

## Board Meeting

8<sup>th</sup> November 2018 2.30pm – Inkwell Small, Francis Place



In Attendance	Apologies
Gill Neill (GN) Tina Mainland (TM) Richard Cumming (RC) Tracy Sellar (TS) Ian Urquhart (IU) Stuart Huyton (SH) John Divers (JD) Abigail Dempster (AB) Ali Simpson (AS) Mairi McIntosh (MM)	Mark Angus (MA) David Patterson (DP) Reni Milburn (RM) Neil Ross (NR) Stephen Young (SY) Katherine Mackintosh (KM) Paula Coy (PC)

Discussion: Last Meeting Note & Action Point Update	
The paper was distributed prior to meeting. Meeting note accepted as accurate.	
Conclusions	
Action Points	Person Responsible

Discussion: Managers Update	
<p><b>Elgin Gift Card</b>- the gift card continues to do well. There is still a considerable amount of money available to be redeemed. The marketing campaign for Christmas has started. The Business to Business leaflet is currently being worked on and will be sent out to employers around the area. We anticipate a considerable increase in sales in the lead up to Christmas, a large percentage of the credit on these is likely to be redeemed in January and February, the quieter months.</p> <p><b>Signage</b>- The new street signage has been put in place. It is directional and information signage that will direct people around the town. The Digital signs will be getting delivered in the next couple of weeks. There are four signs arriving and they will be in the Town Hall, St Giles Centre, Boots and IT Central. GN &amp; TM will get training on how to set the signs up. The digital signs are going to be used for generic marketing and the messages will go up similar to a PowerPoint.</p>	
Conclusions	
Positive marketing activity continues to take place. Additional marketing for the Elgin Gift Card will take place in the lead up to Christmas, to both the general public and employers as customer/employee rewards. The new street signage is in place and the digital signs will be arriving in the next couple of weeks.	
Action Points	Person Responsible
<ul style="list-style-type: none"> <li>Continue work on Gift Card Campaign &amp; B2B leaflet</li> <li>Undertake training on the new Digital signs</li> </ul>	GN/TM GN/TM

### Discussion: Meet the Board- 8<sup>th</sup> November 2018

The next Meet the Board event will be held on the 8<sup>th</sup> November in Elgin Museum's Side Hall from 4.45pm-6.30pm. For discussion points we have the results from the survey taken at the AGM printed on A3 sheets as well as 'What will be lost' and 'What has been achieved' posters, in order to provide information to the business members and generate discussion. We have printed the survey questions asked at the AGM onto an A1 poster to allow the businesses to rank their priorities and write comments/suggestions. The results of the AGM surveys have been collated and will be available for the businesses to review.

### Conclusions

The Meet the Board Event is taking place at Elgin Museum Side Hall after the Board meeting from 4.45pm-6.30pm. WasteSwitch will also be attending the event to talk to the Board and businesses.

### Action Points

### Person Responsible

### Discussion: Zero Waste Elgin

GN advised the Board that WasteSwitch will be attending the Meet the Board Event offering the opportunity for the Board members and businesses to meet and ask questions. Their attendance has been promoted, allowing members who were unable to attend the waste event held earlier in the day to get involved.

GN and RC updated on the Waste Event there were a different range of businesses representing different sectors in attendance which was helpful as it gave everyone an idea of the different waste each business had.

WasteSwitch will draft a proposal which will be presented to Elgin BID for agreement before being submitted to Zero Waste Scotland, it is anticipated this will take place by the end of December. GN told the Board that there are only two Zero Waste towns in Scotland- one of which received £1 million of funding. Steven has already been in early discussions with Zero Waste Scotland to advise them of the work we are doing and they are supportive of the initial concepts discussed.

Steven is investigating collaborative waste collection services among other projects. As a result of the project GN is in early discussions with some businesses to look at sharing bins, thereby reducing costs and the number of bins on the streets. If this works well, it will be highlighted and shared with other businesses to encourage more to get involved.

GN was asked for an example of how the BID and BID members can benefit from the funding- she explained that Steven said we could get funding for free recycling bins, recyclable food dishes or potentially new street bins. GN told the Board that about Big Belly bins (which were discounted in the past because of prohibitive costs)- the bins compress waste, allow streamed recycling and tells the MC when they need emptied - saving both time and money. The big belly bins are also harder for birds to get in to.

GN told the Board that we have been updating the Council about the project to see how we can work together.

GN also told the Board that in zero waste towns, zero waste zones have proved to be very popular we will look into this further.

