

Embrace Elgin BID March 2018 Bulletin

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Meet the Board – Thursday 19th April

We are holding a “Meet the Board” event, on Thursday 19th April between 8.00am and 9.30am in Elgin Youth Café on Francis Place. This informal drop in session gives you the chance to pop along, meet the Board and Working Group members as well as other businesses.

The Board and Working Group are local business people who are passionate about the city and give up their time to help drive activities and projects forward. We would love you to come along and have a chat, pass on your ideas and help us shape the future of our work.

Bacon Rolls and light refreshments will be served so why not pop in on your way to work. To help us plan catering please E mail Tina, if you would like to come along by **Friday 13th April**.



Business Services Catalogue

We are regularly approached by new businesses who are preparing to move into the city centre. We try encourage them to look at using BID members wherever possible, but obviously cannot promote one member over another.

Can you offer professional advice, information, do you have products to sell they may need? We are developing a Business Services Catalogue to make sure they know where to turn and encourage them to work with other local business people.

To get listed you simply have to say what services, products or help you can offer. To be entered into the catalogue please take a few moments to complete the form attached.

[Type this link for the Business Catalogue Form- http://bit.ly/2Gb3AoV](http://bit.ly/2Gb3AoV)

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.

Gift Card

The Elgin Gift Card is almost ready to launch, this programme is being provided by Elgin BID to any BID member, there are no cost implications for our business members. The benefit of the Elgin Gift Card is that it ensures all the money used through the programme stays in the local economy. The

more businesses registering, the wider the choice for consumers and the more attractive the idea is.

Interest has been high and our gift card partners from Miconex will be on the ground in the next few weeks to set companies up and answer any technical questions you have. It only takes moments to get you registered and opens a whole new revenue stream.

During Phase 1 we are looking for 2 business to act as vendors for the cards, for governance procedures and utilising examples of good practice we are asking that businesses who wish to nominate themselves for consideration;

- Have been in business for more than 12 months
- Will commit to transferring the money raised in Gift Card sales monthly
- Have a web enabled till, desktop or laptop on the premises
- Have the capacity to deal with customer enquiries on the odd occasion that they will arise
- Any business member meeting the criteria above can nominate themselves

Once selected as a sales outlet we will arrange;

- A WEBPOS sales certificate and password to be emailed to the business which will be download onto your device / devices
- Arrange for you to receive a number of blank Elgin Gift Cards which would enable them to load cards with value

If you are interested, please complete the form below and E mail it to Gill by Friday 13th April 2018.

[Type this link for the sales outlet form- http://bit.ly/2DXqMRC](http://bit.ly/2DXqMRC)

Increasing Footfall Focus Group – You can make a difference

We know that a large proportion of our members rely on shoppers and visitors coming into the city centre. Finding ways to increase footfall is critical to keeping the town a busy and a vibrant place to do business. To help address this we want to set up a short life Focus Group who will meet once or twice to help form a plan that we can use to drive up footfall.

Can you help, or do you have a member of staff who might be interested? Please Email or call Gill to discuss by **Friday 13th April 2018**.



Late Night Shopping Event – Thursday 19th April 2018

Beggs Shoes and Shoes @ 105 are holding special customer promotional evenings on Thursday 19th April. The evening will run from 5.30pm and encourage shoppers to come along and look at their new shoe ranges.

If any other business wants to join them and open late that evening please let us know and we will organise a marketing campaign for the evening.



Highlander Visit (Scottish Theme Day)

Last year the Vikings came to town, this year it's the Highlanders! As part of the Scottish Theme Day celebrations on the 5th May 2018, a group of Highlanders will be coming to visit.

They will be dressed in traditional Highland Wear and will be mixing with the

crowds to entertain them. If you would like them to come and visit, please let Tina know by Wednesday 18th April and we will sort that out for you.

Business Member Offer

Vaporized – High Street, Elgin have been in touch with offer they would like to promote to the BID business members and their staff:

Bronze deal – Togo Mini, 3 x VO E-Liquids - £34.99. Save £8.99

Silver deal – Subvod 2.0, 3 x USA E-Liquids Liquids High VG, 5 x SSOCC 0.5 Coils - £44.99. Save £11.98

Gold deal – Cool Fire 4 TC150, Cleito Exo, 3 x S.U.M. Juice E-Liquids - £74.99. Save £10.98

*Deals are valid until 31st March

CANNOT BE USED IN CONJUNCTION WITH ANY OTHER PROMOTION,
SUCH AS:

5 +1, 10 +3, MIX AND MATCH, STAFF DISCOUNT, ALL 10% DISCOUNT CODES, 15% FLYERS, LINK PROMOTIONS, and any other promotion that might be missing from this list.

Free Online Training (ACAS)

ACAS Scotland provides a range of services and assistance specifically designed to help smaller businesses manage staff effectively and comply with the law and best practice. They provide guidance, on-line resources and training on all the key aspects of the employment relationship.

Their website www.acas.org.uk contains a lot of free resources. Please find below

some links to their website www.acas.org.uk that you may find useful:

On line learning <http://www.acas.org.uk/index.aspx?articleid=2113> – These modules take about an hour to complete and a certificate is issued upon completion

New to HR <http://www.acas.org.uk/index.aspx?articleid=5636> – useful resources

Templates: <http://www.acas.org.uk/index.aspx?articleid=4161> - letters, forms and checklists

Castle to Cathedral to Cashmere (CCC) Merchandising

As a partner in the CCC project we are looking at ways of funding additional work in the future.

One idea is to merchandise some products which show the CCC theme. The exact product range has still to be decided but it could include tea towels and mugs.

The management Group are keen to get expressions of interest from businesses who may be interested in stocking the merchandise. Full details of the products, terms and conditions etc will follow, but if you would like to be involved in future discussions please let Tina know by Friday 20th April 2018.



Many Thanks,

Gill & Tina