

Elgin BID Working Group

31st October 2019, 2.30pm – Inkwell Small, Elgin Youth Cafe, Francis Place

In Attendance	Apologies	
Gill Neill (GN)	Paula Coy	Anne Macleod
Tina Mainland (TM)	CJ Bowie	Rod Christie
Richard Cumming (RC)	Stuart Huyton	Kym Laxy
Mairi McIntosh (MM)	Ian Urquhart	Tracy Sellar
Suzi Christie (SC)	Deborah Barnham	Laura Scott
Mark Angus (MA)	Theresa Cumming	Greg Robertson
Calum Sinclair (CS)	Ali Simpson	Stephen Pugh
Graham Leadbitter (GL)	Reni Milburn	Stephen Young
	Katherine Mackintosh	
	John Divers	
	Abigail Dempster	

Discussion: Previous Meeting Note	
Paper distributed before meeting, accepted as accurate note.	
Conclusions	
Action Points	Person Responsible

Discussion: Renewal Ballot Update
<p>The renewal ballot papers were sent out on the 15th October. GN told the Group that the overall feeling is much more positive from businesses compared to the last renewal ballot.</p> <p>GN told the Group that we have been running a thorough campaign to the national companies. A letter was sent to each national company's eligible voter describing what has been achieved and what will be lost without the BID and the letters had a personalised section describing how we have been working with the local site for example advertising and gift card sales. A corresponding letter was sent to the local manager with their eligible voter's contact details.</p> <p>Liam Christie is out on ground, getting in contact with businesses. Initially Liam will be contacting the businesses who have said they will be voting yes to make sure they have received their papers and put them in the post. The next part of the campaign will be to visit the amber businesses making sure they have papers, find out how they are feeling about the ballot. The National Companies are also being called to make sure they have their papers and to talk to them about the BID.</p> <p>GN told the Group that prior to the last renewal ballot from the research we had done we anticipated approximately 60 definite 'No' businesses and this time we suspect less than 20. Realistically when the count takes place this will rise because of national companies with a vote no policy, but we do not expect as high a No vote as last time. Liam Christie has told us that when he is out speaking to businesses he is receiving very positive feedback and they are more engaged and have concerns about what would happen if BID is not there for support.</p> <p>Again from our research we believe we are in a good place with the amount of Rateable Value that are yes votes. JD said that we shouldn't let up with the campaigning now that we are in a positive place, GN reassured him that the campaign plan is robust and will be continuing throughout the voting period.</p> <p>Final day for voting 27th November and the ballot announcement will be on the 28th November at 5.30pm in the Gallery at Elgin Library.</p>

Conclusions	
<p>The ballot papers were sent out on the 15th October. The overall feeling is much more positive from businesses compared to the last renewal ballot.</p> <p>Final day for voting 27th November and the ballot announcement will be on the 28th November at 5.30pm in the Gallery at Elgin Library.</p>	
Action Points	Person Responsible

Discussion: Christmas Parade
<p>At the last meeting it was suggested to have a Christmas Lantern Parade to bring people into the Centre during the Christmas Period. GN told the Group that she had a meeting with Paul Rollo who works within the hospitality sector and night time economy is keen to have an event early December that would support both the day and evening economies.</p> <p>After discussion it was agreed that the Christmas Light Parade will be on the 4th December and start at 4pm with the light parade at 4.30pm and then finish of with entertainment at 5pm. The earlier start will support both time economies.</p> <p>TM has been trying leads to get entertainers with little success, she has contacted Sine MacDonald and Emma Sharpe to ask if they have choir contacts, GN asked the Group for extra suggestions. TM will contact; Elgin Rotary, Moray Concert Brass, Elgin Musical Theatre, Cantare Choir Moray. We will also contact the Elgin Primary Schools to ask if they want to get involved with the entertainment and/or light parade.</p> <p>TM will look into an alternative for paper lanterns. Lantern kits will be available to decorate in the St Giles Shopping Centre in the lead up to the event.</p> <p>MA suggested contacting the Rotary after the Bonfire Night to ask if they have any glow sticks left over that we could use.</p> <p>To draw more people there will be a competition for the most elaborate light and they will win an Elgin Gift Card. RC suggested to run a selfie competition after the event with selfies people took on the night. We will promote the event at the Christmas Light Switch On, we will get leaflets to hand out and it will be promoted in the bulletin.</p> <p>The Parade was agreed to be around the Plainstones. TM will contact license department to apply for the procession license and ask if we need to amend public liability.</p>

Conclusions	
<p>The Light Parade is planned to be on the 4th December with entertainment at 4pm, light parade at 4.30pm and then finish of with entertainment at 5pm. TM will contact more groups to see if they can provide entertainment.</p>	
Action Points	Person Responsible
<ul style="list-style-type: none"> • Contact Elgin Rotary to ask about glow sticks • Contact more entertainment groups • Look into alternative to paper lanterns • Contact License Department 	<p>GN/TM</p> <p>TM</p> <p>TM</p> <p>TM</p>

Discussion: Closed Facebook Page
<p>TM explained that the group will be used to advice the members when the bulletins are circulated, or alerts are issued.</p> <p>TM had circulated the group description and rules around the Working Group prior to the meeting and asked if the group should be for only letting the businesses know when a bulletin has gone out or for business to business collaboration. The group agreed it should be for business to business as well as it will be another way to engage the businesses.</p>

RC suggested make the group rules clear when people join and re post them regularly.

TM will update the group rules and send them around the group. After they have been approved, the Facebook Group will be made available to the business members.

