

## **Embrace Elgin BID May 2018 Bulletin**

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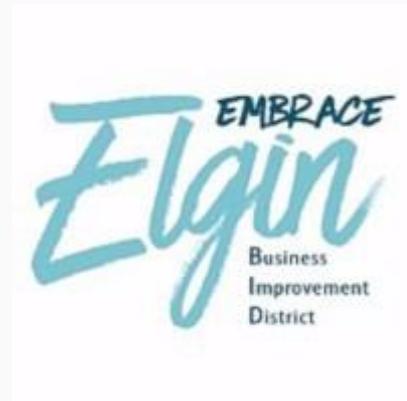
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### Business Services Catalogue

Thanks to everyone who has already supplied us with details of your business and services. If you haven't already had a chance to do that simply let us know what services, products or help you can offer. To be entered into the professional services catalogue please email Tina on [tina.mainland@elginbid.co.uk](mailto:tina.mainland@elginbid.co.uk).

The catalogue provides a great way to promote the services you can provide to a new or existing business. In addition to promoting the services to new businesses, we will display the catalogue on the BID web site, providing additional promotional opportunities to the wider business community.

### Social Media Promotion and Marketing

Don't forget that Tina can promote your business on our social media platforms. We have also started using Instagram to widen our reach, so if you would like Tina to come along and take some pictures of your business, just drop her a

quick email [tina.mainland@elginbid.co.uk](mailto:tina.mainland@elginbid.co.uk) or call the office on 01343 550652.

You **don't have to be running a special offer** to take advantage, we can put up a generic post about your business to let people know where you are and what you do.

Following the recent "Footfall Focus Group" meeting, we are also going to be creating virtual tours of the City Centre and also inside businesses to promote the shop local message. If you would like to be featured in one of our virtual tours drop Tina an email.



#### Update on Business Breakfast

Thank you to everyone who came along to the Meet the Board breakfast on the 19<sup>th</sup> April. We were delighted with the range of businesses who attended and gave us their suggestions and ideas for future projects and priorities. If you couldn't make it along to the breakfast but have ideas or suggestions that you would like to share with us, please send them over.

Our next networking event will be taking place early November and will be held from 5.30pm-6.30/7.00pm. More details of what the event will feature will be sent out in the coming months.

We are also looking for a venue to host the event. If you would like to put your name forward please drop us an email. We will of course pay for the room hire and catering costs.

## Food and Drink Festival



We are well underway with planning our biggest event of the year - The Food & Drink Festival! The Chefs are booked, and the stalls are booking fast. Make sure you don't miss out on the chance of a free market stall by emailing Tina on [tina.mainland@elginbid.co.uk](mailto:tina.mainland@elginbid.co.uk) for a booking pack. **Booking forms MUST be returned to us by the 20<sup>th</sup> June.**

If you would like to get involved in the festival any other way- holding a Treasure Hunt Clue, social media promotion on the day, having a special offer just drop us an email to let us know.

## Elgin Gift Card Update

Things are going really well as we move towards the launch of the new Elgin Gift Card. More than 60 businesses signed up last week and more are coming on board all the time. We have everyone from Butchers, to Hairdressers, Retailers to Café's and restaurants which is sure to make the Elgin Gift Card, a great gift choice.



Don't worry if you didn't manage to get set up last week, just call the office and we will come around to sort that out - it only takes moments! The Gift Card will be launched on the 8th June.

## Signage Update

### Metal Street Signs

The artwork for the metal street signs is currently being updated. The new signs will have generic information about the City Centre and will guide visitors around the town they will be inserted into the existing black frames on the Plainstones, South Street, Thunderton Place and the High Street. The signs will also have QR codes and links to the Elgin Business Map, Food & Drink Guide and What's On Calendar and will promote the "Embrace, Eat, Explore Elgin" message.

### Digital Signage

We already have two locations for the new Digital signs and will and are working hard to secure the third. When the Digital Signs are up they will promote the City Centre, Event Days, Elgin Gift Card and Elgin BID projects. The message will constantly be changing to keep the information fresh and to grab people's attention.

### Seagull Update

The project to move seagulls out of the City Centre began in the second week in April. There has already been a significant improvement in the reduction of seagull numbers and we hope they will continue to fall.

If you have a problem with seagulls at your property and have access to the roof space, we can arrange for SVC – our partners in the project to come and investigate what additional work they may be able to carry out at your building. Please let us know if you would be interested in discussing this.

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## Developing Young Workforce (DYW)- Opportunities



DYW Moray and Barnardo's Works are aiming to put 4 school leavers through a SVQ Level 2 in Customer Service. To do this they need the support of 4 employers. They are asking the employer to provide the young person a 3 week work placement. Thereafter, they would like the business to employ them full-time for a period of 6-12 months at the National Minimum Wage. During their paid employment the young person will complete the Customer Service SVQ2. The employer will also receive mentor training worth £250 paid for by DYW Moray.

If you would like more information please contact Sarah Baxter from DYW directly at [sbaxter@dywmoray.co.uk](mailto:sbaxter@dywmoray.co.uk).

### Castle to Cathedral to Cashmere (CCC) Merchandising

The CCC management group are still looking for businesses to sell CCC merchandise. The exact product range has still to be decided but it could include tea towels and mugs.

The full details of the products, terms and conditions etc will follow shortly.

If this is something you would be interested in please let Tina know by 4th June.



### Are you ready for GDPR?

Ordered Company Ltd will be holding a 2 hour session for Data Protection Officers at Elgin Youth Café on Thursday 21<sup>st</sup> June at 10.00am. The session will cost £30 per person with the money being donated to Elgin Youth Cafe.

Places are limited, to book please E mail **Claire Beckley**, Managing Director, Ordered Company Ltd  
Caledonian House Business Centre, 164 High Street, Elgin, Moray IV30 1BD [claire@orderedcompany.co.uk](mailto:claire@orderedcompany.co.uk).

If your business does not yet have a Data Protection Officer, you can register at the Information Commissioner's Office website: <https://ico.org.uk/for-organisations/register/> . It costs £35 to register, however this fee will rise after the 25th May.

### Do we have your consent?

If we are holding personal data (email addresses) then you will have received an email from us asking you to send us your consent. If you haven't sent us your consent and still want to be kept up to date with our work, then please update your preferences in the email we sent last week, email us or give the office a call.

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Many Thanks  
Gill & Tina