



***City of Elgin BID Ltd***

***Annual Report***

***Year 4***

***November 2013 – October 2014***

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

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## *Section 1 - Background and Introduction*

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City of Elgin BID Ltd (Business Improvement District), was established on the 1<sup>st</sup> February 2010 following a successful 'Yes' vote, in an independent ballot of local businesses. This resulted in the creation of a designated Business Improvement District within the City of Elgin, operating within Scottish Government legislation and guidelines.

The company is a 'not for profit' private limited company, tasked with the delivery of the City of Elgin Business Improvement District Business Plan. The plan was developed following in-depth consultation with businesses, members of the public, key stakeholders and the Public Sector in the lead up to the ballot.

The organisation has developed and extended its role and activities since forming in 2010 and now has a compliment of two full time members of staff, a Manager and Project Officer/Administrator who are responsible for all operational activities.

Since Elgin BID came into being in February 2010, a great deal of activity has been undertaken. This report will provide a summary of the activity that has been carried out, predominately during the operational year 2013 – 2014, the fourth year of activity.

The summary will highlight activity which relates to the Key Themes of the City of Elgin BID Ltd, Business Plan allowing progress to be directly measured against target.

Additionally the report will contain a summary of the companies' accounts, which were independently audited in September 2014 and presented to the business members at the Annual General Meeting on the 8<sup>th</sup> October 2014.

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## Section 2

### *Elgin City Centre and BID Development*

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In November 2014 Elgin BID will be holding our first Renewal Ballot, seeking approval from our business members for a further five year term. We believe the scale of what has been achieved since 2009 through a series of structured, focussed and innovative projects has had a significant impact on the city's economy. To date they have led to investment in excess of £5 million allowing real and tangible accomplishments to have taken place.

The events programme has grown in size and during its lifetime has attracted an estimated 100,000 people into the city to have fun, use services and shop locally. These events continue to attract new audiences and have been recognised by Event Scotland, Scotland's Food & Drink and the Scottish Government for their high quality offer while promoting local businesses.

More recently our partnership success in obtaining grant funding for the Elgin Conservation Area Scheme (CARS) will provide investment of £3.3 million over a five year period, providing property owners and businesses with grants for essential repairs and improvements to Elgin's historic heartland.

The development of the Elgin Heritage Experience - Castle to Cathedral to Cashmere, was a project initiated by the BID Marketing Group, and will be an important new development during and beyond 2014. This project will convert the last 1000 years of the Elgin's people and history into an innovative and memorable visitor and community experience.

While we are immensely proud of the work that has been done we understand that there is still much to do in order to deliver long term value to our members and provide the city with a strong competitive edge in a still uncertain economy. Moving forward, there is no doubt that the next five years will be challenging, however that is countered by the equally rewarding continuation of our existing and creation of new projects.

We have developed a new plan proposal as a result of the valuable and in-depth consultations undertaken with our business members, shoppers, the younger generation and stakeholders. Having identified the key themes and priorities highlighted during these consultations we are confident that these will allow us to continue our work and have further strategic impact on the city centre. Equally important they align with the Moray Economic Strategy allowing us to work in tandem, attract new ideas and investment, providing a unique opportunity to work for the businesses, enhance business profitability and move forward exciting proposals in partnership with the public sector.

Should we secure a 'YES' vote, it will allow us to augment the in-depth work which has already been carried out within the BID area as well as enabling us to deliver a number of new exciting projects and initiatives over the coming five years.

*David Urquhart, Chair of Elgin BID*

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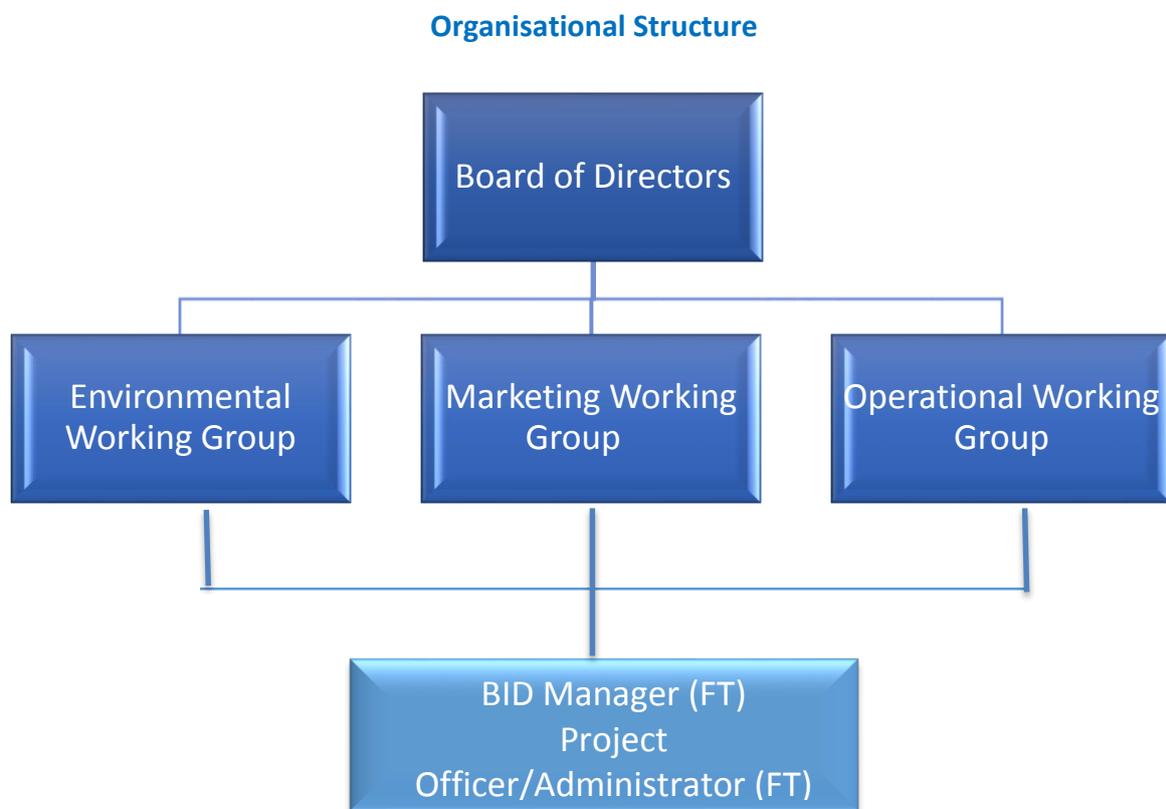
## Section 3

### Organisational Structure

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From inception it was clear that strong leadership, robust governance procedures and an open, transparent and clearly defined activity based Business Plan were critical to the success of Elgin BID.

To drive this activity forward, the following organisational structure was developed.



The Board of Directors is supported by 3 working groups, each tasked to develop and monitor projects outlined within the Business Plan, while identifying and capitalising on any opportunity that presents itself.

In order to comply with the recommendations laid out in BID legislation, the BID Board of Directors is made up of business people from a variety of business sectors, this ensures that there is a sufficient range of knowledge and expertise represented.

The Elgin BID Board of Directors come from the following sectors:-

Retail, Hospitality, Travel, Licensed trade, Professional Services, Shopping Centre Management, Education and Property management.

In addition there is representation from the Local Authority and Community organisations.

**The Board of Directors** meets each quarter and monitors the developments and progress of the working groups in relation to the business plan, while also setting the strategic direction and 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), James Gardiner (St Giles Shopping Centre), Ewan Strachan (Police Scotland), Councillor John Divers (Moray Council), Mark Angus (Gordon & MacPhail), Jim Royan OBE (Royans of Elgin), Ian Widdowson (Beaver Travel), Frank Hughes (Moray College), James O'Conner (Boots) & Faith Houlding (Scribbles).

