

18 MONTH REPORT

YEAR 2

1st February 2011

To 30th November 2012

Let's all EMBRACE ELGIN and put the VIBRANCY back into the CITY CENTRE

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SECTION 1

1.0 INTRODUCTION

The City of Elgin BID (Business Improvement District) was established on the 1st February 2010 following a successful 'Yes' vote by local businesses, creating a designated Business Improvement District within Elgin City Centre. The company is a 'not for profit' private limited company, tasked with the development of the BID business plan. **This is the second 'Annual' report, covering a period of 18 months from the period 1st February 2011 – 30th November 2012. The report will detail activity in relation to the key themes of the BID 5 year business plan. The report also contains the second years audited accounts.**

SECTION 2

2.0 ELGIN CITY CENTRE AND BID DEVELOPMENT

Since the inception of Elgin BID the City Centre has faced a number of challenges primarily from the effects of the recession and changing consumer habits. The first year of Elgin BID also saw the threat of closure to the RAF base at Lossiemouth which no doubt had an effect on business confidence. However, since the threat of closure has been lifted, and the arrival of the 39 Engineer Regiment to Kinloss Barracks, there are signs of business confidence returning. Combined with this is the recent launch of the Moray Economic Strategy which details a long term plan for the diversification of the Moray Economy. It has been recognised that Moray can no longer rely on the defence bases to keep the local economy buoyant. This Strategy will increase business confidence and most importantly attract new business to the area.

In 2012 6 new independent businesses have opened in Elgin, we have seen the expansion of a significantly top quality City Centre business and the opening of Costa Coffee. Sports Direct who purchased only 4 of the JJB Sports stores in Scotland chose Elgin as one. This is surely a vote of confidence for the City Centre.

Elgin BID in partnership with Moray Council is involved with the development of the Elgin City Centre Heritage Experience – Castle to Cathedral to Cashmere (CCC). This project will stimulate and develop a far improved tourism offer for Elgin City Centre. Combined with this is the proposal for £3m investment in the City Centre through the creation of a Conservation Area Regeneration Scheme (CARS). Although funding has yet to be confirmed the signs are very positive. Elgin BID is core to the development of both projects and thus local businesses are in an ideal position to influence these developments. There is no doubt that this is very exciting time for Elgin City Centre.

Elgin City Centre, continues to fare well against the recession. The vacancy rate is still well below the Scottish average. The Moray Council have repeated their Town Centre Health Check report for 2012 and this will be published in December. Initial results indicate the Elgin City Centre remains healthy (based on the indicators to measure vibrancy and vitality). It is however, acknowledged that the current retail mix in Elgin City Centre could be improved and BID will, in 2013, embark on a project to directly target new business as well as highlighting the issue of High Street rates which can pose a barrier to business development.

The BID events are certainly attracting increased footfall into the Town Centre and the collective marketing approach with the production of the BID bags for life, BID Business Map and the Food and Drink Guide are continually increasing in popularity with over 10,000 leaflets being distributed in 2012.

BID carry out surveys with members of the public at the events and the results of these can be found at Appendix 1. The results do indicate the value of the events to attracting people into the City Centre and also raising the profile of the City Centre.

The work of Elgin BID has also been recognised internationally. A delegation from Sweden visited Elgin in November to discuss the development of a rural BID after Elgin being recommended as an example of good practise.

Elgin BID on behalf of its members was also instrumental in getting the City Centre parking charges reduced. BID ran a long term 12 months campaign after carrying out surveys with local businesses and

shoppers which indicated the detrimental affect car parking charges can have on footfall in the City Centre. The lobbying/advocacy role for Elgin BID will continue.

Elgin BID continues to strengthen partnerships with key stakeholders including the development of the SPICE group which has been recognised as an example of good practise by the Scottish Government due to its level of community involvement. BID are involved with the management group of the Castle to Cathedral to Cashmere project, sit on the Employability Action Group and will be involved with ongoing developments of the Moray Economic Strategy.

Young people are involved with the SPICE group and will be involved with the ongoing developments of the CCC project.

SECTION 3

CITY OF ELGIN BID ORGANISATIONAL STRUCTURE AND MEMBERSHIP

In order to develop the business plan and ensure effective monitoring of progress, it was decided that the organisational structure of the BID Company would form the following:

3.1 The Board of Directors supported by 3 working groups, each tasked with the development and monitoring of specific projects within the business plan. As recommended by BID legislation a BID Board of Directors should be taken from a number and variety of business sectors to ensure that there is a sufficient range of knowledge and expertise. These includes: retail, food, licensed trade, entertainment providers and property owners.

The Board meets each quarter and monitors the developments and progress of the working groups in addition to setting the strategic plans for the following year. The current Board of Directors includes:

David Urquhart (Chairperson), David Robertson (Vice Chair (Bijou)), Ian Urquhart (The Elgin Fund), Alistair Simpson (Ritsons), Neil Ross (Grigor and Young), Tina McGeever (Out of Darkness Theatre Company), James Gardiner (St Giles Centre), Mark Cooper (Grampian Police), Councillor John Russell (Moray Council) (resigned May 2012), Mark Angus (Gordon & MacPhail), Jim Royan OBE (Royan's of Elgin), Ian Widdowson (Beaver Travel), Mike Devenney (Principal Moray College).

In May 2012 Councillor John Russell did not stand for re-election. The replacement Director for Moray council is Councillor John Divers (who was previously an observer to the Board) and a new Observer has been appointed.

There are also 3 observers on the Board, two from the Moray Council Economic Development Department and Councillor Graham Leadbitter who attend the meeting to ensure that due process is followed.

3.2 The Working groups meet every 6 weeks and report to the Board each quarter. These groups include the Environmental Group, Marketing group and Operational group, (it is not necessary for the operational group to meet every 6 weeks).

3.2.1 The Marketing group (as the name suggests) is responsible for the marketing aspect of the business plan and this includes: **events, collective marketing and tourism and entertainment**. The current membership of this group includes: Ian Widdowson (chair), David Urquhart, David Robertson, Jim Royan, Tina McGeever, Councillor John Divers and Councillor Graham Leadbitter (as observer) and a Moray Council rep (as observer)

3.2.2 The Environmental Group is responsible for all environmental aspects of the Business plan which includes the **street cleaning machines, safety and security, Christmas lights, and traffic management and access**.

The Current membership of this group includes: Mark Angus (Chair), James Gardiner, Inspector Ewan Strachan, Ian Urquhart, David Urquhart, Councillor John Divers and Councillor Graham Leadbitter (as observer) and a Moray Council rep (as observer)

- 3.2.3 The Operational Group is responsible for the ***budgets, annual report and community involvement.*** The current membership includes: Alistair Simpson, Mike Devenney and Neil Ross.

SECTION 4:

BID DEVELOPMENTS 2011/2012

4.1 Theme: Building a reputation:

Total annual budget allocation £22,000 (note: events budget comes under Tourism and Entertainment)

There are 4 main projects under this theme which aims to promote Elgin as a destination of choice. The main focus is the development of collective marketing which adds strength to the message that Elgin City Centre has high quality offering and wide range of retail and leisure outlets. It is important to note that there is no one favoured or successful approach to this. It is a wide and varied combination of activities which has proven to be successful.

Note: All projects were identified as high priority with immediate start (unless otherwise noted)

4.1.1 Project 1 – Elgin brand organisation recognising the areas strengths. (Medium term)

Themed events: The main focus for this continues to be the development of themed events. In 2012 10 events were held in the City Centre. Although noted in more detail in a separate section (4.2.2) examples of these events include the 3rd **Music Mania day**, 2nd **Scottish Theme day** and the introduction in 2011 and repeated in 2012 of a **Food and Drink Event** as part of the Scottish Food and Drink Fortnight. Surveys of the public indicate that these events attract people into the City Centre (91% /139 people).

