

## Elgin BID Working Group

7<sup>th</sup> March 2019, 2.30pm – Inkwell Small, Elgin Youth Cafe, Francis Place



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

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

Discussion: Gift Card Update
<p>There has been £11,645 put on cards and £5,536.18 redeemed. As expected, the Gift Card was very popular at Christmas with £7,595 being bought over the festive period.</p> <p>TM told the Group that Gift Cards have been continued to be bought in the New Year with businesses buying them for raffle and competition prizes.</p> <p>We will continue to work on the next phase which will be to encourage additional sectors such as lawyers and estate agents to accept the Gift Card by highlighting examples of how people can use to their gift card towards the costs of buying a new house.</p> <p>MM asked how the public know about the Gift Card. TM said that posts regularly go up on our Social Media about different reasons to buy the Gift Card (e.g. Mother’s Day, Birthdays etc.) and where the Gift Card can be spent.</p>
Conclusions
<p>There has been £11,645 put on cards and £5,536.18 redeemed. The Gift Card is regularly promoted on our Social Media. Work will continue for Phase 2 of the Gift Card which will be to get additional sectors involved.</p>

Action Points	Person Responsible
<ul style="list-style-type: none"> <li>Continue work on Phase 2 of the Gift Card</li> </ul>	GN/TM

**Discussion: Late Night Christmas Shopping**

TM told the Group that after the Late-Night Christmas Shopping on the 13<sup>th</sup> December, a survey was sent out to those that took part to evaluate the success of the event- 17 surveys were completed.

82.4% said they didn't feel it was worthwhile opening late and 52.9% said they would not want to be involved in another Late-Night Shopping Event.

SY told the group that they did a survey of the Shopping Centre businesses and they reflected the same way.

The Group agreed that it is not worth continuing with Late Night Shopping Events. JD said a recommendation should be sent to the whole BID Board for not continuing with the Late Night Shopping.

**Conclusions**

Following the businesses evaluation of the Late Night Christmas Shopping on the 13<sup>th</sup> December 18, it was agreed that it is not worth continuing with Late Night Shopping Events. A recommendation will be sent to the BID Board for them not to continue.

Action Points	Person Responsible
<ul style="list-style-type: none"> <li>Send recommendation to BID Board</li> </ul>	TM/GN

**Discussion: Finger Signs**

An initial audit has been completed of the Finger Signs around the City Centre and some signs have old business names still on them.

TM asked the Group if we should keep the signs having businesses names on (which means they will go out of date) or should we remove the names all together. RC and JD agreed that all the business's names should go as it means they won't go out of date.

TM told the Group that the businesses are all listed on the Business Map and the new street signs have QR codes to the Map. The new App will also have all the businesses listed. Having the Business Map electronic means that it is easily updated.

RC asked if we needed to keep the Finger Signs as the new street signs are wayfaring signs. TM said that the original plan was to update the signs at the end of closes that lead to other streets e.g. Harrow Inn Close leading to South Street. It was agreed that this would be a good idea but only for the main lanes and closes.

**Conclusions**

The finger signs will be updated to wayfaring signs for the main lanes and closes.

Action Points	Person Responsible

<b>Discussion: Dog Friendly Elgin</b>	
<p>The design for Dog Friendly Elgin was sent out prior to the meeting and everyone liked the design.</p> <p>In the next bulletin we will ask businesses to let us know would like to be part of Dog Friendly Elgin. All participating businesses will be given a window sticker, listed on the Embrace Elgin website and promoted on the Dog Friendly Elgin Facebook Page. Once businesses have joined promotion will start.</p> <p>RC told the Group that he has asked Birnie's Pet Shop if they would like Albert to be the Dog Friendly Elgin Ambassador and they are keen to get involved.</p>	
<b>Conclusions</b>	
<p>The businesses will be asked to join Dog Friendly Elgin in the next bulletin. Once businesses have joined promotion will start.</p>	
<b>Action Points</b>	<b>Person Responsible</b>
<ul style="list-style-type: none"> <li>• Ask businesses to join in next bulletin</li> <li>• Start promotion when businesses have joined</li> </ul>	<p>GN/TM</p> <p>TM</p>

<b>Discussion: Waste Management</b>	
<p>TM updated the group on the Waste Management project. GN &amp; TM had a meeting with WasteSwitch on the 28<sup>th</sup> February and went over the initial proposal that was sent to Zero Waste Scotland.</p> <p>TM went over the list of possible sub projects. Some of the sub projects included are; compostable containers for funded pilot, introduction of Re-Use Hub/App, Business exchange/handling of packaging, bubble wrap etc., potential Deposit Return Scheme Trial and training for businesses.</p> <p>JD told the Group that from 2021 no residual waste will be able to go to landfill and private companies will need to go to the Council to take their residual waste away. JD suggested that GN asks Stephen Cooper how this will work in the future.</p>	
<b>Conclusions</b>	
<p>Work is continuing to develop the Waste Project proposal.</p>	
<b>Action Points</b>	<b>Person Responsible</b>
<ul style="list-style-type: none"> <li>• Ask Stephen Cooper about residual waste</li> </ul>	<p>GN</p>

<b>Discussion: Business Consultation – Update on the information gathered</b>	
<p>TM advised the Group that as part of business meetings have been organised at Breakfast, AGM/Awards, post work &amp; lunch times to provide as much opportunity as possible for businesses to come along. The information gathered has been collated into one document which will be shared with the members in the next member bulletin, highlighting the priorities identified so far. The engagement so far equates to approximately 19% of members. Additionally, the online survey provided supplementary information.</p> <p>Further consultations/meetings will include the Meet the Board Breakfast on the 17<sup>th</sup> April and a final survey in March/April. From the information gathered the priorities are; Marketing/Promotion, Cleanliness and Appearance and Business Networking/Engagement. RC commented that an interesting outcome from the first survey was that while the majority of the businesses said they did not engage in event days or feel they necessarily benefit from them, they do see the value and want them to continue. SC agreed that they don't always see extra footfall on event days, but they do see the benefit of bringing the extra people in to the City Centre.</p>	