Faith Houlding is the owner of Scribbles an independently owner and well established City Centre Restaurant, James O'Conner is the manager of Boots and the only Board member from a National company and Frank Hughes joined the Board in 2014, having been appointed as Principle for Moray College

There are also two observers to the Board, one from the Moray Council Economic Development Department, the second Councillor Graham Leadbitter, they attend the meetings to ensure that due process is followed.

**The Working groups** meet every 6 weeks and report to the Board at the quarterly Board meetings. Unlike the Environmental and Marketing Groups, the Operational Group meets when required.

**The Environmental Group** is responsible for all environmental aspects of the Business plan which includes:-

- *safety and security*
- *Christmas lights*
- *traffic management and access*
- *street cleanliness*

The Current membership of this group includes:-  
Mark Angus (Chair), James Gardiner, Inspector Ewan Strachan, Ian Urquhart, David Urquhart, Councillor John Divers with observers Councillor Graham Leadbitter and a representative from the Moray Council Economic Development Department act as observers.





**The Marketing group** is responsible for all marketing related activities of the business plan, this includes:-

City Centre Events  
Collective Marketing  
Tourism and Entertainment

The current membership of the group is:-

Ian Widdowson (chair), David Urquhart,  
David Robertson, Jim Royan,  
Councillor John Divers, Stewart  
Halkett of the Elgin Benevolent Trust  
(this is a courtesy arrangement as BID sits  
on the board of the Benevolent Trust)  
and Faith Houlding with observers, as  
above, Councillor Graham Leadbitter and  
a representative from the Moray Council  
Economic Development Department act  
as observers.

The Operational Group is responsible for overseeing the ***budgets, annual report and community involvement.***

The current membership includes: Alistair Simpson, Frank Hughes and Neil Ross.

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## Section 4 Activity Update 2013/2014

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### 4.1 Theme – Building a reputation and marketing Elgin as a vibrant destination

*There are 4 main projects falling within this Theme, their overarching aim is to identify, develop and utilise activities which promote Elgin as a destination of choice. One of the key focuses is the development of collective marketing and promotion in order to add strength to the message that Elgin City Centre has high quality offering and wide range of retail and leisure outlets.*

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.**

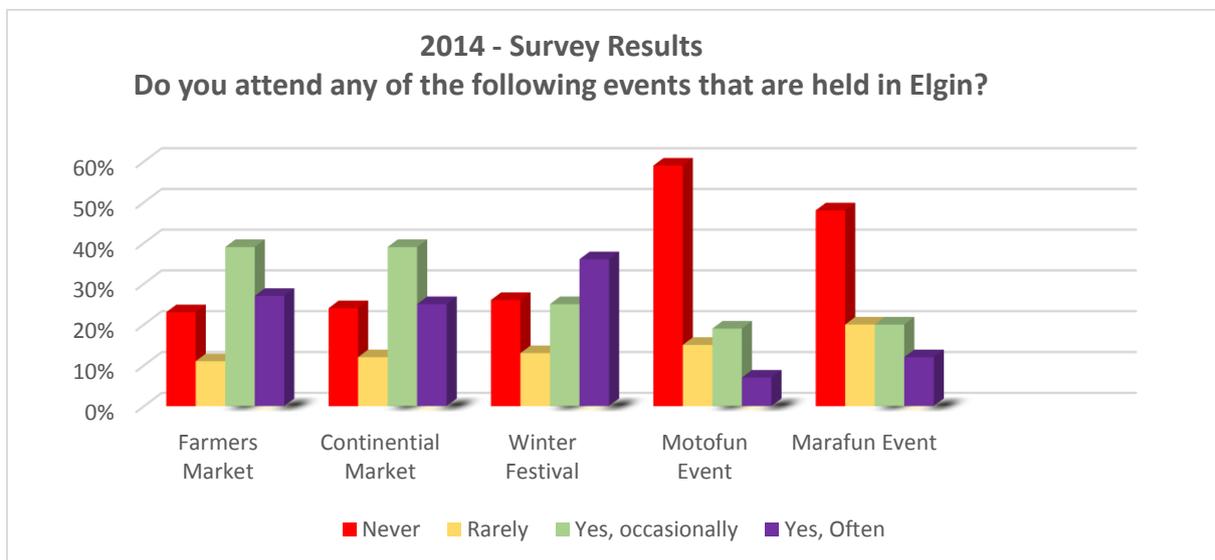
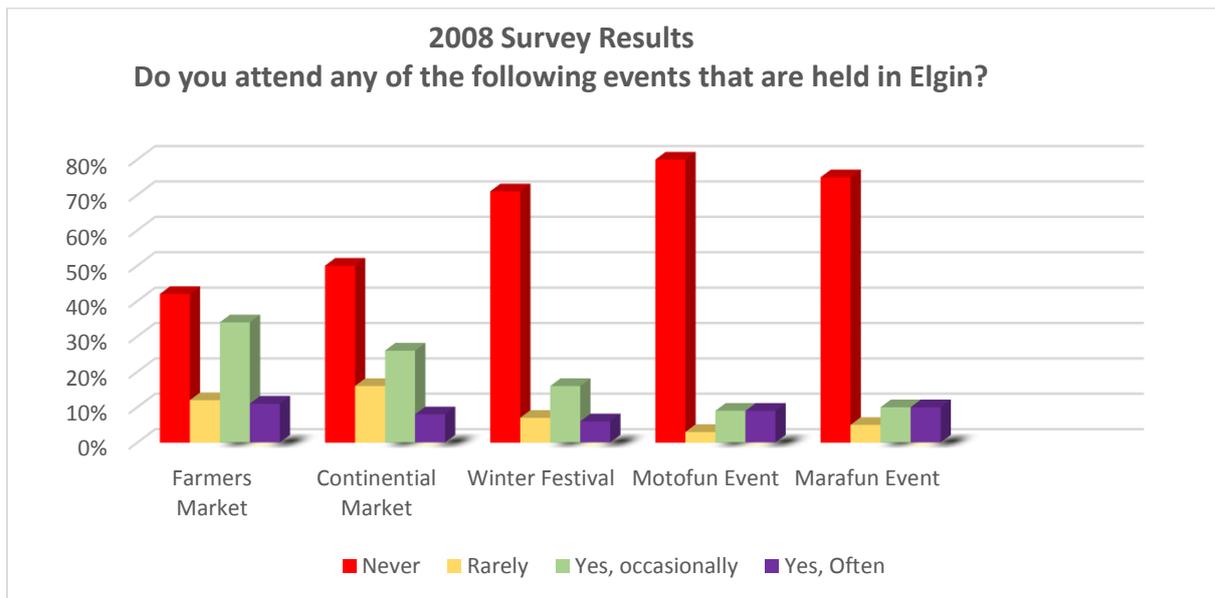
Themed events:- A key focus of activity in 2013/14 was the continued development of themed events. In the period 1<sup>st</sup> November 2013 – 31<sup>st</sup> October 2014, eight events were scheduled.

- Christmas Light Switch On
- Christmas Market
- Easter Family Fun Day
- Scottish Theme Day
- Wedding Extravaganza
- Food & Drink Festival
- Business & Best Bar None Awards
- Halloween Family Fun Day

Following the success of the Inaugural Business Awards in 2013, the awards are being hosted again in 2014, this year an additional awards category has been introduced. This celebrates the individual who has provided exceptional customer service and has already led to numerous nominations.

