



Working Group

27th September 2018 2.30pm – Inkwell Small, Elgin Youth Cafe, Francis Place

In Attendance	Apologies
Gill Neill (GN)	Abigail Dempster Stephen Young
Tina Mainland (TM)	Richard Cumming
Katherine Mackintosh (KM)	Ian Urquhart
Suzi Christie (SC)	Mark Angus
Paula Coy (PC)	Graham Leadbitter
John Divers (JD)	Theresa Cumming
Liam Christie (LC)- only for events discussion	Ali Simpson
Cairan Macleod (CM)- only for events discussion	Reni Milburn
	Tracy Sellar
	Stuart Huyton
	Mairi McIntosh
	Neil Ross
	Angie Chisholm

Discussion: Previous Meeting Note	
Paper distributed before meeting. Note accepted.	
Conclusions	
Action Points	Person Responsible

Discussion: Events 2019 and beyond
GN introduced Liam & Cairan from North Highland Events who help organise the larger events in the year.
There was a discussion about the events programme moving forward. GN suggested moving away from organising market stalls at the events and focusing on entertainment, as the numbers of BID members taking stalls have dropped over the years. However, GN proposed arranging for BID members to be able to attend Alasdair Boyne Farmers Market directly through the Farmers Market, with BID covering the costs. That allows those who want to use the opportunity to do so, but would remove a section of work away from the office team.
The exception would be the F&D festival, where BID would continue to organise bookings. For the F&D event in 2019 GN raised the idea of putting tables in the church for this event, which will keep a focus on the city centre, and adding entertainment/attractions to draw the crowds in surrounding streets – perhaps classic cars in South Street. The children’s entertainment will be Commerce Street. The Tasty Tipple could still be in the private car park on South Street or perhaps in the shopping centre.

JD asked how many stalls/tables could be put in the church, GN said that she will be doing a walkaround with Alasdair from the Farmers Market to check. JD suggested that you could put stalls into the St Giles Centre. It was agreed that the church could potentially be the food area, with craft stalls in the St Giles centre and have the Tasty Tipple in the South Street in private car park. LC suggested to have a dance or something similar in the Town Hall in the evening.

This would complete 2019, with discussions about the future of the events programme taking place during the build up to the renewal ballot and consultation with members.

GN gave an overview of Christmas and explained that "Santa's Post Office" should be a major attraction this year. Children will come along and write their letters to Santa and post them in the post box, two – three weeks later the parents will be told that Santa has dropped their child's letter to one of the businesses. We will go out to the businesses to ask who would like to hold the letters. This will allow us to maximise engagement.

SC confirmed the larger events do increase footfall but the smaller family days - Halloween and Easter are unpredictable – though overall, she felt that they bring people into the city centre for the day which has potential in people returning later to make purchases. SC agreed having more business involved with interactive activities on the event days to bring people into the businesses.

GN told the group about the Fringe event that BID is planning in partnership with The Granary over the Spirit of Speyside weekend in 2019. The mini fringe will result in events taking place within the businesses over the weekend. GN told the group that the plan is to find performers and introduce to them to the businesses and facilitate them to organise a timetable.

LC & GN suggested having businesses, demonstrating their sector skills. PC said that it would be good to see more of the cultural side of the area. KM suggested to have a bigger event in the evening in the Town Hall on the last day, organised by the ETH4C. All the events would tie together to make a large cultural experience.

GN asked everyone's opinions for the Christmas Event. JD said to keep it the same as it works well. GN told the group about the change of reindeer parade route as it is increasingly difficult to close the A96. A lot of publicity will be organised to ensure the public know of the change. GN told the group about Santa's Post Office which is a new addition to the event. GN also told the group that MFR are coming for an outside broadcast during the day.

SC said that a late-night shopping would be good to have in the run up to Christmas. Many businesses have said that they would like to tie in with Boots late night shopping. GN/TM will ask Danny manager from Boots if they know when their night is. GN told the group that at the footfall focus group it was discussed to make the whole night into a big event with a Lantern Parade and some carol singers.