JD suggested asking the BID members if they would allow stakeholders/other businesses for outside the BID for spreading messages e.g. security issues. There was discussion about this, but no firm conclusion, GN suggests we start it off with BID members and once established and lessons learned this could be altered.

RC to be an admin on the group.

Conclusions

The closed Facebook group will be used for business to business collaboration as well as BID letting members know when the latest bulletin has been sent and urgent messages.

Action Points

- Update group rules/description to include business to business side
- Ask BID members if the group should be opened to businesses/stakeholders outside the BID area

Person Responsible

TM
GN/TM

Discussion: Window Vinyls

Following the last meeting, TM approached City Dressing and Designed to produce the artwork and vinyls. GN will contact M&Co to ask if the vinyls can go in the old Poundworld building.

MA suggested contacting Signcraft for a quote.

The window vinyls will look like the inside of a business with a A2 space for the agents details.

Conclusions

We have two quotes in for the window vinyls. TM will get a third from Signcraft.

Action Points

- Get 3rd quote from Signcraft
- Ask M&Co if the window vinyls can go in their property

Person Responsible

TM
GN

Discussion: Zero Waste Update

The project is progressing well. Zero Waste Scotland are happy for Elgin to be referred to as Zero Waste Town. Press Releases from WasteSwitch have been sent out. GN is working on a zero waste ambassadors bulletin to keep the ambassadors up to date with the project.

On the Embrace Elgin website there is a Waste library that has links to funding opportunities and information on waste and recycling.

The Business Waste REHIS training is on the 19th November 1pm-3.30pm. Businesses that attend will work through the course contents together. After the training there will be an ambassadors meeting.

GN told the group we are still waiting for the internal recycling bins to arrive, they have been held up at Zero Waste Scotland's end and the issue has been escalated. Steven from WasteSwitch will send a letter to GN and she will then send back to Zero Waste Scotland to speed up the process.

Part of the Phase 2 plans are to get segregated bins for the street. The black bins need replaced and it would be better to have segregated bins for the zero-waste town. Council may have issues with collecting the segregated bins, but Steven is speaking to Mike Neary from the Council.

We will also look at bulk procurement of products or services such as packaging and waste services. If businesses can share bins it would mean less bins on the streets.

The businesses will be kept updated with the project through the bulletin.	
Conclusions	
The project is progressing well. Zero Waste Scotland are happy for Elgin to be referred to as Zero Waste Town. Press Releases from WasteSwitch have been sent out.	
Action Points	Person Responsible

Discussion: AOCB	
Elgin App	
TM gave an update on the Elgin App. The app is moving along well, there had been a hold up getting the app through Apple, the problems have now been fixed. An update will be sent out to the businesses once the app is ready to launch.	
Conclusions	
The Elgin App is progressing well. An update will be sent out to the businesses once the app is ready to launch.	
Action Points	Person Responsible
<ul style="list-style-type: none"> Send update to businesses when app is ready to launch 	GN/TM

Date of next meeting – TBC 2020

Action Point Summary 31st October 2019

Action Points 31st October 2019		Update
Christmas Parade <ul style="list-style-type: none"> Contact Elgin Rotary to ask about glow sticks Contact more entertainment groups Look into alternative to paper lanterns Contact License Department 	GN/TM TM TM TM	
Window Vinyls <ul style="list-style-type: none"> Get 3rd quote from Signcraft Ask M&Co if the window vinyls can go in their property 	TM GN	
AOCB- Elgin App <ul style="list-style-type: none"> Send update to businesses when app is ready to launch 	GN/TN	

Action Points 29 th August 2019		Update
Previous Meeting Note <ul style="list-style-type: none"> Encourage businesses to engage more with Dog Friendly Elgin 	GN/TM	Information will be issued in the October bulletin, giving ideas about how businesses can make more of it and encouraging others to get involved
Event Update <ul style="list-style-type: none"> Contact Andrew from Speyside Stages 	GN	Ongoing -
AOCB <ul style="list-style-type: none"> Contact Beverly Smith for advice on A-board sizes Contact companies for quotes for full sized window vinyls Contact agents about putting posters/vinyl's in vacant properties Contact Colliers for an update Contact Poundland for an update Start planning Christmas Parade 	GN TM GN/TM GN GN GN/TM	Ongoing Quotes have been requested; we have one and are awaiting a second I am waiting and will do this after we have the quotes and are happy to move the project forward Chased and Hannah came back, the applications are submitted but she is waiting for hearing dates, this could take several months I contacted them, but am awaiting a reply Tina has been looking at lanterns and has secured agreement from the Shopping Centre that they will be happy to host a table for people to decorate their lanterns in the weeks leading up to the event. The evening economy are keen to hold an activity which will encourage people into the city during the early evening. We will discuss how this can be merged at the WG meeting on the 31st October.

Action Points 27 th June 2019		Update
Hanging Baskets <ul style="list-style-type: none"> Contact Mike Neary re litter around Poundland 	GN	Awaiting a reply from Moray Council
AOCB <ul style="list-style-type: none"> Chase Poundland if Trespass can put advertising on their boarding. 	GN	Request re submitted – no outcome as yet

Action Points 7 th March 2019		Update
AOCB <ul style="list-style-type: none"> Tell businesses when App about to go live and ask for offers Tell businesses when App is live 	GN/TM TM	Ongoing – Tina now working with Andrew French, the problems with Apple have now been overcome and Andrew is making some final tweaks. Ongoing – This will happen when we are ready to go live

Action Points 11 th January 2018		Update
Signage- metal signs and digital <ul style="list-style-type: none">• Arrange to remove business names from finger signs	GN	Ongoing - New generic signs will be looked at