



# City of Elgin BID Ltd

## Renewal Ballot Business Plan

1ST FEBRUARY 2020 – 31ST JANUARY 2025



VOTE  YES



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# WELCOME

**I am proud to be welcoming you to the Business Plan for Phase 3 of Elgin's Business Improvement District. With almost a decade of work having been successfully achieved, we look forward to embracing the next five years.**

Voting YES in the next ballot will allow our business community to continue to work, develop and showcase what we all have to offer. If you vote YES, Elgin BID will continue to be your voice, keep you updated, deliver projects, fight on your behalf, keep promoting Elgin businesses and the City Centre and help new businesses to get established.

Over the last 10 years Elgin BID has;

- Driven constant marketing campaigns for the Elgin BID members and the City Centre; delivered through Social Media platforms, radio, video, digital signage and printed press
- Reduced vacant property numbers by promoting vacant buildings, conducting viewings and helping new-start businesses
- Initiated a campaign to reduce the number of nesting seagulls in the City Centre
- Provided funding opportunities for our businesses and our environment through for example the Elgin BID business frontage grants, the Conservation Area Regeneration Scheme and our developing Zero Waste project
- Provided free workshops and training sessions in a wide range of topics delivered by subject matter experts including changes to pension regulations, data protection, anti-terrorism, safe working and waste management
- Provided additional street cleaning services
- Provided street planters, hanging baskets and weed management to enhance the cities appearance
- Provided new Christmas Lights

- Delivered an events programme such as the Christmas Light Switch on and Food & Drink Festival to draw footfall into the City Centre
- Been a single voice campaigning for the Elgin City Centre business community on issues like business rates relief
- Developed partnerships with the community and future work force

As an independent, not for profit company, Elgin BID has gone from strength to strength over the past two terms and we are proud of everything that has been achieved. As our members, you are the key to Elgin's success, so we asked what you want to see delivered in the next exciting chapter for our City Centre. It is clear being focused on the basics such as cleanliness, marketing and business engagement are of greatest importance. The key themes you have identified are achievable and we will focus on them so we can flourish in collaboration. A detailed list of the projects we intend to undertake can be found later in this Plan.

Over the last 10 years BID had worked successfully in partnership with businesses to improve the City Centre, to attract more people and investment. In the next 5 years, BID will continue to provide a voice for members and deliver your priorities for our City Centre.  
Delivering Improvement Together.



**Richard Cumming**  
**Chair (Sirology)**



# WHY ELGIN BID BENEFITS YOUR BUSINESS

Our mission is to work on behalf of, and with, the business community in Elgin City Centre, to provide support and advice and to positively promote the City as a place to –

*"EMBRACE, ENJOY AND EXPLORE"*

The aim of Elgin BID is to deliver services, support and projects which will improve the commercial trading environment within the City Centre for the benefit of the Elgin BID members, their staff, customers and visitors.

We have therefore spent the last year engaging with members in order to listen, gather information, clarify and identify opportunities, ensuring the services, support and projects we have proposed are of value and relevant.

We wanted to do this in a way that allowed maximum and convenient engagement, so we invited business members, shoppers, young people and local Councillors and elected representatives to take part in a series of consultations, one to one meetings and surveys over a 12-month period.

The information gathered was used to identify our key objectives and the resulting work themes, which will allow us to positively deliver in Phase 3.



Our objective is to have a;  
Beautiful and diverse city centre with a positive, proactive, supportive and involved business community through delivery of projects which sit within one of the following themes;

- **Explore and Enjoy Elgin City Centre through strong marketing and promotion**
- **Embrace Elgin’s environment with pride and passion**
- **Embrace what we can achieve by working together through business engagement**
- **Enjoy a Safe City Centre, where businesses, staff members and the public can enjoy all that Elgin has to offer**
- **Embrace our Community by providing opportunities for local people to get involved and celebrate the City Centre**
- **Enjoy and Embrace the diverse, high quality business, service and shopping offer within Elgin City Centre**

The key finding of the consultations is that whilst a lot has been achieved over the last 10 years, businesses continue to face major pressures. Support is still required and Elgin BID as a co-ordinating body, is in the ideal position to represent the businesses and ensure that their views and opinions are heard.

Elgin BID will, on behalf of our business members, act in a clear and structured way in order to drive forward the projects outlined in the themes above by ensuring that we are meeting the business members priorities and responding to their desires.

“Business” or variations of the word “business” are used throughout this document. The word “business” in this context refers to property owners or tenants and occupiers of properties who are liable to pay the non-domestic rate (NDR), whether they pay business rates or not. This includes all properties listed on the Scottish Assessors Association Portal (website) with a non-domestic rateable value, many of whom may be a charitable organisation, public sector organisation, social enterprise or community group who may not consider themselves to be a business.

# WHAT WILL BE LOST WITHOUT THE BID?

The last 10 years has seen a huge amount of work undertaken and substantial investment made. Without Elgin BID there will be no central body to co-ordinate and spearhead activity on a City-wide basis. The private sector investment that Elgin BID has been able to use, has resulted in investment in excess of £4 million pounds through projects such as the Conservation Regeneration Scheme, Castle to Cathedral to Cashmere and Scottish Government's Homecoming Scotland project and Community Food Funds grants.

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## VACANT PROPERTY NUMBERS HAVE REDUCED FROM 17.15% IN NOVEMBER 2015 TO 6.85% IN AUGUST 2019

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Without Elgin BID there will be **NO**;

- Co-ordinated marketing campaigns for the Elgin BID members and the City Centre delivered through;
  - Social Media platforms – Facebook (grown by 99% since May 2016), Instagram and Twitter
  - Radio
  - Video
  - Digital signage
  - Printed press
- City wide co-ordinated activity to reduced vacant property numbers which have reduced from 17.15% in November 2015 to 6.85% in August 2019 by;
  - Helping new start businesses
  - Promoting vacant buildings
  - Conducting viewings
- Elgin Gift Card, which currently ensures money stays in the City Centre
- Additional cleaning services via the Elgin BID street sweeper
- Christmas Light display in the City
- Street planters, hanging baskets and weed management
- Facilitate joint procurement
- Events programme such as the Christmas Light Switch on and Food & Drink Festival to draw footfall into the City Centre
- Ongoing access to funding opportunities for your businesses through the Elgin BID business scheme
- Zero Waste Elgin project:
  - To identify joint procurement opportunities
  - Free accredited training materials, resources and information
  - Identify ways for business members to reduce costs
- Single voice campaigning for the Elgin City Centre business community on issues like business rates relief and planning applications that negatively impact on the City

This is not an exhaustive list, but it does give an indication of the benefits that the BID brings and what the resulting loss would be if it were no longer in place.

