

Elgin BID July Bulletin



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Elgin Gift Card

The Elgin Gift Card has been live for over 5 weeks and over £1800 worth of gift cards have been bought already!

In our launch week we were the highest performing Town Gift Card programme!

We have over 70 businesses accepting the Gift Card, if you would like to register your business to accept the gift card email Tina on tina.mainland@elgingiftcard.co.uk , we will come around at a time that suits you - it only takes a couple of minutes to register you.

Please remember, Elgin BID are funding the Gift Card programme, so its free for BID business members. All you need is to be able to accept swipe card payments and you are set to go.



Events



Food and Drink Festival – time is running out to register

The Elgin Food & Drink festival is only 4 weeks away. If you haven't already booked your exhibitor stand, please get in touch **by the 20th July 2018!**

This year we have a limited number of stalls due to the road closure at North Street which means that market stalls cannot be put in Batchen Street.

Our headline chefs for this year are John McCruden (he was a big hit last year!) and Kenny McMillan from Pitodrie House Hotel.

The Tasty Tipple is filling up well with a whole host of local drinks producers on display offering samples and off sales of their wares.

You don't have to be a food & drink business to get involved! If you would like to run a special offer on the day we will advertise it on our social media platforms.

Other Events

We still have the Halloween Family Day and Christmas Light Switch On to come on 27th October and 24th November respectively. The event days bring lots of people into the city, and we want you to make the most of the increased footfall.

It isn't all about Market Stalls, they are a really useful promotional, sales and marketing tool and we are delighted to offer one free of charge to BID members, BUT we know they don't work for everyone, so we want to make sure you don't miss out.

You can ask us to highlight your business, you can get involved in the city treasure hunt, promote a specific product or a special offer in the run up to the event. If you are looking for inspiration about how to become involved, then we will be happy to help. So, whether you want to book a stall, take advantage of additional marketing or do something completely different, just contact the office so we can sort things out for you.

For a copy of the Food & Drink Festival booking pack or the market stall booking form contact the office on 01343 550652 and we will bring a copy over to you.

Hanging Baskets

The hanging baskets are back in the High Street and they add a beautiful splash of colour!

The Hanging Baskets were a project in partnership with Elgin BID, SPICE Group and Elgin Community Council. SSE Networks kindly put them up for us, through their staff volunteering time.

GNF Cleaning have kindly offered to water the baskets for free.



What would you do if you receive a subject access request or have a data breach?

Are you concerned about what your organisation would do if you had a data breach or if you receive a subject access request? As individuals are becoming increasingly aware of their rights under data protection legislation, this is becoming a real issue for many organisations.

Ordered Co Ltd are providing an interactive training session, where we will role play a data breach occurring and discuss how you might deal with a subject access request.

The event will take place on Wednesday 25th July 2018 from 10am until 12pm.

This event is free of charge, but any donations towards Elgin Youth Café's Cyber Essentials accreditation will be gratefully received.

To book onto this training please email Claire Beckley Director of Ordered Company directly at claire@orderedcompany.co.uk

Gill recently attended one of Ordered Companies training sessions "Having attended Ordered Company's previous workshops, I would highly recommend attending future training sessions. Information is delivered in a simple, clear, understandable way, providing direction and clarity for your business's needs."



Freshers Fayre

There is still time to book an exhibitor table for Moray College's Fresher Fayre.

Tuesday 4th September 2019: 10am-2pm
Moray College UHI

The Fayre is jam-packed and offers a fantastic promotional opportunity for our business members! There are more than 3700 students attending Moray College UHI, and 45% of those are over 25. They need to use all sorts of services from catering, to banking, to buying college resources, clothes and treating themselves after a hard days study. Make sure you don't miss out on the chance to come along and promote what you can offer.

If you would like to book a stall at Fresher's Fayre please email aqbcevents.moray@uhi.ac.uk as soon as possible as places are limited.

Business Awards- New Business & Long Established Business Award

It will soon be time for the BID Business Awards!

The nomination forms for the New Business & Long-Established Business Award will be coming out in August but they will have a quick closing date.

Here are the questions that will be on the form so that you can start to have a think for your nomination.

Please tell us why -

- Your Business has made a positive impact on the City
- Excellence in Customer Service is important to you
- There is strength of your brand and image

The awards celebrate our business members who have been trading for less than 3 years or more than 25 years.

Police Scotland Update



Police Scotland has asked us to share information on the Citizen Aid App. This app is a great tool for events and will assist many organisers. Please click on the below link for more information:

www.citizenaid.org

Many Thanks
Gill & Tina