Full Survey results noted in Appendix 1

‘Markets are great, good to see local businesses out there, good to see things in the centre and buildings being tidied up. It is important to keep Elgin alive with different initiatives’
‘Hope to see more events in the future’

Quotes from members of the public.

Heritage Experience - Castle to Cathedral to Cashmere: This project has developed significantly in 2011/2012. The management and project teams are in place and a number of public consultations have taken place. Funding has been applied for from Heritage Lottery Fund and other sources. Elgin BID is integral to the ongoing development of this project and there will be a significant focus on the City Centre. **Further details see 4.2.1.**

Bid 3D Business Map, Food and Drink guide and Bag for Life: These approaches aim to promote Elgin City Centre on a collective basis. 2012 was the third update for the Business Map and second update for the Food and Drink Guide. In 2012 double the number of leaflets were printed and distributed. In 2012 the Elgin BID bag was also introduced and has been handed out at the BID events along with flyers and leaflets promoting a number of BID members. These bags are very well received by members of the public and have proven a successful way to keep Elgin City Centre in consumer’s minds.

Town Ambassador and Information Point (Pilot): Elgin BID introduced, on a trial basis a **street ambassador**. The role of this individual was to be the ‘eyes and ears’ of BID. The Street Ambassador represented BID in a very practical role which included being visible on the streets, visiting businesses and noting areas of concern and reporting back to the manager on issues. The street ambassador was also responsible for the ‘Information Point’ which was located Elgin City Centre for 2 weeks over the Summer.

The 'Information Point' was actually an Electric Bus which has been used previously for the free service during Christmas of 2011. The bus was used as a focal point for visitors and members of the public to find out information about the City Centre and what was on offer. A significant number of businesses and service provided flyers and leaflets to be handed out. This approach along with the handing out of flyers at the events adds to free marketing opportunities for BID members.

4.1.2 Project 2 – Improved and driven collective promotion of Elgin, awareness raising and information.

Elgin BID website and Facebook page: this is another approach which provide ongoing and up to date information to consumers and others about Elgin City Centre. The Facebook page is growing significantly in popularity and is used as a free and effective way of promoting the BID events and other activities . The Facebook page is also used to support BID members to promote their own businesses. The BID website is not utilised as effectively and this is something to be addressed in 2013.

Elgin BID Newsletter: Twice yearly newsletter is produced (Summer and Christmas). It is noted that the rise in the use of social media may replace the newsletter. The newsletter is distributed to a number of publically accessible buildings which is an added advantage over social media.

TV and Radio Advertising– Radio advertising is used to promote the BID events on a monthly basis. The surveys carried out indicate that this is proving to be effective (in combination with other advertising). We have continued to advertise Elgin City Centre on a generic basis using TV and Radio. The TV Advertising especially provides BID members a great return on their levy payment.

Local press – The local media including STV Elgin, Northern Scot and the Press and Journal are very supportive of the work of BID and generally will cover all our events and activities. This in itself raises the profile of Elgin City Centre. Over the last quarter of 2012, monthly features in the Northern Scot have been run focusing on geographical areas of the City Centre. These features include editorial and interactive quizzes and competitions. The number of competition entries has been high which is a measure of the success of these features in attracting readers. From the survey results the most effective form of promotion is the Northern Scot.

Information Bus: in addition to the use of the bus as information point in the Summer (**see 4.1.1**) it has also been used at the themed events to provide a focal point for handing out leaflets, flyers and the BID bags. This approach allows more members to be directly involved with the BID events.

Sponsorship: Elgin BID are the sponsors of Elgin and district Pipe Band who are excellent Ambassadors for Elgin City Centre. They play at the BID events and will also promote Elgin across the country when they play at competitions.

4.1.3 Project 3 – Coordinated and up to date local information provision and signage making the best use of new technology

Updated signage: Updated and new signage has been installed in the City Centre. The outdated signs for the lanes and closes have been replaced and new business listing signage with location map has been installed at the East End, West End and South Street. These signs provide an easy reference guide for

visitors to navigate their way round the City Centre while also ensuring that business out-with the main Plainstones area are highlighted.

BID website and Facebook (see 4.1.2)

4.1.4 Project 4: Group Marketing with all the information is in a similar format as a suite and is easily identifiable in multiple outlets:

Bid 3D Business Map, Food and Drink guide and Bag for Life: see 4.1.1 for information.

Vacant Shop Scheme (Medium term) –Elgin BID has been successful in negotiating the use of an empty shop at 77 High Street (corner of Lossie Wynd). This is a premise which has been empty for some time and is in a highly visible position, so is ideal as a focal point for promoting the City Centre. Moray College are currently sharing this building utilising it as a High Street presence. BID members provide posters for the windows and/or use the windows to display their products. It is a pilot which will be developed further into 2013.

4.2 Theme : Tourism and Entertainment

Total annual budget allocation: £42,000 plus £11,000 for an events coordinator.

There are 3 projects under this theme which aims to increase the number of events and activities to attract tourists into Elgin as well as building on the key strengths of the area. This is one of the key themes for the BID and in the main are long term projects.

4.2.1 Project 5 – Identify or develop a major tourist attraction as a collaborative project: (Long term project, high priority with immediate start)

Heritage Project– Castle to Cathedral to Cashmere (CCC) and redevelopment of Grant Lodge.

The heritage experience project continues to develop in parallel to the redevelopment of Grant Lodge. This is a long term project which is overseen by a Management Group consisting of a number of key stakeholder groups. Experts in architecture and project management have been appointed to develop the elements of the experience and development of Grant Lodge.

The ultimate aim of this project is the creation of a far superior tourism offer for Elgin City Centre. Tourism and Culture has been identified within the new Moray Economic Strategy as a way to diversify the Moray Economy. Elgin and Moray boasts a rich and significant history which has largely been untapped.

The CCC heritage experience will tell the story of Elgin’s history, its people and places from the 12th century with a significant focus on the City Centre. The interpretation of the experience will be formed from public consultation and input from young people. The Grant Lodge redevelopment will bring one of the most iconic buildings in Elgin back into use. Combined with these exciting developments is a proposal to develop a Conservation Area Regeneration Scheme for Elgin City Centre.

The project has 3 key aims:

To improve and enhance the visitor experience of Elgin city centre with the potential for added value opportunities for the Moray-Speyside area.

To create a sense of ownership of and pride in the historical and environmental legacy within Elgin, particularly by the younger generations

To improve the economic opportunities within the Elgin City centre.

4.2.2 Project 6 – Research the local and wider markets for events and festivals and develop, coordinate and manage a calendar of professional and community events: (long term project immediate start)

Events management and development:

Through the period of this report Elgin BID has carried out over 15 community events held in the centre of Elgin and 2 showcase events at Elgin Town Hall. In 2012 permission was given by Moray Council to trial events in Batchen Street and South Street. This was in response to a number of businesses who felt that the events were not bringing them benefit as they were focused on the centre. These trails which included the Music Mania Day and the 2012 Food and Drink Festival proved very successful. Currently an application is with Moray Council for planning permission to hold activity and events across the whole BID area. This allows the flexibility to hold events out with the Plainstones area.

