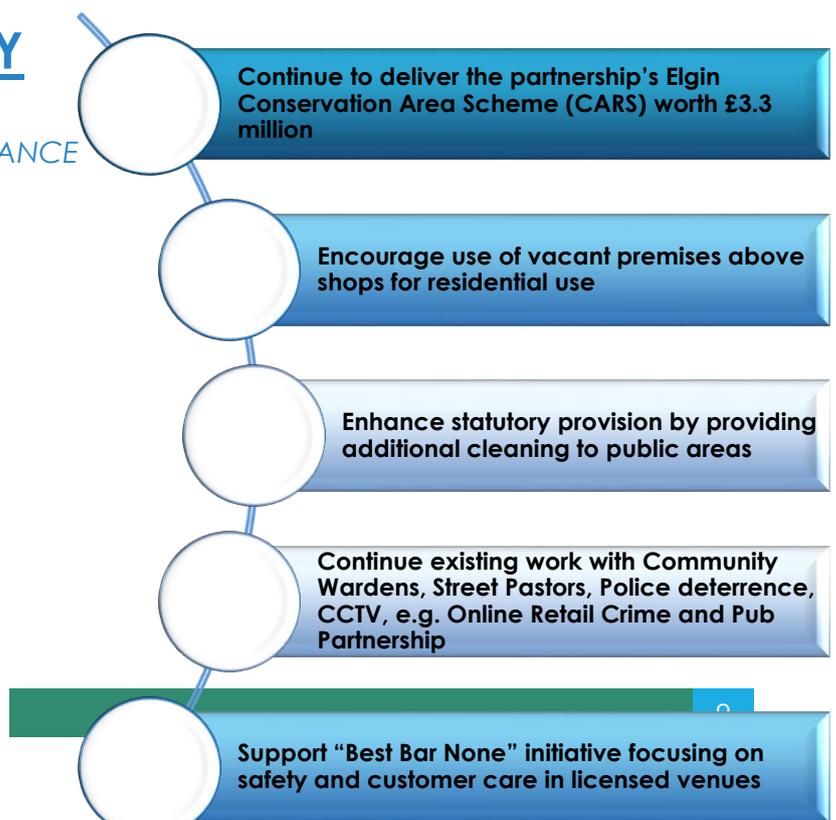
- Independently Facilitated workshop to gain views and opinions of members
- Information session on Auto Enrolment (held in partnership with Business Gateway and the Chamber of Commerce)
- Healthy High Street – Business meeting

EMBRACE ELGIN CITY

CLEANLINESS, SAFETY AND APPEARANCE

We are committed to developing and enhancing the appearance of the city centre. The small street sweeper is now out in the city centre 3 days a week to provide additional cleaning, to those provided by the Moray Council through their statutory obligations.

The online Retail Crime & Pub Partnership is available to all BID members free of charge and provides information and advice for any customer facing business.



EMBRACE CITY ACCESS

TRAFFIC MANAGEMENT & ACCESS



We have secured with the support of the Moray Council the “Free After 3.00pm” parking initiative.

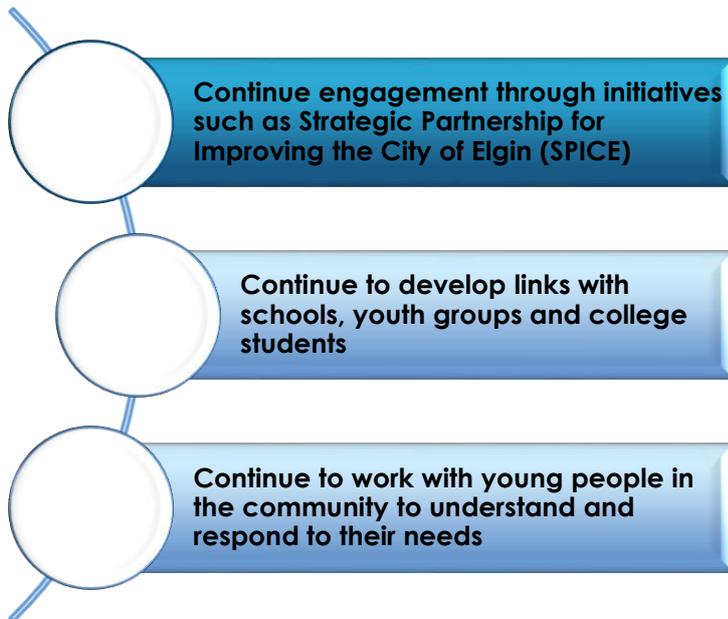
This has allowed us to offer free parking in 2 of the city centre car parks. The pilot has been extended from November until January.