We are also exploring the using the WorldHost status approach, assisting the businesses to become zero waste businesses which would ultimately help the town to get Zero Waste status. MM asked about the deposit return scheme. GN advised that we are exploring the possibility of Elgin becoming a pilot town. IU said that Diageo and Gordon & MacPhail already send very little to landfill. IU also told the Board that Scottish Water are rolling out places for water bottles to be filled. In the first business survey that is getting sent out in December we will include waste questions- Steven is going to work out the questions, that we can add onto that. The results from those questions will make an evidence base for what the businesses want.

Conclusions	
Work is continuing developing the Waste project proposal. Some business consultations have taken place and this will continue in December.	
Action Points	Person Responsible
<ul style="list-style-type: none"> <li>Ask Steve about water fountains for water bottles being rolled out</li> </ul>	GN

Discussion: Events & Plans for 2019	
GN put forward a proposal to the Board that in 2019 North Highland Events to organise the events calendar.	
The budget to pay for this, would be gained via reallocation of that budget stream, so no additional funding would be required. The Board unanimously agreed this was a sensible use of staff resource and budget. GN to work with NHE to agree a plan and KPI.	
GN advised the Board that as part of ongoing evaluation and review the businesses will be asked for their opinions on the events in the upcoming surveys. We have and will also ask the public what their views regarding the events are. The public's views will be provided to the businesses to provide them with as much data as possible.	
GN told the Board that we are working with Hunted Cow Studio's on the Elgin App and we are also looking to include augmented reality as an alternative to the traditional Treasure Hunt around the town. Work on the augmented reality project is going to start in 2019. This should hopefully attract more people in to the City Centre. The App should be up and running by Christmas.	
Conclusions	
In 2019 the planning of all the events will be handed to North Highland Events. To encourage more footfall during the school holiday we are working with Hunted Cow Studio's to get an Augmented Reality app which will have themed items hidden around the City Centre for families to find with their phones. Work on the Elgin App is well underway and should be ready by Christmas.	
Action Points	Person Responsible
<ul style="list-style-type: none"> <li>Ask businesses opinions on events in next business survey</li> <li>Organise a meeting with Liam from NHE to discuss 2019 event plans</li> <li>Continue to gather the public's views on events</li> </ul>	GN GN GN/TM

Discussion: BID Grant Scheme	
The new BID Grant Scheme has had positive feedback and applications from varying businesses. The majority of applications that have come through have been fairly straightforward, but we have experienced small delaying in getting scoring matrix returned by the Board due to their business commitments. SH suggested to amend the scoring to 0-5 on each section.	
After discussion it was agreed that in order to stream line and simplify the process allowing us to be more responsive to the members, GN would review and score applications. If they were straightforward she could approve, the Board would be consulted on more complex applications.	
Conclusions	
In order to streamline the process and allow for maximum speed and efficiency GN will score all applications and consult with the Board if required on more complex applications.	
Action Points	Person Responsible

Discussion: Renewal Ballot	
GN has been working to prepare a Project plan for the Phase 3 Renewal Ballot. When reviewing the time frame she consulted with Scotland's Towns Partnership (STP) who suggested to have the ballot end on a Friday in line with all other ballots RM had been unsure if a Thursday close could be announced on a Friday, GN offered to put her in touch with STP for guidance as this has worked in all other ballots. The intention is	

to send the proposal to the Moray Council committee in line with legislation by end of January 2019. The ballot papers go out on 17<sup>th</sup> October 19 the ballot will close on 28<sup>th</sup> and the announcement made on 29<sup>th</sup> October 2019. Again; in line with legislation an independent company will be commissioned by the council to run the ballot.

Consultations have already begun with the business members and will continue through to May. The data gathered will be used to for the 2020 – 2025 business plan which will be sent to the businesses, Moray Council and Scottish Government-

The info will be gathered and consultations take place in a number of ways including surveys, meet the Board event and more formal consultations.

#### Conclusions

Business consultations and surveys will be taking place from November 18–May19.

Action Points	Person Responsible
<ul style="list-style-type: none"> <li>Ask Bill from STP to contact Reni if required</li> </ul>	GN

#### Discussion: Added Value for members

The Professional Services Catalogue is now complete and posted online. It has received positive feedback.

During the Events & Plans for 2019 discussion, IU suggested exploring the possibility of creating short video information clips highlighting what the businesses can offer. AD also suggested running a workshop on how members could get more involved with and benefit from event days. IU suggested looking at the “Lego Brick” training that is currently taking place for inspiration.

#### Conclusions

The professional services catalogue has received positive comments. GN to investigate the other ideas e.g. video clips to explore potential.