In 2012 the number of events extended to 10 with on average on a month. (Press coverage in relation to some of the events are noted in **Appendix 2**

It is proposed that in 2013 the number of events be reduced, as clearly some were not as successful at attracting people into Elgin City Centre. The remaining events will be extended across a wider area (assuming the Planning permission is granted)

SUMMARY OF SURVEY RESULTS (FULL SURVEY AT APPENDIX 1)

The BID events were evaluated in consultation with members of the public (153 Respondents) at the events, the full results are available on the BID website. The main summary point includes:

- 91% will come to Elgin especially for the events.
- 94% are regular visitors to the City Centre
- 94% will shop when in the City Centre
- Favoured themed events: Markets/Events and Food and Drink.

Comments

Markets 'are great, good to see local businesses out there, good to see things in the centre and buildings being tidied up. It is important to keep Elgin alive with different initiatives'

'Hope to see more events in the future'

This evaluation, which continues to be carried out at each event allows us to identify the effectiveness of the events in putting Elgin on the map, our marketing strategy (which includes a combination of mediums consisting of, printed media, radio and specific publications and any spin off benefit for local businesses.

BUSINESS SURVEY

In 2012 we also asked all BID members to complete a survey on our events and the perceived or actual benefits (if any) they received. The response to the survey was poor with only 27 members replying. The initial results do indicated that in general there is little difference between the sectors in relation to the benefit derived from the events. 77% indicated that the events brought increased awareness of their business and provided free marketing and promotion. It is clear that the winners from the events are retail and hospitality as they are much better placed to take part in the events. There were 2 responses that were very critical about the BID events. However it is expected that we will carry out a series of one to one meetings with members to gain a greater insight into the benefit of the events and now BID can ensure that they meet the needs of as many members as is realistically possible.

CHALLENGE FUND

Elgin BID also launched a Challenge Fund which aimed at encouraging other organisations to hold events and thus develop a calendar of events for Elgin. However, the Challenge Fund's success in attracting new events has been very limited with the majority of applicants applying to fund existing events such as the Motorfun. New events, however, which have been a success was the Fun Galore Store led by Arts Development. This utilised an empty unit the St Giles Centre and provided Summer workshops for young children. The aim being that the parents would stay in the centre and shop, eat etc. The Lantern Making workshops also led by Arts Development which have been held twice during the in service 2 days in November and provided a great addition to the Christmas Lights Switch on.

4.2.3 Project 7 – Improve the appearance and use of non-commercial outdoor spaces: (Short term/ Immediate start)

City Centre Seating and Planters– To complement the new seating in 2011/2012 we have introduced a number of new planters at the West End and Batchen Street. These have softened and greatly enhanced the look of the areas. The hanging basket scheme was rolled out in 2012 and 16 businesses agreed to fund the maintenance costs of baskets. We received sponsorship from Springfield Properties to meet some of the costs of the baskets and a donation of the plants from a local nursery.

Christmas Lights – this is commitment taken on by BID for the duration of the 5 years. In 2012 the Christmas Tree fixing was moved and the tree is now in a much better position allowing for more room on the Plainstones for the Christmas Entertainment.

Funding to cover the cost of the work was provided by the Elgin Town Centre Benevolent Trust and the Elgin Common Good Fun as well as some funding from the BID budget.

4.3 Theme – Shopping Offer

Total annual budget allocation: nil (applies to 2012 budget only)

This theme aims to develop a wider city centre development plan which will include pro-active marketing of the area to fill empty units and attract inward investment.

4.3.1 - Project 8- Develop an integrated city centre development plan to included research targeting additional quality specialist and independent retailers. (Medium term)

Welcome Packs – information for the inclusion into the Elgin City Centre welcome packs has been identified. These packs will be targeted at letting agents and companies who are known to be looking for commercial premises. The welcome packs were aimed to be finalised and distributed in line with the launch of the Elgin City Region of the Future projects and the Moray Economic Strategy. This work has been delayed due to resource issues and has been identified as a priority for early 2013.

4.4 Theme – Business Engagement

Total annual provision budget allocation: £800 (relates to Business engagement only). Operational costs are met by the £49,000 grant from Moray Council.

This theme focuses on the operational development of the business plan in relation to the employment of the BID Manager. It also seeks to improve joint working between the members.

4.4.1 Project 11 - Business to Business Co-operation (Short term/Immediate Start) – this will be an ongoing development which should continue through the lifetime of the BID.

In 2011/2012 BID held or was involved in a number of activities including:

Seminars/Meetings

We have held 4 meetings with BID members in the period of this report. 2 of these meetings were the BID AGM.

2 Training courses on use of Social Media and a course on Retail Crime were also held. The attendance at the meetings has been disappointing. The training courses were well attended.

4.5 Theme – Cleanliness, Safety and Appearance

Total annual budget allocation: £22,500

The focus of this theme includes 4 projects all aimed at improving the physical appearance of the City Centre.

4.5.1 Project 13 – Clean Public areas, buildings, and frontages, car parks and bus station (Short Term/High priority)

Street Cleaning Machines : The BID street cleaning machine is used each morning to clean to City Centre area. This is the only machine left which the Council are using due to the cutbacks. The Chewing gum machine has been off the road for the majority of 2012 due to problems around its design. The BID budget covers the cost of the maintenance of the street cleaner.

Shrubbery Removal: The Shrubbery Removal project was rolled out in 2012. There were 51 buildings identified as requiring work to remove growth from their roofs. A local company provided a quote to clear the whole area and landlords were contacted to ask if they would be prepared to cover the cost of the removal of growth from their premises. The project was designed to significantly reduce the unit cost to each business as the work would be carried out in one concentrated period of time. The outcome of the project was the removal of growth from a number of City Centre buildings. Not all buildings have been cleared as some landlords did not agree to pay the costs. The area where the shrubbery has been removed has made a significant improvement to the appearance of the buildings.

SPICE (Strategic Partnership for the Improvement of the City of Elgin): SPICE is a newly formed partnership consisting of a number of community groups including Grampian Police, Moray Council, Elgin Community Council, Elgin BID, Elgin Academy, Elgin High School and Elgin North and South Area Forums. The partnership was established as there was an identified need to improve communication, share resources and avoid any unnecessary duplication across the groups. Each partner in the group however will have other separate objectives. The SPICE partnership has developed an Environmental Improvement Framework and Action Plan which was developed with a view to pulling all the work of the many groups and others into one agreed framework targeted at the environmental improvement of Elgin.

The framework has 3 main areas of focus:

- Litter Reduction
- Taxis in Elgin
- Reducing Anti- Social Behaviour.

The partnership has been working on a number of actions including running a poster competition with the schools, litter picks and meeting with the Taxi Drivers Association around the discussion of dress code etc. The group are also seeking funding for a litter awareness campaign from Zero Waste Scotland. The partnership has been noted as an example of good practise by the Scottish government who are keen to monitor its progress.

4.5.2 Project 14 – A scheme to regenerate city centre shops: A business frontage improvement grant scheme was launched in 2011 and repeated in 2012. The scheme provides grant funding for BID members to improve the appearance of the fronts of their buildings. The range of eligible works can include: masonry repairs, window replacement, painting, new signage, replacement of new lighting etc. In 2011 14 BID members were awarded 40% grants – a total of £28,303.00 and completed their projects. In 2012, 17 businesses have been awarded a total of £22,534.00. The total investment in Elgin City Centre on improvement works (assuming all applicants go ahead with their projects in 2012) will be £167,332. It is expected that in 2013 there will be significantly more monies available to expand this scheme (assuming the CARS scheme is approved).