A full review of the initiative will take place afterwards.

Refer to page 11 for more information.

EMBRACE ELGIN'S COMMUNITY

COMMUNITY INVOLVEMENT



We appreciate the importance of community involvement in our activities. The City centre belongs to the community and if we can engage and enable them to get more involved that can only have positive results.

Students from Moray College, Young People from Elgin Youth Café and more recently members of the general public have volunteered to help on the events days.

CASE STUDY – CONSERVATION AREA REGENERATION SCHEME



Elgin Bid is contributing £125,000 over 5 years towards the **Elgin Conservation Area Regeneration Scheme (CARS)**. Elgin’s historic layout of beautiful buildings and network of closes is in need of significant investment to make the most of these assets. The £3.3 million scheme has been running for just over two years now and has awarded £413,117 towards 18 properties in need of repair works costing £927,327.

30 property owners and businesses registered for a funded property ‘health check’. These identified that much repair work is needed, in particular at high level, to chimneys and roofs, which can deteriorate quickly and can become very unsafe. Problems of cement mortar, plant growth, ‘hungry’ joints and leaking gutters are rife and create longer term issues if not dealt with.



Several ‘priority projects’ have been identified, to have the greatest impact on the city centre if repaired. Progress on engaging these business owners has been slow with only one grant being awarded so far.

Ten of the most used closes and lanes will be targeted in a first phase of public realm enhancements. Improvements include paving, guttering, signage and stonework followed by lighting which will be installed at a later stage. The closes include Harrow Inn, Fife Arms, City Arms, White Horse, Red Lion, Shepherd's, Braco's, Victoria, Newmarket and Courant Court.

Shopfront grants are available for businesses installing traditional looking. Elgin CARS will be carrying out an appraisal of 20 shopfronts during September. Elgin's Victorian, Edwardian and Inter-War shopfronts with the most original fabric will be assessed and suggestions will be made on how best to conserve and enhance them. CARS grants will be available to claim for any conservation works carried out.

The two CARS apprentices are progressing well with their training and are almost half way through. Anyone who would like to discuss CARS and/or a potential application is welcome to contact Kirsty Conti, Elgin CARS Officer tel 01343 563656 or email kirsty.conti@moray.gov.uk



CASE STUDY – FREE AFTER 3.00 PARKING INITIATIVE



FREE PARKING AFTER 3

FROM MONDAY 8 JUNE 2015
(for 6 months)

- From 3pm get a ticket from machine
- Display ticket on your vehicle
- Ticket expires at 6pm
- No ticket = £65.00 fine

PLEASE REMEMBER AND DISPLAY A CAR PARK TICKET ON YOUR VEHICLE

Embrace Elgin logo: **Embrace ELGIN** BUSINESS IMPROVEMENT DISTRICT

In 2012, Elgin BID successfully led a campaign on behalf of the city centre businesses to have parking charges reduced within the city centre. Despite that success, parking charges continue to be an area of concern raised regularly by the businesses.

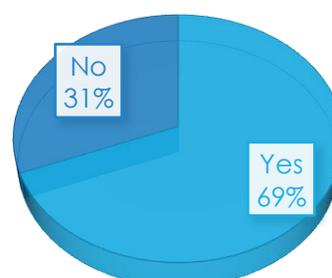
As a result Elgin BID met with The Moray Council Transportation Manager from to discuss the possibility of introducing free parking within the city centre.

With her support, the Free After 3.00pm parking initiative was introduced in June 2015. Initially the pilot was due to operate for a 6 month period, this was later extended to 8 months in order to cover the Christmas period.

The initiative was advertised within the Northern Scot, the Press and Journal and on the Elgin BID Facebook page. Additional promotional opportunities such as attending RAF Lossiemouth Friends and Family Day were utilised.

