

## Elgin BID Working Group

14<sup>th</sup> January 2021, 2.30pm, Zoom

In Attendance	Apologies
Gemma Cruickshank (GC)	Stephen Pugh
Tina Mainland (TM)	CJ Bowie
Richard Cumming (RC)	Stuart Huyton
John Divers (JD)	Theresa Cumming
Stephen Young (SY)	Katherine Mackintosh
Mark Angus (MA)	Suzi Christie
Laura Scott (LS)	Kym Laxy
Lee Midlane (LM)	Greg Robertson
Graham Leadbitter (GL)	Rod Christie
Ian Urquhart (IU)	Abigail Dempster
Sarah Medcraf (SM)	

Discussion: Previous Meeting Note	
Last meeting note circulated prior to meeting. Meeting note accepted.	
Conclusions	
Action Points	Person Responsible

Discussion: Covid-19 Support
<p>GC told the WG we are looking for feedback from the members for what support they would like from us so that we can put processes in place for when restrictions are lifted.</p> <p>LS commented that as their business doesn't know what is happening week to week it is difficult to know what more support they would need from us other than what we are already providing.</p> <p>RC suggested we contact the hospitality businesses that are still open to ask if they need help/support in any way from other businesses that are not open but are able to help such as providing packaging.</p> <p>GC told the WG that we have put out an advert in the Press &amp; Journal to promote supporting businesses that are still open such as ordering a takeaway. TM has also been working on a new webpage that lists businesses that are still open or are operating online, this will be live by the end of the week. MA asked if it would be possible to get the list of businesses that are still open in a word format so they can keep copies by their tills.</p> <p>LS suggested contacting/targeting people who cannot work from home to remind them to use the local businesses that are still open.</p> <p>SM told the group that after the announcement that takeaways had to be delivered through a hatch, she had spoken with Designed Elgin as he can produce hatches to go in doorways. SM suggested GC reach out to him to find out if he could have a set price for BID members.</p> <p>Another area of support businesses need is clarification and communication on the process with grants, as many are still yet to receive confirmation or a reference number from Moray Council for the Strategic Business Fund (SBF). During the meeting GL emailed Jim Grant to ask about this, Jim Grant replied to say</p>

that they had a large volume of applications and the team should be caught up early next week for acknowledgements for applications. If by that point businesses who had applied and had not received an acknowledgement should get in touch with the SBF Team.

LS suggested that a BID Member Covid Resilience Group should be set up. This would allow businesses to create a support network. The WG agreed this should be set up ASAP.

### Conclusions

Following group discussion, hospitality businesses will be contacted to find out if we or other businesses who are currently closed can help them if needed.

New webpage showcasing businesses that are still open or are operating online will be made live at the end of the week.

A BID Member Covid Resilience Group will be set up ASAP to create a support network and allow businesses to ask questions to BID and other businesses.

### Action Points

- Create word version of new webpage for businesses to promote
- Contact Designated re door hatch price for BID members
- Set up meeting for BID Member Covid Resilience Group

### Person Responsible

TM  
GC  
GC

### Discussion: Closed Facebook Page

RC commented that the closed Facebook Page continues to build.

We will be encouraging existing page members to invite new BID members to join and remind them to utilise the page and use it to work together.

### Conclusions

### Action Points

### Person Responsible

### Discussion: Events 2021

GC & SY commented that Santa's Post Office in 2020 was very successful. Feedback from those that attended was very positive and gave something for families while still following guidelines.

RC commented that the Farmers Market frequency helped to increase footfall. LS agreed and said market days were their busiest days and they received positive feedback from the public.

RC suggested to build upon last year's markets this year. GC told the WG that she has been considering the possibility of developing a Christmas Market.

TM suggested having something like the outdoor Food & Drink Festival. The WG agreed these days were the busiest across the whole town centre. GC will take this to the BID Board to discuss in the Board Meeting in February.

GL suggested contacting businesses that are interested in the Moray Council's Pop Up Shop Scheme that may not have been able to get a premises, this way they could test their products.

SM suggested that we could adapt our events and change the flagship events as this would be a good time to do so. RC & LS commented that music events are always popular and could be a good draw especially for those with disposable income which would be able to spend more money in the town centre.

### Conclusions

After group discussion, the possibility of a town centre wide outdoor Christmas Market will be brought to the BID Board for further discussion and investigation.

Future event programme will be looked in to for new events.

Action Points	Person Responsible
<ul style="list-style-type: none"> <li>• Discuss Christmas Market at February Board Meeting</li> <li>• Explore new events</li> </ul>	GC GC/TM

### Discussion: Loyalty Card Scheme

The loyalty card scheme options document was circulated to the WG prior to the meeting.