Quote from the Summer Survey:

'I am a local business, I think Elgin City Centre is improving – clean (huge improvement with rooftops cleaned). Lovely centre at Plainstones for events etc. A range of shops not found in large cities'

4.5.3 Project 15 – Research existing use of wardens, police deterrence, CCTV, APEX radio system.

BID continues to attend the monthly retail crime meetings, will advise new business about the APEX system and advise the retail crime office when a new business opens, has researched the CCTV and takes back any concerns raised by retailers to the Police where necessary. BID has also liaised with the Police about a number of ad hoc anti-social behaviour issues. 2012 saw a change in the timings of the retail crime meetings to try and encourage more businesses to attend. Bid also ran a retail crime training course which was well attended. However the attendance at the meetings has not improved. Therefore In 2012 in partnership with Grampian Police we investigated the possibility of installing an on line retail crime system. This system is utilised by a number of crime reduction partnerships across the UK and would allow access to all BID members and others on current retail crime instances, trends etc. Funding has now been sourced from Grampian [Police to implement the system. The BID administrator will undertake the role of data controller and the system is aimed to be up and running early 2013.

4.6 Theme – Traffic management and access

Total annual budget allocation: £11,630

The focus of this theme includes 2 main projects which will focus on improvements to traffic, parking and improving access to the city centre.

4.6.1 Project 16 - Research and pilot reducing or alternative approaches to parking charges (Short to Medium Term/High Priority)

Free Bus Pilot – this was repeated in 2011 for the Christmas Period. The aim was to use an eco friendly electric bus which would attract greater attention. The bus however broke down after 2 weeks and the service had to continue using a Council bus. The Council bus was not easily identifiable and people just did

not use it. It was agreed not to repeat the pilot in 2012 as the costs associated with running it are too great and with the reduction in City Centre parking charges there is less need.

Parking charges – In order to continue lobbying to reduce the City Centre parking charges, Elgin BID undertook secondary and primary research into the affect parking charges can have on footfall in the City Centre. Surveys were carried out with BID members and their customers. 2 reports were produced and made available to all Councillors and officials. Copies of both reports can be found at www.elginbid.co.uk/downloads/reports. In November 2011 the Council agreed to reduce the ‘up to 2 hour’ parking fee to £1.00, but other fees were not reduced. This left a very unequal parking structure and certainly did nothing to encourage consumers to stay longer in Elgin City Centre than 2 hours. During 2012 BID led a media campaign against the parking charges and in August, Moray Council Economic Development Committee agreed to reduce the charges further to £2.00 for 4 hours. They also agreed to a reduction in the Monthly ticket from £75.00 to £45.00 (if paid by D/D). The effects of this reduction will be closely monitored in the first half of 2013.

4.6.2 Project 17 – Improved and up to date signage for motorists and pedestrians (Immediate/High priority)

Business Signage - BID have updated the business listing signage for the closes and the lanes and will be looking at additional updates in 2011 (*see 4.1.3*)

SECTION 5

ACTIVITY 2012 – 2013

The following tables indicate a summary of the main work currently being developed in 2012/2013

5.1 MARKETING:

TABLE 1:

BUILDING A REPUTATION:

THEME	ACTIVITY
GENERIC ELGIN CITY CENTRE ADVERTISING	<u>MEDIA ADVERTISING</u> STV (Christmas) Moray Firth Radio for events. Also consider collective shop advertising throughout the year (as the late night opening 5 th December) Northern Scot monthly features to promote the City Centre. Leaflets will be updated and reprinted. (Map and Food and Drink) Tear off map will be produced.
COLLECTIVE MARKETING	Revised bid map 10,000 distributed (increase of 5,000 from 2011) Food and drink guide 10,000 distributed (increase of 9500 from 2011) Membership training – World Host/Window Dressing Sponsorship of Elgin and District pipe band for a further 2 years. Further ongoing work on Facebook and website. Development of the Castle to Cathedral to Cashmere project. Welcome packs for letting agents and potential investors will be developed. BID also attend partner events to promote BID and the members where possible. Use the Information Bus as a focal marketing point at events and through the Summer (Street Ambassador)
ADOPT AN EMPTY SHOP SCHEME TO IMPROVE PHYSICAL	Use of 77 High Street will continue. Opportunities for the use of the shop windows to be encouraged among BID members.

APPEARANCE	Working with Arts sector to establish other opportunities for using empty premises. (see also table 2 Events and Festivals)
TOWN AMBASSADOR	The introduction of a Town/Street Ambassador was trialled in the Summer of 2012 and proved to be a very useful role for BID. Assuming budgets allow a 2 days post should be established early in 2013.
SUB TOURIST INFORMATION POINTS	A number of City Centre businesses will take part in this pilot to establish sub tourist information points throughout the City Centre. The project which has been developed with Moray Council Libraries will run from April – October and thereafter be evaluated.

TABLE 2

TOURISM AND ENTERTAINMENT

THEME	ACTIVITY
DEVELOP A MAJOR TOURIST ATTRACTION	Castle to Cathedral to Cashmere project will be developed further over 2013.
EVENTS AND FESTIVALS	<p><u>EVENTS</u></p> <p>Reduce the number of events and increase size. Locations of markets and activity to be extended across the wider BID area (once planning permission is granted)</p> <p>Develop the third showcase event to be held in May 2013.</p> <p>Late night Christmas opening (following evaluation of the 2012 evening 5th December).</p> <p>NEW EVENT:</p> <p>Arts and Business events to be developed. Initially looking at how some of the BID businesses can tie in with the events at the Town Hall. For example – show and meal combined offer.</p> <p>Liaise with Creative Moray in relation to the development of the Steering group and Café Culture.</p> <p>Look at additional options for the use of empty premises to promote Arts and Culture.</p> <p><u>MARKETING OF EVENTS</u></p> <p>Continue to gather as much information as possible about other</p>

	<p>activities to market on the website and Facebook.</p> <p>Produce Summer and Winter events leaflets.</p> <p>Seek sponsorship opportunities in the Summer and Winter leaflets and the Showcase and Food and Drink event.</p>
<i>IMPROVE THE APPEARANCE AND USE OF NON- COMMERCIAL OUTDOOR SPACES.</i>	<p>Extend the Hanging Basket scheme through 2013.</p> <p>Target communication with the landlords of the premises who did not agree to pay their share for the remove their roof shrubbery in liaison with Moray Council Building Standards to encourage compliance.</p> <p>Christmas Lights and development of the Winter Festival.</p>
OUTDOOR CAFÉ SEATING	<p>Liaison with Moray Council roads and planning department investigate the possibility of piloting outdoor seating for 2013.</p> <p>Liaison with St Giles Church about the outdoor seating.</p> <p>Seek sponsorship to support this development if agreed as feasible with the Council.</p>

TABLE 3

SHOPPING OFFER

Develop an integrated city centre development plan to include research targeting additional quality specialist and independent retailers and quality food outlets linked to proactive marketing of vacant units in Elgin.

