

December Bulletin

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A96 Update

You may be aware of the work on the A96 between Elgin and Lhanbryde, traffic control measures were due to be in place on the weekends leading up to Christmas. We have been working behind the scenes on this, as a result the planned work has been suspended on Saturdays and Sundays in the lead up to Christmas.

We want to thank Billy Miller Contractor, the Springfield Group and the Moray

Council for their help in making this happen. We have already started to publicise that people can get into town to do their shopping without any problems. Please try to highlight this through your own networks.



Free after 3.00

We have made an appeal to Moray Council to reinstate the Free After 3.00pm initiative. It is going to Committee on Tuesday 4th December and if successful will start on Saturday 8th December and run until Saturday 5th January.

As soon as we get an update we will let you know. With the changes in the Batchen Lane (Multi Story) car park, it would only be introduced in the St Giles Car park.

Business Surveys and Consultations – Make sure you have your say

As part of our Renewal Ballot preparation we will be carrying out a number of consultations with you the business members.

We have already started the process and the next activity will be a survey which will be distributed next week. We will provide some background information and then ask your opinions on a range of topics, please take the short time required to tell us what you think, highlight your priorities and give us your suggestions. We will keep you updated on dates for future consultation activities.



Late Night Shopping

At the request of BID businesses, we invited people to get involved in a Late-Night Shopping event in December. The date has been set for Thursday 13th December with businesses opening until 7.30pm.

To try and encourage people to come into town we are running a Christmas Lantern competition, asking people to meet in the St Giles shopping centre so we can pick a winner. We will then encourage everyone to go off and do some shopping – lantern in hand.

If your business is normally open until 7.30pm on Thursday – please let us know so we can add you to the list and make sure we promote you as a place to visit on the night – you don't have to be opening specially.

We will also have our Christmas Angels wandering about to add a touch of Christmas magic.

THURSDAY
13 DECEMBER 2018

EMBRACE Elgin
Business Development
Cheshire
www.EmbraceElgin.co.uk

CHRISTMAS
• LATE NIGHT •
SHOPPING!
ELGIN CITY CENTRE

**MORE DETAILS WILL BE ON OUR FACEBOOK PAGE
AND THE EMBRACE ELGIN WEBSITE**

COME AND SEE : LANTERN STROLL : SHOP UNTIL
OUR CHRISTMAS : IN THE : 7.30PM
ANGELS : ST GILES CENTRE
AT 6PM

BEST LANTERN WINS AN ELGIN GIFT CARD!

Elgin Christmas Lights – 5p carrier bag charge

Elgin BID and the Elgin Benevolent Trust organise the Christmas Lights in the town. Each year we fundraise to support that work. We would like to ask you to consider over the Christmas period putting your 5p carrier bag charges into our collection cans.

If you would like to get involved but don't have a can, please let us know and we can pop one round to you.



Elgin Gift Card Update

The Elgin Gift Card has been running now for approximately 6 months, so we wanted to give you an update on how it is getting on. As of 29.11.18 -

- £3340 has been put onto the gift cards
- £1508 has been redeemed

Which means there is still £2187 available to be spent.

Of the £1508 that has been redeemed, this has been spent in 87 transactions with an average spend of £17.74.

Gift Cards have been used in 21 different businesses, from clothing to coffees, household items to holidays and meals to make up. We have 79 businesses currently accepting the card, but are keen to get more involved, so please call the office if you want to get signed up – you could then get a chance of capturing the £2187 waiting to be spent. Its quick and easy and Elgin BID is covering the costs.

We currently have Gift Card orders pending worth £3340, these are for businesses who want to say thank you to their staff members (see Gift Card – Staff Reward and Customer Thank You for more details). Evidence has proven that January and February see a spike in gift card redemptions which should help to support businesses in the post Festive Season slump.

If you are already accepting the Elgin Gift card, make sure you promote and advertise it as widely as possible. If you want an extra promotional sticker, just call and we will get one to you as quickly as possible.



**Elgin Gift Card – Staff Reward and
Customer Thank You**

The Elgin Gift Card is perfect for staff rewards, customer loyalty, birthdays and just to say "Thank You".

It takes the decision out of gifting - with so much choice, the Elgin Gift Card provides something for everyone. No more worrying about what to get the staff, who likes what or trying to keep the whole team happy, the Elgin Gift Card solves all those problems and really offers the Gift of Choice.

It allows you to be seen supporting Elgin's businesses, both independents and nationals.

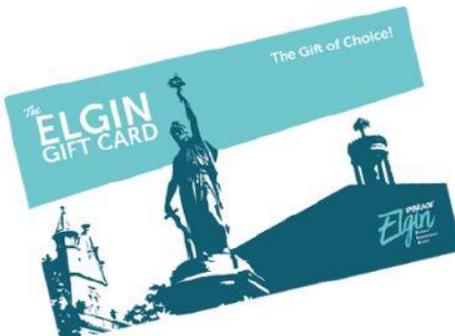
Purchase individually or let us help you with batch purchases.

Whatever you want to say, here is the perfect way to do it!



