

## Embrace Elgin November Bulletin

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### Ballot Result

#### Elgin BID successful in securing a third, five-year term

The Board of Directors and staff would like to take this opportunity to thank the businesses who voted in the Renewal Ballot, which has led to Elgin BID successfully securing a third, five-year term.

The result was announced, in line with Scottish Government regulations at 5.30pm on Thursday 28<sup>th</sup> November in the Gallery Room at Elgin Library by a representative from the Moray Council.

The ballot results were;

Yes votes 72.82% (56.48% in 2014) an increase of 16.34%

Rateable Value of those who voted 73.76% (66.53% in 2014) so an increase of 7.23%.

This is the third time that Elgin BID have asked the businesses within the City to back the company and work with them to drive forward promotions, activities and projects.

Richard Cumming, Chair said: "We are delighted that the businesses have decided to back another 5 years of Elgin BID. The employees, Board and Working Group members all work hard to ensure we are delivering for our business members, their customers and our community, so this is wonderful news.

The last 10 years has seen the introduction of a wide range of initiatives, projects and activities including an exciting events calendar, additional street cleaning services, the seagull reduction project and development of a suite of marketing materials including the Business Map, Food and Drink Guide, Social Media promotions and digital marketing screens. Other activities have included the shop frontage improvement scheme, which offered grants to businesses who wished to invest in their properties and our involvement and collaboration was critical in securing funding for the

Conservation Area Regeneration Scheme, which led to millions of pounds of investment.

Gill Neill, Chief Executive said, “thank you to all the businesses who took the time to send off their ballot papers, we really understand how busy you are and appreciate your time. You have our word that we will continue to work tirelessly on your behalf and look forward to the exciting developments that the next five years will bring. I genuinely believe that together we will be able to achieve far more than working alone. The legal process of going to ballot is complicated and I would personally like to take this chance to thank everyone for their lovely messages and shows of support, they meant the world”.

The 2020 – 2025 business plan was developed following extensive consultation with the Business members and lays out the plans for the next 5 years, it can be found on the Elgin BID website at the below link-

<https://www.embraceelgin.co.uk/wp-content/uploads/2019/11/A5-Elgin-BID-Business-Plan-All-low-res.pdf>

## Police Scotland Business Watch



### Police Patrols

Over the Christmas Period there will be more patrols around Elgin High Street, City Centre and the local Schools. In addition to general safety and crime reduction they will be concentrating efforts on parking issues and children’s safety.

### Police Bicycles

In 2018, Elgin BID supported Police Scotland by investing in 2 Police Bikes. These are based at Elgin Police Station and are now being used regularly by patrolling officers. The bikes allow the officers to interact on a more personal level with the public than a patrol car allows and allow more speedy response as they can take a more “direct route” to an incident if called.

You will see them out and about over the Christmas Period so please say hello to the officers if you do. Elgin BID’s new liaison – Officer Jamie Dey will be using the bike and out on foot in the lead up to Christmas.

### Parking

We know that problems are still ongoing with people parking inappropriately, we work closely with Police Scotland on this and pass on intelligence that we are provided by the businesses.

Jamie will be out in the City on foot and on the bike in the lead up to Christmas speaking with shop owners and the general public making sure that parking is running as smoothly as possible.

### Useful Information from the Police Scotland Web Site

## Secure your Car

### Keep your Car Secure

There are many things you can do to prevent from your car from being stolen or broken into:

What should I think about before setting off?

- Permanently mark any valuables you use in the vehicle, such as a Satellite Navigation System (Sat Nav), with your postcode and house number/name. You can register all of your equipment at [www.immobilise.com](http://www.immobilise.com).
- Fit a car alarm.
- Use locking wheel nuts to prevent the theft of your wheels.
- NEVER leave your car unattended to defrost windows with the keys in the ignition. Many car thieves actively target this – even first thing in the morning when darkness can provide cover. Any insurance claim could be adversely affected as it may be considered driver negligence. It's also an offence to leave a car unattended on a road with the engine running.

