



Embrace Elgin January Bulletin 2020

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Get Involved

Working Group

Thank you to everyone who supported us with the Renewal Ballot, we are already moving forward with the new Business Plan and the projects you highlighted during the consultations. We would like to hear your thoughts and ideas and are always keen to get new members involved with the Working Group. The Working Group is made up of BID Directors and BID Business members and meets every 8 weeks to discuss projects to drive activity forward.

If you don't have the time to join but have an idea you would like taken forward you can come along to a meeting and pitch it or talk to Gill or Tina who will present it to the Group for action to be taken forward on your behalf.

BID Businesses Closed Facebook Group

Another way to put forward your ideas and keep up to date with our work is to join our new BID Businesses Closed Facebook Group.

Through this Group Elgin BID will provide:

Improved communication between Elgin BID and Members by letting you know when the latest information bulletin has been sent out. Elgin BID will also post urgent messages and opportunities for business to get involved in activity. We will continue to use the information bulletin and messages as normal, but we wanted to offer an additional, quick and convenient way to keep people updated.

The group can also be used by the businesses for business to business collaboration.

Here is the link to the group if you would like to

join- <https://www.facebook.com/groups/351674055533950/>



Events Programme 2020

The event dates for 2020 are:

- 11th April- Easter Event (in Partnership with St Giles Shopping Centre*)
- 17th April – New Year New Home (4pm-6pm)
- 17th April – Speyside Stages Car Checks (mid-afternoon to 8pm approximately – times to be confirmed) This is a partnership event which will bring additional footfall to the City Centre.
- 2nd May – Scottish Theme Day
- 27th June- Classic Car Show
- 8th August- Food & Drink Festival
- 22nd August- Cannonbawz Run Launch
- 31st October- Halloween Event (in Partnership with St Giles Shopping Centre*)
- 28th November- Christmas Light Switch On

*Following the consultations with the BID members last year and taking into account the opinions raised the Easter and Halloween events will be taking place inside the St Giles Shopping Centre.

These events will ensure that we continue to bring people to the city centre and we will continue to use activities to encourage people to move around the town. The days will increase footfall, allowing your business the chance to make the most of the additional visitors.

Ways to get involved and make the most of the event

Treasure Hunts

Throughout the year we will arrange Treasure Hunts on event days, these drive families around the city and right to your business. We know this is always a popular activity, so if you want to get involved please send Tina your business name and contact details and she will include you in the bank of businesses taking part. We will then make sure that you are included at some point.

Please get the details to Tina by **Monday 10th February**

Business Promotion

You can contact Tina in the lead up to an event and she can put out promotional information for you. It can be as simple as a reminder that you are there and to encourage people to pop in and use your service or purchase products, or you could put on a special offer, promotion or prize draw .

The choice is entirely yours, but it does mean that your business can take advantage of additional promotion when you know more people will be visiting.

Remember, if you cannot attend, we can take a small supply of flyers or information to pass out on your behalf.

Market Stalls

In line with previous years we will be happy to cover the cost of any BID member who wants to take advantage of a market stall or promotional table at an event. If you would like a market stall please complete the below Market Stall form (please note a separate booking pack will be sent out for the Food & Drink Festival).

[Download the market stall booking form here](#)

Seagull Removal- Plans for 2020

In 2018 we began a project to reduce the number of gulls nesting in the city centre. It went well with the most noticeable difference being a substantial reduction in the number of juvenile birds on the ground.

We will work with the same company in 2020, who will continue to use lasers to disrupt the nesting patterns of the birds. That means less gulls building nests, less eggs, less juvenile birds and less damage to properties.

We have negotiated with the contractor that if a BID member has a specific gull problem on their building, and if we can get access to the roof we will carry out a free assessment to see if there is additional action that can taken.

If there is a simple and straightforward solution it will be included within our contract, if it's a larger more complex job and involves bringing in additional equipment or lengthy work hours, once the cost is established we will make a contribution towards the work.