# WHAT IS A BID AND WHY DOES ELGIN NEED ONE?

## What is a Business Improvement District?

A Business Improvement District (BID), is created when businesses come together and agree to collaboratively invest in projects, support and services that will help the business environment within a set geographical area or sector.

A BID is not a replacement for statutory services or investment by statutory authorities, it does however, add additional investment and value. The work is undertaken by the BID company and it is directed by the business members and overseen by the Board of Directors.

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OVER **200**  
UK WIDE BIDS

**39 BIDS**  
IN SCOTLAND

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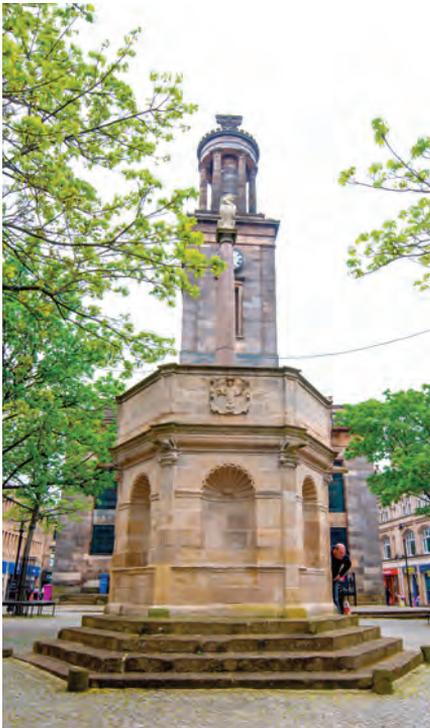
The voting on a BID is governed by legislation, with the proposal only being able to go ahead if there is a minimum turnout (the headcount) of 25% of eligible persons and of the rateable value with more than half of the businesses voting in favour; they must also represent more than half of the rateable value of the businesses that vote.

In Scotland the maximum duration of a BID is 5 years, after which it has to secure another mandate.

### Why does Elgin need a BID?

Elgin like all Town and City Centres faces pressures caused by the worldwide economic slump, this coupled with high rateable values on commercial properties and the reduction of the number of “national” high street stores has been a catalyst for town centres to think in new and innovative ways. Business owners have also experienced increased operational costs, for example wages and pensions, all of which have made the last 10 years a difficult trading environment.

Elgin through the BID has, however, allowed the businesses to shape the direction and promotion of the BID area. Having an elected organisation whose sole remit is to work for and with the businesses has provided a mechanism to combat these pressures and focus on new and innovative ways to market, promote and drive up footfall across all business sectors.



# CELEBRATING SUCCESS

Below you will find a summary of some of the activities that have been undertaken and achieved by Elgin BID during the last 5 years in Phase 2. The Company's Annual Reports are available on the BID web site and provide supplementary information.

[www.embraceelgin.co.uk](http://www.embraceelgin.co.uk)

## How we helped people explore and enjoy Elgin City Centre

- New Christmas Lights purchased and erected
- Food & Drink Guide introduced
- Achievement of WorldHost Destination Status
- Business Map, highlighting every business member within the city
- New Street signage – way finding signage to help people explore
- Ticket for Elgin –promoting all business members and issued to new military staff and new home owners
- Introduction of new Digital signage – 4 signs now placed within the City to keep the public informed, they are located in the St Giles Shopping Centre, Boots (High Street), IT Central (South Street) and Elgin Town Hall for the Community
- Creation of the Elgin App – underway summer 2019





### **Ways in which we embraced Elgin's environment**

- Action started to reduce the number of gulls nesting in the city has seen tangible reduction in the number of baby birds in 2018 and 2019
- Removal of high level vegetation where business owners allowed access
- Introduction of hanging baskets and street planters to the City Centre and business premises
- Ongoing litter removal and reduction through additional street cleaning services, the Elgin BID sweeper is dispatched three mornings a week
- Zero Waste Elgin Initiative – working towards gaining Zero Waste status for Elgin – which would make us only the 4th Scottish town to achieve this, measures include;
  - Free Royal Environmental Health Institute of Scotland (REHIS) training for businesses in waste management
  - Free recycling bins for BID members
  - Work within schools to educate and inform
  - Shared procurement for waste positive packaging - underway
- Private sector investment was instrumental in securing the CARS project funding worth more than £3 million. The project carried out work to restore historic buildings.

### **What we achieved working together**

- Offer of grant funding to business members to help them invest in their businesses
- Business Workshops – delivered directly by BID or in partnership with other agencies, covering topics as wide as Anti-Terrorism, Window Dressing/Promotion, Data Protection and GDPR, Pension Regulations & Waste Management
- Elgin BID on behalf of the business members liaised with Moray Council officers on a wide range of concerns e.g. planning applications and legal matters
- An updated business community through the Business Member Bulletin – Keeping all members updated with what is happening and activities they can get involved in
- Mediation for members – Where businesses have a problem and want a confidential source of support and advice
- Collaborative marketing for business sectors or geographical areas for example New Year, New Home and South Street the Wedding Street

### **Promoting our business offer**

- Helping to fill vacant properties – by advertising properties, carrying out viewings and supporting new business starts has seen the vacant property rate drop from 17.15% in November 2018 to 6.85% in August 2019
- Creation of the Professional Services catalogue to encourage members to utilise services from neighbouring businesses and provided a promotional platform for new businesses
- Promotional films – Suite of generic films created highlighting what visitors can do in Elgin and surrounding area  
[www.embraceelgin.co.uk/citycentrevideos](http://www.embraceelgin.co.uk/citycentrevideos)
- Social Media promotion – using a range of platforms – Facebook (grown by 99% since 2016), Twitter and Instagram
- What's on Calendar – promoted via the web site and on Digital screens encouraging the public to visit Elgin as a “destination”

