

Embrace Elgin October Bulletin 2019

In this month's bulletin:

[Renewal Ballot](#)

[Elgin Gift Card](#)

[Zero Waste Elgin](#)

[Christmas Light Switch On](#)

[Christmas Promotion](#)

[Elgin's Christmas Calendar](#)

[Dog Friendly Elgin](#)

[Police Scotland Business Watch](#)

[Mental Health Breakfast Briefing for Employers](#)



Renewal Ballot

As you know, we are now within the Renewal Ballot process and in order to comply with legislation, the Moray Council have commissioned the Electoral Reform Services (ERS) to run the ballot. ERS have issued the voting papers to the people eligible to cast votes. If you are one of those people you should have received your papers by now, if they have not arrived it is essential that you act quickly to get them. Please see details below explaining the process for requesting new ones.

Voting closes at 5.00pm on Wednesday 27th November.

Again, in line with legislation ERS will complete the count and advise the Moray Council of the result. They will then publicly announce it in the Gallery Room at the Elgin Library at 5.30pm on Thursday 28th November. Any BID business member or stakeholder is welcome to go along and listen.

As we have said over the last few months, a huge amount has been achieved over the last few years, including millions of pounds of investment, co-ordinated and tailored marketing, mediation, seagull reduction, additional street cleaning services, significant reduction in vacant shop numbers, free training and workshops, WorldHost status for the City, television press coverage and new Christmas Lights. This is only a small sample of what has been achieved, but without Elgin BID this will all end early next year. We really believe Elgin will suffer in the future, so we would encourage you to;



For your business, your future, your City

Lost Renewal Ballot Papers

The notification of ballot letters were issued by Electoral Reform Services on the 11th October and the ballot voting forms and business plans the following week. If you are the person eligible to vote for your company it is essential that you have received these.

The legislation around the process is strict and if you have not received your voting papers, the final day that they can be reissued is the 18th November. If your papers have not arrived you must carry out the following actions in order to receive them.

To request your voting pack please email bids@cesvotes.com along with a form of ID.

The requirement regarding ID evidence is listed below :

- a) Signed Letterhead for the appropriate company
- b) A signed photocopy of the National Non-Domestic Rating Bill for the hereditament
- c) A signed photocopy of an item of personal ID such as a Passport or Driving Licence.

If you could let us know if they have not arrived we would appreciate it.

Elgin Gift Card

The numbers of our business members who are accepting the Elgin Gift Card continue to rise steadily, making the choice of where to spend it even better.

We will begin a marketing campaign shortly and hope we will have even better success in Christmas 2019 than we had in 2018. One of the advantages for our members is that people receiving the Gift Card then have “cash” to spend at the turn of the year, when things are traditionally tighter, and people are watching their money.

We had strong success in 2018 marketing the Gift Card as the ideal staff reward or thank you and had businesses from across Moray purchase them for staff and customers. We will be hoping to increase the numbers of cards sold for that purpose this year and are about to send out information packs in the coming weeks.

Please don't forget that you too can thank your staff that way in 2019. Cards can be bought individually or in batches if that helps, please contact us at the office for more information.



The Elgin Gift Card

The perfect reward or gift for employees or customers



For more details contact

Gill Neill or Tina Mainland
gill.neill@elginbid.co.uk
tina.mainland@elginbid.co.uk
01343 5550652

www.elgingiftcard.co.uk

Zero Waste Elgin

As you know we have been leading an ambitious project on behalf of the City Centre businesses aiming to make the city centre a more environmentally and sustainable place.

A large number of Elgin BID members have been involved and as result, Zero Waste Scotland is now happy that Elgin refers to itself as a Zero Waste Elgin, which also means that the supporting businesses will be acknowledged as Zero Waste Businesses.

The process began with workshops which the BID members were able to attend to put forward ideas and ask questions, as a result an Action Plan was created, and the project began in earnest. The resulting range of activities organised by Elgin BID included providing accredited training for business to help them operate more sustainably and providing equipment such as new internal segregated waste bins to encourage responsible recycling. An information and resource library is also available for Elgin BID members, ensuring they have easy convenient access to information, examples of good practice and funding sources. Please see below for more details.

If you have not been involved to date, please don't worry this is an ongoing project and we will make sure you are kept up to date with how to get involved as things progress.

The free recycling bins are still on order, apologies for the delay, our partners are working with Zero Waste Scotland to have them issued as quickly as possible and we will be in touch as soon as we have a delivery date.