<b>Conclusions</b>	
The information gathered from the last survey and business consultations show the high priorities so far are; Marketing/Promotion, Cleanliness and Appearance and Business Networking/Engagement. The information will be shared with the businesses in the next bulletin.	
<b>Action Points</b>	<b>Person Responsible</b>
<ul style="list-style-type: none"> <li>Send businesses Business Consultation results in next bulletin</li> </ul>	GN/TM

<b>Discussion: Hanging Basket and Planter Project</b>	
TM told the group that a full audit has been done of lampposts in the City Centre so that we could identify where we could expand the use of hanging baskets, however there are very few so other options such as planters, window boxes or putting up brackets at the businesses will be explored. GN has a letter from the Planning Manager that this can be done as long as the brackets are drilled into the mortar.	
<b>Conclusions</b>	
Work on finding other options to lamppost hanging baskets will be explored to allow the hanging basket and planter project to be expanded.	
<b>Action Points</b>	<b>Person Responsible</b>
<ul style="list-style-type: none"> <li>Look into other options to lamppost hanging baskets</li> </ul>	GN/TM

<b>Discussion: AOCB</b>	
SC asked when the Elgin App will be going live. TM said that we are waiting for Apple to approve the App, once it has been approved and the data has been put in, it will then go live. SC asked if the businesses could be emailed when the app is about to go live so businesses can send over offers for it going live. TM told the group that the businesses will be told when the app has gone live.	
<b>Conclusions</b>	
The Elgin App is currently under review by Apple, when approved and the data has been put in the App will be able to go live. The businesses will be told when the App is about to go live so they can send over offers for the launch, the businesses will also be told when the App has gone live.	
<b>Action Points</b>	<b>Person Responsible</b>
<ul style="list-style-type: none"> <li>Tell businesses when App about to go live and ask for offers</li> <li>Tell businesses when App is live</li> </ul>	GN/TM GN/TM

**Date of next meeting – Thursday 2<sup>nd</sup> May 2019**

## Action Point Summary and Update

Action Points 7 <sup>th</sup> March 2019		Update
<b>Gift Card Update</b> <ul style="list-style-type: none"> <li>Continue work on Phase 2 of the Gift Card</li> </ul>	GN/TM	
<b>Late Night Christmas Shopping</b> <ul style="list-style-type: none"> <li>Send recommendation to BID Board</li> </ul>	GN	
<b>Dog Friendly Elgin</b> <ul style="list-style-type: none"> <li>Ask businesses to join in next bulletin</li> <li>Start promotion when businesses have joined</li> </ul>	GN/TM TM	
<b>Waste Management</b> <ul style="list-style-type: none"> <li>Ask Stephen Cooper about residual waste</li> </ul>	GN	
<b>Business Consultation</b> <ul style="list-style-type: none"> <li>Send businesses Business Consultation results in next bulletin</li> </ul>	GN/TM	
<b>Hanging Basket and Planter Project</b> <ul style="list-style-type: none"> <li>Look into other options to lamppost hanging baskets</li> </ul>	GN/TM	
<b>AOCB</b> <ul style="list-style-type: none"> <li>Tell businesses when App about to go live and ask for offers</li> <li>Tell businesses when App is live</li> </ul>	GN/TM TM	

Action Points 22 <sup>nd</sup> November 2018		Update
<b>Gift Card Update</b> <ul style="list-style-type: none"> <li>Encourage people to use their gift cards towards holidays/honeymoons</li> <li>Plan Phase 2 to get the lawyers and estate agents involved</li> </ul>	GN/TM GN/TM	Ongoing  Ongoing – will be discussed with people at the New Year, New Home event to gauge interest
<b>Waste Management</b> <ul style="list-style-type: none"> <li>Link Steven up with Starbucks and St Giles Shopping Centre</li> </ul>	GN	Ongoing – I have spoken to Steven who will follow up through the project
<b>AOCB</b> <ul style="list-style-type: none"> <li>Check by-law for drop off and pick up for deliveries on High Street</li> </ul>	GN	Ongoing

Action Points 27 <sup>th</sup> September 2018		Update
<b>Events 2019 &amp; Beyond</b> <ul style="list-style-type: none"> <li>Go to businesses to ask to if they would like to get involved in the Fringe Event</li> </ul>	GN/TM	There was a good reaction to the idea and we have a number of places willing to get involved. GN will take forward with the Granary
<b>Focus Group- Crime Reduction</b> <ul style="list-style-type: none"> <li>Look into closed Facebook group</li> <li>Work with Jad to get training for the businesses</li> </ul>	TM GN	Ongoing – will be investigated further after Christmas Ongoing -Meeting being arranged with Jad in March

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

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

Action Points 11 <sup>th</sup> January 2018		Update
<b>Signage- metal signs and digital</b> <ul style="list-style-type: none"> <li>Full audit of where all the finger signs are</li> <li>Arrange to remove business names from finger signs</li> </ul>	GN/TM GN	Ongoing – initial audit complete and out of date signs identified – to be discussed at WG on the 7 <sup>th</sup> March Ongoing - to be discussed at WG on the 7 <sup>th</sup> March

Action Points 27 <sup>th</sup> July 2017		Update
<b>AOCB</b> <ul style="list-style-type: none"> <li>We will pursue the idea of getting a defibrillator in the city</li> </ul>	GN/TM	I now have confirmation from the Council that Planning Permission is not required, I am meeting Boots shortly to agree the way forward. 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.