The fourth Food & Drink Festival took place in September and was the largest to date, with an increased number of exhibitors attending. Funding of £3845 was secured from Homecoming Scotland to pay for specific activities. New elements were incorporated into the Festival including hands on cookery classes which saw more than 60 members of the public cook with a professional chef and the Tasty Tipple which saw the private car park on South Street licenced for the day.

A consistent theme which emerged from the Event Visitor Survey was the appreciation of the Themed Events by members of the public, people enjoyed having activities and entertainment in the city. This was verified through the independent shopper survey carried out in 2014, which showed an increase in interest in the events programme in comparison to the 2008 results.



**Heritage Experience - Castle to Cathedral to Cashmere:-** Preparation for the Heritage Trail has now been completed and an application submitted to the Heritage Lottery Funding for additional project revenue. A start date of November 2014 has been set, which will see the introduction of interpretation panels, an orientation hub and on the ground activity which will help to bring 1000 years of Elgin’s heritage to life. The project will be completed in 2016 and will firmly put Elgin’s tourism offer on the map.

**Bid 3D Business Map, Food and Drink guide:-** These publications promote Elgin City Centre on a collective basis providing detailed information about the location of all Elgin BID businesses. Due to the past success of the maps an update is currently underway and will be produced again for wide scale distribution in order to ensure that Elgin BID businesses are promoted and kept at the forefront of shopper’s minds. They will be re printed in the later part of 2014.

WorldHost Customer Service Training – Elgin BID has taken on a key role in supporting the development of Moray as a WorldHost Destination, this activity is directly supported by the Moray Economic Strategy – Tourism and Culture Group. 10 destination areas have been identified across Scotland, gaining WorldHost Destination status for Elgin will contribute towards the wider Moray status and will allow the area to be branded as offering exceptional customer service. Elgin BID has successfully achieved WorldHost business status and assisted 22 people and 5 businesses within Elgin to gain the business status. People 1<sup>st</sup> who are coordinating the programme secured funding from the Scottish Government in August 2014 which will provide subsidised training places for employers, as a result the programme will be rolled out from Autumn 2014. Elgin BID will promote and coordinate the training programmes for Elgin BID businesses.



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

**Elgin BID website;** - The Elgin BID web site is currently being redesigned. The new design will include a “Vacant Property” page which will provide prospective new businesses with a summary of properties available for rent/purchase. Additional information will be provided relating to Small Business Bonus Scheme, the Conservation Area Regeneration Scheme which offers grants and business start-up support from organisations including Business Gateway and Highlands and Islands Enterprise.

**Facebook page;** - Increased has been of the Elgin BID Facebook page as a promotional tool for businesses to promote activities and special offers. The Facebook page continues to be an excellent promotional tool for the Festival of Events.

The use of Social Media as an economical and effective marketing tool was highlighted at the business consultation session held in March and May 2014 – Appendix 1 & 2.

**Electronic Bulletins:-** The electronic bulletins are now used as one of the main forms of communication with the business members, an increasing number of businesses have provided E mail addresses allow a fast, cost effective and environmentally friendly way to communicate.

**TV and Radio Advertising** – MFR continues to be used a regularly promotional tool for the Festival of events. Feedback from the visitor surveys carried out with members of the public, confirms it is a highly effective promotional tool which is able to reach a wide audience throughout Moray and beyond. During the Food & Drink Festival they broadcast live from the City Centre, which attracted a lot of attention and encouraged people to come along and join in. This activity was funded from the Homecoming Scotland grant.

As agreed in 2013 an evaluation of the effectiveness of the STV advert at the Food and Drink Festival and Christmas light switch on was carried out. The results showed that the penetration rate of this form of marketing was very poor with very few respondents having viewed the advert. As a result the Marketing Group have decided not to utilise this method of promotion again.

**Elgin & District Pipe Band:-** Elgin BID continues to sponsor the Elgin and District Pipe band who act as an ambassador and prove a highly popular attraction at all of our events. We are proud that our support has enabled them to compete at events across the country, whilst providing us with a professional and much loved source of promotion.

**Business Features:-** A series of business features was published in the Northern Scot from October – December 2013, promoting geographical areas and “themes” of the City and featuring the businesses located within them. These features will be run again in 2014.



**Healthy High Streets:-** Elgin was selected in June 2014 as one of 3 Scottish and 29 British towns to take part in the Healthy High Street initiative. This is a project supported by Business in the Community which has brought national companies together to support their local High Streets. Local partners are Marks and Spencer, Boots, Santander and Co Op, the project has 3 key themes:-

- Reducing empty properties
- Returning pride
- Increasing footfall

Elgin was selected to be involved as BID were able to prove examples of strong partnerships and creative initiatives.

#### **4.1.3 Project 3 – Coordinated local information provision and signage making the best use of new technology**

**Signage:** Signage was due to be updated in the City Centre in Spring 2014, this was delayed due to the work being carried out for the Renewal Ballot but will take place at the end of 2014 or early 2015.

#### **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 & Adopt an Empty Shop Scheme:-**

Elgin BID has been approach the agents and landlords of empty to gain details of their properties for the new web site. This is not always straightforward as many of the letting agents are not based in the local area and have no direct tie to the local community. Information has been provided about the Conservation Area Regeneration Scheme grants.

Elgin BID has also met with Business Gateway Moray and the Conservation Area Officer to discuss a a local “pop up shop” initiative which will assist new businesses to test trade prior to taking on commercial premises.

Elgin BID are now working closely with The Moray Council to promote the use of upper story accommodation within the City Centre, this will allow empty and derelict properties to be taken back into use as residential properties. It is acknowledged that doing this will lead to a stronger evening economy with an increased number of people living in the city centre.

#### 4.2 Theme:- Tourism and Entertainment

*There are 3 projects within this theme; their aim is to increase the number of events and activities to attract visitors to Elgin, while building on the key strengths of the area. This is one of the key themes for Elgin 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:**

###### **Heritage Experience – Castle to Cathedral to Cashmere:-**

As stated in the introduction and 4.1.1, the Heritage Experience project continues to develop with the Management Group overseeing activities and driving the initiative forward. Members of the Management Group include Elgin BID, the Elgin Fund, the Elgin Benevolent Trust and the Moray Council. Tourism was highlighted with in the consultation evenings as a key driver for the future development of the city. This will directly support not only the Elgin economy but it will play a key part in the wider Moray Economy. Elgin BID continue to play an active role in the Moray Economic Strategy Tourism and Culture Working Group, ensuring the voices of Elgin businesses are represented.

###### **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 and pride in the historical and environmental legacy within Elgin, particularly by the younger generations
- To improve the economic opportunities within 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:-**

Throughout the period of this report 8 events took place, this Festival of Events continues to gain recognition as offering a safe, family friendly day out. An increased number of BID businesses has participated and utilised the opportunity to promote their company and sell their products.

Anecdotal evidence from BID businesses following the 2014 Food and drink festival highlighted increased sales with the Manager from Marks and Spencer stating that they experienced their best days trading of the year.

Development of the Festival of Events will continue with cross boundary promotional opportunities being developed for example the Royal Deeside Tourism Group are keen to promote Elgin Events programme to visitors and residents in their area, if Elgin BID will to the same for their Food and Fiddle Fortnight. This arrangement could work well as visitors staying in Royal Deeside can easily make a day trip to Elgin to make the most of activities that are going 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** – The hanging baskets were re-introduced in 2014, arrangements were put in place to have them planted, watered and maintained over the season. This however later became a problem and following discussion with the Environmental Working Group the participating businesses were approached and asked if they would take over watering of the baskets at their premises. With the exception of one business who was unable to take on this role all others did. The cost which normally would be charged for this service was waived. It was agreed that the businesses would be gifted the baskets at the end of the summer season so that they could continue to use them in forthcoming years.