- Elgin BID Business Awards have generated in excess of 10,000 nominations from the public since its introduction, celebrating the city businesses and staff
- Elgin Gift Card – now accepted in more than 80 businesses and keeps money in the local area
- Embrace Elgin website offering information to the business members and visitors

### **Making Elgin a safer City**

- Engaging with Police Scotland to deliver training for business members in Anti-Terrorism and “Know your Rights” and Crime Prevention
- Police liaison and activity – Business watch now introduced to inform businesses
- Moray Retail Crime Initiative – partnership with Police Scotland to educate businesses
- Purchase of 2 bicycles for Police Scotland – allowing easy and fast access to the city centre
- Help for the Elgin Street Pastors – supporting our evening economy

### **How we engaged our community**

- Working with partners, we have helped to organise litter picks and cleaning
- Offering volunteering opportunities for young people from Elgin Youth Café, the Police Youth Volunteers and Army cadets – helping them build skills which will aid them in the workplace
- Delivering information sessions via the Developing Young Workforce programme for our young people and future workforce
- Fundraising for our charity members who provide services to the people of Elgin and Moray



## WHO BID WILL BE SUPPORTING

The BID area is focussed on the historic City Centre. Following discussions, the BID Board of Directors agreed to retain the 2015 – 2020 BID boundary as there was a concern that expansion would dilute the effectiveness of the work being undertaken.

It was also recognised that the existing BID members have financially committed to the BID for the last 10 years and it was felt that their support should be respected.

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*I was not in favour of Elgin BID when they first started, but over the last few years I have completely changed my mind. They have helped me with funding to keep my building in good shape and they have given me advice and information. If they are not voted back in, who will organise the street planters, events to keep people coming into town, extra street cleaning, Christmas lights – the answer is no one, it will all just disappear.*

**Meg Murray, owner, Aqua Hair and Beauty**

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**The BID boundary incorporates the following streets: -**

Academy Street (Part)	Batchen Street	Blackfriars Road
Boroughbriggs Rd (Part)	Commerce Street	Cooper Park (Part)
Culbard Street	Cumming Street (Part)	Francis Place
Gordon Street	Greyfriars Street (Part)	Hall Place
Harrow Inn Close	Hay Street (Part)	High Street
Lossie Wynd	Lossie Wynd North	Masonic Close
Mayne Road (Part)	Moray Street	Moss Street (Part)
North College St (Part)	North Guildry Street	North Port
North Street	Northfield Terrace	South College St (Part)
South Street (Part)	Thunderton Place	Trinity Place (Part)
Trinity Road		

# LOOKING AFTER YOUR INVESTMENT

Elgin BID is a Not for Profit organisation limited by guarantee and registered with Companies House. There are 2 paid members of staff who manage the day to day operations of the company and who report to the Board of Directors.

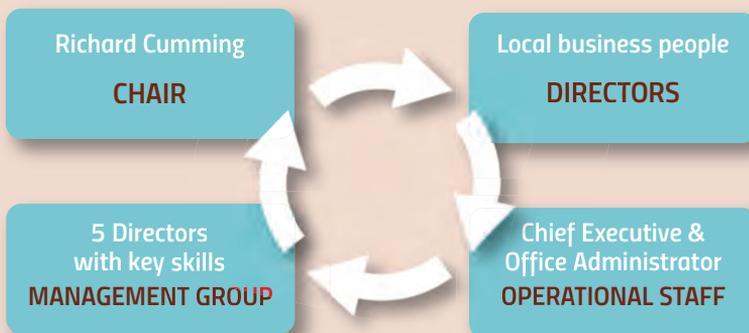
## Board of Directors

Membership of the Board is open to BID levy payers, there is the capacity to have a Board of up to 14 Directors. These positions are not remunerated and are made up of local business owners, managers and/or stakeholders who have a vested interest in seeing Elgin flourish. The Board has the authority to co-opt additional members onto the Board if they have specific skills and spaces remain available. The BID Chair is elected by the Board of Directors and works closely with the Chief Executive.

The Board meets every quarter and all meetings are recorded with minutes being posted on the web site for the business member to see.

## Performance & Governance

The Operational staff report directly to the Board of Directors and for organisational efficiency a Management Group which is made up of 5 Directors with wide ranging skills and experience can represent the Board when decisions need be made within tight time constraints.



The company holds its Annual General Meeting in Autumn and all BID members are invited to attend. In preparation for that meeting the Annual Report is prepared, this is posted on the web site following the AGM.

A full independent company audit is undertaken annually to ensure all finances and activities have been undertaken in accordance with the companies processes and procedures.

To help drive operational activity and to provide additional engagement opportunities for the BID members, a Working Group meets once every 8 weeks. The Working Group is made up of Directors, the Chief Executive, the Social Media and Office Administrator and BID members. Any BID member can get involved in the Working Group and they can attend meetings regularly or come along to present a specific "topic" which they would like the group to investigate.

Minutes from the Working Group are placed on the BID website to allow all BID members to review activity undertaken.