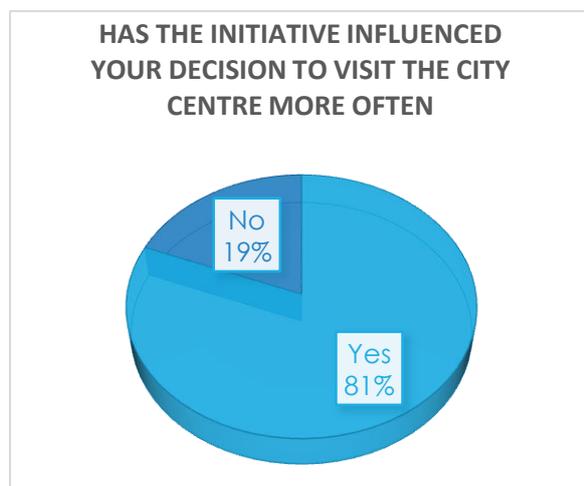
Visitors attending the Food & Drink Festival in August 2015 were also surveyed on their

WERE YOU AWARE OF THE FREE AFTER 3.00 PARKING INITIATIVE



knowledge of the initiative and were asked if the offer of free parking would influence their decision to come into the city more often.

The results are outlined here.



Additional research is being gathered by shoppers and also from the businesses in order to gain comprehensive quantitative and qualitative data about the scheme. This will then be presented back to The Moray Council early in 2016.

CASE STUDY – FESTIVAL OF EVENTS

Between October 2014 and 2015, six Events were hosted by Elgin BID in Elgin City centre:-

- Halloween Family Fun Day
- Christmas Light Switch On
- Easter family Day
- Charity Pamper Evening
- Scottish Theme Day
- City of Elgin Food & Drink Festival



Market stalls were offered free of charge to BID members to use for sales, promotion or fundraising. In total 52 market stalls were booked by BID businesses, the highest figure since the Festival of Events started 2011.



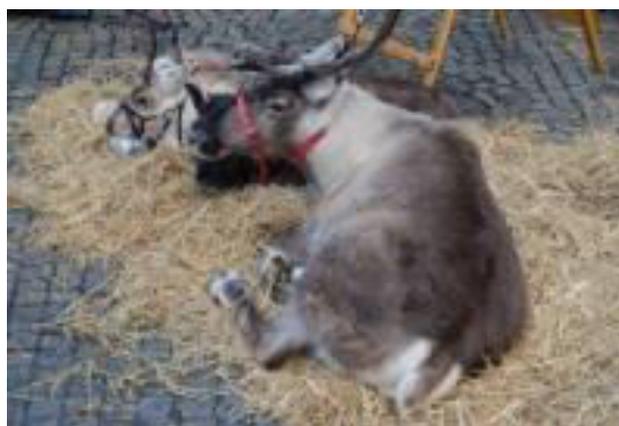
The City of Elgin Food & Drink Festival held in August 2015 has received very positive feedback and drew large crowds on the day.

Norman Calder from the Great British Bake Off and Jamie Scott the Masterchef the Professional Winner, cooked with local ingredients and entertained the crowds.

For the first time, we held a Charity Ladies Pamper Evening in the St Giles Church. The evening was a great success and raised £400 for the Elgin BID charities and a further £400 towards the Christmas Lights. This event offered an opportunity for our business members

operating in the Hair, Beauty and Leisure sectors to showcase their talents and raise their profiles. 100% of the businesses who came along on the night said they would like to be involved in any future event.

The Christmas Light Switch on event on the 28th November 2015, will be even more special this year, when the new Christmas Lights are switched on across the city centre. Elgin BID has worked in partnership with the Elgin Benevolent Trust for the last 18 months to fundraise for the new lights. They have now been designed and are being manufactured especially for the Elgin City Centre.



CASE STUDY – FOOD & DRINK GUIDE

2015 saw the reprint of the Food & Drink Guide which has now been distributed across the Highlands, Moray and Aberdeenshire.

Funding for the project was secured by the Planning Manager at The Moray Council via the Scottish Government, inspired by the South Street – Wedding Street guide.

The guide identifies the businesses operating in the City Centre who have a Food & Drink offer, for ease of use the businesses sit within one or more of four categories – Café's and Coffee Shops, Restaurants, Pubs & Clubs and Fast Food & Takeaway's.

In order to ensure longevity and to gain maximum value for money the paper guide is accompanied by a digital guide, which was prepared for us by locally based company Northport Studio.