The Moray Council announced in 2014, that they would be reducing the gardening and maintenance role in the city and as a result, the large street planters would be removed. Elgin BID agreed to take on the maintenance role and successfully secured funding from the Elgin Common Good Fund to assist with this. The aim is to approach businesses, following a successful renewal ballot result to invite them to “adopt” a planter in the city centre, this would pass responsibility to the businesses, but would ensure the planters remain located within the city. The businesses who agree to take on this role would have a small plaque erected on the side of the planter to show their adoption of the planter on behalf of the city centre.

Work continues between Elgin BID and the Elgin Benevolent Trust, regarding the City Centre Christmas Light initiative. Following meetings with a number of suppliers a preferred lighting scheme has been identified. The aim is to install the lights for Christmas 2015, a school competition will be launched in 2014, which will launch the Christmas Light replacement programme.

The outside seating of Starbucks and the Pancake Place proved to be particularly positive in the summer months with many people staying in the town longer and taking advantage of the attractive outside space. This diversification of the way that the city centre is used has added a “continental/café” culture atmosphere.

#### 4.3 Theme – Shopping Offer

*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.*

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

##### **4.3.1 - Project 8 - Develop an integrated city centre development plan to research and target additional quality specialist and independent retailers & Introduce customer welcome/loyalty card.**

Elgin BID has met the Business Development and Inward Investment Group of the Moray Economic Partnership who are responsible for the delivery of the Moray Economic Strategy, in order to identify opportunities for joint working and support.

Elgin BID ensured that the consultation exercise held by The Moray Council in Spring 2014 was promoted to businesses. The Lossie Green Charette, was a short consultation hosted by a group of experts which looked at the opportunities for development of the Lossie Green area. Elgin BID attended all 6 sessions which took place over a 2 day period, in order to ensure that the views of the city centre businesses were represented.

This development could potentially provide exciting opportunities for the city centre businesses, however it is essential that it is used to enhance the existing city centre as opposed to replacing it. Elgin BID will continue to positively campaign on behalf of its members.

#### 4.4 Theme – Business Engagement

*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.*

Note: All projects were identified as high priority with medium to short term start

#### **4.4.1 Project 11 - Business to Business Co-operation**

**(Short term/Immediate Start) – this will be an on-going development which should continue through the lifetime of the BID.**

In 2013/2014 Elgin BID held or was involved in a number of activities including:-

- WorldHost Customer Service Training began in Elgin with a series of pilot courses, these led to 22 individuals gaining their certificate in the Principles of Customer Service and 5 businesses gaining Business Status.
- Retail Crime Training sessions – a drop in training session was organised by Elgin BID and Police Scotland, following the launch of the Retail Crime and Pub Partnership
- The Annual General Meeting – held on the evening of the Business awards, providing business members with an update from the Board
- BID Business Awards – the second BID Business Awards took place in Moray College, to celebrate the businesses nominated by members of the public for their great service.
- Best Bar None – a number of businesses within the city, agreed to participate in the Best Bar None initiative. The businesses who successfully complete the programme will be given their awards at the BID Business Awards and AGM in October 2014.
- Legislative Changes Training – Elgin BID joined forces with the Moray Chamber of Commerce to ensure that Zero Waste Scotland agreed to hold an additional training session in Elgin regarding the introduction of the Single Use Carrier Bag\_ rules, this training was well received with an audience of approximately 30 businesses attending for across Moray. This is particularly heartening when you realise that sessions held in Glasgow were attended by only 6 people.

One major activity which came out of this theme was the development of the “South Street the Wedding Street” initiative. This is a collaborative initiative developed by businesses in South Street, Elgin, and City of Elgin BID Ltd.

The project has created a distinctive brand and for the street as the:-

“the one stop wedding shop”.

What makes this collaboration unique is that who should in theory be directly together for the greater environment.



Businesses as diverse as kilt hire, dress sales, cakes, flowers, opticians, dentists and podiatrists are working with a sense of pride and optimism, happily promoting each other where ever the opportunity exists. There are currently 26 businesses participating in the project, this equates to approximately 50% of all businesses operating within the street.

It is hoped to adopt that collaborative approach in other areas of the City, in the future.

This initiative has also been recognised nationally through the British Business Improvement District Network.

#### 4.5 Theme – Cleanliness, Safety and Appearance

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

Note: Projects have varying priorities and timescales, each noted individually

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

**Street Cleaning Machines:-** The Street Sweeper was brought back into the City earlier this year and now goes out three days per week, enhancing the statutory cleaning performed by The Moray Council. As well as covering the main city centre areas, it is also carrying out additional cleaning in the lanes and closes.

**SPICE (Strategic Partnership for the Improvement of the City of Elgin):** The SPICE group is now well established and formally constituted with Charitable Status, this allows it to apply for funding in its own right for appropriate activities.

In order to develop activities the group have been meeting with the “Achieving Community Empowerment Team”. This has involved a series of meetings with an independent advisor to review the Action Plan, group membership and explore funding opportunities.

##### **4.5.2 Project 14 – A scheme to regenerate City Centre shops (Medium term & High Priority):-**

This project is now being taken forward via the Conservation Area Regeneration Scheme project. This £3.3 million, 5 year initiative will provide grants to businesses wishing to carry out structural work on the exterior of their premises or update signage. A number of grants have already been awarded and work carried out.

The project will also see work carried out on the City Centre public realm and the lanes and closes.

##### **4.5.3 Project 15 – Research existing use of wardens, police deterrence, CCTV, APEX radio system (Short term and medium to high priority):-**

BID continues to attend the retail crime meetings and feed information from them to the businesses via the Businesses Bulletin in order to ensure businesses who are unable to attend do not miss out on vital intelligence. In partnership with Police Scotland Elgin BID now co-ordinate the online Retail Crime and Pub Partnership which provides up to date information source for all Retailers, Pubs, Bars and night clubs in the city.

The BID Project Officer provides familiarisation sessions to any businesses who wishes to utilise the system, in partnership with our Police Scotland liaison officer, she ensures the system is used appropriately. This service is provided free of charge to all BID members.

In partnership with Police Scotland & the Scottish Fire Service, Elgin BID has been working to introduce the Best Bar None scheme for the first time in Elgin City Centre. Best Bar None is a voluntary initiative for Pubs, Bars and Clubs and aims to increase the standards of cleanliness, health, safety and service in this sector.

#### 4.6 Theme – Traffic management and access

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

Note: Projects have varying priorities and timescales, each noted individually

##### **4.6.1 Project 16 - Research and pilot reducing or alternative approaches to parking charges) short to medium term & high priority)**

Following the withdrawal of Traffic Wardens, Elgin has experienced an increase in the number of people inappropriately parking their vehicles. Elgin BID work closely with the business members to identify where issues are arising and inform and Police Scotland so that action can be taken.

Elgin BID recently met with The Moray Council and the Manager of the St Giles Shopping Centre to explore the possibility of introducing a pilot parking initiative which would allow businesses who wished to refund the fares of their customers to do this. If the pilot programme is successful, Elgin BID will petition for the development of this initiative across the city, providing increased opportunities to business members.

**Parking charges** – It is worth remembering that Elgin BID successfully spearheaded a campaign to reduce parking charges in the city for short term parking and monthly parking passes in 2012. Copies of both reports can be found at [www.elginbid.co.uk/downloads/reports](http://www.elginbid.co.uk/downloads/reports).

