

Embrace Elgin March Bulletin

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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.

If you have an office/work place dog, then why not send us pictures of them "at work or rest" in your business and we can publish them on the web site.

Dog Friendly Elgin!
Look out for the blue paw when you are out and about
with your dog!



High Street Defibrillator

In partnership with Boots we are going to put a Defibrillator on the outside of their building, allowing access in the centre of the city 24/7.

We will be adding a section on our website to tell people where all the Defibrillators are located within the City – if you have one within your premises please let us know so we can make sure we promote that for you.

Hanging Basket and Planter Project 2019 – tell us if you want to be involved

In 2018 we re introduced Hanging Baskets into the City utilising the lamp posts around the Plainstones. As promised last year we plan to expand that project to try and introduce more baskets/planters. Taking advantage of the lampposts is an effective way to do that, however there are very few available, so we have been exploring alternative options.

Utilise existing brackets – if you have a bracket(s) at your premises and would like a basket, we will be happy to discuss organising this, if you are prepared to sign up to watering the basket throughout the season. You would also have to do a check on the bracket to ensure it is still fit for purpose and safe.

Putting up new brackets - We are happy to financially support businesses who wish to have a new bracket put up on their building– however as Elgin is a Historic City there are a few things to be considered. Having sought guidance from the Moray Council, we know that we can put up brackets if they are inserted into the mortar and NOT into the stone work, we would liaise with the Council on your behalf to ensure they are happy with our plans. We will be happy to discuss organising this, if you are prepared to sign up to watering the basket throughout the season.

Planters/Pots – We have looked into this and if there was interest, particularly along the lanes in getting a small planter/pots that could be taken in each evening to avoid the risk of damage we will be happy to discuss organising this if you are prepared to sign up to watering the basket throughout the season.

If you want to get involved and help us fill the City with Flowers please contact Tina by Friday 5th April 2019, stating your preferred option.

Collation of Business Survey

In preparation for Renewal Ballot we carried survey's and met businesses to identify your priorities and views. The results have been collated and can be downloaded below.

We will be carrying out a final survey in the coming weeks and we are holding a Business Consultation Breakfast on the 17th April (details below).



Business Member Invitation

Over the last year we have been carrying out business consultations, meetings and surveys.

On the 17th April we will be presenting the information gathered. This will be followed by a discussion between the BID members and the Board of Directors.

We would like to invite you to join us to ensure your views and opinions are put forward. The information gathered throughout the process will be used to form the Phase 3 Business Plan.

Bacon Rolls & Light Refreshments will be served

17th April 8.00am-9.30am
Inkwell, Francis Place

RSVP by 10th April
Email- tina.mainland@elginbid.co.uk

Please remember that you can put forward suggestions and ideas at any time, you can do this by

- Calling the office – 01343 550652
- E mailing Gill or Tina – gill.neill@elginbid.co.uk – tina.mainland@elginbid.co.uk
- Speaking to one of the Directors – details on the website
- Popping into the office for a chat
- Asking us to pop into you

The information gathered will be used to prepare the Phase 3 Business Plan, so make sure that your ideas are included within it. The Plan will be developed in May 2019.

Type this link into your browser to download the results-
<http://bit.ly/BIDSurveyResults>

2019 Events

We are preparing for the Easter Family Day and are keen to get as many businesses involved as possible. We want to encourage people to move around the city centre so will be using a Treasure Hunt with Instant prizes to do that – would you like to get involved?

We need businesses to;

- Take Treasure Hunt Posters
- Hold and distribute Easter Eggs to those completing the Hunt (which we will provide)

You can also

- Promote your normal products or services for the Day – which we will promote
- Put on a Special Offer(s) for the Day – which we will promote
- Help to decorate the town centre by taking part in the Shop Window Competition
- Take a free Market Stall to sell, promote or fundraise

Treasure Hunt Poster Holders

We are looking for 8 businesses to hold an A4 poster clue for our Great Easter Egg Hunt! This will bring people right to your door and give you all an extra chance to promote your services and products. If you want to be involve please let us know by Friday 29th March.

Egg Holders

We are also looking for an additional 3 to 5 businesses to hold the Easter Egg prizes. We will bring you a batch of Easter Eggs before the event. On the day children who complete the hunt, will be given a winner's ticket telling them where to collect their egg. We will send out a guide with instructions closer to the event. Again, this will give you a chance to promote your services and products.

If you would like to hold a poster or the egg prizes please let us know by Friday 29thMarch.

Promote your Business **OR** Special Offers for the Day

If you want to take advantage of the increased footfall in the city, why not get us to promote your business in the run up, or let us know about any special offer you are putting on for the day, and we will promote it on our Facebook, Instagram and Twitter!

Shop Window Competition

We'd also like to encourage as many entrants as possible into the shop window competition.