LC asked if a Santa run would be possible- PC said that it they are really popular in other towns. GN said that the Rotary have stopped doing the Marafun due to the difficulties with road closures and insurance. After discussion it was agreed that it would be left for the moment.

GN said that we have been looking at companies for Easter that would come into town and set up entertainment to draw the crowds.

GN told the group that at the AGM & Awards we will have a simple survey asking about the businesses priorities, in the December survey they will be asked about the events programme.

GN also said that she would like to look at preparing a proposal with LC for North Highland Events to take over organising the events in 2019. It was agreed that the proposal would be made at the next Board meeting.

Conclusions	
<p>We will investigate passing over the organisation of the market stalls at the events to Elgin Farmers market – with the exception of the F&D event. Plans are underway to develop a Fringe event which will take place on the Spirit of Speyside Whisky Festival. Changes to the Food & Drink Festival will be investigated further. A late night shopping event will be investigated further to. GN/TM will ask Danny the manager from Boots when their late night shopping is taking place so the businesses can tie in with it.</p>	
Action Points	Person Responsible
<ul style="list-style-type: none"> • Discussion to take place with Alasdair Boyne to look at the potential for BID members to attend the Farners Markets with BID covering the costs. • Go to businesses to ask to if they would like to get involved in the Fringe Event • Go to businesses to ask to if they would like to hold the Santa’s reply letters • Investigate changes to the F&D festival • Ask Danny from Boots when their late night shopping date is • Investigate further into late night shopping event • Prepare a proposal for North Highland Events to organise the events in 2019 	<p>GN</p> <p>GN/TM</p> <p>TM</p> <p>GN/TM</p> <p>GN/TM</p> <p>GN/TM</p> <p>GN/LC</p>

Discussion: Gift Card- Update	
<p>GN gave an update on the Gift Card. As of 27/9/18 £2815 had been put on cards and £1061.40 had been redeemed in over 15 businesses.</p> <p>GN told the group that we are aiming to have 100 members accepting it by Christmas.</p> <p>The Public really like the Gift Card and we will keep on promoting it especially in the run up to Christmas.</p>	
Conclusions	
<p>The Gift Card is continuing to go well. We are aiming to have 100 businesses accepting the card by Christmas. We will keep promoting the Gift Card, especially in the run up to Christmas.</p>	
Action Points	Person Responsible
<ul style="list-style-type: none"> • Keep encouraging businesses to accept the Gift Card • Keep promoting the Gift Card 	<p>GN/TM</p> <p>GN/TM</p>

Discussion: Focus Group- Crime Reduction	
<p>Stephen from the St Giles Shopping Centre, Danny from Boots, Gerry from Poundland & Jad from Police Scotland attended the focus group. In comparison to other areas, there is not a huge amount of crime, shoplifting is the main problem. The aim of the focus group was to look into ways that we could make it difficult for shoplifters and how we could encourage businesses to report and share information more effectively. There are 16 Apex radio owners in the city, however the majority of them are not being used regularly. Police Scotland will start to do Apex radio checks in the mornings to encourage the businesses to use the radios. GN & Jad Leach will visit the businesses who own the radio’s and encourage them to use them.</p> <p>We are going to look into creating a closed Facebook Group for the businesses to join to share information. Stephen from the shopping centre knows someone from Aberdeen that has done this, and he said that it works very well to spread information.</p> <p>GN told the group that BID are going to fund two bikes for Police Scotland. These bikes will be for Elgin only. They will make the police more visible, acting as a deterrent and allow them to get around the Closes more easily. A Press release will be done to show the bikes being handed over and to make Elgin an area that criminals would not want to come to.</p>	

GN will work with Jad Leach from Police Scotland to get a training session for businesses to deal with criminals.

Conclusions

From the crime reduction focus group, Police Scotland are doing checks for the Apex Radios in the morning to encourage the businesses to use them. We will look into creating a closed Facebook group for the businesses to be able to share information.

