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#Embrace Elgin Your chance to promote the “Support your City Centre” message

As part of our ongoing marketing and promotion of the BID businesses and City Centre we have now prepared a series of short films;

- Buzz on Batchen
- Celebrate the Centre
- Explore the East End
- South Street the Wedding Street
- Wander the West End

The films have been uploaded to our web site, thank you to all the businesses who took the chance to get involved. Please feel free to share these and use them to promote the area you do business in and the wider city centre. Type <https://www.embraceelgin.co.uk/citycentrevideos/> in to your browser.

These films coupled with the ongoing Facebook, Instagram and Twitter posts, Professional Services Catalogue, Food & Drink Guide, Business map, Ticket for Elgin and “Welcome to your New Home card” for Robertson and Springfield Homes buyers & service personnel arriving at RAF Lossiemouth and Kinloss Barracks gives us a wide range of promotional materials which can be used in different ways and times and for different audiences.

What we are doing next - We now plan to move on and create short video clips or message boards where you can post a message to the public about using local services, shops, businesses and supporting the City Centre. The messages will be short, positive and remind people about the benefits of using the City. If you don't like speaking on camera – don't panic - you can write your message on board and hold it up.

If you want to get involved get in touch with the office by Wednesday 31st July. If you want some help, we will work with you to fine tune your message, you don't need to come with a firm idea.

Gift Card Update

The Elgin Gift Card has been in place for a year and there are now more than 80 businesses accepting it, from butchers to beauticians, hairdressers to holidays and dinner to dresses it really does make the Elgin Gift Card an idea gift.

We have now sold our 500th Elgin Gift Card and have had £13,330 placed on gift cards and £8380 redeemed, that means there is still £4950 available on cards to be spent. There have been 463 transactions with an average transaction spend of £18.09.



If you haven't signed up already, we can get sort that out quickly and easily. It doesn't matter what kind of business you run, if you are a BID member and you take card payments you can get involved. Participation in the gift card programme is **free to all BID members**. The only technical requirement is that you are able to accept Swipe payments through your card machine. Don't miss out on your chance to get involved and get a share of the cash.

If you are signed up, keep promoting the card through your own promotional channels, if you need an additional window sticker let us know and we will drop one off. To celebrate the 500th gift card sale we have a series of promotional and marketing features taking place in July.

Green Elgin Project Hanging Baskets, Street Planters and Street Weeding

Earlier this year we asked you, if you wanted to get involved in the Green Elgin project by taking a hanging basket or planter, thanks to everyone who got involved and have added a splash of colour to the city.

We also had help from the SPICE Group, Elgin Community Council and SSE Networks to get the baskets up and from GNF cleaning who are kindly watering the baskets over the summer. Thanks also to the businesses who are watering the large black planters across the city.



Weeding took place over the last few weeks, making it easier for businesses who want to keep their frontages clean and well presented. We hope this action will make it easier for businesses to maintain on an ongoing basis.

The large black planters will be re - planted with winter pansies and colour in the autumn.

ReBallot

As you know we will be returning to Ballot in Autumn 2019. In line with legislation the BID businesses can decide whether or not they wish Elgin to remain a Business Improvement District.

Over the last year we have been carrying out consultations and having discussions with our membership to confirm priorities and what you want us to focus on going forward.

The information gathered has been used to form the basis of the Phase 3 Business Plan. Attached you will find the draft plan, please take the chance to have a look and feed back comments. All comments must be fed back by Monday 22nd July. You will be issued with a hard copy of the plan along with your voting papers. The plan has been developed directly as a result of the information that you provided us during the consultation process, that is what has led to the projects and plans listed.

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

The copy attached contains the text only, the layout and design of the Business Plan is being worked on at the moment.

We have also attached an information update that summarises a snapshot of what has been achieved over the last few years. If you want to meet to discuss the details or send in an E mail with your thoughts, please contact the office and we can sort that out.

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

We will keep you updated in the coming months as we get closer to the ballot papers going out.

Christmas Lights – can you help?

