

## Elgin BID Working Group

2<sup>nd</sup> May 2019, 2.30pm – Inkwell Small, Elgin Youth Cafe, Francis Place



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

Discussion: Previous Meeting Note	
Paper distributed before meeting, accepted as accurate note.	
GN told the Group that the Granary had to pull out of the Fringe Event, we did go out to the businesses who had expressed an interested however only one business replied, we therefore decided to leave the event for a later date.	
Conclusions	
Granary had to pull out from the Fringe event, we did not get enough businesses coming forward to be a venue so the event will be postponed to a later date.	
Action Points	Person Responsible

Discussion: Dog Friendly Elgin Update	
TM gave the group an update on Dog Friendly Elgin. It will be going live within the next week with each participating business getting a window sticker, there will be a dedicated Facebook and Website Page. Feedback has been positive.	
Conclusions	
Action Points	Person Responsible

Discussion: Hanging Baskets	
The hanging baskets will be put up around the Plainstones in June, GNF Cleaning have kindly offered to water them. After going out 4 businesses have asked for a hanging basket, additionally 4 businesses in Harrow Inn Close requested small planters.	
The big planters have been replanted and this will happen again in the Autumn for constant colour through the Winter. GN told the group that we have found some rail planters that would go on the railings at the top of the High Street, but we are waiting for confirmation from the Council that we will be able to put them up.	
Conclusions	
Action Points	Person Responsible

<b>Discussion: Police Business Watch</b>	
<p>Police Scotland got in touch to ask if we could help them get information out to businesses across the region.</p> <p>Gerry Ferris &amp; Jarrod Leach from Police Scotland will give us info for our bulletin, we will continue to send this to members as we have been for some time. We will then extract that section of the bulletin to send onto the Federation of Small Businesses, Business Gateway, Moray Speyside Tourism, Moray Chamber of Commerce, and representatives from the Moray Towns Partnership looking after Buckie, Forres, Keith and Lossiemouth.</p>	
<b>Conclusions</b>	
We have offered to assist Police Scotland by passing on information "Business Watch" across the region.	
<b>Action Points</b>	<b>Person Responsible</b>

<b>Discussion: Business Bulletin</b>	
<p>GN asked the group for suggestions on how we could encourage the businesses to read and interact with the bulletin. The bulletin gives information on funding, training and important updates so it is important that as many businesses as possible are reading it.</p> <p>RC suggested having a closed Facebook Group, SC agreed that this would be a good idea as the informality of it may encourage more businesses to get involved. It was agreed that we will set up a draft page and then circulate it around the Working Group. It will then be sent out to the businesses in the next bulletin and we can analyse it for a few months to see if that offers an additional platform for sharing information.</p>	
<b>Conclusions</b>	
To encourage more businesses to read the bulletin and engage, a closed Facebook group for the businesses where the bulleting content can be posted, engagement will be analysed in a few months.	
<b>Action Points</b>	<b>Person Responsible</b>
<ul style="list-style-type: none"> <li>Set up closed Facebook Group</li> </ul>	TM

<b>Discussion: Ballot Update</b>	
<p>GN told the group that everything for ballot is on track and the final consultations are being done through the Shopper's Surveys. The Young People's surveys have been completed, 74 were returned.</p> <p>We have had positive input from businesses to the "Meet the Board" sessions and holding them at breakfast, lunch, post work and evening helped to open it up to as many people as possible. Additionally, the surveys and the 1 – 1 discussion's have provided a lot of information and a clear idea of what the businesses priorities are. Businesses have been encouraged to continue to put forward ideas and suggestions.</p> <p>The results from all the surveys and consultations will be collated for the business proposal and plan. This will identify the key areas for action and projects that we would aim to deliver in Phase 3.</p>	
<b>Conclusions</b>	
Ballot timetable is all on track, the results from the surveys and consultations has and continues to be collated.	
<b>Action Points</b>	<b>Person Responsible</b>

### Discussion: Town Centre Fund - Capital Grant

The Town Centre Fund – Capital Grant has is becoming available subject to Councilor approval. Moray has received £1.2 million which the local authority is distributing across the Region. GN told the Group that the Moray Towns partnership were asked to organise roadshows, which the Moray Council staff will attend and host. The Elgin one will take place on the 13<sup>th</sup> May 4.30pm-6.30pm in the Inkwell. The Town Centre Fund can be used for converting of unused upper floors to residential, businesses frontage and public realm.

Once information has been passed on to us from the Council, we will then send it out to all the businesses to let them know the fund is available.

GN asked the group to think about if there are any projects we could apply for as the grants are first come first serve.

### Conclusions

#### Action Points

#### Person Responsible

### Discussion: AOCB

SC asked if there is anything that can be done about the empty shop windows and advertising A-Boards. GN will ask Beverly Smith from the Planning Department if there is any restrictions on the size the A-Boards can be.

We will put a priority onto getting large posters/vinyl's that will promote the city and have the letting agents details.

### Conclusions

#### Action Points

#### Person Responsible

- Ask for guidance on the size that advertising boards can be and ask if action can be taken against those that are oversized.
- Research posters/vinyl's that will promote the city and have the letting agents details.

GN  
GN

**Date of next meeting – Thursday 27<sup>th</sup> June 2019**

## Action Point Summary and Update

Action Points 2 <sup>nd</sup> May 2019		Update
<b>Business Bulletin</b> <ul style="list-style-type: none"> <li>Set up closed Facebook page</li> </ul>	TM	
<b>Advertising Boards for vacant shops</b> <ul style="list-style-type: none"> <li>Ask for guidance on the size that advertising boards can be and ask if action can be taken against those that are oversized.</li> <li>Research posters/vinyl's that will promote the city and have the letting agents' details.</li> </ul>	GN GN	

Action Points 7 <sup>th</sup> March 2019		Update
<b>Waste Management</b> <ul style="list-style-type: none"> <li>Ask Stephen Cooper about residual waste</li> </ul>	GN	GN to meet with Stephen Cooper to discuss further and identify how the project can assist the council in the work they do
<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	Ongoing – it has taken longer than hoped to get Apple to make all the necessary approvals, TM working with Andrew from Hunted Cow on this

Action Points 22 <sup>nd</sup> November 2018		Update
<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 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	500 <sup>th</sup> card sale comp will be carried out, there will be an SM comp, encouraging people to share the message, then a second comp , in traditional press asking people to tell us who they would like to give a gift card to and why.

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	Complete – to be removed New generic signs will be looked at

Action Points 27 <sup>th</sup> July 2017		Update
<b>AOCB</b> <ul style="list-style-type: none"><li data-bbox="209 136 667 203">• We will pursue the idea of getting a defibrillator in the city</li></ul>	GN/TM	AP Complete to be removed, will be going onto Boots wall, Boots just agreeing this internally, training is being offered to businesses and their staff.