The job is due to start late March which is a few weeks earlier than last year, but we need you to contact us by mid April if you want an assessment carried out. **We need to plan for action rather than wait for nests to be built, eggs to be laid and hatched and juvenile birds damaging your roof space or causing a problem around your building. Please use the issues you have had in the past as a guide.**

If you contact us, we will take a note of your problem and find out more about roof access, we will then provide you with the contact details of the contractor, so you can get in touch with them to arrange a suitable assessment time.



Moray College UHI Freshers Fayre

Are you interested in exhibiting at the Moray College UHI's 2020 Fresher' Fayre?

This year's Fresher's Fayre is on Tuesday 22nd September from 10am – 1pm.

The Moray College UHI's Fresher's Fayre is an exhibition that is free to attend for students. The exhibition has lots of local and national businesses together with a collection of live entertainment, music, food and drink.

Elgin BID have gained agreement from the college to promote this opportunity to BID members. The college has several thousand students of all ages in attendance and this platform is a great way to meet them.

As an exhibitor at the event you will be able to promote your services and products and most importantly retail and showcase yourself as a student friendly brand to over 3,000 students. If you would like to exhibit at the event then please contact agbcevents.moray@uhi.ac.uk



Moray Business Showcase



PRESENTED BY



Moray Business Partners are delighted to present Moray Business Showcase. An opportunity for you to exhibit your business along side other businesses in the region. Free for attendees, this Showcase will allow both business to business and business to consumer opportunities. There will be a number of free workshops on throughout the day too, which will be announced shortly and booking for these workshops is first come first serve via Eventbrite.

If you're interested in Showcasing your business at this event, then don't delay you can secure your space at the early bird rate of just £125 + VAT. Please complete the below booking form. When submitted this will generate an invoice which, once paid, will confirm your booking.

Each stand fee includes a 6ft table, (an electric socket on a first come, first serve basis), two lunch passes for Cobbs Café and two hot drink passes.

Setting up is from 8.30am on 21st May with doors opening at 10am.

Please contact info@moraychamber.co.uk or call 01343 543344 with any questions.

Green Elgin 2020

2019 saw the expansion of our Green Elgin project with businesses being offered small planters or hanging baskets to fill the City with flowers.

We would like to further expand the Green Elgin project; you can get involved by:

Utilise existing brackets – if you have a bracket(s) at your premises and would like a basket, we will be happy to discuss organising this, if you are prepared to sign up to watering the basket throughout the season. You would also have to do a check on the bracket to ensure it is still fit for purpose and safe.

Putting up new brackets - We are happy to financially support businesses who wish to have a new bracket put up on their building– however as Elgin is a Historic City there are a few things to be considered. Having sought guidance from the Moray Council, we know that we can put up brackets if they are inserted into the mortar and NOT into the stone work, we would liaise with the Council on your behalf to ensure they are happy with our plans. We will be happy to discuss organising this, if you are prepared to sign up to watering the basket throughout the season.

Mini Planters – Last year our offer to supply small planters were taken up by a few businesses, these really brightened up the lanes and closes. The pots are taken in at night to avoid the risk of damage. If you would like one we will be happy to organise this if you are prepared to sign up to watering the basket.

If you would like to get involved in 2020 please contact Tina by 28th February stating your preferred option.

The project will also see the large planters being replanted in Spring and Autumn and low level weeding taking place across the City Centre.





SCAM WARNING - AMAZON PRIME

Members of the public are being targeted with automated calls stating that the recipient has been charged for an Amazon Prime subscription. The callers use this lure as a way to gain access to the recipient's online banking account.

How does it work?

1. The victim receives an automated call stating that they've been charged for an Amazon Prime subscription. They're asked to press 1 to cancel the charge, this connects them directly to the fraudster.
2. A fraudster, posing as an Amazon customer service representative, then tells the victim that the Prime subscription was purchased fraudulently and that they need remote access to the victim's computer in order to fix a security flaw that will prevent it from happening again.
3. The victim is asked to download an application called Team Viewer, which grants the fraudster remote access to the victim's computer.
4. The victim is then asked to log onto their online banking account whilst the criminals are able to monitor everything via Team Viewer.

Other variants of the crime involve fraudsters stating the recipient is due a refund for an unauthorised transition on their Amazon account.

What to do ?

Always question uninvited approaches in case it's a scam. Instead, contact the company directly using a known email or phone number.