##### **4.6.2 Project 17 – Improved and up to date signage for motorists and pedestrians (Immediate start & high priority)**

**Business Signage** - BID will update the business listing signage for the closes and the lanes in the coming months.

## 4.7 Theme – Community Involvement

*The focus of this theme is to strengthen the links between Elgin BID and the wider community, with a particular focus being placed on young people.*

Note: All projects were identified as high to medium priority with short to medium term start

### **4.7.1 Project 19 – Work with young people to understand their needs & provide opportunities to contribute or derive benefits through BID.**

Elgin BID work closely with a number of youth groups and young people these include Moray College students from the Hospitality and Events management courses. They are invited to participate at the events, giving them a new breadth of experience and the opportunity to gain skills which they can use in their course work.

In addition young people from the Delta Force volunteering group at Elgin Youth Café are now helping Elgin BID acting as Marshalls at our events. This provides them with an opportunity to engage businesses and visitors to Elgin in a positive and ambassadorial role. The skills used in this role are the same work place skills required by employers.

Elgin Rotaract work in partnership with Elgin BID to support the city events programme.

A strong relationship has developed with all our young volunteers who help to deliver our events programme.



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## *Section 5 Business Plan 2015 – 2020*

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The 2015 – 2020 Business Plan was developed following valuable and in-depth consultations undertaken with our business members, shoppers, the younger generation and stakeholders.

The BID proposal is available to any person who is eligible to vote on the Elgin BID proposals. A copy of the BID Business Plan will be issued to every person eligible to vote with the ballot papers, in the interests of transparency it will also be posted on the BID web site and hard copies are available from the BID Office – details at the end of this report.

These consultations reviewed the activities which had been undertaken since the formation of BID in 2010, discussion then took place to identify the key themes and priorities which should form the basis of our work in Phase 2. The key Themes and Projects were selected because of the important strategic impact they would have on the city centre.

Equally important they align with the Moray Economic Strategy allowing us to work in tandem, attract new ideas and investment, providing a unique opportunity to work for the businesses, enhance business profitability and move forward exciting proposals in partnership with the public sector.

The overarching vision of the Business Plan was to develop a thriving and busy city centre with a supportive and involved business community with:-

- A strong and well marketed reputation as a destination with a joined up and diverse retail and tourism offer reflecting the strengths, heritage and other assets of the area
- A clean, well maintained and attractive appearance with adequate and accessible parking, well managed traffic and clear signage for all
- A diverse programme of well publicised cultural, community events and markets
- A continuing developments including the Castle to Cathedral to Cashmere Experience and the Elgin Conservation Areas Scheme and other initiatives
- Elgin BID continuing to be a voice for the businesses within the BID area

The key themes and improvement projects include:-

- Building a Reputation and Marketing Elgin as a Vibrant Destination
- Tourism and Entertainment
- Shopping Offer
- Business Engagement
- Cleanliness, Safety and Appearance
- Traffic Management & Access
- Community Involvement

An electronic copy of the business plan are available on the Elgin BID web site.

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## Section 6 Renewal Ballot Process

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### How the Ballot Works

Under legislation Elgin BID was required to submit the proposed Phase 2 Business Plan and legally binding Proposal to the Chief Executive of the Moray Council, Scottish Ministers and BID Scotland in advance of the ballot date (key dates listed below), this happened in August 2014.

The Business Plan and Proposal were presented to the Moray Council Economic Development and Infrastructure Committee, who unanimously agreed to support the continuation of Elgin BID.



A Notice of Ballot will be issued to non-domestic properties in the BID area prior to the formal Ballot taking place.

The BID proposal is available to any person who is eligible to vote on the Elgin BID proposals. A copy of the BID Business Plan will be issued to every person eligible to vote with the ballot papers, in the interests of transparency it will also be posted on the BID web site and hard copies are available from the BID Office – details at the end of this report.

As detailed earlier the ballot process is governed by strict rules and regulations, a summary of key dates and the voting process is listed below.

- Ballot papers will be issued to every business in the BID area 42 days (16<sup>th</sup> October 2014) before the final ballot date.
- Ballot papers, together with a copy of the Elgin BID Business Plan will be posted to the person responsible for casting a vote within their business. In the case of national companies the responsibility for voting may lie with head office.
- The BID ballot is a confidential postal ballot conducted by The Moray Council on behalf of the City of Elgin BID Ltd and in line with Scottish BID legislation.
- Where a property is vacant the voting papers will be sent to the property owner.
- The final date for all ballot papers to be returned is 5pm on the Friday 28<sup>th</sup> November 2014. Ballot papers received after this time and date will be null and void.
- Voting papers will be easy to complete, businesses simply place a cross on either “Yes” or “No” to the question “are you in favour of a BID?”
- The ballot paper must then be signed by the person eligible to vote and returned in the pre-paid envelope.
- For the ballot to be successful, there must be a minimum of 25% “turn-out” (the headcount) by number of eligible persons and by combined rateable value.
- Of those that vote, over 50% by number and 50% by combined rateable value must vote in favour of the BID.

- All eligible persons (i.e. those persons liable to pay non domestic rates) will have one vote for each of the properties that they occupy. Where a person is liable to pay the non-domestic rate for more than one property, that individual shall be eligible to cast more than one vote. However, they will also be required to pay the levy for each of the properties that they occupy. Each paper counts as one vote. It is important that every paper received is completed and returned.
- The announcement of the Ballot Result will take place on Tuesday 2<sup>nd</sup> December 2014.
- If Elgin BID are successful with the ballot, the Phase 2 City of Elgin BID Ltd will commence on 1st February 2015 and will run for a period of five years until the 31<sup>st</sup> January 2020.

### **Key Dates**

Thursday 2nd October 2014 - Publication notice of the ballot

Thursday 16th October 2014 - Ballot papers to be issued

Friday 28th November 2014 - Final day for voting papers to be received (before 5pm)

Tuesday 2nd December 2014 - Announcement of ballot results

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## Section 7 Audited Accounts

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

#### DETAILED PROFIT AND LOSS ACCOUNT

YEAR ENDED 31 JANUARY 2014

	2014 £	2013 £
<b>TURNOVER</b>		
Moray Council grants	49,000	49,000
Levy income	123,511	134,716
Fundraising income	1,243	755
HIE Grant - World Host Destination	3,000	–
	<u>176,754</u>	<u>184,471</u>
<b>EXPENDITURE</b>		
<b>BUILDING A REPUTATION</b>		
Newsletters	–	343
Sponsorship	3,000	3,000
Advertising	7,329	13,817
Subscription	55	–
Challenge fund	–	7,717
Food & Drink maps and Street maps	–	2,531
E-Hospitality	2,780	–
Donation - Spirit of Moray Book Festival	500	–
World Host Destination Research	2,900	–
Business awards	495	–
	<u>17,060</u>	<u>27,409</u>
<b>TOURISM AND ENTERTAINMENT</b>		
Free buses	–	670
Scottish theme day	4,153	5,039
Halloween event	2,105	2,361
Fashion event	9,521	9,760
Food and drink event	5,217	4,867
Music mania	–	4,850
Health theme day	–	2,481
Event management fees	–	12,322
Christmas lights	21,295	23,676
Christmas lights switch on	6,480	7,579
Christmas market	629	1,389
Family fun day	–	4,157
Heritage project contribution	–	8,050
Easter event	–	1,496
Late night shopping	–	2,109
Donations - entertainment at events	–	600
Donations - St Giles Church	2,008	–
	<u>51,408</u>	<u>91,406</u>