DEVELOPMENTS OF DIGITAL CHANNELS

SOCIAL MEDIA

Recruitment of the Administration and Social Media Assistant earlier this year has allowed us to make far better use of Social Media channels including:-

- Facebook
- Twitter
- Instagram

Increased use of social media includes:

- Following all businesses with a social media page in BID area.
- Daily checks and promotion of business offers/deals.
- Increased promotion of events.
- Implementation of Hootsuite – allowing more comprehensive and professional presence across social mediums
- Increased number of businesses approaching us to promote their services on our Facebook & Twitter accounts

WEB SITE

Elgin BID are currently working with Tom Duncan of Northport Studios to develop and upgrade the business website.

The new site will have two clear functions



Business Information

The business section will provide information for existing members and those considering opening businesses in the City Centre. Information hosted will include:-

- Copies of the E Bulletins
- Copies of reports for example the Annual Reports and Business Plan

The site will also host information about

SUMMARY OF ANNUAL ACCOUNTS

**CITY OF ELGIN BID LTD
COMPANY LIMITED BY GUARANTEE**

DETAILED PROFIT AND LOSS ACCOUNT

YEAR ENDED 31 JANUARY 2015

	2015 £	2014 £
TURNOVER		
Moray Council grants	49,000	49,000
Levy income	136,459	123,511
Fundraising income	-	1,243
HIE Grant - World Host Destination	-	3,000
Sundry income	750	-
Donation - Elgin Benevolent Trust	2,900	-
Donation - TSB	100	-
Elgin Common Good Fund Grant	4,500	-
	<u>193,709</u>	<u>176,754</u>
EXPENDITURE		
BUILDING A REPUTATION		
Sponsorship	3,000	3,000
Advertising	4,944	7,329
Subscription	-	55
E-Hospitality	7,220	2,780
Donation - Spirit of Moray Book Festival	-	500
World Host Destination Research	-	2,900
CARS	25,000	-
Business awards	781	495
	<u>40,945</u>	<u>17,059</u>
REBALLOT AND BUSINESS ENGAGEMENT	<u>7,784</u>	<u>-</u>
TOURISM AND ENTERTAINMENT		
Scottish theme day	4,233	4,153
Halloween event	2,344	2,105
Fashion event	-	9,521
Food and drink event	4,382	5,217
Wedding extravaganza	2,786	-
Christmas lights	16,197	21,295
Christmas lights switch on	5,759	6,480
Christmas market	44	629
Easter event	2,332	-
Donations - St Giles Church	-	2,008
	<u>38,077</u>	<u>51,408</u>

**CITY OF ELGIN BID LTD
 COMPANY LIMITED BY GUARANTEE
 DETAILED PROFIT AND LOSS ACCOUNT
 YEAR ENDED 31 JANUARY 2015**

	2015 £	2014 £
CLEANLINESS, SAFETY AND APPEARANCE		
Street sweeper	6,733	1,041
Planters	–	50
Hanging baskets	1,942	554
Donation - Street Pastors	–	563
Retail crime	780	810
	<u>9,455</u>	<u>3,018</u>
 TOTAL DIRECT COSTS	 <u>96,261</u>	 <u>71,485</u>
 ADMINISTRATIVE EXPENSES	 <u>80,880</u>	 <u>62,826</u>
 TOTAL EXPENDITURE	 <u>177,141</u>	 <u>134,311</u>
 OTHER INCOME		
Bank interest receivable	2	–
 PROFIT FOR THE FINANCIAL YEAR	 <u>16,570</u>	 <u>42,443</u>

**CITY OF ELGIN BID LTD
COMPANY LIMITED BY GUARANTEE**

BALANCE SHEET

31 JANUARY 2015

	Note	2015 £	2014 £
CURRENT ASSETS			
Debtors	5	28,736	81,600
Cash at bank		93,515	26,375
		<u>122,251</u>	<u>107,975</u>
CREDITORS: Amounts falling due within one year	6	34,061	36,355
NET CURRENT ASSETS		<u>88,190</u>	<u>71,620</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>88,190</u>	<u>71,620</u>
RESERVES	9		
Profit and loss account	10	88,190	71,620
MEMBERS' FUNDS		<u>88,190</u>	<u>71,620</u>

For more details on any of the projects listed in this report,
or for more details about Elgin BID

Contact Details

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