



## Working Group Minute

2<sup>nd</sup> August 2018 2.30pm – Inkwel Small, Elgin Youth Cafe, Francis Place

In Attendance	Apologies
Gill Neill (GN)	Mark Angus
Tina Mainland (TM)	Graham Leadbitter
Abigail Dempster (AD)	Theresa Cumming
Richard Cumming (RC)	John Divers
Ian Urquhart (IU)	Ali Simpson
	Reni Milburn
	Tracy Sellar
	Katherine Mackintosh
	Stuart Huyton
	Mairi McIntosh
	Neil Ross
	Suzi Christie

Discussion: Last Minutes	
Meeting on 28 <sup>th</sup> June 2018 – cancelled. Paper from 3 <sup>rd</sup> May 2018 distributed before meeting. Note accepted.	
Conclusions	
Action Points	Person Responsible

Discussion: Meeting Dates	
GN suggested that going forward, we should avoid scheduling meetings in July or August. This was agreed by everyone in attendance.	
Conclusions	
Meetings will not be scheduled for July or August.	
Action Points	Person Responsible
<ul style="list-style-type: none"> <li>Do not schedule meetings for July or August.</li> </ul>	GN

### Discussion: Gift Card

GN gave the group an update on the Gift Card. As of 2/8/18 £1885 had been put on Gift Cards and £273 had been redeemed.

GN told the group that overall everything has worked well. There were some teething issues when businesses terminals had been updated. TM sent out an update to all the businesses advising them to let us know when their terminals had updated, so we could do a test transaction.

GN told the group that we want to do a competition for RAF Lossiemouth and Kinloss Barracks and asked for suggestions. With personnel posted overseas it offers the ideal gift for family back in Elgin. RC suggested running a competition at the RAF Lossiemouth Friends and Family day, tied to people signing up to the public newsletter, the prize is to win an Elgin Gift Card. It was also suggested that we take the lucky cards that we will be selling at the F&D Festival.

AD suggested another idea for a competition would be to have for the 100<sup>th</sup> card bought wins the value back. We would put the winning card number put on our social media.

GN told the group we will keep pushing the gift card to businesses who don't yet accept it and we will also reach out to non-obvious sectors such as the estate agents and solicitors.

GN told the group about the Business to Business (B2B) opportunities. We will be advertising the gift card to the not only large employers such as; NHS, Moray Council, Diageo, Baxters but also to the BID members as employee gifts or incentives. Salford BID had shared a copy of the B2B leaflet which we were impressed with, so we will work from that template.

### Conclusions

The Gift Card is going well. We will run a couple of competitions at the RAF Lossiemouth Friends & Family day. We will also push for more businesses to accept the gift card and go out to the non-obvious sectors (estate agents, solicitors etc). A B2B leaflet will be made up to be distributed to the big employers in the area.

### Action Points

- Prepare for Lossie F&F Day
- Develop Kinloss Competition
- Prepare competition for 100th card
- Keep pushing for more businesses to accept the Gift Card
- Develop B2B leaflet to go out to big employers

### Person Responsible

GN/TM  
GN/TM  
GN/TM  
GN/TM  
GN/TM

### Discussion: F&D 18

GN told the group that planning for the Food & Drink Festival is going well.

Batchen Street cannot be closed due to the road closure at North Street and more positively because all the shops are full. As a way of being involved we are running a Buzz on Batchen bumble bee art competition. The bees will be judged, and the winners will win a £30 Elgin Gift Card. The bees will be put up in the shop windows turning the street into an art gallery. A lot of entries have already come in and Curious Minds Nursery and Elgin Museum are going to get involved making some bees.

GN told the group the layout for the festival- The Tasty Tipple is completely full, South Street will have stalls, Commerce Street is going to be the Kids Zone, the Plainstones will have stalls on both

sides of the church and at the back. Oakwood Cookery School cannot attend this year, so we will have circus skills in the tent at the back of the church, the chefs are John McCrudden & Ed Blackhall. Elgin Youth Café is having a decorate your own biscuit table in shopping centre. There will be live music as well at the big tent at the front of the church when there are no cookery demonstrations to keep the area busy.

Instead of a raffle we will be selling lucky cards to help raise money for the BID Charities. In order to involve the businesses, people have the chance to win, not only a gift card, but for example "a free coffee with every meal purchased."

#### Conclusions

The planning for the Food & Drink Festival is going well. Buzz On Batchen is running a Bee competition which will turn the street into an art gallery for the festival.

Action Points	Person Responsible

#### Discussion: Elgin Fringe

GN told the group that two years ago that BID planned to do a fringe festival to get the hospitality sector involved but we were unable to complete the plans. Liza Dethick from the Granary has been in touch and is keen on the idea, so we are going to partner and work together to get businesses involved. We are planning a weekend, ideally starting on the Friday afternoon and ending on the Sunday. There hope to have a be mix of activities going on across the city centre including; music, crafts, comedians. We will put information out in next bulletin letting the businesses know that it will be business lead and we will ask for those interested to attend short focused meetings. It was agreed it was a really good way to get the hospitality sectors involved.