## **BOARD OF DIRECTORS**

**Richard Cumming**

Chair - Sirology

**Abigail Dempster**

Vice Chair - Gairland LLP

**Ali Simpson**

Ritsons Chartered Accountants

**David Patterson**

Moray College

**Ian Urquhart**

The Elgin Fund

**John Divers**

Moray Council

**Katherine Mackintosh**

Robertson Group

**Mark Angus**

Gordon and MacPhail

**Greg Robertson**

Grigor and Young LLP

**Stephen Young**

St Giles Shopping Centre

**Stuart Huyton**

Elgin Museum

**Tracy Sellar**

Clan Cancer Support

# YOUR PRIORITIES

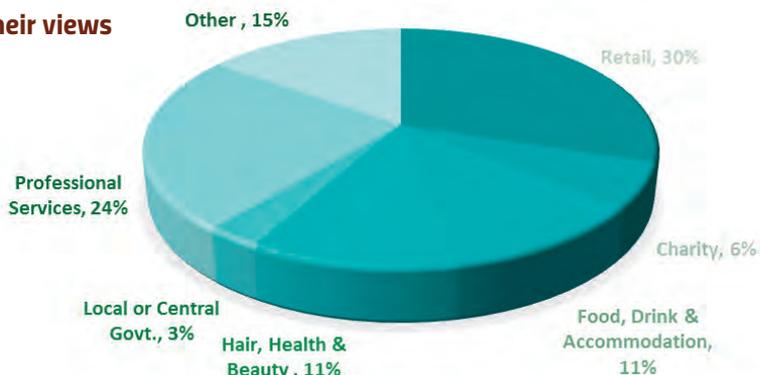
Due to its importance, consultation with BID members took place over a year long period in several different ways and at varying times of the day, in order to ensure the greatest opportunity for engagement by members and stakeholders.

The views and opinions expressed throughout these engagements have formed the basis of the key themes and projects presented in 2020 – 2025 Business Proposal, please refer to “How priorities will be delivered ” for more detail.

## Consultations/Engagements

<b>Meet the Business Breakfast</b>	April 2018 (launch of the consultation process)
<b>Annual General Meeting and Business Awards</b>	October 2018
<b>Meet the Board event</b>	November 2018
<b>First Business Survey</b>	December 2018
<b>Business Lunch</b>	January 2019
<b>Breakfast Consultation</b>	April 2019
<b>Focus Group – Increasing Footfall</b>	
<b>Focus Group – Crime Reduction</b>	
<b>1 – 1 meetings and discussions</b>	(April – 18 – May – 19)

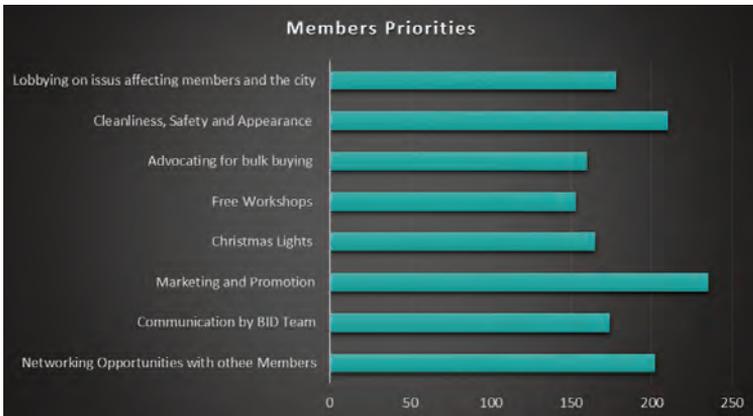
## Who gave us their views



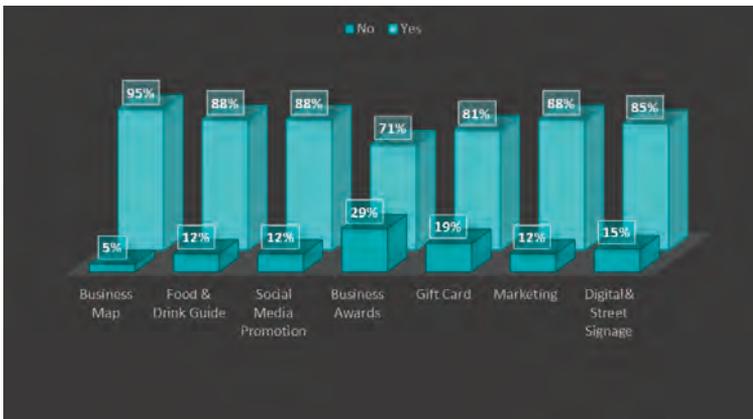
*Professional Services includes – Financial institutions, Estate Agents, Legal Services  
Other includes – Property owners, developers and religious buildings*

## The business members priorities

We asked the businesses to identify their priorities – Marketing and Promotion and Cleanliness, Safety and Appearance were rated as the top two priorities for businesses. This message came across consistently throughout our engagements, providing a clear focus from the membership on their desired way forward.



We asked the businesses direct questions about the activities that we currently undertake and if we should continue with activities in Phase 3, the breakdown summarises the views put forward.



## Independent Shoppers Survey

An independent shoppers survey was commissioned and carried out by North Highland Events and Promotions in Spring of 2019. A team of 4 staff conducted surveys in the Out of Town Retail developments and in the City Centre. In total 200 surveys were carried out, 100 in each location.

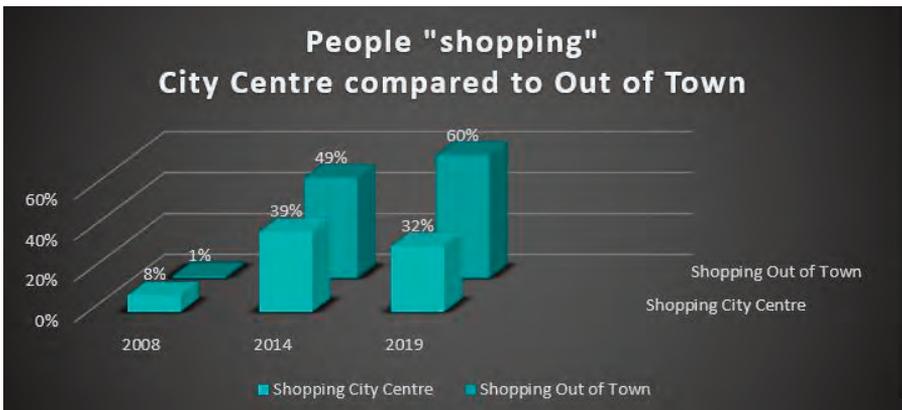
The questions echoed those asked in 2008 and 2014, in order to provide comparable data and intelligence.

There was praise and positive feedback regarding the new range of independent and niche businesses that have opened in the City Centre in the last five years.