<u>DEVELOPMENT AND DISTRIBUTION OF ELGIN CITY CENTRE WELCOME PACKS</u>	<p>Priority action for early 2013 will be to develop the Elgin City Centre Welcome Packs and identify a target market of specialist retailers as well as national organisations to highlight what Elgin has to offer.</p>
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TABLE 4

CLEANLINESS, SAFETY AND APPEARANCE

THEME	ACTIVITY
<i>INCENTIVISE PREMISES FIRST FLOOR USE TO IMPROVE APPEARANCE AND ACTIVITY</i>	<p>Through the CCC* project and assuming funding through the CARS** scheme is approved working with partners look at ways in which landlords can be encouraged to bring first floor premises into use.</p>

<p>CLEAN PUBLIC AREAS, BUILDING AND FRONTAGES.</p>	<p><u>CLEANING MACHINES:</u></p> <p>Priority to get the chewing gum machine fixed and operational</p> <p><u>SHRUBBERY: see Table 2</u></p> <p><u>BUSINESS FRONTAGE IMPROVEMENT SCHEME:</u></p> <p>In partnership with Moray Council and other key stakeholders develop a building grant improvement scheme which is open to all BID members. This will be developed through the CARS scheme (if approved).</p> <p><u>HANGING BASKET SCHEME:</u></p> <p><u>See table 2</u></p> <p><u>VACANT SHOP STRATEGY</u></p> <p>Continue to develop ideas for the use of the premises at 77 High Street. Work with partners to develop use of other vacant shop fronts.</p> <p><u>STRATEGIC PARTNERSHIP FOR THE IMPROVEMENT OF THE CITY OF ELGIN (SPICE)</u></p> <p>Continue to work through the short and medium term actions within the SPICE framework.</p> <p>ID suitable funding pots for the implementation of the Litter Awareness campaign.</p> <p>Implement the on line retail crime system.</p>
<p>IMPROVED AND UPDATED SIGANGE</p>	<p>Update signage on the lanes and closes early 2013.</p> <p>Update West End, East End, South Street and Thunderton Place signage.</p> <p>Install similar signage for Batchen Street.</p> <p>Liaise with moray Council roads re installation of signage for Culbard Street.</p>
<p>TRAFFIC MANAGEMENT AND ACCESS</p>	<p><u>PARKING CHARGES</u></p> <p>Undertake a Survey with businesses to establish what difference the reduction in parking charges has made.</p>

Continue to support the marketing of the monthly ticket.

TABLE 5

BUSINESS ENGAGEMENT

THEME	ACTIVITY
<i>BUSINESS TO BUSINESS COOPERATION</i>	<p>Programme of quarterly meetings to be trialled to improve business to business communication.</p> <p>Training courses in partnership with Business Gateway and FSB. Initial response indicated that a number of businesses would be interested in taking part.</p>
<i>ADVOCACY</i>	<p>Ongoing work in relation to representing businesses across a number of issues.</p> <p>Working with businesses undertake research to identify if there is a case for a review of the High Street rates.</p> <p>A developing and vital role.</p>

TABLE 6

SAFETY AND SECURITY

THEME	ACTIVITY
<i>RESEARCH USE OF CCTV, APEX, POLICE DETERRENCE ETC</i>	<p><u>All ongoing ad hoc</u></p> <p>Implement the on line retail crime system in partnership with Grampian police. (first quarter 2013)</p> <p>Continue to attend the Retail Crime meetings on a monthly basis.</p> <p>Advise new retailers of the service and support provided through the retail crime initiatives.</p> <p>Take back any issues reported to the Police and follow up responses.</p> <p>Implement the Best bar None awards scheme (April 2013)</p>
<i>STREET PASTORS</i>	<p>This is a new project which will be implemented by April 2013. Led by an amalgamation of the Churches the pastors will contribute to reduction anti- social behaviour and supporting vulnerable people. The Pastors will man the City Centre between the hours of 11pm and 4am on Friday and Saturdays. A valuable contribution to the safety and security of the City Centre. BID will support the implementation of this venture in 2013 and report in its ongoing progress. Also linked</p>

	with the work of the SPICE group.
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TABLE 7

COMMUNITY INVOLVEMENT

<i>YOUNG PEOPLE</i>	Young people will be encouraged to be involved in the development of the CCC project. Meeting have been held with both Elgin schools and youth café. Young people in the community are involved with the SPICE group. Continue to develop this communication and involvement.
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***CCC – CASTLE TO CATHEDRAL TO CASHMERE PROJECT**

****CARS – CONSERVATION AREA REGENERATION SCHEME.**

SECTION 6
AUDITED ACCOUNTS

BALANCE SHEET and EXTRACT OF INCOME AND EXPENDITURE 2011/2012

31 JANUARY 2012

CITY OF ELGIN BID LIMITED
COMPANY LIMITED BY GUARANTEE
PROFIT AND LOSS ACCOUNT
YEAR ENDED 31 JANUARY 2012

		Year to 31 Jan 12 £	Period from 1 Apr 10 to 31 Jan 11 £
TURNOVER	Note	181,910	175,297
Administrative expenses		219,026	91,302
(LOSS)/PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION		(37,116)	83,995
Tax on (loss)/profit on ordinary activities	3	—	—
(LOSS)/PROFIT FOR THE FINANCIAL YEAR		(37,116)	83,995

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

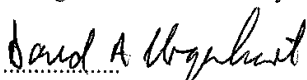
BALANCE SHEET

31 JANUARY 2012

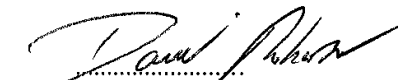
	Note	2012 £	2011 £
CURRENT ASSETS			
Debtors	4	10,299	30,234
Cash at bank and in hand		85,487	89,010
		<u>95,786</u>	119,244
CREDITORS: Amounts falling due within one year	5	48,907	35,249
NET CURRENT ASSETS		<u>46,879</u>	83,995
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>46,879</u>	<u>83,995</u>
RESERVES			
Profit and loss account	9	46,879	83,995
MEMBERS' FUNDS		<u>46,879</u>	<u>83,995</u>

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006 and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

These financial statements were approved by the directors and authorised for issue on 26/10/12, and are signed on their behalf by:



 MR DAVID URQUHART
 (CHAIRPERSON)



 MR DAVID ROBERTSON
 (VICE CHAIRPERSON)

