



## JANUARY 2017 ELGIN BID BULLETIN

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### JOIN US AT VISIT SCOTLAND EXPO IN 2017



On 26th and 27th April 2017, Elgin BID will be joining Moray Speyside Tourism along with representatives from across Moray Speyside at Scotland's premier tourism exhibition, Visit Scotland Expo.

Tourism plays a crucial role in Elgin and the wider Moray economy - generating more than £100m each year and directly supporting more than 2,500 jobs. 2015 saw over 700,000 visitors from around the world visit the area.

Visit Scotland Expo offers an unrivalled opportunity for Moray Speyside businesses to promote their products and services to potential buyers from around the globe.

Over the course of the 2-day event, we will meet and engage with travel and tourism trade representatives - raising our profile as a world-class visitor destination, promoting the rich and diverse retail & tourism offer and ensuring that tour operators, group travel organisers and key industry figures consider our area as part of their consumer offer for 2018 and beyond.

To ensure that the Elgin BID business members have the opportunity to benefit from this opportunity, we have worked with Moray Speyside Tourism to develop a range of promotional opportunities, which are open to businesses from both Elgin and across Moray Speyside, ranging from just £100 (+VAT)

For more information about getting involved, contact the BID Office. The deadline for expressions of interest is **MONDAY 13th FEBRUARY 2017**.

## INTRODUCING THE NEW 'ELGIN CONSERVATION AREA REGENERATION SCHEME' OFFICER



Hello everyone! My name is Ellen Cox and I'm the new Elgin CARS Officer, I stepped into the role in November last year. We are ready for a very big year in 2017.

Repairs on 18 properties around High Street and South Street are in the pipeline under our "Building Health Check" scheme. These are scheduled to be carried out in early spring. Also planned for spring are upgrades to nine of the most used Closes and Lanes off High Street to make them more attractive and inviting places for pedestrians, residents and businesses.

Funding is still available for property owners, businesses or tenants, for a range of external building repairs, including, but not limited to -

- Traditional shopfront repairs and improvements
- Sash and case windows
- Cast iron rainwater goods
- Stonework repairs, re-pointing and traditional renders
- Doors & external joinery
- Re-roofing in traditional materials
- Repair or renewal of lead work
- Chimney repairs

The CARS scheme ends in March 2018 and works must be finished before then to be eligible for grant funding. So we are encouraging everyone to make the most of the upcoming spring and summer weather before next winter.

Please get in touch if you are thinking of undertaking repairs on a property in the town centre. I have the same CARS phone numbers and am usually around the Annexe in Elgin, so please drop by and say hello!

## HAVE YOU CONSIDERED ADVERTISING ON CAR PARK TICKETS?



The Moray Council have asked us to pass on details of Car Park Ticket advertising to our members. If you feel this would be of benefit to your business or want to find out more, please contact Jamie (details below) for more information.

The AdverTicket direct, contact is Jamie Moss on 01482 371212 [joss@adverticket.com](mailto:joss@adverticket.com). Contact him with an indication of how many tickets you are looking at advertising on along with the nature of your business and he will provide you with a price.

## BECOME A YOUNG SCOT DISCOUNT PARTNER



Young Scot is the national youth information and citizenship charity. Over 600 000 young people aged 11 - 25 have a Young Scot card which allows them to access travel and retail discounts, gain reward points and use as proof of age.

Young people are a key target audience for many organisations, and Young Scot can help you to reach them. They work with a range of cross-sector partners to promote and engage with young people on a wide range of topics, events and issues.

By offering a discount to young people, not only will you contribute towards raising the profile of your brand amongst young people, leading to increased footfall and sales, it will also help to identify you as a socially responsible organisation. There is no cost to you becoming a discount partner. After you join, Young Scot will give your business:

- Free listing on the discount section on [youngscot.org](http://youngscot.org) and the European Youth Card online discount database
- Free listing on the Young Scot app, placing your offer at young people's fingertips
- Free point of sale material which informs Young Scot and European Youth Card cardholders that you offer a discount
- Free Young Scot and European Youth Card card recognition guides for your employees

As well as the above benefits, they have a range of communications channels, from social media to direct mail.