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

**DETAILED PROFIT AND LOSS ACCOUNT**

**YEAR ENDED 31 JANUARY 2014**

	2014	2013
	£	£
<b>CLEANLINESS, SAFETY AND APPEARANCE</b>		
Street sweeper	1,041	1,693
Frontage improvement scheme	–	15,274
Traffic management and access	–	2,416
Planters	50	–
Salt for streets and snow shovels	–	86
Hanging baskets	554	2,808
Donation - Street Pastors	563	–
Litter picks	–	320
Cooper Fraser Close	–	180
Moving christmas tree	–	174
Shrubbery removal	–	1,171
Retail crime	810	–
	<u>3,018</u>	<u>24,122</u>
 <b>TOTAL DIRECT COSTS</b>	 <u>71,486</u>	 <u>142,936</u>
 <b>ADMINISTRATIVE EXPENSES</b>	 62,825	 59,238
 <b>TOTAL EXPENDITURE</b>	 <u>134,311</u>	 <u>202,174</u>
 <b>OTHER INCOME</b>		
Bank interest receivable	–	1
 <b>SURPLUS/(DEFICIT) FOR THE FINANCIAL YEAR</b>	 <u>42,443</u>	 <u>(17,702)</u>

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

**BALANCE SHEET**

**31 JANUARY 2014**

	Note	2014 £	2013 £
<b>CURRENT ASSETS</b>			
Debtors	5	81,600	13,307
Cash at bank and in hand		26,375	72,856
		<u>107,975</u>	<u>86,163</u>
<b>CREDITORS: Amounts falling due within one year</b>	6	36,355	56,986
<b>NET CURRENT ASSETS</b>		<u>71,620</u>	<u>29,177</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>71,620</u>	<u>29,177</u>
<b>RESERVES</b>	9		
Profit and loss account	10	71,620	29,177
<b>MEMBERS' FUNDS</b>		<u>71,620</u>	<u>29,177</u>

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime 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 ....., and are signed on their behalf by:

.....  
MR DAVID URQUHART  
(CHAIRPERSON)

.....  
MR DAVID ROBERTSON  
(VICE CHAIRPERSON)

Company Registration Number: SC365793

## **Appendix 1**



### **BID Business Consultation – 19<sup>th</sup> March 2014**

#### **Summary of Findings**

##### **Purpose of Evening**

The aim of the evening was for the attendees to take part in table discussions, centered around the following questions:-

- Should the current BID boundary should be changed.
- Are the Business Plan themes are still relevant.
- Are there are new themes that should be looked at.
- Are there are any specific projects that Elgin BID should investigate in the coming years.
- Finally the groups were asked to rate the themes in order of importance.

Reference notes were provided (attached at the end of this document) to highlight a selection of activities that have been achieved under each themes over the last 4 years. 27 people attended on the evening, representing 22 businesses.

##### **Boundary Change:-**

There were mixed views on this, comments included:-

- Moving forward associate membership should be included for businesses out with the city centre - key businesses including hotels could be targeted
- There was a suggestion that the Elgin City Football Club, Johnston's of Elgin and the Cathedral should be included within a new BID boundary
- Others felt the focus should remain as it is with "High Street First" being at the heart of activity

Tesco was mentioned in relation to bullet points 1 & 2.

##### **The priority order given to the Themes was identified by the groups as:-**

(1 being highest – 6 being lowest)

1. Building a reputation & marketing Elgin as a vibrant destination
2. Tourism & entertainment
3. Cleanliness, safety and appearance
4. Community Involvement
5. Parking and traffic issues
6. Business Engagement

##### **Summary of comments that were gathered relating to the Themes:-**

- **Building a reputation & marketing Elgin as a vibrant destination**

The general perception of the comments made was that this is a critical issue and should remain a high priority going forward.

- The “Embrace Elgin” logo is directed at businesses and BID members rather than acting as a hook for visitors and that re branding should be considered
- The use of city centre ambassadors both young and old, to promote the city and encourage people to follow BID & Business activity on Facebook would be positive
- Free Wi Fi should be provided
- Checks should be carried out about how Moray/Elgin is shown on Visit Scotland
- Suggestion that BID should do more to promote of the good weather Elgin/Moray has
- There was a desire to keep promoting the “Buy Local” concept
- Consideration should be given to a professionally run Social media operation aimed at consumers – there have been offers of help on this
- The continued development of regular themed events was highlighted – it was suggested that this could have sports involvement, provide the opportunity for young people to promote their talents, increase the family offering. (*Applicable below*)
- The development of Cooper Park, one idea raised was an Alice in Wonderland style theme throughout the park (*Applicable below*)
- Introduction of an Elgin Fringe Festival with comedians and musicians (*Applicable below*)
- Historical walks (*Applicable below*)
- Regular street entertainers would be a positive addition (*Applicable below*)
- Establishment of Walk for Life or the Moon Walk for the City (*Applicable below*)
- There was a suggestion that the BID website needed to be more dynamic and provide better signposting to business support including Business Gateway, and how to get involved in benefits.
- Suggestion that evening trade is an opportunity that needs to be maximised and that BID should offer or signpost support to help this

#### **Tourism & entertainment**

- The importance of the events programme and street entertainers was highlighted by many of the groups
- Develop a Christmas Carol day – providing a platform for local children who can sing in city and within businesses
- Not all events are promoted, BID promote their events, but a coordinated approach may be required to all city activities
- Develop an identity for Elgin – not aimed at businesses but aimed at Tourists, consumers and locals.
- There is the opportunity for a link to the Orienteering Championship which is coming to Elgin
- Suggestion that Elgin host a New Year’s celebration, with entertainment
- Comment that the Food & Drink festival is very good and should continue to be built on
- Mention of the WorldHost Customer service training and how positive and well received it was

#### **▪ Cleanliness, safety and appearance**

There were mixed opinions on this topic, with some groups feeling the city is well presented and others concerned that more needs to be done.

- More outside seating would be positive – develop a café culture
- Increase the number of people living in the city, problem might be existing owners charging high rents
- Continue with signage updates, flower beds and shop frontages

- **Community Involvement**

- The benefits of BID being visible to Moray College students was highlighted
- The opportunity for BID to act as a facilitator between businesses and young people seeking employment is an area that could be pursued
- BID should continue to work with and involve young people
- A suggestion was made to link schools with empty shops – hand over the facility for a day

- **Parking and traffic issues**

- The need to improve disabled parking facilities was highlighted
- It was highlighted that the Traffic Wardens are being missed and that problems are emerging
- Ease loading bay restrictions, by allowing ½ hour parking outwith restricted loading times
- Comment that closure of the Multi Story car parks in the evenings is not helpful
- Pursue Free after 3.00pm idea with Moray Council

- **Business Engagement**

- Suggestion that BID office should be located in a more prominent place in the city
- Business collaboration could be encouraged, businesses promoting each other or “selling products and services” to each other
- There is an opportunity for businesses (owners, managers & staff members) to support each other through a Peer – Peer programme, sharing skills, knowledge and expertise.
- Support more networking opportunities
- Vacant property page is being developed within Elgin BID web site – this is currently under review

- **Future Themes**

- Development of Conferences, Festivals with BID providing a facilitation role
- Support Moray College to grow – particularly arts, culture and music
- Develop an area for “starter” shops to encourage new businesses
- Develop a programme to promote occupancy of empty buildings

The notes below were provided on the night, to act as a prompt of a selection of the activities that have been achieved through the existing business plan themes.