For the last 10 years Elgin BID, supported by the Elgin Benevolent Trust have organised and funded the Elgin Christmas Lights. It was this partnership that led to the new lights being erected in 2016.

The Trust has recently lost a couple of members and we are keen to find local businesses who want to get involved and help ensure that Elgin continues to have a Christmas Light Display.

The commitment is not onerous, there are 4 or 5 meetings a year, but we would be looking for someone who is prepared to help fundraise and if possible be available on the day of the Christmas Light Switch On. To find out more please give Gill a shout – 01343 550652 or gill.neill@elginbid.co.uk

Event Update

Classic Car Show, Food & Drink Festival and Cannonbawz Run

August is set to be a busy month with 3 events taking place across the city;

- Elgin BID Classic Car Show – Saturday 3rd August 2019
- Elgin Food & Drink Festival – Saturday 10th August 2019
- Cannonbawz Run Launch – Saturday 24th August 2019

Classic Car Show - We are delighted to be introducing a new event to the Elgin BID Event Programme. Our inaugural Car Show will be based in South Street and Commerce Street. If required, we have the capacity to extend along the High Street (Costa Coffee Corner to Boots).

Food & Drink Festival - Most of the exhibitors will be based in Elgin Town Hall for the Community and the St Giles Church. However, in order to encourage visitors to explore the City we will have additional attractions on the Plainstones and surrounding streets.

Cannonbawz Run – Now in its 5th year and a regular part of the Elgin BID event programme the run will set off on its fundraising journey from the Plainstones at 11.00am.

We have agreement from the Moray Council and the applications have now been approved and will be in place for: -

Commerce Street – the entire length to double white lines by Timpsons 7.00am – 4.30pm (**Classic Car Event Only**)

South Street - from Culbard Street (Culbard Street would not be shut) to Commerce Street outside Beaver Travel (**Classic Car Event Only**) Access will still be available for Sign of the Times and the Elgin Furniture and Carpet Centre from 7.00am – 4.30pm

Plainstones – along the South side of the St Giles Church. (**Classic Car Show, Food & Drink Festival and Cannonbawz Run** - Classic Car show from 7.00am – 4.30pm, Food & Drink Festival from 8.00am – 6.00pm and Cannonbawz Run from 8.00am – 12.00noon).

You can still get involved by taking a Treasure Hunt clue- the Hunt drives people across the city, having your business promoted on Social Media in the lead up to the event, putting on a special promotion, activity or offer that we can market or taking a market stall at the Food & Drink Festival.

Please contact the office if you want to find out more.

Working Group

As you know we regularly ask you as BID members to get involved and give us your ideas. The BID Working Group meets once every 8 weeks and is made up of business members. This is the operational arm of the company and drives forward activities and projects.

If you think you can spare a couple of hours every two months, we would love to have your input. If you can't commit to that, you can still be involved by coming to a single meeting or by putting forward a suggestion for the Group to look at in more detail.

To find out more contact Gill at the office.

BID Business Awards & AGM 2019 2nd October 2019

Our AGM and Business Awards will take place on Wednesday 2nd October 2019. The AGM will allow the Board to give a summary of what has been happening in 2019 and give an update on the new Business Plan. It will then offer the chance for our members to network with the Board of Directors and other businesses.

The Awards continue to draw thousands of nominations and it is a great way to promote and focus on the businesses and great service provided in Elgin. The timetable for the awards is below and we will keep you updated as things progress.

In a slight change and taking on board feedback we will be altering the way we accept nominations for the New and Long-Established awards. We are still inviting businesses to nominate themselves **BUT** we are also asking you to nominate your business neighbours. Has someone really impressed you, do you want the chance to give them the recognition you feel they deserve, if the answer is yes, then take the short amount of time to complete the nomination form attached.