*The Elgin Gift
Card*

The perfect reward or gift for employees
or customers



For more details contact

Gill Neill or Tina Mainland
gill.neill@elginbid.co.uk
tina.mainland@elginbid.co.uk
01343 5550652

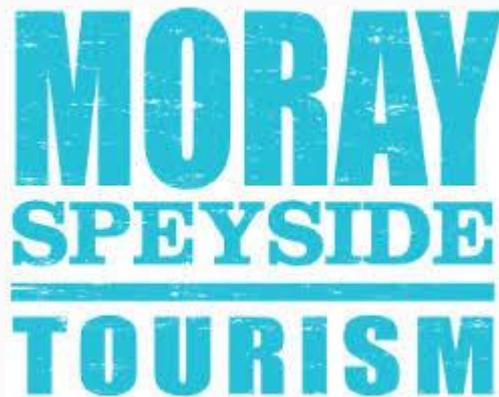
www.elgingiftcard.co.uk

Moray Speyside Tourism - Tourism BID

Moray Speyside Tourism are the Destination Marketing Organisation (DMO) for our region. The organisation has made huge progress over recent years in significantly increasing the number of visitors coming to the area, raising our profile and increasing tourism revenue. You may have heard recently about their plans to form a Tourism BID for the entire Moray and Speyside region in order to establish a brighter, more financially sustainable future for the region's tourism businesses. There will be much more information to come out to relevant businesses in the coming months, but we wanted to offer reassurance that any Elgin BID member who is eligible to be a Tourism BID member, will not be asked to pay a second levy.

If successful, Elgin BID and the Tourism BID will work together to make sure you access the services of both organisations and that the best interests of all the region's businesses are at the forefront of the organisation's activities.

Find out more about the plan at www.morayspeyside.com/tbid



Police Scotland Update

Please read the below updates from Police Scotland:

Following the launch of the winter/Christmas awareness campaign, the following sixty second plan has been referenced in many publications – this is designed to be a quick checklist which can improve staff reactions in the event of an emergency, it requires businesses to ensure all their staff know the answers to simple questions such as:

- **Who is appointed to make decisions on the shop floor, and do they know what they're doing?**
- **How do you enter and exit the building in emergency?**
- **How do you lock down quickly?**
- **Where can you hide?**
- **How do you communicate and how do you stay updated if you find yourself in a Run Hide Tell scenario?**
- **Have you briefed your staff?**

The points detailed above are not exhaustive but illustrate some key points , dependent on local circumstances this can be amended,

Launching the campaign, the national Coordinator for Protect and Prepare, Chief Superintendent Nick Aldworth, said:

"All staff working in crowded places – not just those who have a security role – can follow the [ACT Awareness e-Learning course](#) and be in a stronger position to help protect themselves, colleagues and the public. I would also like to ask retailers and other businesses to consider my 'Sixty Second Security' plan, which is a quick checklist of questions every member of staff should be able to answer in order to drastically improve reaction times in the event of an emergency."

CCTV Information

Click on the below links for information about the use of CCTV and the issues associated with it.

[Business CCTV](#)

[Domestic CCTV](#)

[Licensed CCTV](#)

Young Scot – What the card users said!

I recently met with a group of senior pupils at Elgin Academy, one of the topics we discussed was what would encourage them to come into the City and use the businesses. The message was strong and clear, they all have Young Scot Cards and use the information provided through the programme to plan shopping, eating and leisure activities.

The majority of the pupils in the group come into the City at their break to shop or get lunch. Offering a special offer for people using the Young Scot card will draw attention to you. Below you can find out how to do that.

The Young Scot card is a way of businesses marketing directly to thousands of young people who live in the area.

The Young Scot magazine have kindly offered to put together an e-newsletter and social media for all the young people in the area who are registered with them, if they can get a few Elgin businesses who are prepared to offer discounts to Young Scot card holders.

More information can be found in the flyer attached- [click here](#)



Elgin Town Hall for the Community



Friends of ETH – Launching January 2019

Public Membership

Join us as a Friend today from only £25 per year and enjoy benefits including:

- Cheaper tickets for selected shows and events*
- Exclusive events for members
- Access to our members-only portal for the latest news and updates and box-office
- Access to exclusive online local Elgin business discounts
- Discount at Scribbles Restaurant
- Automatic entry in to our monthly friend's raffle
- Be the first to know about upcoming events

* The Friends discount is available for most shows and events and is usually £2 off a ticket priced £10 and over and £1 off a ticket priced £9.99 or under, in addition to any concessions you are entitled to.

Individual - £25 /yr (1 discounted ticket per event)

Joint - £35 /yr (2 discounted tickets per event)

Family - £45 /yr (4 discounted tickets per event)

Platinum - + £10 (priority access to tickets – days before general release)
(available to all packages)

Corporate Membership

A starter package of £250 /yr which includes 10 discounted tickets and all the above incentives and below corporate extras:

- Branding added to website sponsors section.
- Visual marketing vinyl wraps on external fixed flower planters
- Access to digital marketing campaigns.
- VIP Bar access for events

Further enhanced packages available by negotiation.

Please contact stacey.macdonald@elgintownhall.co.uk for further information and details.