After discussion it was agreed to go with Option A which is to collect a stamp for every purchase (purchase/value TBC). Once the card has been filled and dropped off they will be entered in to a prize draw at the end of every quarter to win a £100 Elgin Gift Card and a £200 Elgin Gift Card for the 3rd quarter (December). This would be no extra cost to businesses to participate compared to if they were to give an offer/discount for full loyalty cards. Full cards would then be dropped off to the post box at the bottom of our stairs.

MA suggested that businesses could pay for or a portion of the cost for stamps for their business. This could cause problems with businesses that do not want to buy their own stamp.

MA also suggested to have a code on the stamp or card to track which business the stamp is from. RC suggested to have a grid on the back of the card to record the business the stamp came from. TM will investigate stamp options and ways for tracking which businesses the stamps came from.

RC suggested that the loyalty card and Elgin Gift Card work hand in hand. Businesses that want to take part in the loyalty card scheme will also need to accept the Elgin Gift Card.

LS suggested that businesses could collect full cards to save people bringing them to us. RC added that we could tie in the card deadline with the bulletin to say the date that all cards need to be handed back in to the BID office.

SM asked if we had a public mailing list, TM replied to say we tried to set one up in 2018 but did not get much pick up but suggested that we could have a opt in box at the back of the loyalty cards for people to sign up to a newsletter. Every quarter we could email to say who the winner is, send information on the gift card and upcoming news and events.

SY suggested that as well as the quarterly winner, a random business from the winning card could also win a small prize such as a £20 Elgin Gift Card. The WG agreed this would be a positive gesture and could lead to more businesses getting involved.

### Conclusions

The WG agreed to move forward with Option A of the loyalty card with each quarter a random full card will be chosen to win an Elgin Gift Card. A business from the winning card will also be randomly chosen to win a small prize.

The loyalty card will be researched further before bringing to the BID members.

Action Points	Person Responsible
<ul style="list-style-type: none"> <li>• Research Loyalty Card further</li> <li>• Look into stamp options</li> <li>• Look into ways for tracking business stamps</li> </ul>	GC/TM TM TM

### Discussion: Support Local Video

GC told the WG that in December we were awarded funding from the Scotland Loves Local Fund which we plan to use to create a video to showcase Elgin in the New Year but due to current lockdown this has been put on hold. GC asked the group's thoughts on the video.

The general consensus of the group was now would not be the best time to shoot the video as the majority of businesses are closed and the town centre is very quiet.

LS commented that their business did not see much benefit from the last videos but could see putting a face to the business a positive way to encourage people to visit Elgin.

SM believed that there could be an issue with too much demand from businesses to be involved in the video and suggested to create an experience video which isn't specific businesses but rather showed generic shots such as coffee, meals, hotel rooms etc. IU agreed that showcasing Elgin as a nice place to come would be of benefit.

LS suggested to get in touch with distilleries to ask if they could incorporate the video in their marketing to show what their visitors could do after they had visited the distilleries.

#### Conclusions

The WG agreed Jan/Feb would not be the best time to shoot the video with the current lockdown. It was also agreed for the video to showcase Elgin as an experience destination.

#### Action Points

#### Person Responsible

### Discussion: Improving Appearance of City Centre

GC told the WG that BID own 10 bins in the city centre which we would like to look in to having stickers put on to.

TM showed the WG ideas that could be used. After discussion it was agreed that the stickers should be more artful, and we will split the bins into categories and ask Elgin Youth Café, Moray College and Nurseries that are within the BID to make designs for the bins. If they do not wish to be involved we would then approach the Elgin schools. SM suggested contacting Sarah Baxter from DYW for the best contact for schools. The designs would then be printed on to vinyls and wrapped around the bins. GC will go to Ronnie at Designed Elgin for quotes.

This would then encourage families to come and see their children's designs and a press release would be sent out which as well as promoting the project would also promote the city centre.

GC asked the WG if they had any other ideas for how to improve the appearance of the city centre. RC commented that a handyperson that could tidy up the city centre and be around to help businesses could be a real benefit. GC will look in to this further and take to the BID Board for discussion.

#### Conclusions

A project to create vinyls for the bins BID own that Elgin Youth Café, Moray College and Nurseries in the BID area can get involved with designing will be started.

The possibility of a city centre handyperson will be further looked in to and brought to the BID Board for discussion.

#### Action Points

#### Person Responsible

- Contact Elgin Youth Café, Moray College and BID Nurseries to ask if they would like to be involved with designing the vinyls
- Contact Ronnie at Designed Elgin for quote
- Explore the possibility of Elgin Handyperson

GC  
GC  
GC

**Date of next meeting – 18<sup>th</sup> March, 2.30pm, