



January Bulletin

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Business to Business Promotion & Networking

Please remember that we are happy to promote your services and highlight networking opportunities between the BID business members. You will find a Business to Business Section within this bulletin, please feel free to get in touch at any point and we will take the details from you.



Video Promotion

Last year we mentioned our plans to create some short promotional video's of the city, some work has begun already, and we are currently getting organised for Phase 2. The promotional video's was one of the ideas that resulted from the Footfall Focus Group and it is great to see it moving forward.

These short promotional films will last for a couple of minutes, anything beyond that and people start to lose interest. We anticipate this short, sharp positively focused approach will add to the promotional tools we currently use. Our aim is to have 4 new films produced and ready for Spring 2019.

- Explore Elgin's East End
- Wander Elgin's West End
- Celebrate Elgin's City Centre
- Castle to Cathedral to Cashmere

They will be promoted via the Embrace Elgin web site and our Social Media Platforms, and of course any of our business members can use as well.

You can be involved and take advantage of this free promotion – this will

require our videographer to spend a little time in your premises capturing the “feeling” your business can give to customers.

If you want to be involved, please contact Tina at tina.mainland@elginbid.co.uk by Tuesday 22nd January. Filming is due to take place w.c. 28th January 2019.

Seagull Removal - Plans for 2019

In 2018 we began a project to reduce the number of gulls nesting in the city centre. It went well with the most noticeable difference being a substantial reduction in the number of juvenile birds on the ground. We will work with the same company in 2019, who will continue to use lasers to disrupt the nesting patterns of the birds. That means less gulls building nests, less eggs, less juvenile birds and less damage to properties.

We have negotiated with the contractor that if a BID member has a specific gull problem on their building, and if we can get access to the roof we will carry out a free assessment to see if there is additional action that can be taken.

If there is a simple and straightforward solution it will be included within our contract, if it's a larger more complex job and involves bringing in additional equipment or lengthy work hours, once the cost is established we will make a contribution towards the work.

The job is due to start late March which is a few weeks earlier than last year, but **we need you to contact us by mid April if you want an assessment carried out.** We need to plan for action rather than wait for nests to be built, eggs to be laid and hatched and juvenile birds damaging your roof space or causing a problem around your building. Please use the issues you have had in the past as a guide.

If you contact us, we will take a note of your problem and find out more about

roof access, we will then provide you with the contact details of the contractor, so you can get in touch with them to arrange a suitable assessment time.



Police Scotland Appeal



Highland & Islands Police Division

19 December 2018 at 11:39

Police Scotland is appealing to the public for any information they have which could help trace Donald Stewart Snr, 47 and Donald Stewart Jnr, 24.

Both men urgently require to be traced in order to assist police with their investigations into a serious incident which took place in Inverness on Sunday, August 19, 2018.

Both men are primarily based in the Highland and Moray areas. However, it is believed they may also travel further through Scotland and the wider UK.

Donald Stewart Snr is described as being white European, approximately 5ft 11in tall, with fair/blonde hair cut very short. He has tattoos on his right arm including 'Kelly,' a heart scroll and an image of a devil.

Donald Stewart Jnr is described as being 24 years old with fair/red hair, a thin build and psoriasis patches on his face.

Both are known as by the nickname "Blocker".

Detective Inspector Eddie Ross said: "Significant police enquiries have been carried out in relation to this incident and in an effort to trace the two men.

"I would ask people not approach either man if you believe you have seen them. Instead please call Police Scotland as soon as you can."

Anyone with information can contact Police Scotland on 101, quoting NN9222/18. You can also pass information anonymously to Crimestoppers on 0800 555 111.



Elgin BID Annual Charity Fundraiser

In 2018 we were able to raise £2277 for the BID charities working to deliver help and support to the local community. We would like to say a huge thank you to our partners in El-Con and to all the business who generously donated prizes for our raffles. Your support helped a wide range of charities including Clan Cancer Support, Moray Foodbank, Quarriers and Elgin Samaritans.

Planning for this year's annual charity event is well underway and is being organised by Haley Kirby, an Events Management student from Moray College UHI. Her contact details are below.

The event is a Prosecco and Pamper Night, which will be held in Elgin Town Hall for the Community on Friday March 1st. We hope to sell a minimum of 100 tickets.

To make the night a success we are asking for your help. We are looking for donations for the following activities:

- Prizes for bingo and raffle – Haley would like to offer a top prize of an iPad for the raffle and would be looking for sponsorship from a business or businesses, if you are willing to make a donation towards the cost we will ensure you are recognised for your support. All donations would be made in confidence.
- Gift bags – We hope to supply "goody bags" to all attendees and would like to include some small samples, discount offers and flyers/information so would be looking for anything that could be included from your business. If you think you can help, or want more information please contact Haley.
- BID members – Would you like to come along and showcase your business or products? If you would, we will be able to provide you a table. Let Haley know if you would, so she can organise that.
- Fashion Show – As part of the event and in line with the theme we would like to incorporate a small a fashion show into the evenings entertainment. If you would like to come along and show - clothes, jewellery, footwear or any other item, we will provide you the time to do

that. All you need to do is select what you want to show and organise your models. Have a chat with Haley for more details.

- Food – A caterer is required to supply small nibbles and sweet treats for the event. If you are interested in tendering to provide food please get in touch with Haley to discuss.
- Ticket sales – We are looking for 2 or 3 businesses to sell event tickets from their premises in the run up to the event. We will provide you with everything you require, and its the ideal way to get customers over your door. Initial interest has been very high and we anticipate a good turn out.
- Mini Treatments - During the evening we would like to offer attendees mini treatments. If you would like to come along and get involved, speak to Haley for more details.

Any donations or help with these activities would be greatly appreciated, you will be giving back to these great charities.

For any further information please email Haley at 14013002@uhi.ac.uk or contact Gill or Tina at the Elgin BID office.



Catering tender opportunity - Game Jam

The Moray Game Jam is the the largest Game Jam in the North East of Scotland and is being held on the 15th - 17th March 2019 @ Moray College UHI. The event attracts hundreds of people to the area more details can be found at <https://moraygamejam.com>

We are looking for a BID business to provide lunch for 80 people on Friday 15th March at 12.15pm and again on Sunday 17th March at 12.00 noon.

Light snacks and sandwiches with juice, recyclable cups and plates will be needed. If you are interested in tendering, please supply Tina with details of your menu and costs by Friday 25th January 2018.

Please note the other tendering opportunity within the Charity Event section of this bulletin.

The Game Jam not only involves the participants but many arrive in the area with their families. If you want to put on a special promotion or activity to make them welcome please let Tina know so that we can promote that for you. Participants will be provided with a welcome pack on arrival and there is an opportunity for you as BID members to include information or discount flyers. Please let Tina know if you want to do that by Friday 25th January 2019.

Events Programme 2019

The event dates for 2019 have been set as.

- 20th April - Easter Family Day
- 4th May – Scottish Theme Day
- 10th August – Food & Drink Festival
- 26th October – Halloween Family Day
- 23rd November – Christmas Light Switch On

These will increase the footfall into the City and allowing you the chance to make the most of the additional numbers.

Ways to get involved and make the most of the event

Treasure Hunts

Throughout the year we will arrange Treasure Hunts on event days, these drive families around the city and right to your business. We know this is always a popular activity, so if you want to get involved please send Tina your business name and contact details and she will include you in the bank of businesses taking part. We will then make sure that you are included at some point.

Please get the details to Tina by Friday 8th March 2019.

Business Promotion

You can contact Tina in the lead up to an event and she can put out promotional information for you. It can be as simple as a reminder that you are there and to encourage people to pop in, or you could put on a special offer, promotion or prize draw.

The choice is entirely yours, but it does mean that your business can take advantage of additional promotion when you know more people will be visiting.

Remember, if you cannot attend, we can take a small supply of flyers or information to pass out on your behalf.

Market stalls

In line with previous years we will be happy to cover the cost of any BID member who wants to take advantage of a market stall or promotional table at an event. Bookings for the Food and Drink Festival on the 10th August 2019 will come direct to us and we will send out a booking pack will be circulated in the next few weeks. For all other markets, you will now book directly with Alasdair Boyne who runs the farmers market.

To make sure we can get this organised, just complete the expression of interest form attached. Please note that by completing the form you are agreeing that we can forward your details to Alasdair Boyne so that he can

send you a Farmers Market Form.

[The Expression of Interest Form can be downloaded here](#)

Shop window

To make the town as attractive as possible on the themed event days we will be organising Shop Window Competition's, if you would like to decorate your windows, please let us know so we can arrange for our judge to come past and have a look.

[The Shop Window Competition Form can be downloaded here](#)

Elgin Fringe

We have been working with the management team at the Granary and are keen to introduce a small fringe event to compliment our Scottish Theme Day on the 4th May.

The Scottish Theme Day takes place during the Spirit of Speyside Whisky Festival which attracts thousands of visitors from across the world and we felt a fringe could encourage more of them to spend time in the City. We ideally are hoping for activities to take place on the evening of Friday 3rd and on Saturday 4th.

The sky is the limit, we are looking for businesses who are prepared to offer a little space within their business to host, for example music, singing, dance or crafts.

Planning is in the early stage and we need your support. If you want to find out more or get involved contact the BID office for a chat. If you have links to entertainers even better, just let us know what you are doing and when and we will add you into the programme for promotion. If you don't know an entertainer, don't worry let us know how much space you have, what type of

entertainment you think is suitable and what time and day you would like to get involved and we will try to find someone to meet your needs.

Business to Business Offers

Ordered Company - Caledonian House, High Street, Elgin

Ordered Data Protection Consultants would like to offer Elgin BID members an excellent opportunity to receive free Data Protection Management Training. Ensure you make the most of your BID membership by taking advantage of this special offer. Contact Ordered at www.orderedcompany.co.uk or on 0800 193 0877 to find out further details about this offer or to book!



SFB Consulting - Caledonian House, High Street, Elgin

FESTIVITIES ARE OVER – LET US HELP YOU INCREASE YOUR SALES

SFB Consulting Group are a bunch of friendly and flexible sales & marketing specialists offering a bespoke fixed price service for your business.

We are regularly referred to by our clients as 'part of their team' and by partnering with us we will support those in your organisation to deliver results. Our clients range geographically from the North of Scotland to London and many locations up and down the UK.

We work with a range of businesses ranging in size from one or two person companies up to organisation of 100+ employees.

SFB Consulting Group are offering Elgin BID Members a further 10% off their £499 Digital Marketing Package.

CHECK YOUR SEO SCORE FOR FREE

We review your website and provide a report on the important factors search engines care about when ranking a page, as well as things that matter to users such as page load speed and mobile usability.

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Free SEO Report Link: <https://sfbconsulting.co.uk/free-seo-report>



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- Website Audit & Analysis
- Daily Social media posts
(Frequency will be agreed with you)
- Strategic Marketing Plan
- Custom designed social media graphics
- Custom social media page headers
- Content creation for website as required
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- Monthly report (ROI)
- Named Account Manager
- Your Account serviced by a trained and suitably qualified team of experts

£499 Per Month

Can You Help?

Elgin Museum are looking for a lectern and some folding tables. If you have any of these that you no longer need and would like to see put to good use please let Tina know.



**Many Thanks
Gill & Tina**