Company Registration Number: SC365793

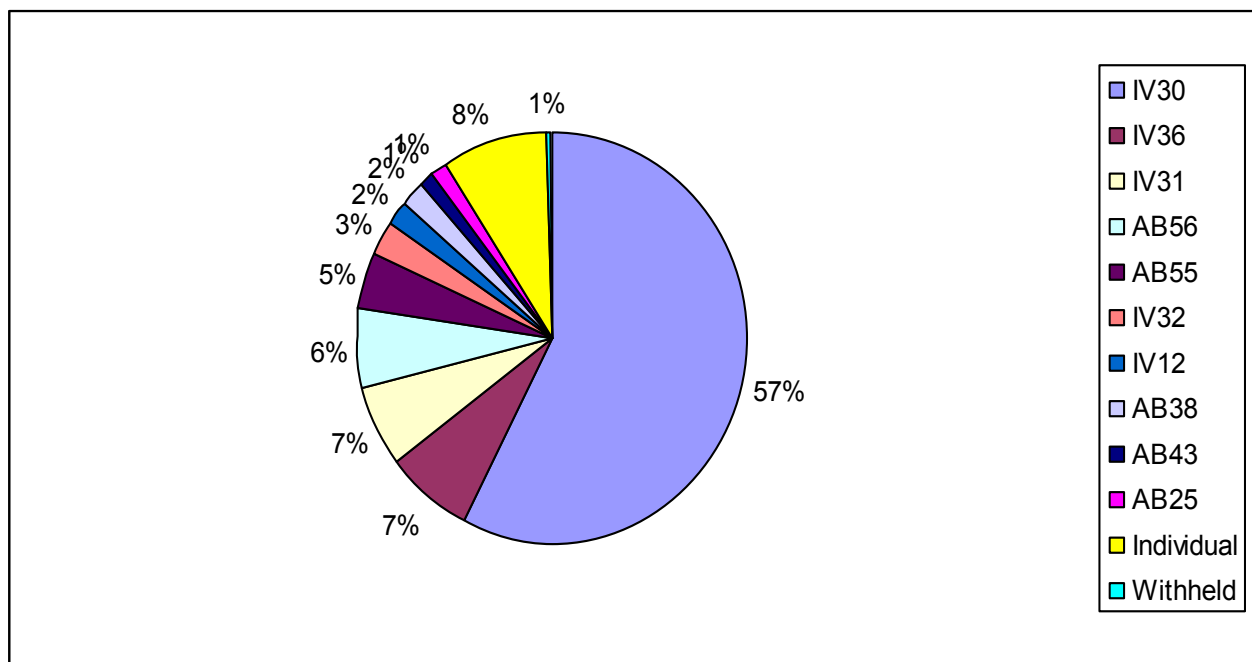
APPENDIX 1

PUBLIC EVENT SURVEY

E L G I N B I D S u r v e y

A survey of visitors to Elgin city centre was conducted by Elgin BID on Saturday 21st July 2012 and Saturday 25th August 2012. **A total of 153 visitors completed the survey.**

Visitors were asked for the first 4 digits of their postcode.

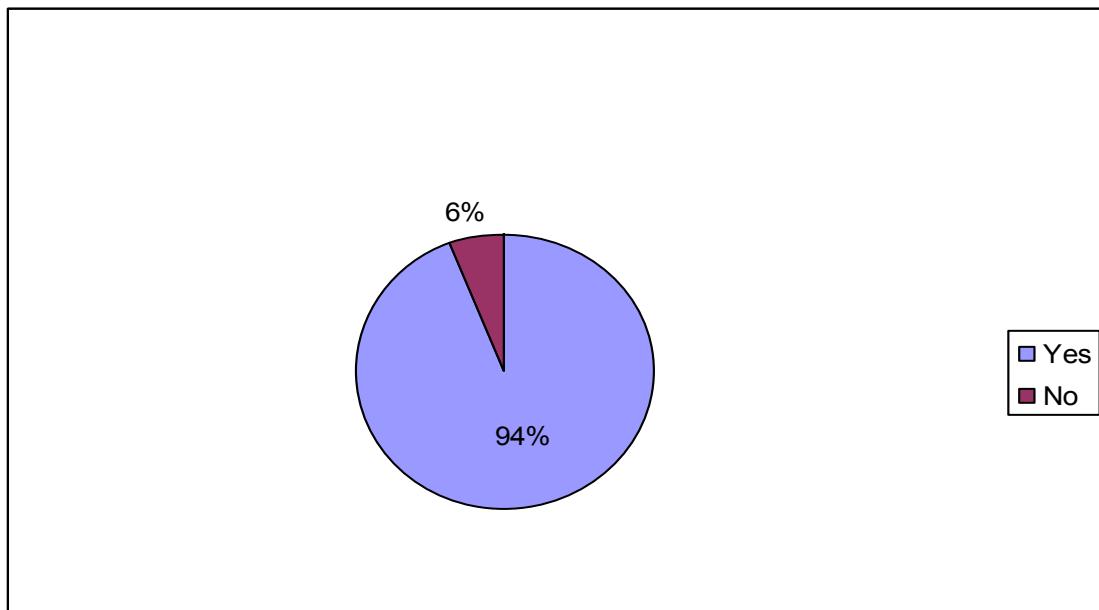


*Individual category - There were 13 postcodes listed only once:

IV26, IV14, AB24, AB51, AB11, AB21, EH43, ML6, DD10, G76, G51, G82, USA

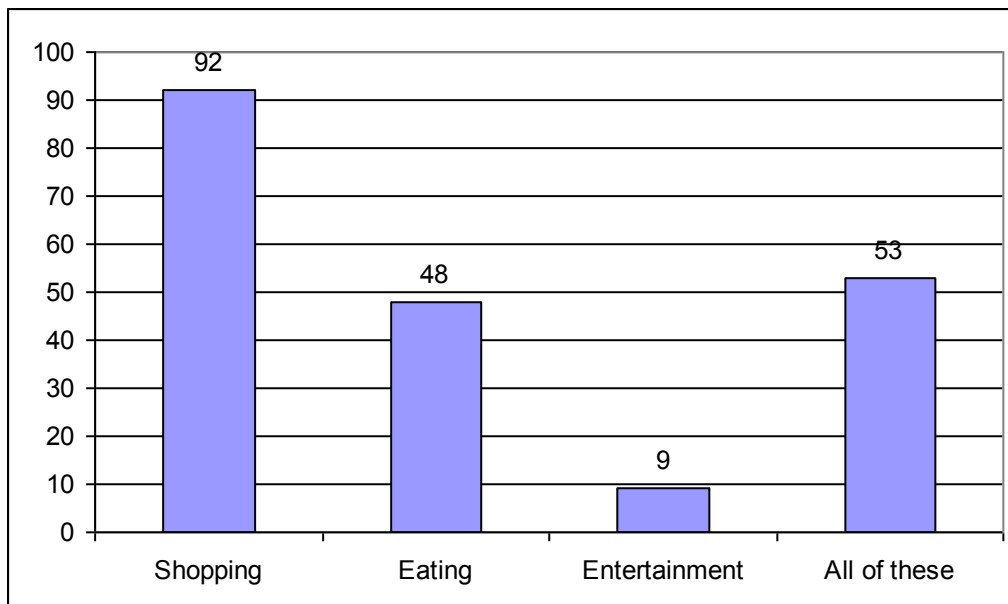
Six of the people who listed these individual postcodes considered themselves to be regular visitors to Elgin.

Question 1:- Are you a regular visitor to the City centre?



Question 2:- If yes, what do you come to the City Centre to do in general?

The results in the graph below show that 145 of 153 participants list shopping as one of the main reasons for visiting the town centre. The second most popular activity being eating (101 participants) i.e. visiting cafes, coffee shops and restaurants.



In addition, those surveyed also listed work, banking, visiting the library, attending church and visiting relatives.

Question 3:- What do you like most about Elgin City Centre?

(Answers were banded in broad groups and listed in order of preference)

Answer	Number of people who responded
Good variety of shops	27
Easy Access	26
Friendly people & shops	25
Traffic Free	25
Town centre/BID Events and markets	16
Traditional buildings	10
Good places to Eat and Drink	7
Everything	7
Clean	6
Flower/Tree displays, St Giles centre, Street Ambassador Starbucks, Peaceful, local, not much, a lot more shops than Keith, sense of place, Good Parking – but would be better if it was free, TK Max	All items listed at least once

Question 4: - What do you like least about Elgin City Centre?