#### Conclusions

In partnership with the Granary we will be planning an Elgin Fringe to take place in Easter Weekend 2019. The businesses will be asked if they would like to be involved in the next information bulletin.

Action Points	Person Responsible
<ul style="list-style-type: none"> <li>Ask businesses to get involved in next bulletin</li> </ul>	GN/TM

#### Discussion: SURF Awards

GN told the group that we are going to put in an application for the SURF Awards. The awards are Community based so a more friendly application will need to be put in to engage more with them. Applications need to be in end of August/start September.

#### Conclusions

GN is going to put in an application for the SURF Awards.

Action Points	Person Responsible
<ul style="list-style-type: none"> <li>Send application for SURF Awards</li> </ul>	GN

<b>Discussion: Footfall Focus Group</b>	
GN told the group that one of the action points that came from the Footfall focus group was to do short videos of the inside of businesses. TM is going to do test Go Pro shots in Sirology and Angarahad Bridal on 6 <sup>th</sup> & 7 <sup>th</sup> August. IU suggested the College and School students may be able to assist. GN also told the group that TM will be working with a school student who is keen to become a photographer. He will also be taking photos at the Food & Drink Festival.	
<b>Conclusions</b>	
TM will be doing test shots of Angarahad Bridal and Sirology. When we have the style we like, TM will then work with Ethan to do videos of the inside of businesses.	
<b>Action Points</b>	<b>Person Responsible</b>
<ul style="list-style-type: none"> <li>Do test videos</li> </ul>	TM

<b>Discussion: Crime Reduction Focus Group</b>	
GN told the group that a couple of larger members have been having problems with shop lifting and that as a result we are going to hold a Crime Reduction Focus group. The focus group will look at how to reduce crime, report crime and share information. Jad Leach from Police Scotland will be attending. The focus group will be on 6 <sup>th</sup> September. We will go out in the next bulletin to invite businesses along.	
<b>Conclusions</b>	
A Crime Reduction Focus Group will be held on the 6 <sup>th</sup> September. Businesses will be invited in the next bulletin.	
<b>Action Points</b>	<b>Person Responsible</b>
<ul style="list-style-type: none"> <li>Invite businesses to focus group in bulletin</li> </ul>	GM/TM

<b>Discussion: Waste Management</b>
GN told the group that cash restricted councils have started to fine businesses for not correctly managing their waste or adhering to the regulations. We are going to hold a Waste Management business breakfast with a waste management company in partnership with the Chamber of Commerce on the 6 <sup>th</sup> September.
<p>Additionally, and as a separate piece of work, GN advised that she is exploring the opportunity to carry out an Elgin Pilot for waste management in essence creating a “Green Elgin”. This is at a very early stage of investigation, but could present recognition for the businesses, financial savings and ideally national recognition for what we have achieved. We would promote it on Social Media and in newspapers both locally and nationally.</p> <p>GN has also been approached by WDC Scottish Dolphin Centre regarding an initiative to work with local businesses to move towards eco-friendly ware. This ties in well with the Elgin Pilot.</p> <p>RC suggested to get certificates and window stickers that are a green tick saying, “Green Elgin”.</p>

RC also suggested that this could also tie in with the business awards in the future by having 'Most Environmentally Friendly Business' and ask the businesses to nominate themselves and ask them what they have done to be green in the last year.	
<b>Conclusions</b>	
A waste management business breakfast will be held on the 6 <sup>th</sup> September. GN is going to work separately with the waste management company who will be delivering the breakfast, to work on Elgin being a pilot for waste management- 'Green Elgin'.	
<b>Action Points</b>	<b>Person Responsible</b>
<ul style="list-style-type: none"> <li>Work with the waste management company to make Elgin a pilot for Waste Management</li> </ul>	GN

<b>Discussion: November business meeting</b>	
No businesses came forward to host the November business meeting. It was agreed that we will go ahead and organise the booking. The museum had been suggested and this will offer them excellent promotional opportunities	
<b>Conclusions</b>	
Book the venue for the November Business Meeting.	
<b>Action Points</b>	<b>Person Responsible</b>
<ul style="list-style-type: none"> <li>Book the venue for the November Business Meeting</li> </ul>	GN/TM

<b>Discussion: Renewal Ballot</b>	
GN suggested that a small group of Board members work to start planning for renewal. RC & AD offered to take on that role. This would involve assisting with the preparation of a project plan for all activities needed to maximise the opportunity for success. AD suggested that as part of that process, it would positive if the Board members to start going out and visiting businesses.	
Any other Board member or Working Group members who wishes to be involved should notify GN.	
GN is going to meet Scotland's Town Partnership (STP) in October 18 to plan for 2019 ballot.	
In the lead up to ballot GN suggested that we commission someone to go out ensuring businesses have received their voting papers, and taking queries or questions, this role was carried out by John Thomson in 2014. GN suggested Liam Christie (who helps with our big events), may be worth consideration, RC suggested to Colin from Miconex is another possibility.	
<b>Conclusions</b>	
A small group of Board members form a Ballot Planning group. Any Board member who is interested should speak to GN.	
<b>Action Points</b>	<b>Person Responsible</b>
<ul style="list-style-type: none"> <li>Meet STP to discuss the Renewal Ballot process</li> <li>Board members interested in joining a small Renewal Ballot working group should speak to GN</li> </ul>	GN Board members