BID is funding two bikes for the Police that will be kept in Elgin and will give the Police more of a presence in the city centre and allow them to easily move around the city centre. GN will also work with Jad from the Police to get a training session for businesses to deal with criminals.

Action Points

- Visit owners of Apex radios and encourage their use
- Look into closed Facebook group
- Work with Jad to get training for the businesses

Person Responsible

GN
TM
GN

Discussion: Waste Management Project

GN told the group that we held a waste management business breakfast on the 6th September in partnership with the Moray Chamber & Business Gateway it was delivered by Waste Switch.

We are also going to be working with Steven from Waste Switch to launch a Waste Management pilot in Elgin. We will work with Steven to investigate how we can work together to be more environmentally friendly and ultimately save money for the businesses. This will allow us to market the city as an environmentally friendly town.

By working with Steven we will hopefully get access to companies that would allow BID members to buy environmentally friendly ware/products/services in bulk for a discounted price.

Conclusions

BID will work with Waste Switch on an Elgin Waste Management Pilot that will make the city centre more environmentally friendly and will save money for the businesses.

Action Points

- Work with Waste Switch on an Elgin Waste Management Pilot

Person Responsible

GN

Discussion: AGM & Awards 2018

The AGM and Awards Ceremony are taking place on the 24th October at the Beechtree Restaurant at Moray College. The night will be from 6pm-8pm. A quiz will run during the award winners' announcements which will help to encourage mingling. The night will run as below:

6.05pm - Introduction by Richard Cumming (BID Chairman)

6.15pm - Accounts by Alistair Simpson

6.20/25pm - 2019 & Renewal Ballot- Gill

6.35pm - Networking

7.10 - Awards Winners Announced with quiz questions between each category.

2 Board members will mark the quizzes whilst the New Business & Long Established Business Awards winners are presented.

Quiz winners announced.

Individual customer service award announced

Thanks, and end.

Surveys will be on the tables for businesses to complete that will ask them their priorities going forward, suggestions and opinions. Handouts will also be available on the tables offering a selection of information

about what has been achieved and highlighting what will be lost if BID is not there. As people leave they will be given a leaflet with dates for the Renewal Ballot, info about the Ballot, what will be lost and what has been achieved as well as the Quiz answers.

Conclusions

AGM & Awards taking place on the 24th October at the Beechtree Restaurant. There will be surveys on the tables for the businesses to complete and information sheets for the businesses to take home.

Action Points

Person Responsible

- Make survey & take away sheets

GN/TM

Discussion: Meet the Board- Consultation November

8th November is the date for the Meet the Board event.

KM suggested that we give an update about on what has happened to the post-it ideas that were put forward at the Board event in April so an update can be given in the next bulletin. KM asked how we will give an update to the Businesses to show where we are against the business plan, GN told the group that this would be given at the AGM in the Annual Report. KM suggested to have large sheets of paper on the walls with an update on what has been achieved against the Business Plan at the Board Event in case those attending were not at the AGM & Awards.

The Meet the Board Event will give businesses the chance to give us their ideas/priorities.

At the event, future events and Dog Friendly Elgin will be discussed.

Conclusions

Before the event an update will be prepared on activity re the suggestions given at the last Board Event. The Board Event will give businesses the chance give us their ideas/priorities as well as discussing other topics.

Action Points

Person Responsible

- Prepare an update re last Board Event
- Invite business to Meet the Board Event

GN/TM

GN/TM

Discussion: AOCB

SC asked if there had been an update on the 'Dog friendly Elgin' that was discussed at the last WG. SC said this is very popular in Perth and that it is very beneficial for the businesses. The BID team will look into creating a Facebook Page and stickers for participating businesses windows.

KM asked for an update on the signage. GN told the group that the street signage should be coming in October. The Digital signs are due last week Oct first week Nov. These will be used to promote generic messages and there will be four signs at: Elgin Town Hall, Boots, Shopping Centre and IT Central.