Have the confidence to refuse unusual requests for personal or financial information.

It's easy to feel embarrassed when faced with unexpected or complex conversations but it's okay to stop the discussion if you do not feel in control of it.

Never instal any software or visit a website as a result of a cold call. Unsolicited requests for remote access to your computer should always raise a red flag.

For more information on scams and how to protect yourself go to <https://www.friendsagainstscams.org.uk/>

Business to Business Promotion

Please see below message from VPZ Elgin. Remember if you have a message or offer you would like to send to the BID members let us know.

"With over 150 stores across the UK, VPZ was recently awarded the fastest growing business in Scotland by The Times Virgin Fast Track 100 and we are highly regarded as the UK's leading e-cigarette retailer. We pride ourselves on our customer service and expert vaping knowledge and I am confident that together we can work together to improve the well-being of our local community.

Public Health England estimates that vaping is at least 95% less harmful than smoking traditional tobacco cigarettes. Our main goal is to assist the local community to make the switch to vaping, away from the increased risks associated with smoking traditional tobacco products and improve their well-being.

We have a wide range of products that can help support and assist on a successful journey to becoming cigarette free and would like to help spread the word of how VPZ can help our community. For example, at the moment we have the ability to measure our customers' Carbon Monoxide levels in-store and help them track improvement to their well-being whilst they make the switch to vaping!

If any local businesses would like to take advantage of an exclusive discount for their employees along with other great deals and support with vaping. Feel free to pop along to our shop on the High Street or contact us at elgin@vpz.co.uk"

Elgin App - Your Chance to Get Involved

Our Embrace Elgin App is nearly ready for launch!

The app will list every single BID member in sector categories as well as upcoming events.

An extra feature of the app is the discounts tab. The discounts can be offers you already have running and would like extra promotion, or they can be exclusive discounts for app holders.

Make sure you take advantage of this opportunity, it does not matter what business sector you work within. If you would like to have add an offer of discount to the app, please pop the details (what it is for and for how long) to Tina.

Do not miss your opportunity to have your say in the City's Masterplan - Business Breakfast

Monday 24th February 2020 | Inkwell (Elgin Youth Café), Francis Place

Moray Council, Elgin BID and Elgin Community Council are working in partnership on a Masterplan for Elgin Town Centre, covering the core retail area, Lossie Green and Cooper Park. The Masterplan will set out a range of proposals to redevelop sites, improve connectivity and attract more people into the Town Centre. The business breakfast will offer the opportunity to hear more about some of the projects, an update on the Moray Growth Deal and how businesses can help shape and inform the Masterplan.

The morning will be as follows:

7.30am – 8.00am – light breakfast will be provided

8.00am – 9.00am – Introduction and table discussions

9.00am – Close

This is your opportunity to have your voice heard- don't miss it!

If you would like to attend please RSVP to Tina on tina.mainland@elginbid.co.uk by 10th February.

Zero Waste Elgin Ambassadors

The Zero Waste Elgin project is continuing, and several businesses have come forward and agreed to act as Ambassadors to the project.

- Claire from Ordered Company
- Tracy and Susana from Tesco
- Deborah from Earthtime
- Ian from Moray Reachout
- Mark and Kirsty from Gordon and MacPhail

They are all passionate about working together and promoting the initiative, if you want to know more about the plans, give us a shout at the BID office or speak to one of the Ambassadors for more information.

If you think this is something you want to find out more about or get involved in, please contact Gill for a chat. We will keep you updated as plans progress with the Zero Waste initiative.

MFR Digital Uncovered Seminar- Business Breakfast

12th March 7.30am for 8am start to 9.30am | Inkwell, Francis Place

MFR have offered to deliver an information session to BID businesses and have asked us to put out the following detail.

An opportunity to find out the finer details about digital and how it can work for your business. Speak to MFR's digital experts who will simplify the jargon and give you a better understanding of our digital future.

Learn about Social Media, how to make your website more effective and see the difference video content can make to your business.

Breakfast rolls and tea/coffee will be provided.

If you would like to attend please RSVP to Tina at tina.mainland@elginbid.co.uk by 14th February.



Many Thanks
Gill & Tina