Key Dates

- 11th July- New Business and Long Established Business Award Nominations Open
- 26th July 2019 – New Business and Long Established Business Award Nominations close
- W/C 29th July 2019 – Judging panel meets and decides on top 3 nominations
- 9th August – BID Business Awards 2019 opens in Northern Scot with 3 finalists highlighted on the nomination form
- 6th September 2019 – Voting closes
- 2nd October 2019 – Winners are announced at the BID Business Awards

The New Business Award Nomination Form can be downloaded here- <http://bit.ly/BIDNBA>

The Long Established Business Award Nomination Form can be downloaded here- <http://bit.ly/BIDLBA>



Global virus fear prompts update for old Windows

Fears of a massive global computer virus outbreak have prompted Microsoft to issue security updates for very old versions of its Windows software.

One patch is for Windows XP, which debuted in 2001 and Microsoft stopped supporting in 2014.

Microsoft said the patch closed a hole that could be used to spread a virus.

Malicious hackers exploiting it could kick off a worldwide outbreak like the 2017 WannaCry worm, which hit thousands of machines.

It was **"highly likely" the vulnerability would be exploited if it went unpatched**, wrote Simon Pope, Microsoft's director of incident response, in a blog about the bug.

He said the bug could be exploited simply by connecting to a vulnerable machine over the internet.

"Any future malware that exploits this vulnerability could propagate from vulnerable computer to vulnerable computer in a similar way as the WannaCry malware spread across the globe in 2017," he said.

This danger prompted the release of a patch that closes the loophole in:

- Windows XP, Windows 2003, Windows 7, Windows Server 2008

To find out more information on this vulnerability please

visit: <https://blogs.technet.microsoft.com/msrc/2019/05/14/prevent-a-worm-by-updating-remote-desktop-services-cve-2019-0708/>

For advice and guidance on how to update your systems please visit <https://support.microsoft.com/en-gb/help/4500705/customer-guidance-for-cve-2019-0708>

Remember

Crime can be managed like any other aspect of business and controlled through business strategies. It is not always just bad luck that one business suffers crime and another enjoys a safe environment. A balanced prevention strategy means that a thief will either give up, move on or be caught thus minimising your business loss.

Moray College UHI Research and Innovation for Growth

Moray College UHI, in partnership with Interface, are hosting an event to showcase innovation and research and to encourage the development of new partnerships between business and academia.

Open to staff, businesses and students, presentations will include speakers from Interface, Knowledge Transfer Network and Innovate UK.

For the full programme and to book your FREE place visit:

tinyurl.com/rig2019



RESEARCH AND INNOVATION FOR GROWTH

21 AUGUST 2019
9.30AM - 2.30PM
AGBC CONFERENCE ROOM
MORAY COLLEGE UHI

IN PARTNERSHIP WITH
Interface
Knowledge Transfer Network

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IN PARTNERSHIP WITH
VentureFest

**University of the Highlands and Islands
Moray College**
Academic Partnerships
Email: AGBCevents.moray@uhi.ac.uk

Skills Development Scotland Skills for Growth

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 and 250, consider this FREE service which combines a skills health check in conjunction with Re:markable (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.

Skills for Growth:
Helping your business grow



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.

A9 Closure

We have been advised of a closure to the A9, due to take place later in July, details can be found on the information attached. Given the importance of the road in transporting goods, we wanted to keep you updated.

Type this link into your browser to download the leaflet- <http://bit.ly/A9Leaflet>

Distilled

Now in its fourth year, Spirit of Speyside Distilled returns to offer you the finest single malt whiskies, artisan gins, rum, local ales, brews and foods, all from the region we call home – Speyside – united under one roof.

This one-stop gathering comes together at Elgin Town Hall on 6th and 7th September, when the special mix sees some of the biggest names in the Scotch whisky industry served up to visitors alongside local gins, award-winning craft beers, and delicious food bites - showcasing an amazing array of food and drink all made in the Speyside area.

The £20 ticket (£15 Friday afternoon only) includes entry, six vouchers for tasting samples of gin, whisky or beer, a lanyard and a Glencairn nosing and tasting glass. Expert led masterclasses will be an additional cost.

#distilled19

Tickets for the event are available at: <https://distilled.scot/>

Many Thanks

Gill & Tina

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