Conclusions

BID Team will investigate creating a Facebook page and window stickers for 'Dog Friendly Elgin'. The street signage and digital signage will be in place in the coming weeks.

Action Points

Person Responsible

- Investigate creating a Facebook page and window stickers for 'Dog Friendly Elgin'

TM

Date of next meeting: Thursday 22nd November 14.30, Inkwell Small

Action Point Summary and Update

• Action Points 27 th September 2018		Update
Events 2019 & Beyond <ul style="list-style-type: none"> Alasdair Boyne if BID members could go to the Famers Markets and BID will cover the costs. Go to businesses to ask to if they would like to get involved in the Fringe Event Go to businesses to ask to if they would like to hold the Santa's reply letters Investigate changes to the F&D festival Ask Danny from Boots when their late night shopping date is Investigate further into late night shopping event Proposal to be prepared for 2019 events 	GN GN/TM TM GN/TM GN/TM GN/TM GN/LC	
Gift Card Update <ul style="list-style-type: none"> Keep encouraging businesses to accept the Gift Card Keep promoting the Gift Card 	GN/TM GN/TM	
Focus Group- Crime Reduction <ul style="list-style-type: none"> Look into closed Facebook group Work with Jad to get training for the businesses 	TM GN	
Waste Management Project <ul style="list-style-type: none"> Work with Waste Switch on an Elgin Waste Management Pilot 	GN	
AGM & Awards 2018 <ul style="list-style-type: none"> Make survey & take away sheets 	GN/TM	
Meet the Board- Consultation November <ul style="list-style-type: none"> Send update to businesses from last Board Event Invite business to Meet the Board Event 	GN/TM GN/TM	
AOCB <ul style="list-style-type: none"> Investigate creating a Facebook page and window stickers for 'Dog Friendly Elgin' 	TM	

Action Points 2 nd August 2018		Update
Gift Card <ul style="list-style-type: none"> Develop Kinloss Competition Prepare competition for 100th card Keep pushing for more businesses to accept the Gift Card 	GN/TM GN/TM GN/TM GN/TM	Ongoing Ongoing Ongoing

<ul style="list-style-type: none"> Develop B2B leaflet to go out to big employers 		Ongoing
Elgin Fringe <ul style="list-style-type: none"> Ask businesses to get involved in next bulletin 	GN/TM	Will go out in future bulletin, after the meeting with the Granary – event to tie in with Spirit of Speyside Whisky Festival
Waste Management <ul style="list-style-type: none"> Work with Steven to make Elgin a pilot for Waste Management 	GN	Complete – Action to be removed. Proposal received from Steven and approved by the Board. It will provide a range of activities for businesses to get involved in
AOCB <ul style="list-style-type: none"> Look into dog friendly event and dog friendly businesses 	GN GN/TM	Ongoing

Action Points 3 rd May 2018		Update
Review: Meet the Board Breakfast <ul style="list-style-type: none"> Enquire if businesses can promote in the empty properties Find out if Inverness Young Scot can do more work in Elgin/Moray 	GN GN/TM	<p>Ongoing – speaking to agents to try and agree access for promotion. Local agents are easier to work with, those from the central belt can be more difficult to engage</p> <p>Ongoing – I have contacted Young Scot to suggest we try to engage the businesses again. I have also had a look online and I think there is a lot more we can add to it. Chased the team to get more info to sent onto the businesses.</p>

Action Points 11 th January 2018		Update
Signage- metal signs and digital <ul style="list-style-type: none"> Full audit of where all the finger signs are Arrange to remove business names from finger signs Contact Army Engineers for removing old metal signs 	GN/TM GN GN/AD	<p>Ongoing</p> <p>As above</p> <p>Ongoing</p>

Action Points 27 th July 2017		Update
AOCB <ul style="list-style-type: none"> We will pursue the idea of getting a defibrillator in the city 	GN/TM	Being worked on, Tina getting prices, we already have approx. £900 that Boots have raised, GN to follow up and see what planning is required.