



Working Group

22nd November 2018 2.30pm – Inkwell Small, Elgin Youth Cafe, Francis Place

In Attendance	Apologies	
Gill Neill (GN)	Abigail Dempster	Stephen Young
Tina Mainland (TM)	Paula Coy	Katherine Mackintosh
Suzi Christie (SC)	John Divers	Deborah Barnham
Richard Cumming (RC)	Ian Urquhart	
Angie Chisholm (AC)	Mark Angus	
CJ Bowie (CB)	Graham Leadbitter	
	Theresa Cumming	
	Ali Simpson	
	Reni Milburn	
	Tracy Sellar	
	Stuart Huyton	
	Mairi McIntosh	
	Neil Ross	
	Stephen Pugh	

Discussion: Previous Meeting Note	
Paper distributed before meeting. Note accepted.	
Conclusions	
Action Points	Person Responsible

Discussion: Christmas Light Switch On
<p>There will be entertainment throughout from 11am, the Reindeer Parade will start at 2pm from the car park next to Elgin Museum – there will be marshals patrolling from Ultimate Hair & Beauty to warn people who have not heard of the change of route. The Lights are being switched on at 4.15pm by Lily Brims from Linkwood Primary.</p> <p>Santa’s Post Office will be located at the back of the church. It will look like a log cabin outside and will be decorated in the inside. The children will come and write their letters and we will capture their parents’ details. On the week commencing 10th December we will contact the parents to let them know which business is holding their child’s reply from Santa.</p> <p>RC asked if there was a specific hashtag being used on Social Media to promote the light switch on and suggested #LightUpElgin, which could also be used for the lantern stroll at the late-night shopping evening. A3 inserts for the A1 open belly poster will be made with #LightUpElgin, the posters will be hung up around the town on the day.</p>

MFR's Dan & Grace are coming to do an outside broadcast. There will be four links to air and GN asked if anyone was willing speak on air to promote Elgin. CB said he would be happy to talk about the late-night shopping and SC will do a plug on the Elgin Gift Card. GN will put together background notes.

Conclusions

There will be entertainment from 11am, the reindeer parade is at 2pm starting off from the car park next to Elgin Museum, the lights are being switched on at 4.15 by Lily Brims from Linkwood Primary. Santa's Post Office will be open for children to come and write their letters to Santa and then in the week commencing 10th December, the parents will be informed where their child's reply from Santa is. #LightUpElgin will be used to promote the Switch On and the lantern stroll at the late-night shopping evening. CB & SC will do plugs for MFR to promote the Late-Night Shopping evening and the Elgin Gift Card.

Action Points	Person Responsible
<ul style="list-style-type: none"> • Make up A3 inserts with #LightUpElgin 	GN/TM
<ul style="list-style-type: none"> • Put together background notes for CB & SC for MFR 	GN

Discussion: Gift Card- Update

There has been £3675 put on cards and £1400 redeemed. GN told the group that we have put Gift Card adverts to the Northern Scot, Press & Journal and the RAF Lossiemouth Lighthouse Magazine.

We have also put out generic adverts to Inverness & Aberdeen to encourage people to come to Elgin for their Christmas Shopping.

SC asked if they could borrow the giant gift card for promotion- TM will take it over.

GN told the group that she plans to promote the Gift Card, by highlighting the diverse range of services and products that it can be used for e.g. holidays and honeymoons.

GN updated the group on plans to encourage additional sectors to get involved in accepting the Gift Card e.g. lawyers and estate agents by highlighting examples of how people can use to their gift card towards the costs of buying a new house.

Conclusions

£3675 has been put on cards and £1400 redeemed. Adverts have gone out to promote the Gift Card. Adverts have also been put out to Inverness and Aberdeen to encourage people to come to Elgin for Christmas Shopping. We want to encourage people to start to use their gift cards towards a diverse range of products and services for example holidays/honeymoons. Phase 2 of the Gift Card will be to get additional sectors involved.