This year's Festive Safety message is to stay safe whilst shopping, partying, at home or on the roads. We provide some important information to help you stay safe this Festive Period.

### Shopping Safety

- Stay alert while using cash machines; if you spot any camera or suspicious device attached - do not use it.
- Don't leave your shopping bags unattended.
- Park in a busy, well-lit area. Keep any presents out of view.
- Christmas Markets: Wrap up warm and look after each other. If you see something suspicious report it to an event steward or police officer.
- Online shopping: Make sure your web browser and internet security is up to date and use strong passwords.
- Be cautious of emails advertising a win or discounts.
- Be aware of fake products or websites.

### Party Safety

- Plan your Christmas night out - stick with friends, charge your mobile and remember to take it with you.
- Think about how you'll get home. Book a taxi from a licensed company or arrange for family or a friend to pick you up.
- Drink responsibly and look after your friends. Don't do drugs, there is no safe way of taking drugs.
- Avoid confrontations, just walk away. Be aware "one Punch can ruin two lives".
- Don't leave a drink unattended or let a stranger buy you a drink without knowing what's in it.
- If you believe you have been a victim of drink spiking then report it as soon as possible to police via 101.

## Home Safety

- Keep your home secure - lock all windows and doors; set your house alarm and switch on timer lights.
- Don't leave gifts in view of windows and keep cash in your home to a minimum.
- Make sure your house looks occupied.
- If you're going away for Christmas, don't advertise it on social media. Ask a neighbour or friend to keep an eye out while you're away.
- If you're having a house party with lots of guests, make sure you know who everyone is.

## Road Safety

- Ensure your car is winter ready - are your tyres, brakes, windscreens, wiper blades and windows free from defects and clean?
- Be aware of changing road conditions. In severe weather, increase stopping distances.
- Drive too fast and you'll put yourself and others at risk.
- Don't use a mobile phone or any device which could distract you whilst driving
- Drink driving - don't risk it.
- Driving while distracted are significant factors in fatal and serious injury crashes
- Drive to the conditions of the road and be prepared for unexpected changes
- Know the road like the back of your hand? But what's around the corner? Be prepared for unexpected changes.

## Partnership Advice

Scottish Business Resilience Centre - [Keep Safe this Winter information](#). Advice to keep you, your home and your business safe and secure this winter.

## Related Documents

[Online Xmas Safety Leaflet \(PDF\)](#)

<https://www.scotland.police.uk/keep-safe/festive-safety/>

## Waste 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
- 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.

## Free Waste Management Training

We still have a few funded places available on the Waste Management Training programme, this is organised through the Zero Waste project and supported by our partners WasteSwitch. The training is REHIS: The Royal Environmental Health Institute of Scotland accredited and offers practical advice and information.

Based on feedback of those who have already completed the training we anticipate it will take approximately 2.5 hours to complete. The online programme can be completed at a time and location that is convenient and can be completed in sections, to allow complete flexibility.

Having taken on board feedback, we are investigating the possibility of tailoring the training for specific business sectors. We will keep you updated on progress.

If you would like to take advantage of the funded places for you or your staff, please let us know as quickly as possible so we can reserve them, places are limited and will be awarded on a first come first served basis.

## Elgin Men's Shed looking for whiteboard – can you help?

The Elgin Men's Shed are looking for a White Board that they can use in their project, they are flexible on the size they need and would happily accept anything between 4ft and 6ft, square or rectangular. Does anyone have an old one in their workplace that they no longer need?



If you do, could you let us know and we will pass on the details.

## Christmas Office Hours

Well we are getting to that time of year.

We wanted to give you plenty of advanced warning that the office will close on Friday 20th December and re open Monday 6th January 2020.



## Elgin Gift Card

The Elgin Gift Card is continuing to be the Gift of Choice!

