

Elgin BID Working Group

6th February 2020, 2.30pm – Inkwell Small, Elgin Youth Cafe, Francis Place

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

Discussion: Previous Meeting Note

GN updated the Group on the upcoming Elgin App. The app has been put through the development stages and accepted for the Android and Apple platforms. TM has uploaded all of the businesses to the app. The app will also feature events and discounts. The businesses were asked in the January bulletin if there were any discounts/offers they would like to have added. The app will be launched at the end of February.

Rest of meeting note accepted.

Conclusions

The Elgin App has now been uploaded with all the BID businesses and it will be ready to launch at the end of February.

Action Points

Person Responsible

Discussion: Window Vinyls

At previous WG meeting it was agreed to get window vinyls for larger empty units, to make them look better. The old Poundworld building and 77 High Street were chosen. We have costs in for the production and installing of the vinyls and we will be partnering with Business Gateway as they have images that can be used. The Poundworld vinyls will have Business Gateway's information and agents' details and 77 High Street will have general information such as events, help and guidance as well as the agent's details.

We will get boarding put over the old signage at Poundworld to help with the appearance. TM has received approval from the landlord to put the vinyls inside.

Conclusions

We now have quotes in to do the work and we are now partnering up with Business Gateway on the project.

Action Points

Person Responsible

Discussion: Zero Waste Elgin

Zero Waste project is progressing well. Phase 1 has now finished and included the initial set up, getting business ambassadors and offering free internal bins to the businesses. GN told the group that the delay in getting the internal bins was due to Resource Efficient Scotland pulling the grant we were going to use 7 months early. We are still pursuing alternative sources and will be updating the businesses in the February bulletin.

On the 30th and 31st March Steven and Dave from WasteSwitch will be in Elgin. On the 30th March we will be holding stakeholder meetings. On the 31st March there will be an ambassadors meeting and there will be senior representatives from Zero Waste Scotland, Resource Efficient Scotland and Carbon Innovation Centre. This will be our chance to tell them about Zero Waste Elgin and have them speak to the ambassadors.

GN will send out an ambassador's bulletin and briefing sheet prior to the meeting. We will now be starting work on Phase 2 of the project.

Projects that will be covered in Phase 2 are:

- Waste on the High Street- we will look at getting better bins that will segregated waste
- Deposit Return Scheme – utilising a town centre approach (this will be pitched to the Government officials coming on the 31st March)
- Collaborative purchasing of materials (such as vegware) and services
- Training for BID businesses- on regulations- e.g. on food waste returns to the government & managing waste better- producing less and recycling more efficiently.

GN told the group about the resource library on the Embrace Elgin website which is available for all the BID members. The library covers a range of topics including case studies, reports and funding streams.

Conclusions

The project is progressing well, Phase 1 is now complete and work will be starting on Phase 2.

Action Points

Person Responsible

--	--

Discussion: Closed Facebook Group

After discussions at previous meetings the Closed Facebook Group for BID Businesses has been set up as an additional was to engage/update the businesses.

The group will be used to let businesses know when the bulletin has gone out and the headlines/ chances to get involved will also be posted. The group will also used for sending out urgent messages and businesses can use it to promote/work together. Regular posts will be put up to keep the businesses updated. The link to join was sent out in January's bulleting and businesses have started to join.

Conclusions

The closed Facebook Group for the BID members has now been set up and members have joined the group. Regular messages will be posted to keep the group update.

Action Points

Person Responsible

<ul style="list-style-type: none"> • Post regular messages on the group 	TM
--	----

Discussion: Seagulls Project

GN told the Group that we will be starting year 3 of the seagull project with Specialist Vermin Control (SVC). GN will set up a meeting with SVC to discuss this year's project.

The intention is to do the same as previous years with the team going out at night to disrupt the birds and move them on with lasers. We will also go out to the businesses and tell them if they have a historic problem with seagulls to let us know and we will then get the businesses to get in contact with SVC who will then do a review. If it is a simple fix they will sort it out but if it is a bigger issue we will speak to the business to fund some of the work. GN will also set up a meeting with Stephen Cooper to discuss seagull work on the upper floors of the multi-storey car parks.

Conclusions

The Seagull project will be starting soon to discourage the birds from nesting and laying eggs.

Action Points

Person Responsible

<ul style="list-style-type: none"> • Set up meeting with SVC • Set up meeting with Stephen Cooper 	GN GN
---	----------

Discussion: Moray Expo

Moray Business Week has for a number of years been organised as a collaboration between key strategic partners including Elgin BID, Business Gateway, Moray College, Moray Chamber, Skills Development Scotland & HIE. This year will be Moray Business Showcase on the 21st May. It will be held in Moray Sports Centre and businesses can book a table and it is free for the general public to come along. The invite was sent out to the BID members in January's bulletin.

There will be workshops on throughout the day. Our workshop will be 'Styling for Success' delivered by Kirsty Ingram. The workshop will focus on shop displays, window displays and online product photos. We will publish the workshop to the BID members a few days before the general public. It will be a very practical session so that people have the chance to really gain hints and tips for future success.

Conclusions

The Moray Expo will take place on the 21st May in the Moray Sports Centre. There will be exhibitors and workshops on throughout the day.