Action Points	Person Responsible
<ul style="list-style-type: none"> • Take giant card over to Shoes at 105 	TM
<ul style="list-style-type: none"> • Encourage people to use their gift cards towards holidays/honeymoons 	GN/TM
<ul style="list-style-type: none"> • Plan Phase 2 to get the lawyers and estate agents involved 	GN

Discussion: Dog Friendly Elgin

GN advised the group that we will start working on the Dog Friendly Elgin Campaign in the new year.

RC suggested to ask if Albert from Birnie's Pet Shop will be the dog friendly ambassador as he already has a large following on Social Media.

Conclusions

Work on the dog friendly Elgin campaign will start in the new year. Birnie's Pet Shop will be asked if Albert will be the dog friendly ambassador.

Action Points	Person Responsible
<ul style="list-style-type: none"> Start work on dog friendly Elgin Campaign Ask Birnie's Pet Shop if Albert will be the dog friendly ambassador 	GN/TM GN

Discussion: Waste Management

GN updated on the Waste Event that was held on the 8th November. There were a different range of businesses representing different sectors in attendance which was helpful to give everyone an greater understanding of the different waste and issues each business had.

Steven is investigating collaborative waste collection services as part of the wider project GN is in early discussions with some businesses about 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.

Through the project may be able to get funding for Big Belly bins (which were discounted in the past because of prohibitive costs)- the bins compress waste, allow streamed recycling and tells the Moray Council when they need emptied - saving both time and money. The big belly bins are also harder for birds to get in to.

The goal is to have Elgin achieve Zero-Waste Town status. GN explained that Zero Waste Town projects look each town's case is looked at individually. WasteSwitch have taken all the information gathered at the 2 business member meetings and any additional information handed in, they will use this to prepare a bespoke proposal taking account of best practice from other areas, the proposal will be ready for the 6th December. Once the proposal has been agreed, by Elgin BID, WasteSwitch will go to Zero Waste Scotland for funding and support to carry out the activity included within it. Details of the project will be circulated to the businesses.

Steven is keen to add an education aspect to the project, GN advised that the project has an educational element and will offer information and staff training resources. SC suggested to have workshops for the residents around the City Centre as well.

GN told the group that we have asked if Elgin can be a hub for the Scottish Government's Deposit Return Scheme.

Throughout the project we will have lots of good publicity going out to promote what is being achieved. RC suggested to use the hashtag #ElginsNaeRubbish when publicising on social media.

GN told the group that we can arrange for Steven to visit businesses individually to talk about their waste and training for their staff.

Conclusions

Work is continuing to develop the Waste Project proposal.

Action Points	Person Responsible

Discussion: Late Night Christmas Shopping

The Late-Night Christmas Shopping evening will take place on the 13th December. To encourage more people to come in we are going to have a Lantern Stroll in the St Giles Shopping Centre and the best

lantern will win a £50 Elgin Gift Card. People will then be encouraged to wander off round the town with their lanterns and do some Christmas Shopping.

SC asked if the businesses had made BID aware of what they are planning to do, we will go out to the participating businesses and ask if they are planning anything special for the evening and we will then circulate it.

A Facebook header will be made for the event and sent to the participating businesses.

Marketing of the event will start after the Christmas Light Switch On.

Conclusions

The Late Night Christmas Shopping will take place on the 13th December. To encourage more people to come in, there will be a Lantern Stroll in the St Giles Shopping Centre and the best lantern will win a £50 Elgin Gift Card.

Action Points

- Start Marketing after Christmas Light Switch On
- Make Facebook header and send to businesses
- Ask participating businesses if they are doing anything special for the evening

Person Responsible

GN/TM
TM
TM

Discussion: AOCB

GN advised the group that we have put a request into the Council to bring back 'Free after 3'. It will be discussed by the Council on the 4th December. GN explained that due to Batchen Lane Car Park now costing a £1 for the day, only the St Giles Shopping Centre Car Park will be included. When the decision has been made, we will send an email to all the businesses and if passed we will share it on Social Media. TM will make a Facebook header and send to the businesses if passed.

GN also told the group that there is going to be roadworks at Barmuckity starting from the 26th November until mid to late January. We have been negotiating with the contractor and Springfield to have Saturdays and Sundays removed from the work schedule. We will keep the businesses updated.