There was however a desire noted for “big name shops” to return to the City Centre. Given current trends across the country it is unlikely this will happen.

The chart below shows that of the people surveyed, there has been a slight drop in the number of people shopping in the City Centre while the Out of Town Developments continue to increase its share of the market. Sadly, this is in line with National trends.

The free parking available at the Out of Town Developments was sighted on multiple occasions as a critical factor when people were deciding which location to use.



Interestingly there was a positive increase in the numbers surveyed who stated that they use the City Centre when "Eating or Drinking". The rise in independent café's, restaurants and bars within the City Centre will have supported this positive trend.



### Our Young People

We wanted to find out from our young people what they think of the City Centre, how they use it, how it compares to their use of the Out of Town Retail developments and what else they would like to see here.

Overall, the young people continue to use the City Centre regularly, but as expected there is a leakage of "business/trade" to the internet. Almost 90% of the young people who completed the survey said they shop online with clothing identified as a top purchase.

### Moray Councillors

Additionally, we hosted a drop-in session for the Moray Councillors, inviting them along to find out what we had been doing and what the businesses priorities are.

It also allowed an opportunity for them to ask questions, seek clarity and make suggestions about future activities, 50% of the elected members took advantage of the session.

# HOW PRIORITIES WILL BE DELIVERED

The information gathered throughout the consultation process clearly identified the priorities of the Elgin BID business members. These were then categorised into six key “Themes” listed below, these themes are underpinned by several projects which will be used to drive activity and ensure Phase 3 is a success.

- **Explore and Enjoy Elgin City Centre through strong marketing and promotion**
- **Embrace Elgin’s environment with Pride and Passion**
- **Embrace what we can achieve by working together through business engagement**
- **Enjoy a Safe City Centre, where businesses, staff members and the public can enjoy all that Elgin has to offer**
- **Embrace our Community by providing opportunities for local people to get involved and celebrate the City Centre**
- **Enjoy and Embrace the diverse, high quality business and shopping offer within Elgin City Centre**





## KEY THEMES & UNDER PINNING PROJECTS 2020 – 2025

### Explore and Enjoy Elgin City Centre through strong marketing and promotion

- Continue to develop and promote the Elgin brand through cohesive promotion of the warm welcome and high-quality business offer spanning all sectors
- Raise the profile of Elgin's rich and fascinating history, culture and tourist attractions by promoting them through quality marketing
- Enter civic competition(s), which will result in recognition of success and or acknowledgement of the work that has or is being undertaken
- Develop and promote a selection of marketing materials delivered via a range of media for example video, social media, web marketing, leaflets, radio and printed press
- Showcase the high quality and diverse range of businesses operating within the Food and Drink sector
- Continue to identify opportunities for collective and collaborative marketing through routes including a geographical, themed or sectoral approaches
- Research new technologies that can be utilised for innovative, collective, high quality marketing of the City Centre and the BID business members
- Collaborate with Moray Speyside Tourism to maximise promotional opportunities internationally

## Embrace Elgin's environment with Pride and Passion

- Enhance the statutory cleaning provision of the Moray Council, by providing additional cleaning services within the BID area
- Spearhead a city wide "Green" project by upgrading the large city planters, expanding the use of hanging baskets and individual business planters
- Remove ground level weeds to ensure they provide a positive impression of the city
- Continue to work in partnership with the Elgin Benevolent Trust to ensure the city has a Christmas Light display each year
- Encourage the business members and selling agents to clean/maintain the areas adjacent to their properties ensuring pride in the business environment
- Improve appearance of empty shops by creating positive marketing materials that promote the wider city welcome and business offer
- Support those seeking to convert vacant space above commercial units for residential use, in order to improve appearance and make the most of the wider economic benefits that will result



## Embrace what we can achieve by working together through business engagement

- Support and provide information for our established business members including details of grant funding, changes to legislation, opportunities for marketing and networking with their peers
- Organise a programme of workshops and training activities led by subject matter specialists
- Hold and promote the Elgin BID Business Awards annually, engaging the public of Moray and providing a platform for recognition of excellent service
- Support and assist individuals and companies keen to locate to the City Centre, by providing information and advice, liaise with stakeholders and landlords on their behalf during the set-up stage
- Organise and work with partners to arrange networking events, within the BID area and across the Moray Region
- Provide ongoing updates and information (min 12 per annum) via the Elgin BID Member Bulletin which ensures members are made aware of our activities, know how to get involved and have the opportunity to promote themselves to other BID businesses
- Identify and secure money saving initiatives for the businesses through for example bulk buying or collaborative tendering

## Enjoy a Safe City Centre, where businesses, staff members and the public can enjoy all that Elgin has to offer

- Work in partnership with Police Scotland to distribute intelligence and information to Elgin BID members and across the Moray Region through "Business Watch"
- Continue to support the work of Elgin's Street pastors as they assist the night time economy and keep customers safe
- Identify opportunities for "Safety Initiatives" across the UK that could be replicated or adapted for use in Elgin

## **Embrace our Community by providing opportunities for local people to get involved and celebrate the City Centre**

- Continue to work with the Strategic Partnership for Improvement of the City of Elgin (SPICE) on environmental projects which positively impact on the City
- Continue to develop links with schools and youth groups through a wide range of activities including delivering talks in schools, providing volunteering opportunities and supporting the Developing Young Workforce programme
- Research and identify opportunities for collaboration with the Art and Cultural sectors which provide ideas/projects to be explored for new and creative uses for the City Centre.
- Research and engage local groups such as the Elgin Men's Shed in activities which enhance the City Centre and public realm
- Work with Moray College to provide engagement opportunities with the local business community, through activities such as volunteering and showcasing their skills

## **Enjoy and Embrace the diverse, high quality business and shopping offer within Elgin City Centre**

- Continue to provide the Elgin Gift Card to BID members free of charge, registering businesses to accept it quickly and at a convenient time
- Carry out an ongoing marketing campaign for the Elgin Gift Card to highlight it as a strong and credible gift choice that supports the Shop Local message
- Develop the Elgin App as an additional marketing platform for the City Centre and City Businesses
- Utilise a series of promotional platforms including Facebook, Instagram, Twitter, video, radio, digital signage, leaflets and printed materials to promote the high-quality business and shopping offer in Elgin

## HOW BID IS FUNDED

There are approximately 422 commercial properties in the Elgin BID area, which will generate an estimated income of £170,500 per annum, the equivalent of an estimated £852,500 over 5 years.