(Answers were banded in broad groups and listed in order of preference)

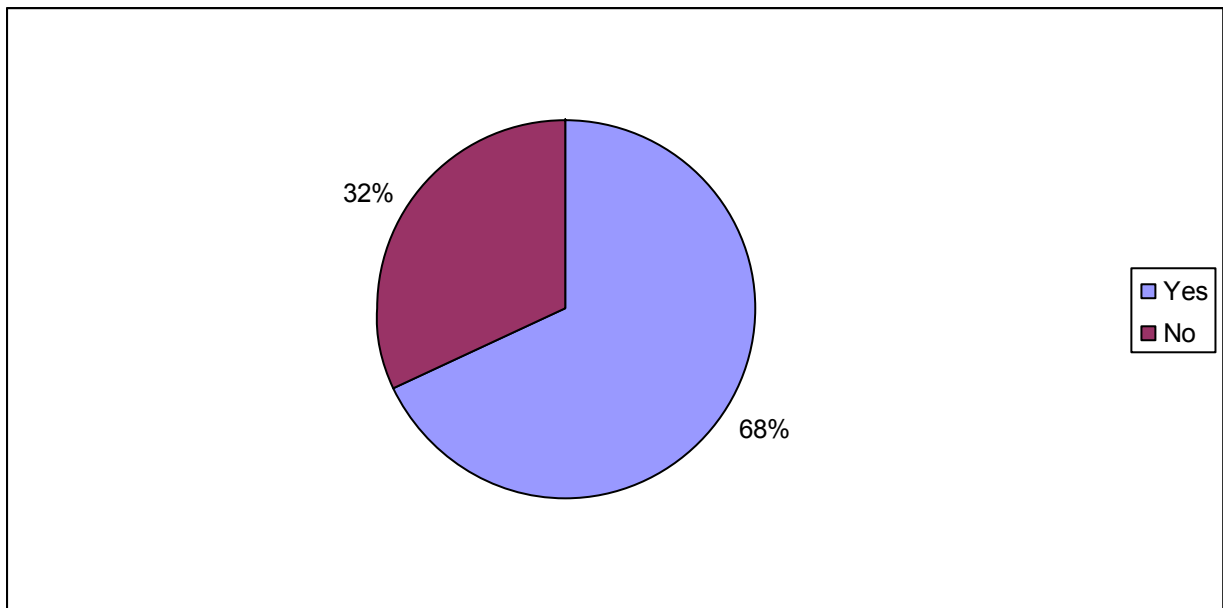
Lack of variety of shops, specific mention was made of the need for large stores and small independents	40
Too many empty shops/pawn brokers and charity shops	37
Litter/Gum and cigarette ends on the ground	10
Parking charges	9
Lack of facilities	6
Poor shop fronts	4
Lack of entertainment	3
Lack of facilities after 6pm	3
Cobbles	2
Out of town developments/retail parks	2
Young people congregating	2
Lack of places to eat in the evening, Batchen Street not being properly pedestrianised, lack of public toilets, lack of a hardware shop, No regular market, Lack of blue chip shops, Shortage of shrubbery Sad state of Mosaic – should be repaired, traffic management, disabled parking/access, evening buses/transport	All items listed once

Question 5: - Any Comments?

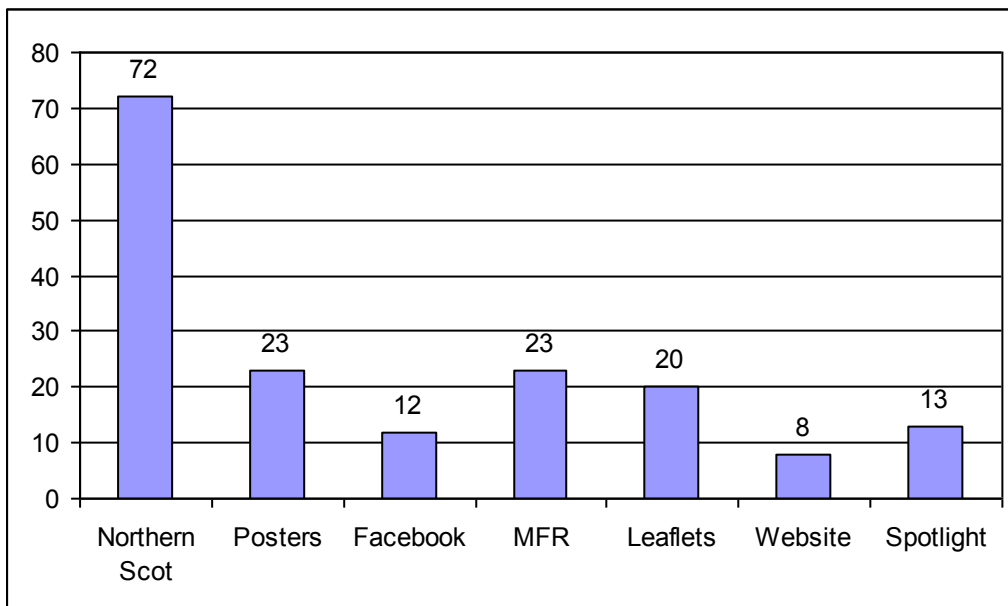
- There should be more disabled parking available
- The Pop Up Shop concept should be used to distract from empty shops
- It would be nice to have tables and chairs outside eateries
- Batchen Street should not have been pedestrianised
- We like everything about Elgin City Centre
- I am a local business, I think Elgin City Centre is improving – clean (huge improvement with rooftops cleaned). Lovely centre at Plainstones for events etc. A range of shops not found in large cities. (question 3 response)
- Obviously could do with more shops. Fill the empty shops – give new businesses exemption from rates for a year to encourage growth (question 4 response)
- Very compact – ideal for markets – not too far to walk around, bump into friends etc. Hope Moray Council keeps rates low to keep smaller independent shops (question 3 response)
- Can be very bleak on rainy days, remind cafes to clear away rubbish. Find somewhere/areas for smokers outside pubs etc. where screened from others. (question 4 response)
- Various adverts all over the Northern Scot – could they produce a removable sheet with an abbreviated list of what's on in Elgin (or Buckie etc.) for each day of the following week?
- Stop Western Link Road
- Lack of tourism
- Could do with tidying up
- Lack of atmosphere
- Make more of heritage and history
- More streetscape work needed especially South Street and Batchen Street
- Could be kept tidier in the evening
- Good seeing local shops with stalls
- Don't feel safe on a Saturday night
- More flowers needed
- Parking is a problem
- Drop rent to encourage business owners to have shops. Knock on effect.
- A lot of shops away from the High Street. Parking problem.
- A lot to see apart from the town centre. Better climate than Fraserburgh.
- Need a better cinema.

Bid Events

Question 6: - Are you aware of the monthly themed events organised by Elgin BID? (If no please go to Question 8)

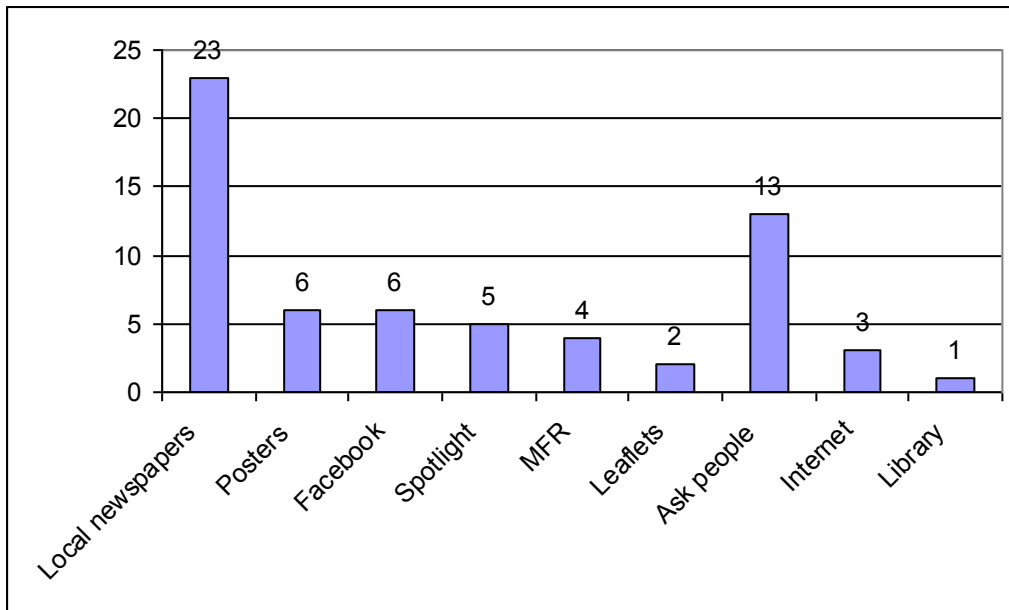


Question 7: - If yes, how do you find out about them? (Please tick all that apply)