<b>Discussion: Planning Objection</b>	
A planning application has been submitted to the Moray Council to split the New Look unit at the Springfield Retail park, into 2 smaller units one of which would be a 24/7 Gym. It was agreed that we must object to this as it is a direct contravention in the Local Plan.	
GN going to put together the objection and will then circulate to the Board for comment.	
<b>Conclusions</b>	
BID is going to object to the planning application to split the New Look Unit at the Springfield Retail Park.	
<b>Action Points</b>	<b>Person Responsible</b>
<ul style="list-style-type: none"> <li>Put together objection and circulate around the Board</li> </ul>	GN

<b>Discussion: AOCB</b>	
AD suggested we look into having a dog friendly event as they are always very popular, and it would be a good way to bring people into town.	
RC suggested that some businesses are dog friendly and it would be good to have a symbol to show the public. RC suggested having a paw print sticker in the businesses' window that says "We are dog friendly".	
<b>Conclusions</b>	
BID team to investigate running a dog friendly event as a way to bring lots of people to Elgin. We will also look into a way for businesses to show they are dog friendly.	
<b>Action Points</b>	<b>Person Responsible</b>
<ul style="list-style-type: none"> <li>Look into dog friendly event and dog friendly businesses</li> </ul>	GN/TM

**Date of next meeting: 27<sup>th</sup> September 2.30/2.45pm Inkwell Small**

## Action Point Summary and Update

Action Points 2 <sup>nd</sup> August 2018		Update
<b>Gift Card</b> <ul style="list-style-type: none"> <li>• Prepare for Lossie F&amp;F Day</li> <li>• Develop Kinloss Competition</li> <li>• Prepare competition for 100th card</li> <li>• Keep pushing for more businesses to accept the Gift Card</li> <li>• Develop B2B leaflet to go out to big employers</li> </ul>	GN/TM GN/TM GN/TM GN/TM GN/TM	
<b>Elgin Fringe</b> <ul style="list-style-type: none"> <li>• Ask businesses to get involved in next bulletin</li> </ul>	GN/TM	
<b>SURF Awards</b> <ul style="list-style-type: none"> <li>• Send application for SURF Awards</li> </ul>	GN	
<b>Footfall Focus Group</b> <ul style="list-style-type: none"> <li>• Do test videos with Go-Pro</li> </ul>	TM	
<b>Crime Reduction Focus Group</b> <ul style="list-style-type: none"> <li>• Invite businesses to focus group in bulletin</li> </ul>	GN/TM	
<b>Waste Management</b> <ul style="list-style-type: none"> <li>• Work with Steven to make Elgin a pilot for Waste Management</li> </ul>	GN	
<b>November Business Meeting</b> <ul style="list-style-type: none"> <li>• Look for a venue for the November Business Meeting</li> </ul>	GN/TM	
<b>Renewal Ballot</b> <ul style="list-style-type: none"> <li>• Meet STP to discuss the Renewal Ballot process</li> <li>• Board members interested in joining a small Renewal Ballot working group should speak to GN</li> </ul>	GN  Board	
<b>Planning Objection</b> <ul style="list-style-type: none"> <li>• Put together objection and circulate around the Board</li> </ul>	GN	
<b>AOCB</b> <ul style="list-style-type: none"> <li>• Look into dog friendly event and dog friendly businesses</li> </ul>	GN  GN/TM	

Action Points 3 <sup>rd</sup> May 2018		Update
<b>Review: Meet the Board Breakfast</b> <ul style="list-style-type: none"> <li>• Enquire if businesses can promote in the empty properties</li> <li>• Find out if Inverness Young Scot can do more work in Elgin/Moray</li> </ul>	GN  GN/TM	Ongoing  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. I will suggest that when they get back to me.

Action Points 11 <sup>th</sup> January 2018		Update
<b>Signage- metal signs and digital</b> <ul style="list-style-type: none"> <li>• Full audit of where all the finger signs are</li> <li>• Arrange to remove business names from finger signs</li> <li>• Contact Army Engineers for removing old metal signs</li> </ul>	GN/TM  GN  GN/AD	Being undertaken  As above  Ongoing
<b>Group Discussion – activities for 2018</b> <ul style="list-style-type: none"> <li>• Ask hospitality sector if they would be interested in an event at F&amp;D</li> </ul>	GN	Complete – action to be removed, request made to members

Action Points 27 <sup>th</sup> July 2017		Update
<b>AOCB</b> <ul style="list-style-type: none"> <li>• We will pursue the idea of getting a defibrillator in the city</li> </ul>	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.