We know how much effort goes into creating eye-catching window displays but they help to make the city look bright and welcoming, so are worth the effort?

To enter, simply contact the office and we'll send the judges your way!

Market Stalls

With the event less than 4 weeks away, we'd like to ask anyone who would like to take a market stall to get in touch. If you would like a booking form for this event, as well as Scottish Theme Day, Food & Drink Festival, Hallowe'en and Christmas please contact the office.

Seagulls - Don't Miss the Deadline

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 starts this month, 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 for identifying problems,**

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.

Business to Business Promotion

Please remember that we are happy to promote your services and highlight networking opportunities between the BID business members.

Tesco Community Champion

At Tesco we are committed to working along with the local community. My role as Community Champion is to offer help and support with any donations or prizes or going along to the event & be an extra set of hands.

We can also support with any other activities i.e. Painting, gardening, etc to support our local charities to refresh their centres.

If I can be of any help please contact me in the Tesco Elgin Store. My email address is tescoelgincommunity@gmail.com.

Tracy Gourlay
Community Champion
Tesco Elgin

DC Thomson

Over the next 12 months, DC Thomson Media will host a series of free events designed to explain and demystify the modern media marketplace – to share expert knowledge that empowers you strengthen and improve your business.

We're hitting the road, taking these seminars to Dundee, Aberdeen and Elgin, and we'd be grateful if you took a couple of minutes to tell us how we can make them as relevant and convenient for you as possible.

Type this link into your browser to access the survey- <http://bit.ly/DCMediaSurvey>

St Giles Shopping Centre- Easter Egg Appeal

Please read the below letter from the St Giles Centre, they are collecting Easter Eggs which they then different organisations including local children's charities, hospitals, hostels, crèches, family centre's and retirement homes.

Type this link into your browser to download the letter- <http://bit.ly/StGilesEggs>

Shopmobility Moray

Shopmobility are looking for new Directors. If you or someone you know may be interested and would like more information please type this link into your browser for the job description-

<http://bit.ly/ShopMobDir>

Skills for Growth from Skills Development Scotland

Skills for Growth is an innovative service designed to help small businesses get the best out of the skills of their workforce. If your workforce is between 5-250, consider this FREE service which combines a FREE skills health check in conjunction with Remarkable(formerly IIP Scotland) .

SDS helps employers achieve their business objectives by combining a fully funded skills analysis with support and guidance throughout from Skills Development Scotland's Employer Engagement Team.

Roddy Innes is the SDS Employer Engagement Adviser in Moray and North Aberdeenshire.

Participation in Skills for Growth can help employers:

- Increase performance by working to people strengths, resulting in a more motivated and engaged workforce.
- Build confidence to invest in training and development that is focussed where it matters most.
- Attract the right people by recruiting for the skills that they don't already have in the business
- Manage change and introduce innovative workplace practices.
- Support employees in understanding how they contribute to business success.

Check out what Skills for Growth means to your business on www.ourskillsforce.co.uk/growth

Should you be interested, please contact Roddy Innes on 07789988961 or e

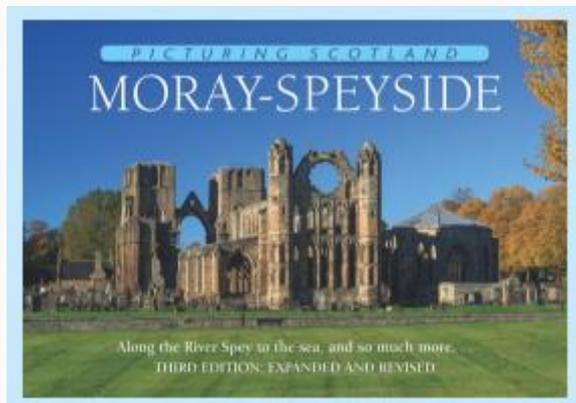
mail roderick.innes@sds.co.uk for further information.

Elgin Book

We have been approached by Ness Publishing the people behind the successful pictorial guides of Scottish Regions. The guides measure 6.5 x 4.5 inches and due to their small size, they are popular with visitors & tourists, more information can be found at <http://www.nesspublishing.co.uk> .

They are considering doing an Elgin Guide and are looking for sales outlets, they have already approached a couple of BID members about this, but are keen that we offer it further.

If you are interested in finding out more, Colin who is the company owner and based in Elgin would be happy to have a chat. His E mail is colin@nesspublishing.co.uk or mobile 07962 014871.



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.

Ditch The Dealer- <http://bit.ly/DitchDealer>

Hate Crime Toolkit - <http://bit.ly/HateCrimeTKit>

Stamp out Crime- Be your Communities eyes & ears -

<http://bit.ly/stampoutcrime>



**Many Thanks
Gill & Tina**