

# Embrace Elgin April Bulletin 2019



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## Free Police Scotland Training Session

Crime Prevention and Shoplifting Reduction 2.00pm – 4.00pm Monday 27<sup>th</sup>May 2019

Do you know what to do if a known shoplifter comes into your business? Do you know your rights if you want to ask someone to leave your business?

If the answers are no, then our free 2 hour workshop which is being delivered by Police Scotland can help. It will give you the chance to ask the questions you want to ask in a safe, confidential environment. The session will cover the following topics:-

- Staff Policies, Methods of Shoplifting, Other offences, Tools, Prevention, Recognising Shoplifters, Personal Safety, Arrests, Corroboration
- Evidence
- CCTV

To book your place contact Tina at [tina.mainland@elginbid.co.uk](mailto:tina.mainland@elginbid.co.uk) by Friday 10<sup>th</sup>May 2019. If you would like to attend but can't manage to that session, please let us know so we can look at arranging an alternative one.

# Moray College Freshers Fayre

## **Are you interested in exhibiting at the Moray College UHI's 2019 Fresher' Fayre?**

This year's Fresher's Fayre is on Monday 23<sup>rd</sup> of September 2019 from 10am – 1pm.

The Moray College UHI's Fresher's Fayre is an exhibition that is free to attend for our current students. The exhibition has lots of local and national businesses together with a collection of live entertainment, music, food and drink.

As an exhibitor at the event you will be able to promote your services and products and most importantly retail and showcase yourself as a student friendly brand to over 3,000 students.

If you would like to exhibit at the event or donate collateral towards our goodie bags then please contact [agbcevents.moray@uhi.ac.uk](mailto:agbcevents.moray@uhi.ac.uk) where you will receive a booking form.

## **Interested in offering Student Discount for the Moray College UHI Fresher's Week?**

This year's Fresher's Week will run from the 23<sup>rd</sup> – 27<sup>th</sup> of September 2019.

We are looking to work with organisations to offer discount to (amount of students) throughout the week.

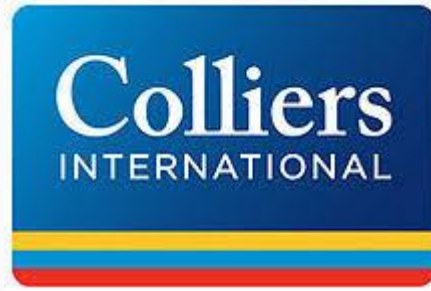
The benefits of offering student discount during the week will include:

- Spread the awareness of your brand
- Free promotion at our Fresher's Fayre, on our Social Media accounts and on our Fresher's Week page on our website
- Increase sales for the future

If you would like to offer a form of student discount during our Fresher's Week please contact [agbcevents.moray@uhi.ac.uk](mailto:agbcevents.moray@uhi.ac.uk) and let us know the following:

- What type of discount you intend on offering
- When will you be offering the discount to and from
- Will you have a specific card or flyer promoting the discount
- Send us a logo so we can promote your discount

## Are you being negatively affected by the construction work on the corner of North & High Street?



We know from speaking to our members that the construction work that has been taking place for the last year on the corner of North Street and High Street is causing increasing concern. Having done some research we are aware that in specific circumstances businesses can apply for “a level of Rates Relief” through a Material Change in Circumstance (MCC) Appeal.

This is something you can apply to do on your own or via a rating agent of your choice, however we have been working with Colliers International, who have agreed to partner with us on this issue.

Colliers have recommended that retailers/business affected by the scaffolding and work being carried out consider submitting Business Rates Appeals to reflect the negative impact that this has had in the City Centre. Colliers International can act as an agent on your behalf and submit an appeal to the Local Assessor. They can submit a Material Change in Circumstance (MCC) Appeal on the grounds that there has been a material change since the values were entered into the valuation roll that negatively effects the property. Material changes often include physical changes to a property, new roads or changes to access routes, scaffolding (that is in place for an extensive period of time) or events that affect businesses (for example a fire). If you would like them to submit an MCC on your behalf please contact them on the details below to discuss the next steps. Once appeals have been lodged with the Local Assessor, Colliers International will gather evidence, complete analysis and engage in discussions with the Assessor in an attempt to secure reductions for your business. During the appeal process you must continue to pay existing business rates, if the appeals are successful then the billing authority will pay back any over payment made. Colliers International work on a ‘no win no fee’ basis therefore there is no risk to the business submitting these appeals.’

We have negotiated with Colliers that Elgin BID members who sign up with Colliers International to act as their Rating agent will receive a greatly reduced Fee Basis of 7.5% of savings achieved. Collier’s International standard fee basis is significantly higher so by being located within the Elgin BID area members are benefitting from our discounted fee rate.

Hannah Murray  
Surveyor | Rating  
Direct +44 141 226 1006 | Mobile +44 7720 073229  
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Colliers International  
2 West Regent Street | Glasgow | G2 1RW | United Kingdom

If your company already works with a preferred rating agent, (this is most likely to apply to our National members) you may wish to contact their own agent and discuss the situation. Colliers International, have made it clear to us that they are not trying to interfere with already established business relationships. However as our business bulletin goes out to all our members we need to ensure we treat everyone in the same way, regardless of their sector or size.