SC asked if there is a stance on delivery drivers parking on the High Street, GN explained that because the parking restrictions on the High Street drivers are prohibited between 10.00 and 4.00. Police Scotland are the ones in control of the parking restrictions. GN will double check the by-law for drop off and pick up for deliveries.

Conclusions

Free after 3 is being discussed by the Council on the 4th December, we will let the businesses know what their decision is. GN negotiating to have road works on A96 removed in run up to Christmas.

We have asked for no roadworks to be done on the Saturdays in the run up to Christmas at Barmuckity, we will keep the businesses updated.

Action Points

- Let the businesses know the outcome of the Council's decision on 'Free after 3'
- If passed, make 'Free after 3' Facebook header
- Keep the businesses updated on the outcome of the Barmuckity roadworks
- Check by-law for drop off and pick up for deliveries on High Street

Person Responsible

GN/TM
TM
GN/TM
GN

Date of next meeting: TBC

Action Point Summary and Update

Action Points 22 nd November 2018		Update
Christmas Light Switch On <ul style="list-style-type: none"> • Make up A3 inserts with #LightUpElgin • Put together background notes for CB & SC for MFR 	GN/TM GN	
Gift Card Update <ul style="list-style-type: none"> • Take giant card over to Shoes at 105 • Encourage people to use their gift cards towards holidays/honeymoons • Plan Phase 2 to get the lawyers and estate agents involved 	TM GN/TM GN/TM	
Dog Friendly Elgin <ul style="list-style-type: none"> • Start work on dog friendly Elgin Campaign • Ask Birnie's Pet Shop if Albert will be the dog friendly ambassador 	GN/TM GN	
Light Night Christmas Shopping <ul style="list-style-type: none"> • Start Marketing after Christmas Light Switch On • Make Facebook header and send to businesses • Ask participating businesses if they are doing anything special for the evening 	GN/TM TM TM	
AOCB <ul style="list-style-type: none"> • Let the businesses know the outcome of the Council's decision on 'Free after 3' • If passed, make 'Free after 3' Facebook header • Keep the businesses updated on the outcome of the Barmuckity roadworks • Check by-law for drop off and pick up for deliveries on High Street 	GN/TM TM GN/TM GN	

Action Points 27 th September 2018		Update
Events 2019 & Beyond <ul style="list-style-type: none"> Alasdair Boyne if BID members could go to the Farmers Markets and BID will cover the costs. Go to businesses to ask to if they would like to get involved in the Fringe Event 	GN GN/TM	Meeting arranged with Alasdair to discuss the opportunity We'll be sent out in Nov or Dec bulletin, meeting the Granary on 14 th Nov to discuss plans first
Focus Group- Crime Reduction <ul style="list-style-type: none"> Look into closed Facebook group Work with Jad to get training for the businesses 	TM GN	Ongoing – will be investigated further after Christmas Light Switch On Ongoing
Meet the Board- Consultation November <ul style="list-style-type: none"> Send update to businesses from last Board Event 	GN/TM	To be completed – update has been prepared but still to be sent
AOCB <ul style="list-style-type: none"> Investigate creating a Facebook page and window stickers for 'Dog Friendly Elgin' 	TM	Ongoing – will be taken forward after the Christmas Light Switch On

Action Points 2 nd August 2018		Update
Gift Card <ul style="list-style-type: none"> Develop Kinloss Competition Prepare competition for 100th card 	GN/TM GN/TM	Ongoing Ongoing

Action Points 3 rd May 2018		Update
Review: Meet the Board Breakfast <ul style="list-style-type: none"> Enquire if businesses can promote in the empty properties 	GN	Ongoing

Action Points 11 th January 2018		Update
Signage- metal signs and digital <ul style="list-style-type: none"> Full audit of where all the finger signs are Arrange to remove business names from finger signs Contact Army Engineers for removing old metal signs 	GN/TM GN GN/AD	Ongoing As above Ongoing

Action Points 27 th July 2017		Update
AOCB <ul style="list-style-type: none"> We will pursue the idea of getting a defibrillator in the city 	GN/TM	Have paperwork required and will complete and submit form. Being worked on, Tina getting prices, we already have approx. £900 that Boots have raised, GN to follow up and see what planning is required.