The Elgin BID levy has been calculated at 1.6% of the rateable value of non-domestic properties falling within the BID area. This figure was reached by the BID Board of Directors following detailed discussions.

A minimum levy of £60 is proposed, payable for all non-domestic properties liable to pay the non-domestic rate within the Elgin BID area, having a rateable value of up to £5,000. A maximum levy of £9,760 is proposed for non-domestic properties liable to pay the non-domestic rate having the rateable value of £610,000 and above.

The annual levy will be linked after the first year to the Consumer Price Index (CPI) on the 1st of December of each year. Any increase in the CPI at that date will result in a corresponding increase in the following year's BID levy or any revaluation of the non-domestic rate during the term of the BID. The BID Board reserves the right not to implement the annual CPI increase should they deem it appropriate.



### **Who Will Pay the Levy**

Eligible business owners, of eligible properties, operating within the BID boundary are liable to pay the BID Levy.

Eligible occupiers (of eligible properties) are the people liable to pay the non-domestic rate that are listed on the Local Assessors Valuation Role on the day of ballot and thereafter will be liable to pay the levy. The levy payments are not linked to what the businesses actually pay in rates, but are based on the rateable value of the property.

If a property is empty on the date of issue of the levy invoice, the property owner will be liable to pay the full levy amount. Any property which is currently exempt from its liability to pay non-domestic rates due to an award of rates relief will still be liable to pay the full levy amount.

Following discussion, the BID Board of Directors agreed to retain the existing exclusions (those which applied in Phase2), for continuity and clarity.

Any change to a property's ownership and/or occupancy during the year will result in an adjustment to the levy payable. The levy will be recalculated on the date on which liability for the payment of non-domestic rates was established or terminated.

Any additional rateable property formed during the lifetime of the BID (for example new build developments) will be liable to pay a proportion of the levy based on the date on which liability for the payment of non-domestic rates was established.

## Exclusions

Following discussions, the BID Board of Directors agreed to retain the existing exclusions (those which applied in Phase 2), for continuity and clarity.

It is proposed to exempt lock-up garages, car parking, advertising stations, and the city substation from the BID levy. Zero Rated properties will also be exempt, in order to support their business owners as they develop their properties. As soon as these properties are liable for a Rateable Value, they will be eligible to pay the levy at a rate of 1.6%.

Charitable status or mandatory charitable relief will not apply to the BID levy, as all will benefit from an improved environment, projects and services.

## The Levy Table

The BID Board of Directors have made the decision to keep the BID levy at the same rate as Phase 2, this is in recognition of the pressures faced by their members.

Rateable value up to	Weekly cost	Proposed annual levy
Up to £5,000	£1.15	£60
£10,000	£3.07	£160
£25,000	£7.69	£400
£50,000	£15.83	£800
£200,000	£61.54	£3,200
£500,000	£153.85	£8,000
£610,000 and above	£187.69	£9,760

### Collection of the Levy

Following a successful 'YES' vote, invoices for the levy will be issued at the beginning of each financial year with the following payment options as standard practice: -

- Properties with a levy fee of up to £100 per annum will receive one invoice, to be paid within one month of the date of the levy demand notice.
- All other levy payments (those over £100) will be paid in two instalments - one instalment payable within one month of the date of issue of the levy demand-notice and the second payable six months later.

### Enforcement

The Moray Council on behalf of Elgin BID will make all reasonable efforts to gather the BID levy from business members. Arrangements have been made to allow businesses to pay on a monthly basis as opposed to an annual or biannual basis if this will assist with cashflow. This will be organised in consultation with the BID operational staff.

Should all efforts to gather BID levy fail, the Moray Council will attempt to secure the payment through formal debt collection processes, this action would only be undertaken as a last resort if all other efforts have failed.



# HOW THE BALLOT WORKS

The vote will be a confidential postal vote conducted by Moray Council's appointed Electoral Reform Services and in line with Scottish Government BID legislation. Prior to the ballot papers being issued, a "Notice of Ballot" will be sent to all eligible persons (the person liable to pay the non-domestic rate) within the BID area.

## Pre-Ballot

The BID must submit to the Chief Executive of the Moray Council, the Scottish Ministers and the Billing Body at least 98 days (21st August 2019) in advance of the ballot date a copy of the BID Proposal and Business Plan. The Local Authority then has 28 days in which to veto, or not, the BID proposal. Providing the Local Authority does not exercise the right of veto, then at least 56 days (2nd October 2019) prior to the proposed ballot date the BID Board of Directors will request the Moray Council to hold the ballot.

Prior to the ballot taking place, a Notice of Ballot will be issued to non-domestic properties in the BID area. A full copy of the BID proposal will be made available to any person who is eligible to vote on the BID proposals. Prior to, or on the date the ballot papers are issued, the BID Proposer will provide all those eligible to vote in the proposed BID area with a detailed Business plan.

## The Ballot

**Ballot papers will be issued to every business in the BID area 42 days (16th October 2019) before the final ballot date.**

- Ballot papers, together with a copy of the Elgin BID Business Plan will be posted to the person responsible for casting a vote within their business. In the case of national companies, the responsibility for voting may lie with head office.
- The BID ballot is a confidential postal ballot conducted by the Moray Council on behalf of the City of Elgin BID Ltd and in line with Scottish BID legislation.
- Where a property is vacant the voting papers will be sent to the property owner.