On the Zero Waste Elgin page of our website you will find a library of waste resources. These include; information on recycling, recycling facts & figures, case studies, environmental projects and more. Here is the link to the page- <https://www.embraceelgin.co.uk/zerowasteelgin/>

On the 19th November Steven and Dave from WasteSwitch will be delivering the full REHIS course in a classroom environment to anyone who wishes to attend. Please let Tina know if you would like a place **by Friday 8th November** as they are limited. The training take place between 1.00pm and 3.30pm at the Inkwel, Francis Place.

Admission and registration is absolutely free, all we ask is that you bring your own laptop or similar device.

After the training there will be a Zero Waste Elgin update meeting that will take place from 3.45pm-5pm.

Please RSVP for the meeting and/or training to Tina at tina.mainland@elginbid.co.uk by the Friday 8th November.

Christmas Light Switch On

The Switch On is set to take place on the 23rd November, with entertainment starting at 11.00am, Santa's parade setting off from the Museum car park at 2.00pm and the lights going on at 4.15pm.

We also have Dan and Grace from MFR's breakfast show hosting the event between 2.00pm until 4.15pm. This year it's the turn of West End Primary to switch the lights on, the school are currently selecting the lucky child.

We would encourage as many businesses as possible to decorate their windows in a Christmas Theme. If you want to take part in our Christmas Shop Window competition please let Tina know by **Monday 18th November** and have your window ready for Saturday 23rd November.

If you would like us to carry out any additional promotion for you so you can take advantage of the additional footfall or in the lead up to Christmas please see below for more details.

If you would like to take advantage of a free market stall at the event please contact the office for a booking pack.

Santa's Post Office will be returning and open from 10.30am - 4.00pm for children to come along and write their letters to Santa. To add to their fun "Santa" will then reply to everyone, more details about being a letter pick up point for those replies can be found below.

Would you like Additional Footfall early December – an opportunity for All Business Members to get involved!

After the children have written their letters to Santa he will reply to everyone. We will then invite the children (and their families) back into the City in December to collect their special letter.

ANY BID Member can hold letters to pass onto the child, it's a great way of getting people into your business while spreading some Christmas Cheer. It doesn't matter if you are an;

- Estate Agent, Retailer, Accountant, Beautician, Hairdresser or Café.

It's a simple and positive way to meet new customers. If you want to get involved let Tina know by **Friday 22nd November**. We will let the children's parents know the letters are ready to be collected in the week commencing the 9th December.



The poster is red with white snowflake decorations at the top. The text is white and reads: "Christmas Light Switch On", "Elgin City Centre * 23rd November 2019", "Entertainment from 11am to 4pm", "Christmas Market All Day", "Santa's Post Office will be back and open from 10.30am-4pm!", "Entertainment in St Giles Shopping Centre", "Reindeer Parade starting off at 2pm from the car park by Elgin Museum, led by Curious Minds Education Centre and Elgin & District Pipe Band", "See Santa and his Reindeer from 2pm to 4pm", "See MFR's Dan & Grace live in the afternoon", "Christmas Lights Switched on at 4.15pm". At the bottom, it says "For full event programme please visit the Embrace Elgin Website or Facebook Page. Programme subject to change" and includes logos for Elgin Town Centre Benevolent Trust, Embrace Elgin, and St Giles Shopping Centre.



Christmas Promotion

With December on it's way you may have already started thinking about Christmas promotion.

If you want to remind people about your business, want to promote a specific service or product, are running Christmas special offer, lunch, nights out or menu let us know and we will promote it for you on our social media platforms.

We are happy to promote all BID members, you do not have to be running a special Christmas promotion to get involved, we are here to help, just give Tina a shout at tina.mainland@elginbid.co.uk.

Elgin's Christmas Calendar

As an extra way of promoting our members we want to run "Elgin's Christmas Calendar" throughout December on all our Facebook Page. Every day we will open a box and it will feature an offer from an Elgin City Centre Business.

We are looking for 24 offers, you could put in for example, free coffee with main meal, entry to a prize draw, 10% off hair colours. If you are already planning some Christmas promotion you can have it included and will help to give you wider coverage! You decide how long you want the offer to last and what it is, we do the promotion for you.

So get your thinking caps on and if you would like to be included please let Tina know by **18th November**.



Dog Friendly Elgin

Thank you to all the businesses that are already part of Dog Friendly Elgin!

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!". As a partner we will organise window stickers, features on the Dog Friendly Elgin Facebook Page and on our website. If someone needs a dog bowl to put at their front door, we can even sort that too - just ask.

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!