Action Points

- Send BID members workshop details before putting out to public

Person Responsible

GN/TM

Discussion: Events 2020

GN told the Group that this year we are increasing the number of events however we will be partnering up on a number of them so it will decrease the amount of work we need to do within the office.

Following the consultations with the BID members and taking into account the opinions raised, the Easter and Halloween events will be taking place inside the St Giles Shopping Centre. This will help avoid any difficulties with the weather and maximize existing activity. We will use for example Treasure Hunts to drive footfall around the city.

We will also be partnering with the St Giles Shopping Centre with their Moray Easter Egg Appeal. We will go out to the BID members to ask if they want to get involved either by being collection points for Easter Eggs or donating eggs. The donated eggs are then distributed across Moray to those in need such as children's charities, hostels, hospitals and care homes.

New Year New Home & Speyside Stages 17th April

On the 17th April the Speyside Stages Rally car checks will be taking place from 3pm-7pm at the back of the St Giles Church.

Following last year's New Year New Home, the exhibitors suggested to tie in 2020's event with another event to bring in footfall. We will hold this year's event inside the St Giles Shopping Centre from 4pm-6pm as there will be extra footfall in the City Centre with the car checks taking place.

Scottish Theme Day- 2nd May.

The Spirit of Speyside team will put on whisky tastings throughout the day. We will have Elgin & District Pipe Band playing as well as Clann a Drumna who are a tribal band. Love RaRa will be attending on the day with Highland Dancers and a Scottish Princess lookalike.

Classic Car Show 27th June

The event will be expanded this year and we will not cap numbers. Last year the event was capped at 40 cars and we found out last year that some people decide on the day if they will turn up to the event. This year we will be aiming for 100-120 cars to really fill up the streets.

We will get the cars to drive along South Street and go down Commerce Street. The cars will then park along Commerce Street, then fill South Street and then fill the Plainstones.

AM commented that South Street businesses did not benefit from the day last year. With the increase in car numbers and having them fill Commerce Street and South Street, hopefully the businesses will benefit from the day. GN told the group we will do the event again this year and we will review it after the event. She explained that it was the first event of this type and had been specifically arranged to take activity in the surrounding streets.

Food & Drink Festival 8th August

The dual location worked well last year, and we will be doing the same again this year with food stalls and Tasty Tipple in the Town Hall and food and craft stalls in the St Giles Church.

To get the public to move between the locations we will have better signage between the venues and have a treasure hunt to move the public around the City Centre.

Cannonbawz Run Launch 22nd August

The Cannonbawz cars will come on to the Plainstones and park up until 11am. The cars will then drive off in batches. Last year's event went well with the public coming along to see the cars.

Christmas Light Switch On- 28th November

The Christmas Light Switch On will be the same format as previous years with entertainment from 11am, Santa's Post Office all day, Reindeer Parade at 2pm and the lights being switched on at 4.15pm.

Christmas Lantern Parade/Sunday Special Event

At the last meeting we agreed to investigate holding a lantern parade in the early evening to benefit both the day and evening economies. The lantern parade in 2018 did not work as a standalone event, so it was agreed that we would need to get entertainment to bring in people. However, after contacting numerous groups and entertainers this proved unsuccessful, so it was agreed to leave it and review in 2020.

SC suggested at the last meeting to put on a Sunday Special event during the day as the evenings do not work. AM suggested contacting Dotty Crotchets for entertainment. This year's event will be discussed at the next meeting.

Conclusions

This year we are increasing the number of events and partnering up on a few of them so it will decrease the amount of work we need to do.

A Christmas Sunday Special event will be discussed at the next meeting.

Action Points

Person Responsible

- Send information about Easter Egg Appeal to BID members

GN/TM

Discussion: AOCB

GN gave a quick update on the Green Elgin project. We are hoping to expand the project this year with more members getting involved. In January's bulletin we went out to the BID members to ask if they would like to have a hanging basket or small planter for outside their business. We will ask again in the next bulletin.

The company will also come in and replant the big planters twice a year with seasonal flowers. They will also do low level weeding by hand with no chemicals four times a year.

Conclusions	
The Green Elgin project will be expanded on this year. The big planters will be replanted twice a year and weeding will take place 4 times a year across the City Centre. BID members have been asked if they would like a hanging basket or small planter for their business.	
Action Points	Person Responsible
<ul style="list-style-type: none"> Ask members in next bulletin if they would like hanging basket or small planter 	GN/TM

Date of next meeting – 2nd April 2020, 2.30pm, Inkwell Francis Place

Action Point Summary 6th February 2020

Action Points 6th February 2020		Update
Closed Facebook Group Post regular messages on the group	TM	
Seagulls Project <ul style="list-style-type: none"> Set up meeting with SVC Set up meeting with Stephen Cooper 	GN GN	
Moray Expo <ul style="list-style-type: none"> Send BID members workshop details before putting out to public 	GN/TM	
Events 2020 <ul style="list-style-type: none"> Send information about Easter Egg Appeal to BID members 	GN/TM	
AOCB- Green Elgin <ul style="list-style-type: none"> Ask members in next bulletin if they would like hanging basket or small planter 	GN/TM	

Action Points 29th August 2019		Update
AOCB <ul style="list-style-type: none"> Contact Beverly Smith for advice on A-board sizes 	GN	Ongoing