Action Points	Person Responsible
<ul style="list-style-type: none"> <li>Look into clips/training/event ideas for businesses to use for interacting with customers on event days.</li> </ul>	GN/TM

#### Discussion: AOCB

MM suggested to have information boards put up in the library in the run up to the renewal ballot that have information about our work.

TS suggested looking into advertising the 2019 events in the other towns in Moray to reach a wider range of people.

SH asked if ‘Free after 3’ parking will be returning, GN told the Board that we have put the request in to the Council, the outcome will not be known until early December.

#### Conclusions

Through suggestions we will look at the possibilities of having information display boards in the Library in the run up to Ballot and we will also look into advertising our events in other towns in Moray. A request has gone in to the Council to bring back ‘Free after 3’ parking.

Action Points	Person Responsible
<ul style="list-style-type: none"> <li>Look into the possibility of having info boards at the Library</li> <li>Look into advertising events in other towns in Moray</li> </ul>	GN GN/TM

**Date of next meeting: TBC**

## Action Point Summary 8<sup>th</sup> November 2018

<b>Action Points – Managers Update</b>	<b>Person Responsible</b>	<b>Update</b>
Continue work on Gift Card Campaign & B2B leaflet	GN	
<b>Action Points – Meet the Board 8<sup>th</sup> Nov</b>	<b>Person Responsible</b>	<b>Update</b>
Ask Steve about water fountains for water bottles being rolled out	GN	
<b>Action Points – Events &amp; Plans 2019</b>	<b>Person Responsible</b>	<b>Update</b>
<ul style="list-style-type: none"> <li>• Ask businesses opinions on events in next business survey</li> <li>• Organise a meeting with Liam from NHE to discuss 2019 event plans</li> <li>• Gather public's views on events at Christmas Light Switch On</li> </ul>	GN GN GN/TM	
<b>Action Points – Renewal Ballot</b>	<b>Person Responsible</b>	<b>Update</b>
<ul style="list-style-type: none"> <li>• Ask Bill from STP to contact Reni if required</li> </ul>	GN	
<b>Action Points – Added Value for Members</b>	<b>Person Responsible</b>	<b>Update</b>
<ul style="list-style-type: none"> <li>• Look into clips/training/event ideas for businesses to use for interacting with customers on event days.</li> </ul>	GN/TM	
<b>Action Points – AOCB</b>	<b>Person Responsible</b>	<b>Update</b>
<ul style="list-style-type: none"> <li>• Look into the possibility of having info boards at the Library</li> <li>• Look into advertising events in other towns in Moray</li> </ul>	GN GN/Tm	

## Action Point Summary and Update

<b>Action Points Board Meeting 28<sup>th</sup> May 2018</b>		<b>Update</b>
<b>Budget Proposal 2018/19</b> <ul style="list-style-type: none"> <li>• Contact Alastair from Elgin Community Council re coach drop off points</li> </ul>	GN	Ongoing It is worth noting that there is a substantial increase in the number of overseas visitors in the city. The work carried out by Moray Speyside Tourism (including attendance at Expo) will have made a major contribution in this.
<b>Upper floor conversion update</b> <ul style="list-style-type: none"> <li>• Look into running a pilot to get one of the large vacant properties split into smaller units.</li> </ul>	GN	Ongoing – work has been ongoing with the Moray Council and a group of businesses. This is a lengthy process

• <b>Action Points Board 3<sup>rd</sup> August 2017</b>		<b>Update</b>
Look into making more of the town's connectivity to other areas	GN	Ongoing – Following the research done promotion for the Christmas season will take place across the network rail area between Inverness and Aberdeen
<b>Working Group Update</b> <ul style="list-style-type: none"> <li>• Investigate wooden bin covers</li> </ul>	GN	<p>Met with Mike from Inverness BID and have papers about the Highland Project. I am also looking at a Waste Management project.</p> <p>Highland Council have been looking at a project GN to try and find out more</p> <p>Ongoing – have met with MC waste management to discuss, issue more complicated than anticipated, will need further investigation</p> <p>Now working with Waste Switch to identify solutions to this and other issues</p>

• <b>Action Points Board 27<sup>th</sup> August 2018</b>		<b>Update</b>
NR & GN – should formally write to the Licencing dept with the opinion of the subject expert and ask that, this be acknowledged.	NR & GN	Opinion of subject expert now gained and agrees that no Market Traders licence is required for Elgin BID. Letter to be prepared once NR has returned
<b>Action Points – Added Value for Members</b> Send over the CCC business support package	RM	Ongoing