Existing Themes	What has been achieved so far <b>(this is just a sample of the key projects)</b>
<p><b>Building a reputation &amp; marketing Elgin as a vibrant destination</b></p>	<p><b>Promotion</b> – TV advertising, MFR, Northern Scot – event and business features, P&amp;J, Visit Scotland brochures, Event Scotland</p> <p><b>Guides</b> - Joint promotion via business maps and food &amp; drink guides</p> <p><b>Event Recognition</b> – Food &amp; Drink Festival 2014 was one of 6 identified by Scotland’s Food &amp; Drink for high profile advertising, event was recently highlighted in Scotland on Sunday. We have been asked to present to BID’s across Scotland.</p> <p><b>BID Business Awards</b> – Held for the first time in 2013, highlighted the businesses around the town and resulted in nearly 4000 votes from members of the public.</p> <p><b>BID Facebook page</b> – Has grown in popularity and has approximately 900 followers with the number steadily rising. This is now used regularly to promote the businesses and activities they are involved in.</p> <p><b>BID Web site</b> – Is currently under reconstruction and provides information about the city and businesses.</p>
<p><b>Tourism and Entertainment</b></p>	<p><b>Events programme</b> which has included the Food &amp; Drink festival which is gaining recognition across Scotland, Christmas Light Switch On, Family Fun days (Easter &amp; Halloween), it is estimated the events have attracted more than 100,000 people into the city. A survey carried out with businesses after the Food &amp; Drink Festival showed that the St Giles shopping centre saw an increase of 40% in footfall on the day, 55% of those who reported an increase in sales on that day, said it was in excess of 20% compared to a normal days takings. Is advertised on MFR capturing a large audience across the North East.</p> <p><b>WorldHost Destination Status</b> – Elgin BID is taking a lead role with the Moray Economic Strategy in helping customer service businesses in Elgin access the training at discounted rate. Businesses that put 50% of their staff through the programme are able to brand themselves as WorldHost businesses. This is the Internationally recognised standard for customer service and was used by London Olympics 2012.</p> <p><b>Visitor Information Points</b> – Businesses across the town offering local information, and advice to visitors, this has provided them with an opportunity to engage and enhance the visitor welcome to Elgin.</p> <p><b>Castle to Cathedral to Cashmere Heritage Trail</b> – A partnership programme will bring to life the city centre by capturing the last 1000 years of history. Should provide a real focus for the town and encourage visitors. Research has been taking place and the programme will begin in earnest in 2014.</p>

<p><b>Business Engagement</b></p>	<p><b>Joint Training Opportunities</b> – Conflict Management training done in partnership with Police Scotland &amp; WorldHost Training were provided to businesses.</p> <p><b>South Street the Wedding Street</b> – 25 businesses (65% of those in the street), financially contributing and working together to promote the street.</p> <p><b>Batchen Street</b> - With the support of BID, businesses in Batchen Street were able to negotiate with Moray Council to seek a revision of the original plans for street scaping works and agreement on the types of material to be used, layout, design and minimise impact during construction.</p> <p><b>South Street</b> - Businesses working together in South Street were able to successfully complete a huge restoration and repair work on their premises again with the support of Elgin BID.</p>
<p><b>Cleanliness, Safety and Appearance</b></p>	<p><b>Shop Frontage Improvement Scheme</b> – Run successfully for 2 years, 31 businesses participated, grants were awarded of £50,837, however it is estimated that investment in properties was approximately £167,332.</p> <p><b>Conservation Area Regeneration Scheme</b> – A partnership project worth 3.3 million pounds over a 5 year period. Takes over from the BID shop front improvement scheme, will also provide investment in the lanes and closes, public realm and a lighting scheme.</p> <p><b>Street Sweeper</b> – Was taken off the road in 2013 due to changes in Moray Council services and the fact they could no longer support it. BID is re-introducing it in 2014 at the request of businesses and in an effort to bring the standards back up.</p> <p><b>Street Pastors</b> – BID supported the introduction of the Street Pastors in 2013, volunteers from the churches work together to make sure that people enjoying the night time economy at the weekend are safe.</p> <p><b>Hanging baskets</b> – A voluntary scheme offered businesses the chance to have hanging baskets at their properties, this adds to the atmosphere</p> <p><b>High Street planters</b> – Due to cut backs it will no longer be possible for Moray Council to maintain the High Street planters, Elgin BID will take over that role in 2014, to ensure the city centre looks welcoming for local and national visitors.</p> <p><b>Seating</b> – Additional seating was introduced, and has proved very popular with visitors.</p> <p><b>Shrubbery Removal</b> – BID was able to negotiate reduced costs to businesses to support them with shrubbery on roof tops. This is still an issue for some buildings and more work is required.</p> <p><b>Online Retail Crime &amp; Pub Partnership</b> – delivered free of charge in partnership with Police Scotland to members</p> <p><b>Best Bar None</b> – will be launched in Spring 2014</p>
<p><b>Parking and Traffic issues</b></p>	<p><b>Parking Reductions</b> - Elgin BID successfully led a campaign on behalf of business members to reduce parking charges in Elgin.</p>

**Community  
Involvement**

**Moray College** - We regularly work with students from Moray College:-

Catering, Events, Childcare, Hair and Beauty Departments to get them involved in our events so that they develop skills and have the change to increase their confidence and show the public the type of activities they do.

**Elgin Youth Café** – As above they are now regular supporters and helpers at our events, they have also now become friends of Elgin Samaritans fundraising on their behalf

Schools – We have spoken to school pupils about the world of work and employer expectations so that they are better prepared to leave school.

**SPICE – Strategic Partnership for the Improvement of the City of Elgin** – working with Community Council, Police Scotland, Moray Council, Elgin Academy, Moray College – collectively now working together on projects including planting at Ladyhill and litter picks.

## **Appendix 2**

### **Elgin BID – Summary of Business Consultation - 19<sup>th</sup> May 2014**



#### **Summary of Discussions**

##### **Purpose of the Evening**

The aim of the evening was for the attending businesses to continue the discussions started on 19<sup>th</sup> March, by:-

- Looking in more detail at the two highest ranking Business Plan Themes, identified in workshop 1.
- Clarifying why these themes were identified as most important, in order to ensure Elgin BID fully understood the reasons behind the choices
- Identifying specific projects or initiatives which were of importance

The two highest ranking Business Plan Themes, identified in workshop 1 were:-

1. Building a reputation and marketing Elgin as a vibrant destination
2. Tourism and entertainment

One of the key points which came out in discussions at all the tables was that the two themes were interlinked and one was dependent upon the other if success was to be achieved.

It also became clear that people felt, one focal point/information centre was required in the centre of town. This point should be used for promoting everything from events, museum, tourist destinations, what's on, town centre activities and exhibitions. The question of evening access was raised.

The question of the night time economy in the town came up at more than one table. There is scope to develop the food, music (the venue doesn't have to be large to be well used), tribute bands and comedy nights. This needs to be done for local people as well as for the visitors. The offer has to be diverse in order to appeal to a wide ranging audience.

There were also discussions about the "Shop Local" agenda. There was a suggestion that the creation of a scheme to encourage people to shop locally could be investigated. Possibly as reciprocal local advertising promotion, where local shops advertise each other for free, supported by BID.

It was also acknowledged that Elgin does have a lot to offer, but there is still a lot of work to do in order to raise the profile of Elgin as a "destination" of choice.

## Looking at the individual themes:-

### Building a reputation and marketing Elgin as a vibrant destination

The notes below are extracts and summaries of the discussions that took place.

