

November Bulletin

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Christmas Light Switch On

Christmas Light Switch On

The Switch On is set to take place on the 24th November, with entertainment starting at 11.00am, Santa's parade setting off from the Museum car park at 2.00pm and the lights going on at 4.15pm. Please tell your staff about the change of route for the Reindeer parade and spread the message.

We also have MFR live broadcasting from 2.00pm until 4.15pm. The primary school who's turn it is to put the lights on is Linkwood and we have Lily Brims Primary 1 doing the honours – needless to say, she is very excited.

We would encourage as many businesses as possible to decorate their windows with a Christmas Theme. If you want to take part in our Christmas Shop Window competition please let Tina know by Tuesday 20th November.

We will be using the Lucky cards to fundraise for our charities at the Switch On, it's a simple easy way for you to push a product or service. If you want us to put

A promotional poster for the Christmas Light Switch On event in Elgin City Centre on 24th November 2018. The poster has a blue background with white snowflakes. At the top, it says 'For more information on our events, please visit ELGIN BID Facebook page.' with a Facebook logo. The main title is 'Christmas Light Switch On Elgin City Centre 24th November 2018'. Below this is a 'WHAT'S ON' section with a list of activities and times: 10:00 am Visit Santa's Post Office, 11:00 am Elgin Musical Theatre, 12:00 am St Giles Theatre Group, 1:15 pm Moray Concert Brass, 2:00 pm Reindeer Parade*, 2:30 pm SE Productions, 3:30 pm Liberty Kids, and 4:15 pm Christmas Lights Switch On. There are also notes about Santa and his Reindeer from 2pm to 4pm, a Reindeer Parade route change, MFR Live broadcast from 2pm-4:15pm with Grace from the Breakfast show!, a Christmas Market and brand new SANTA'S POST OFFICE open all day!, and Entertainment in St Giles Shopping Centre. At the bottom, there are logos for Elgin BID, Elgin, Elgin Town Centre Regeneration Trust, and a diamond-shaped logo.

a special offer or discount on the cards, please send it to Tina by lunch time on Monday 19th November – minimal information is required e.g. "A free cup of coffee when you spend £10 at offer valid until 31st Dec 18".

Would you like Additional Footfall early December – an opportunity for All Business Members to get involved

A new activity we are introducing this year is Santa's Post Office, children come in to town at the Switch On and write their letters to Santa. We are then getting the families back in December to collect their replies. **ANY** BID Member can hold letters to pass onto the child, it's a great way of getting people into your business while spreading some Christmas Cheer. It doesn't matter if you are an;

- Estate Agent
- Accountant
- Retailer
- Beautician
- Hairdresser or
- Café

It's a simple and positive way to meet new customers. If you want to get involved let Tina know by Friday 30th November. We will let the children's parents know the letters are ready to be collected in the week commencing the 10th December.

Useful Tool to Check if your Email or Passwords have been Hacked

During Moray Business Week, we went to the Clydesdale Bank Session on Fraud.

There was a particularly useful tool that the Fraud Officer told us about. It allows you to check if your E mail or passwords (work or home) has been hacked-

www.havebeenpwned.com



Elgin App

We're continuing to develop the range of promotional tools that we have for the businesses and we are in the final stages of developing the Elgin App. This will provide an additional platform for promoting the businesses and the city as a destination.

One feature we will have is "Push Notifications", that will allow us to send out promotions to anyone that has signed up, this can include special discounts, offers or promotions. To be meaningful and keep people engaged we need to keep promoting new offers.

To give you some ideas, they could include;

- Double points events
- A Glass of prosecco with a cut and blow dry
- 10% off on a specific day
- A free coffee with every main meal
- A free will when you buy a house

Our plan is to do this on a monthly basis, but we will make any necessary changes as we review the performance statistics. In practice we would ask you for your February offers mid January, we would then push out a "February Offers" notification at the end of January.

Please start to think of promotions, offers and discounts you might want us to include and we will keep you updated with progress. You don't have to prepare or introduce anything new, if your company has a special offer or flash sale in its calendar let us know so we can offer you extra promotion.

Christmas Late Night Christmas Shopping

Following discussions with businesses, we are going to organise a Late Night Christmas Shopping event. In the past this worked really well, but it has had mixed success over recent years, but we believe with more people keen to participate this year we can break the cycle and make a night that really draws the crowds.

The date that suited most people is Thursday 13th December, running through until 7.30pm.

We will promote all the businesses that are opening so please let Tina know if you are open that night, by **Friday 30th November**.

We are in the process of trying to get in some singers and entertainers that we can have dotted about the city. We are also going to organise a Lantern Parade that we hope will be a draw.

Update on Business Engagement

Over the last few months we have been carrying out a number of meetings/focus groups with the businesses. Below you will get an update on what was discussed, what has happened as a result of those discussions.

Type each link into your browser to open the Documents:

<http://bit.ly/FootfallFGupdate>

<http://bit.ly/AprilMTBupdate>

AGM & Awards Survey-

<http://bit.ly/ViewsonBPlan>

<http://bit.ly/Futureideas>

Young Scot

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 by typing this link into your browser-

<http://bit.ly/YoungScotDiscount>

Friends of Elgin Town Hall



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.

Bank of Scotland Foundation

The Bank of Scotland Foundation is an independent charity supporting people and their local communities across Scotland. They receive an annual donation of £2m from Lloyds Banking Group to fund their Grants Programmes and Matched Giving Programme.

The next deadline for Small and Medium Grant applications is 12 noon Thursday 3 Jan 2019.

Eight weeks may seem a long way away, but with Christmas and New Year celebrations to be had, it will be here before we know it - don't leave your application to the last minute!

To find out more and apply visit their website by typing this link into your browser- <http://bit.ly/BankScotFoundation>



**Many Thanks
Gill & Tina**