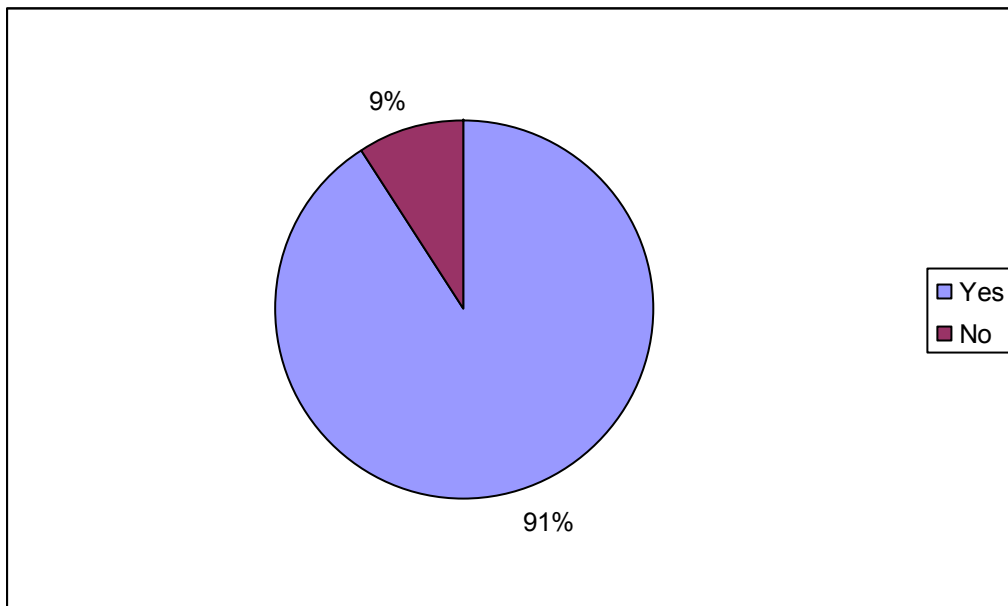


Additional answers – via the workplace, through a charity I support, word of mouth

Question 8: - If no, what would you do to find out what is going on in your local area?

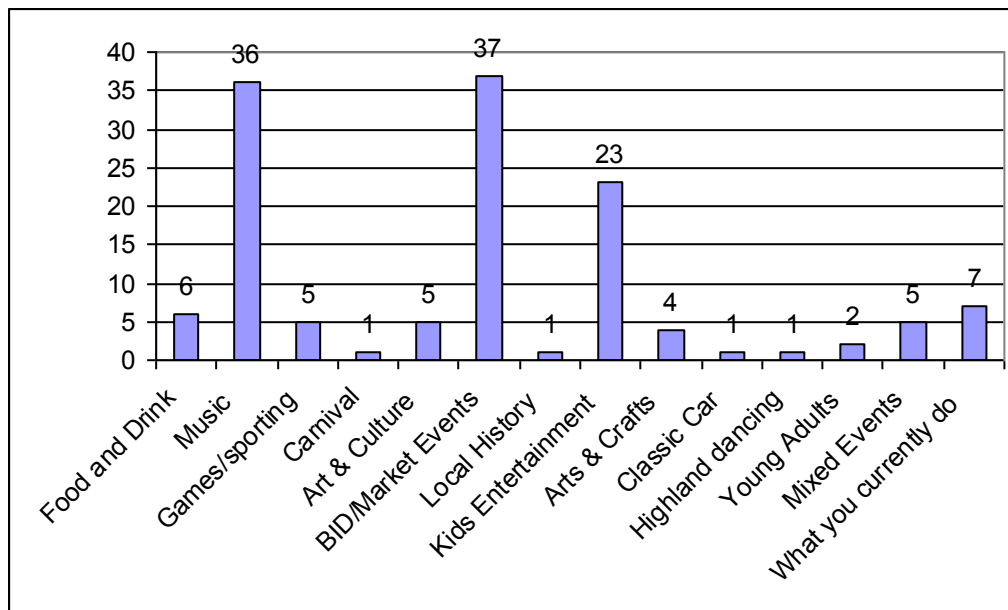


Question 9: - Do/Would events encourage you to come to Elgin City Centre?



Question 10: - What type of activities/events would you like to see?

(Answers were banded in broad groups)



Question 11: - Any other comments?

- Keep up the good work
- Fantastic Events and good for all age groups
- Great to have these family events
- I love shopping in Elgin
- Markets are great, good to see local businesses out there, good to see things in the centre and buildings being tidied up. It is important to keep Elgin alive with different initiatives
- Well done
- A lovely day, well done, excellent bag
- Glad to see BID is doing their bit to brighten things up
- I would love to move here, I stay in Aberdeen, its too busy
- Keep up the good work
- Good work BID – keep it up
- Keep up the good work
- Hope to see more events in the future
- Well done so far BID
- There are a lot of positive things being done to try and revive the centre of town, but I often feel that there is a lack of “community” in their efforts. Elgin is too big for everyone to feel part of it bit too small to have the wider appeal to outsiders
- Need a bar at events and more catering (continental style)
- Good idea
- Great addition to the town
- Well done Elgin BID
- BID and BID manager doing a good job
- Good to see so many people up the street spending money
- Not enough affordable restaurants

- Good to see so many people up the street spending money
- Traffic flow speeded up
- Lack of toilets
- Personally feel shop units are not large enough to attract people into town centre
- Need to put life back into town centre - encourage more big names
- Great wee city

APPENDIX 2

PRESS COVERAGE (EXAMPLES)

WHAT THE PAPERS SAY:

'launched to attract more shoppers into the centre of Elgin'

'stage events and we'll splash cash!'

'A CHALLENGE has gone out for groups to tap into funding to stage events which will pull people into the heart of Elgin.'



'The Elgin BID Halloween Family Fun Day was a great success'

'Research showed 89% of people said they would come into the centre of Elgin if they were aware of events taking place' Northern Scot

'Local shops also joined in the fun with Halloween window displays and staff also wore fancy dress' Northern Scot 2/11/12

'Scrumptious sweets, tricky treasure hunts and a powerful car pull are the orders of the day'.....

'Easter fun day pulls in the crowds'

'An exciting addition to the day is the creation of a live mural on a vacant building in South Street'.....

'The centre of Elgin was busy throughout the day' Northern Scot 13/4/12

'fantastic acts ready to entertain visitors...performing throughout the day around the centre of the town...' Northern Scot 24/8/12

'What a tartan-tastic day'

'alternative uses can be found for empty units' Northern Scot

'at the peak of the event 3,500 people an hour were in the centre of the town' Northern Scot

'feedback from the audience was positive with many saying that this was something Elgin needed'

'There's no BID-ness like show-BID-ness'..... 'It's lights..... camera action! ... as Elgin business group rolls out the red carpet'..... a capacity audience ... exhibition upstairs was popular with many retailers reporting a successful trading evening' Northern Scot 9/3/12



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www.facebook.com/elginbid

Let's all EMBRACE ELGIN and put the VIBRANCY back into the CITY CENTRE