Sales are already picking up in the lead up to Christmas, if you haven't signed up already to accept the Gift Card we can organise that for you quickly and easily. It doesn't matter what kind of business you run, if you are a BID member and you take card payments you can get involved. **Participation in the gift card programme is free to all BID members.** The only technical requirement is that you are able to accept Swipe payments through your card machine. Don't miss out on your chance to get involved and get a share of the cash.



**EMBRACE**  
**Elgin**  
Business  
Improvement  
District

### The Elgin Gift Card

It's getting colder, the nights are getting darker and Christmas is on its way!

Whether you are looking for the ideal gift for family, the perfect present for that person you always get stuck with or your very own Secret Santa surprise, the Elgin Gift Card has got you covered!

Available to be spent in 90 different Elgin City Centre businesses the Elgin Gift Card lets them treat themselves!

Buy yours at  
Sugar Plum, Gordon & MacPhail  
or online at [www.elgingiftcard.co.uk](http://www.elgingiftcard.co.uk)

If you are signed up, keep promoting the card through your own promotional channels, if you need an additional window sticker let us know and we will drop one off. You can also borrow our giant gift card for promotion in your business.

## Free Shelving Unit

We have a 5 shelf (including top platform), shelving unit similar to the one illustrated here.

The approximate measurements are -

Height – 180cm

Length – 88.5cm

Width – 39cm

If anyone can use it please let us know and we will be happy to pass on, it is already dismantled so can be easily moved, ready for re assembly.



## Social Media

Would you like some extra promotion in the lead up to Christmas? Please remember you can take advantage of our social media platforms to help with this.

We will tailor the platform used to meet your needs, just tell us what you want to achieve and who you want to target and we will help you work out the best options for you. We can create a promotion for you or sharing activity from your own social media channels - it's your choice just pick up the phone and have a chat with Tina.

Our social media video promotions regularly do 90% better than our regular posts. If you would like one for your business drop Tina an email.

Since May 2016 our Facebook Page follower growth has increased by 107% and our Instagram following has increased 120% since March 2018.



## Free After 3

Free after 3 is back in the St Giles Multi Storey Car Park until 4<sup>th</sup> January 2020.

Please share to spread the word! It's the perfect chance for coming in to do your Christmas shopping, grab a coffee with friends or a meal out!

A parking sign with a green border. At the top, it says 'FREE PARKING AFTER 3' in large blue and purple letters. Below this, it says 'SATURDAY 23 NOVEMBER to SATURDAY 4 JANUARY 2020' in white text on a green background, with a 'morgy' logo to the right. The middle section says 'PLEASE NOTE: ST GILES MULTI STOREY CAR PARK ONLY' in blue and purple. Below that, a small parking sign icon is next to the text: 'The car park machines HAVE NOT been reprogrammed and will therefore accept payment for parking. Please DO NOT put money in this machine as no refunds will be given.' At the bottom, it says 'FREE PARKING FROM 3PM - 6PM MONDAY TO SATURDAY' in blue text, with an illustration of three cars parked in a lot.

## Business to Business Promotion

Elgin Youth Café have asked us to highlight that Delta Force is back. We work closely with them and have done for many years and I have no hesitation in recommending them.

“DELTA FORCE IS BACK! Yes, you heard it right. Delta force is back in action and looking for new projects and volunteering opportunities for the young people of Elgin.

We want to give back to the community, to provide support for projects and fundraising events. We have a group of eager young people keen to tackle and face new challenges. As well as helping the community, the young people will get the chance to gain certificates and self-confidence. We think there are lots of projects that could use help and support that we can give.

Throughout the years the group has given and received support from Charities and businesses on a local scale and national scale. If you know anyone or you'd like help with events and charity events we have the volunteers for you. If you have any projects we can help you with please drop Charlie Kelman an email on [charlie@elginyouthcafe.org](mailto:charlie@elginyouthcafe.org). We would love to start helping in the community again and to get our name out there and get back to what we love doing the most helping others.”



Many Thanks  
Gill & Tina