- There was recognition of the need to adopt a policy of “building upon what Elgin does well”
- There was a recommendation that increased and improved signage is required on the A9 to direct visitors to Moray
- Trip advisor was discussed, more importantly the need to use it more effectively. It was suggested that someone should be replying to negative comments or answering queries from visitors for places to go and see. This would have to be explored further.
- There was emphasis places on reinforcing what Elgin has to offer/activities
- A suggestion was made to link up historic attractions to town centre facilities i.e. museum to cafes
- Embrace social media more – need for BID to use Web and Facebook more to keep the positive messages going out
- Looking at other Festivals/activities was suggested for example Speyfest, Montrose Music Festival, Edinburgh Book Festival and comedy festivals, in order to see what we have, how we compare and if there are opportunities that could be used.
- There was a doubt raised that the Elgin BID logo was not on the CARS banner’s on scaffolding where projects are underway – this was checked and the BID logo does appear
- 2014 – Elgin and District area guide could be developed
- It was suggested that more focus needs to be placed on what visitors require
- UHI should be encouraged to attract more students to Elgin and promote it as a “university town”. Lack of suitable student accommodation seems to be an ongoing problem, however there are developments underway about that.
- The benefits of Elgin getting an “anchor” store were discussed. This goes hand in hand with the point below.
- The St. Giles Centre re-development looks exciting and may present opportunities.
- There was discussion about how we can use the local – Food, Whisky & Meat as a hook for bringing people in – perhaps small festivals lasting a few days.
- Whisky Festival could be linked with other products – farm produce & seafood to make an event for the future
- Whisky Festival is only a 4 day event – could this be spread throughout the year? Perhaps linking with other events.
- Discussion took place about how Elgin can become more prominent on Google
- BID leaflets & maps should be put into the shops/businesses for them to hand out after the 2014 re print
- Discussion took place about getting WiFi on the High Street and how this can be done
- Discussion about how to “join the dots” of activities so that activities that are going on are complimenting and widening the offer.
- There were requests to see the town centre cleaner and the weeds growing at the side of the pavements removed. Also that the bins be removed from our streets and out of sight of shoppers.

## **Tourism and entertainment**

The notes below are extracts and summaries of the discussions that took place.

- There was acknowledgement that an entrepreneur would be needed to organise any additional events as this is not the primary BID function
- However the importance of a good series of events to encourage locals and visitors to come to and stay in the High Street for longer.
- The new owners of the Thunderton expressed an interest in helping to develop an event with a historical theme
- There was also the suggestion that we could apply leverage to the larger Festivals for example the Food & Drink Festival or Christmas Light Switch On, in order to get more out of them.
- There was some discussion about the possibility of introducing a Hogmanay Event or developing a larger children's parade, float parade or Firework event.
- There was discussion about the Christmas Light Switch On, after the light what do people do, how can we keep them in town longer.
- It was suggested that we try to capture 1000 years of history in short visual display or by getting re-enactment people to do activities to support the Castle to Cathedral to Cashmere trail
- Spotlight & Highland Life were discussed as potential sources of advertising

## **Suggestion about Future Themes**

- Is there potential to host an event in Elgin for National Women's Day in March 2015 or for Elgin to host The Race for Life
- Would it be possible to link up with other events, for example could some of the Speyfest acts come to Elgin to do sessions?

## **Additional Notes**

- Q – Are there any local people going to the Commonwealth – could we promote them
- Improved discussions/interaction between the Planning Department and Historic Scotland

## **There were questions raised about:-**

- Why the shops tend to close at 5.00pm
- Rates – how high they were and how this disadvantaged businesses
- Planning applications – and the time it takes to get applications through, also how this compares to other areas in Scotland
- Can BID support additional collaboration between businesses – along the lines of South Street - The Wedding Street

**Elgin BID Phase 2:-**

Support was expressed by the businesses attending the event for the Elgin BID, the feeling was that a lot has been achieved and without BID in place the City would be struggling far more. The businesses were keen to be kept aware of progress as BID moves towards renewal ballot.

## Appendix 3

### Elgin BID – Summary of Consultation Meeting – 2<sup>nd</sup> June 2014



#### Summary of Discussions

##### Purpose of the Evening

The aim of the evening was for members of the Elgin BID Board of Directors to meet with young people from the Elgin area to get their views and opinions on the existing business plan themes and discuss:-

1. Are they still relevant?
2. Are there any specific projects or activities they felt should be continued/developed/introduced?
3. Are there any new Themes they would like to see introduced?

Finally they were asked to please rank the themes in order of importance.

The order of importance and potential future themes were identified as:-

Existing Themes	Order of importance – Number 1 being most important
Community Involvement	1 <sup>st</sup>
Tourism and Entertainment	2 <sup>nd</sup>
Building a reputation & marketing Elgin as a vibrant destination	3 <sup>rd</sup>
Cleanliness, Safety and Appearance	4 <sup>th</sup>
Business Engagement	5 <sup>th</sup>
Parking and Traffic issues	6 <sup>th</sup>
Future Themes	Youth Activity <ul style="list-style-type: none"><li>• Events, opportunities &amp; music</li></ul> Development of evening economy <ul style="list-style-type: none"><li>• Entertainment</li><li>• Café culture</li><li>• Music</li></ul> Sports activities Youth Day – promoting activities for young people to get involved in Pop Up shops

**Summary of comments gathered included:-**

Community Involvement	<p>It would be good to develop or provide access to a venue which people/organisations can use without having to pay £300/£400 for an entertainment licence e.g. community events would not pay as they would have an annual entertainment licence.</p> <p>The idea of partnership working to promote all activities taking place across the city was discussed</p>
Tourism and Entertainment	<p>It was suggested that there could be advantages in organising a proper PA system for the Town Centre.</p> <p>It was also highlighted that there are also problems with the public transport system, with poor services making it difficult for young people to get into and out of the city in the evening.</p>
Building a reputation & marketing Elgin as a vibrant destination	<p>The shopping offer could be improved with more high end shops in the centre for example Zara &amp; Primark</p> <p>The catering/restaurant offer could be improved to match what is available in Aberdeen for example Pizza Hut, TGI Fridays, Frankie &amp; Bennie – particularly those who open later in the evening</p>
Cleanliness, Safety and Appearance	<p>It was noted that the town looks a lot better and a lot cleaner now</p> <p>It was suggested that a Youth Pop Up Shop may be a good idea, or providing the facilities for non retail charities to use on a rotating basis</p>
Business Engagement	<p>When business engagement was discussed, one idea was that it would be a positive move for a facilitation role to develop links with The Moray Council so that young people can have a voice and influence decisions – for example the development of an *outdoor gym in the Cooper Park which would be free to use</p>
Parking and Traffic issues	<p>It was suggested that as there are no Traffic Wardens that the Community Warden could check on illegally parked vehicles.</p>
Future Themes	<p><b>Youth Activity</b></p> <ul style="list-style-type: none"> <li>• Events, opportunities &amp; music</li> </ul> <p>One point that was highlighted was that activities need to be provided at an affordable cost so that all young people can afford to get involved and are inclusive.</p> <p>It was suggested that a large event take place in the Summer – for example a Mid Summer event with music</p> <p>Encouraging and young buskers to come into the city – perhaps provide them with a designated pitch on a Saturday.</p>

It was highlighted that the Community Centre is not really being used as a Community Centre any more and there is the potential that the Leisure Centre will be closing in the evenings – the question was raised about where all the young people currently using the centre go.

#### **Development of Night time economy**

- Entertainment
- Café culture
- Music

This was an area that was highlighted as being of real importance, as it was identified that there are a limited number of activities currently available.

It was highlighted that the Cinema is now more fit for purpose and a better resource for people

#### **Sports activities**

Sport was identified as being important \*see reference to Outside Gym in Business Engagement section

#### **Youth Day**

It was suggested that hosting a Youth Day which could be used to promote activities for young people to get involved in and highlight the services on offer to them could be a good idea.

#### **Pop Up shops**

There were a few references made to the benefits of Pop Up Shops – they could be used to help new and developing businesses meet the market place. They could also be used for non retail charities as a way of them raising funds, seeking volunteers and promoting their services.