- Voting papers will be issued on the 16th October 2019.
- The final date for all ballot papers to be returned is 5pm on the 27th November 2019. Ballot papers received after this time and date will be null and void.
- Voting papers will be easy to complete, businesses simply place a cross on either "Yes" or "No" to the question "are you in favour of a BID?" The ballot paper must then be signed by the person eligible to vote and returned in the pre-paid envelope.
- For the ballot to be successful, there must be a minimum of 25% "turn-out" (the headcount) by number of eligible persons and by combined rateable value.
- Of those who vote, over 50% by number and 50% by combined rateable value must vote in favour of the BID.
- All eligible persons (i.e. those persons liable to pay non domestic rates) will have one vote for each of the properties that they occupy. Where a person is liable to pay the non-domestic rate for more than one property, that individual shall be eligible to cast more than one vote. However, they will also be required to pay the levy for each of the properties that they occupy. Each paper counts as one vote. It is important that every paper received is completed and returned.
- The announcement of the Ballot Result will take place on Thursday 28th November 2019.
- Following a successful ballot the City of Elgin BID Ltd will commence on 1st February 2020 and will run for a period of five years until the 31st January 2025.

#### KEY DATES

<b>2nd October 2019</b>	Publication notice of the ballot
<b>16th October 2019</b>	Ballot papers to be issued
<b>27th November 2019</b>	Final day for voting papers to be received (before 5.00pm)
<b>28th November 2019</b>	Announcement of ballot results

## EMBRACING PARTNERSHIP

The Moray Council has provided a wide range of support over the last ten years, including direct financial support.

The Moray Councillors have been particularly helpful and supportive throughout that time, additionally we have built strong relationships with elected members from other areas within the Region, sharing information and project ideas.

Elgin BID regularly work with and has strong mutually beneficial relationships with Heads of Services and Department staff in several departments.

Elgin BID on behalf of business members regularly liaise with Moray Council officers on a wide range of concerns e.g. planning applications, waste management and legal matters.

Other key strategic and operational partners include Moray Speyside Tourism, Scotland's Towns Partnership, the Elgin Benevolent Trust and SPICE - Strategic Partnership for Improving the City of Elgin.

### **Statutory (Baseline) Services**

Public bodies are providing a range of services for the City Centre. To ensure that any investments by a BID provide additionality to existing services, an updated Operating Agreement will be drawn up between Moray Council and City of Elgin BID Ltd.

This baseline services information does not detail the full range of services provided by Moray Council or Police Scotland but is instead limited to the Elgin BID related services.

The baseline information described is those provided in the current financial year (2019 / 2020) and is a mix of statutory duties, permitted and / or discretionary activities.

Service levels provided in future financial years will depend on the level of funding available to Moray Council and may be varied in line with budgetary constraints. However, Moray Council will not disproportionately vary services in the City of Elgin BID area because of the existence of the BID.

### **The Council provides the following:**

#### **STREET CLEANSING**

- Provision of free-standing litter bins throughout the BIDS area and, their routine servicing
- Annual cleaning of litter bins
- Litter picking (Manual)
- Road Channel Sweeping
- Fly Posting removal
- Removal of dog fouling

#### **WASTE MANAGEMENT**

- Refuse Collections from non-domestic rate payers at a minimum collection frequency of once weekly (chargeable)
- Recycling Collections from non-domestic rate payers at a minimum collection frequency of once weekly (chargeable)

#### **COMPLIMENTARY/REQUESTED SERVICES**

- Fly Tipping Removal
- Advice and assistance to non-domestic rate payers relating to effective waste management practices
- Provision of waste/recycling services for ad hoc events (chargeable)
- Emergency cover available from on call staff to manage issues that arise with relation to provision

#### **ENVIRONMENTAL HEALTH**

- Food safety – advice and enforcement
- Health and Safety at Work – advice and enforcement
- Public Health including food or water related infectious disease – investigation and enforcement
- Empty Homes Assistance

## **HORTICULTURAL/GROUND CARE**

- Provision and maintenance of seating
- Design and maintenance of grass plots and street trees
- Treatment of ground level weeds

## **STREET LIGHTING**

- Maintenance of streetlights, signs and beacons
- Design and implementation of new lighting schemes
- Technical advice on street and exterior lighting
- Repairs to lighting faults

## **A COUNCIL RESOURCE TO UNDERTAKE ENFORCEMENT - ACTION ON ENVIRONMENTAL CRIMES, FOR EXAMPLE**

- Fly posting
- Abandoned vehicles

## **PLANNING AND REGULATORY FUNCTIONS**

- Planning control
- Building control
- Transportation planning
- Policy and strategy
- Major developments
- Environmental sustainability

## **ECONOMIC GROWTH & REGENERATION**

- Develop and deliver tasks & projects as part of the Moray Economic Strategy Action plans, Moray Growth Deal, Employability Strategy & the Local Outcome Improvement Plans.
- Develop & deliver place partnership projects such as Castle to Cathedral to Cashmere Heritage Experience & Elgin CARS and Discover Moray's Great Places
- Develop, administrate & co-ordinate across all Council Departments the Town Centre Capital Fund grant schemes and initiatives.
- Provide Film Liaison Service – free advice & support for permissions, locations & facilities.
- Co-ordination in consultation with other Council departments, Police, Fire and Ambulance Services for major events. It includes providing a wide range of advice and expertise for organisers such as licensing, road closure to environmental health etc., to ensure that events are both safe and enjoyable.
- Co-ordination, booking & support for markets and other non-commercial events on Elgin's Plainstones.

## **BUSINESS SUPPORT & EXTERNAL FUNDING**

- Provide first point of contact for the development & support of Business Improvement Districts.
- Provide a comprehensive Business Gateway Service for start-up and exciting businesses, which includes advice and practical guidance; one to one support, specialist advice, business skills workshops and networking events. It includes access to finance, recruitment, digital business skills, expanding into overseas markets.
- Supplier Development Programme - a public sector partnership which delivers a variety of free tender training, workshops, webinars and a range of online resources to connect businesses with the Scottish public sector.
- Provide advice and assistance on the wide range of funding streams to all Council services and partnerships. It includes funding initiatives and programmes with the European Union, Scottish Government, Lottery and Trust funding to maximise opportunities to assist the local economy and community. It includes regular free funding seminars for organisations & individuals from across all sectors.