If you are not responsible for paying the rates within your property then we would recommend you pass this onto the appropriate person within your organisation.

## Free Social Media Promotion – Don't Miss Your Chance

One of the priorities identified during our consultations is the need to keep marketing and promoting the city and the businesses.

Please remember that we can do that for you on an ongoing basis, just pick up the phone and have a chat with Tina about what you want to do.

Since May 2016 our Facebook Page follower growth has increased by 87.8% and our Instagram has gained nearly an extra 200 followers since April 2018.



## Elgin BID Grant Scheme

Following the completion of the Conservation Area Regeneration Scheme, we updated our internal grant scheme to try offer to support to our businesses who wanted to carry out work on their business premises.

The system is simple allowing us to be responsive to business needs. Grants can be awarded for a range of activities, the maximum grant awarded is £400 (ex VAT) and must be matched by the business. Contact the office if you want to find out more.

Applications are accepted for -

- Exterior Signage
- Vegetation Removal
- Replacement of Doors and/or Windows
- Exterior painting
- Upgrading of customer toilets
- Staff Training in Customer Service (Training must be accredited for example WorldHost, in house training will not qualify)

However, should a business or business collaboration wish to seek support for an idea that is not outlined here, but which they believe will increase footfall, improve the vibrancy of the city, promote vacant commercial space or show creativity/innovation, we would be happy to have a chat about it.

## Police Scotland Update

Please read the below updates from Police Scotland. If you type the below links into your browser you can access the documents.

Shut out Scammers Press Release- <http://bit.ly/PoliceSOS>

Police Scotland Fraud Alert- <http://bit.ly/PoliceFraudAlert>



## Business Watch - Police Scotland Partnership

As you know we regularly circulate information and guidance on behalf of Police Scotland. This arrangement was set up between the Elgin BID office and the Elgin Police Station so that we could keep our business members updated. We have now been approached about how this arrangement could be adopted Regionally.

As a result we have agreed to coordinate "Business Watch", the information we are provided locally will be passed not only to you as BID members, but also onto a range of our partners including Business Gateway and Moray Speyside Tourism allowing them to distribute it across their networks.

We hope by getting the messages out further we can help to reduce crime across the Region.

## Re Ballot Update – Summary of Consultations to date and your chance to influence the Business Plan

As you know we return to Ballot later this year and want to keep you up to date with what is happening. Over the last year we have been gathering information at our Meet the Board events, consultations and through the survey sent out before Christmas. A compilation of the survey and consultations which have taken place between April 18 – April 19 can be downloaded by typing this link into your browser- <http://bit.ly/BIDSurveyResults2> or you can contact the office for a hardcopy.

There are some themes that have come through consistently, so they are clearly important to the businesses in Elgin. We will be starting to use this information to develop the new 2020 – 2025 business plan in May of this year.

## Business Survey – Please tell us if you agree with what has been said so far

We would like to know if you agree with the priorities identified so far and more importantly how you feel these would be tackled. The survey only has 2 questions and will only take you a few minutes to complete, we would appreciate you taking the time to do it. Please complete by **Friday 3<sup>rd</sup> May** to ensure your opinions are included.

You can complete the Survey online at this link- <http://bit.ly/BIDAprilSurvey> Or if you would like a hardcopy please contact the office on 01343 550652.

# Dog Friendly Elgin

Thank you to the businesses who have already signed up to Dog Friendly Elgin!

Dog-friendly towns, is a growing trend across the UK, making sure towns are welcoming and accommodating for our pet pooches is really popular, and it's not surprising, given that the UK currently owns a total of 8.9 million dogs.

Are you a dog friendly business? Maybe you welcome dogs into your work place or have a bowl of water for them outside. If you are, let us know and you can be part of "Dog Friendly Elgin!"

Dog friendly Elgin was an idea put forward at one of the Working Group meetings and provides a great way for our dog friendly businesses to be marketed. As a partner we will organise window stickers, features on the Dog Friendly Elgin Facebook Page and on our website.

We want your pictures!!

If you have an office/work dog or a customer's dog that regularly visits your business, send us some pictures! We will post them on the Dog Friendly Elgin Facebook Page and our website!





# Elgin Gift Card Update

We introduced the Elgin Gift Card in June 2018. The gift cards can be used in any participating Elgin BID business. Participating businesses are from a wide range of sectors and are both independent and national. National companies getting involved can accept the gift card in their Elgin branch.

- How many businesses are involved – 84 and rising
- How much money has been put onto Gift Cards - £12,050
- How much money has been redeemed - £6,670
- How many businesses have been given money via the Gift card - 47
- How many transactions have taken place using the Gift card - 378
- What is the average transaction put onto a gift card - £17.64

Any Elgin BID business member who can accept swipe card payments can sign up free of charge to accept the Gift Card. Simply call the office and we will pop round and sign you up, it only takes moments to set you up!



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**Many Thanks  
Gill & Tina**