Police Scotland Business Watch

Counter Terrorism training opportunities for NE businesses

ACT – Action Counters Terrorism E-Learning Opportunities

Action Counters Terrorism (ACT) eLearning is a Counter Terrorism awareness product designed for all UK based companies and organisations. ACT Awareness eLearning will provide nationally recognised Counter Terrorism guidance to help industry better understand, and mitigate against, current terrorist methodology.

Full details can be accessed at

<https://www.gov.uk/government/news/act-awareness-elearning>

ACT Awareness

There is also an ACT Awareness presentation which is hosted by Counter Terrorism Security Adviser colleagues. It can be delivered before or after the e learning programme. This allows for some context to be added to the ACT e learning package. The presentation can be delivered in two hours and is pitched at a level where all staff members can benefit. Dates and venues can be developed to maximise attendance. If there is interest please contact them at the e mail address below.

Document Awareness – Workshop

Police Scotland Counter Terrorism Security Advisers are holding workshops targeting the potential 'insider threat' posed by employees. The workshop will also promote better identity document awareness within HR and recruitment departments of companies vulnerable to terrorist attack. The workshop is 2hrs long and is aimed at staff who deal with documentation - i.e HR and recruitment staff. A date and location has still to be confirmed. If any business is interested, they can contact scdctsaaberdeen@scotland.pnn.police.uk for details.

Phone scam warning following collapse of Thomas Cook

Holidaymakers who booked with Thomas Cook are being warned to be extra vigilant as fraudulent phone scammers try to take advantage. News emerged this week that the 178-year-old tour operator had fallen into liquidation due to over £1 billion in debt. As many who booked a holiday try to get their money back, several reports have emerged on social media that phone scammers have contacted people claiming to be Thomas Cook and requesting card information in order to refund them. One Facebook user wrote: "Just had a phone call from 'Thomas Cook refund agent' going to give me a refund on the holiday I have purchased (no I haven't) just need my card details and 3 digit number on the back to refund me...."

Those affected are now being warned to be extra vigilant of phone calls from anyone claiming to be from Thomas Cook or insurance companies.

Scottish Business Resilience Centre's Eamonn Keane, Chief Operating Officer for Cyber and Innovation said: "Legitimate organisations will never call you and ask for your bank details. If in doubt about the caller's identify, ask for their number and say you will call back, but never give out personal information."

Following the reports, Take Five, a national awareness campaign led by FFA UK issued advice to those affected.



The graphic features a yellow hand icon with the text 'TAKE FIVE TO STOP FRAUD' inside it, set against a teal background. To the right, on a dark blue background, is the UK Finance logo and a list of four safety tips. Below the list is a URL for more information about Thomas Cook.

UK FINANCE

1. Never automatically click on a link in an unexpected email or text.
2. Always question uninvited phone calls in case it's a scam.
3. Always contact your bank or card provider directly using a known email or phone number.
4. You can find more information about Thomas Cook here:
<https://thomascook.caa.co.uk>

Bogus call by male purporting to be from 'Cash Vehicle in Transit' Crew

Earlier this month a retailer received a phone call from a male purporting to be from G4S asking if they had anything to 'pick up' and at what time and was there anything 'coming out'? The male was told they were expecting a 'pick up' later. He then hung up. The genuine G4S crew attended the venue not having made this call.

Businesses are reminded to be vigilant and not pass details of cash movements to anyone calling,

Report all suspicious calls to Police.

Counterfeit Currency

Continuing from the last bulletin, members should remain alert to counterfeit currency which is still being circulated, in particular £20 & £50 notes.

LOCAL NEWS - <https://www.scotland.police.uk/whats-happening/news/news-by-division/north-east/>

NEIGHBOURHOOD WATCH SCOTLAND - <https://nwscotland.neighbourhoodalert.co.uk/>

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.

Mental Health Breakfast Briefing for Employers

Hosted by Moray Wellbeing Hub CIC & AM Employment Law, in partnership with Elgin BID and tsiMORAY, this breakfast briefing is a chance for local employers and those who supervise or manage staff and volunteers to update themselves on mental health legislation support and resources.

This includes:

- Employment law covering the Equality Act and reasonable adjustments
- First aid principles including local signposting and resources

Refreshments are available.

Maximum two spaces per employer unless by prior arrangement with hosts.

There will be sessions on the 18th November and 14th January 2020 both from 8am-10am in the Inkwell, Francis Place.

Booking is essential, you can book your place at the below links:

18th November session- <https://www.eventbrite.co.uk/e/75842463851>

14th January 2020 session- <https://www.eventbrite.co.uk/e/75858746553>

**Many Thanks
Gill & Tina**

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