## **LICENSING - THE COUNCIL LICENSE**

- Taxis and private hire operators
- Market operators and street traders
- Public entertainment and miscellaneous events within the Elgin BID area

## **TRADING STANDARDS**

- Free advice to business on Trading Standards matters
- Free Consumer Advice
- Enforcing Trading Standards criminal legislation
- Preventing underage sales
- Provision of a Money Advice Service
- Weights and measures
- Product safety

## **TRANSPORT**

- Management of all traffic and road safety functions
- Street works co-ordination
- Active and sustainable travel
- Transport planning and strategies
- Off street car parks
- Public transport unit PTU
- Public transport unit

## **ROAD MAINTENANCE**

- Co-ordinating works on public roads to minimise disruption and improve safety
- Carrying out road safety measures and repairs on public roads and footpaths
- Maintaining of road marking
- Repairing traffic lights
- Cleaning gullies on public roads and footpaths
- Carrying out safety inspections of public roads

## **PARKING TRAFFIC ENFORCEMENT**

- The Council employs a team of car park attendants to enforce parking

## **CCTV**

- There is 24/7 Police cover of key Elgin city centre locations.

## **POLICING - POLICE SCOTLAND PROVIDE**

- Local Police Officers undertake a community role as part of their operational work with partner agencies, groups and businesses to address local issues
- A roads policing department based in Elgin
- School Liaison Officer (SLO'S) who attend Elgin schools and deliver sessions including youth ASB within city centres



# KEEPING YOU UPDATED

## Communication

A Members Information Bulletin is prepared and distributed to every BID member and to key stakeholders on a monthly basis. Additional information is circulated as appropriate.

This provides details about ongoing activities, opportunities to engage with the BID Board and other business members, new projects, funding and promotional opportunities.

The bulletin in combination with the Annual General Meeting, Annual and Mid-Term Reviews ensures that all BID members are supplied with easy to access information about the BID company and activities undertaken.

## Measuring the Success of the BID

Throughout Phase 3, Elgin BID will continue to operate in a transparent and robust manner, using well established governance processes to ensure accountability. Being fully accountable to our members is a key element of the company's ethos and every effort is taken to ensure members are kept up to date with

activities and given the opportunity to engage and put forward suggestions and ideas.

The BID Chief Executive will report to the Board of Directors on a quarterly basis through the BID Chief Executive Report. This will ensure the Board of Directors are fully aware of activity and performance against the Business Plan Projects.

An Annual Report will be prepared and presented to the BID members at the Annual General Meeting, prior to being posted online on the BID website, this will provide details of progress against Business Plan projects. At the mid-term point – Autumn 2023 a Mid-Term Review will be prepared which will incorporate the Annual Report.

Additionally, a full company audit will be carried out annually by an independent auditor ensuring that all processes and procedures are being appropriately followed and identifying areas for development.

# PROTECTING YOUR INVESTMENT

APPROX **422**  
COMMERCIAL  
PROPERTIES ARE  
WITHIN THE ELGIN  
BID AREA  
GENERATING AN  
ESTIMATED  
**£170,500**  
THE EQUIVALENT  
OF £825,500 OVER  
5 YEARS

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Additional sources of funding e.g. Grants and Trusts, Sponsorship, Donations and Voluntary contributions from within and out with the BID boundary will be sought throughout Phase 3.

Any income generated will be in addition to investment from the BID business members. While additional funding from any of the above sources will allow the delivery of extra services, projects and activities, it has not been included in the financial details at this stage.

Thorough and robust governance processes are in place within the company ensuring that the company's finances are carefully and professionally managed.

Levels of delegated authority are in place to ensure that the Board of Directors are fully aware of spend. Two Directors are required to authorise cheque payments and the ongoing financial management is overseen by the company accountant.

The Chief Executive prepares a draft budget for the forthcoming year annually, this is presented to and authorised by the Directors and Chair.

A full company independent audit is completed each year following preparation of the annual accounts and provides an additional layer of accountability. Once audited an extract of the accounts is presented to the BID members at the Annual General Meeting before being posted online as part of the Annual Report.

# INCOME & EXPENDITURE TABLE

Income						
	Year 1	Year 2	Year 3	Year 4	Year 5	Total
	£170,500	£170,500	£170,500	£170,500	£170,500	£825,500
Expenditure						
<b>Key Development Themes</b>						
Explore and Enjoy Elgin City Centre through strong marketing and promotion	£35,585	£33,770	£31,974	£31,181	£29,903	£162,413
Embrace with Pride and Passion, Elgin's environment	£23,500	£24,000	£24,480	£23,750	£23,500	£119,230
Embrace what we can achieve by working together through business engagement	£5,500	£5,600	£5,600	£5,500	£5,500	£27,700
Enjoy a Safe City Centre, where businesses, staff members and the public can enjoy all that Elgin has to offer	£2,215	£2,175	£2,150	£2,125	£2,000	£10,665
Embrace our Community by providing opportunities for local people to get involved and celebrate the City Centre	£2,000	£2,050	£2,050	£1,900	£1,900	£9,900
Enjoy and Embrace the diverse, high quality business and shopping offer within Elgin City Centre	£7,700	£7,500	£7,325	£7,500	£7,425	£37,450
Operational costs, including staffing, auditing, BID levy collection, Insurance, Utility bills, monitoring and evaluation	£85,000	£87,125	£89,303	£91,535	£93,823	£446,786
Contingency	£9,000	£8,280	£7,618	£7,009	£6,449	£38,356



*Elgin BID genuinely care and look after our local business community. There is a real understanding of the challenges and opportunities which all businesses face. The events that are hosted by Elgin BID for members are expertly managed. I can honestly say that without the dedicated support of Elgin BID our small business would have struggled to grow and prosper in the way that it has.*

**Claire Beckley,  
Managing Director,  
Ordered Company Ltd**

## HOW TO GET IN TOUCH WITH THE BID OFFICE

**Gill Neill**

**Chief Executive**

City of Elgin Business Improvement District  
13 Harrow Inn Close  
Elgin  
IV30 1BP

Gill.neill@elginbid.co.uk

**01343 550652**