If you'd like to become a discount partner simply fill out the [short online form](#) and Young Scot will get in touch with you shortly.

All of this is completely free, they want young people to get the most from their Young Scot card and use it locally as much as possible. It's great way to encourage more young people to use their local businesses, increase footfall into shops as well as there being great potential to encourage them to support local shops by buying local.

## SCOTTISH GOVERNMENT LOANS TO TACKLE ENERGY INEFFICIENCY

[Zero Waste Scotland](#) is encouraging businesses to keep hold of their hard-earned profits by cutting out inefficient energy use.

Figures from Zero Waste Scotland show small and medium-sized enterprises (SMEs) waste on average around £19,000 each year that could have been avoided simply by making improvements to their energy efficiency.

Scottish Government loans of up to £100k are available to SMEs to help them make positive efficiency changes, subsequently saving themselves money by reducing waste. Examples include installing LED lighting, better insulation, boiler upgrades and renewable technologies, and can range in scale with unsecured, interest free funding of £1,000 to £100,000 available.

In addition to financial assistance businesses are offered a free consultation to help them at each stage of the process, from project planning and loan application to implementation. They also gain their own Resource Efficient Scotland expert advisor to help them make their plans a reality and help with each step of the project. For more information and to apply visit [www.resourceefficientscotland.com/SMEloan](http://www.resourceefficientscotland.com/SMEloan)



## OFFER WORK EXPERIENCE PLACEMENTS WITHIN YOUR BUSINESS

Moray College are hosting a complimentary Work Placement Dinner on Thursday 9th March in the Beechtree Restaurant. Students will cook and serve your meal and offer you a chance to see them in action.

The evening is exclusively open to Businesses interested in supporting the work placement initiative.

You will have the opportunity to sign up to become one of their approved Work Placement Partners and help in shaping the kitchen and restaurant professionals of the future.

University of the Highlands and Islands | Hospitality and Tourism Academy  
Moray College

### HOSPITALITY ASSOCIATION MORAY

**Work Placement Dinner**  
**Thursday 9<sup>th</sup> March 2017**  
**Moray College UHI – Beechtree Restaurant**  
**5.30pm for 6pm Dinner**

**Would you like to be part of our Work Placement Programme?**

If so, come along to the Beechtree Restaurant to see our Food and Beverage Service and Professional Cookery Students in action, meet the Staff, enjoy a *Complimentary Tasting Menu (plus arrival drink)* and sign-up to become one of our approved Work Placement providers.

This is a great opportunity to begin the process of working with us in trying to shape the Kitchen and Restaurant Professionals of the future. We have spaces for approximately *50 guests* so ideally we are looking for a couple of Representatives from each business.

**Menu will feature**  
Monkfish, Pheasant,  
Pork, Lamb,  
Scallops,  
Lemon Tart and  
a Trio of Rhubarb

If you have any questions or if you would like to book a table, please contact Alistair Fowlie on [Alistair.Fowlie.Moray@uhi.ac.uk](mailto:Alistair.Fowlie.Moray@uhi.ac.uk) or the Hospitality Department Workroom on (01343) 576316

Many thanks  
Gill & Sine

## **A little side note.**

Next Retail Crime Meeting - 7th February @ 10am. All are welcome in the Management Suite at The St Giles Centre.

All interested parties continue to be welcomed onto our Elgin Comfort Scheme.

Direct Debit mandates for BID Levy payments are available from the BID Office.

Visit EmbraceElgin's website – [www.EmbraceElgin.co.uk](http://www.EmbraceElgin.co.uk)

If you would like to receive this bulletin via email please get in touch with your email address

For more information on any of the items above contact the BID Office Tel 01343 550652 or email [gill.neill@elginbid.co.uk](mailto:gill.neill@elginbid.co.uk) or [sine.macdonald@elginbid.co.uk](mailto:sine.macdonald@elginbid.co.uk)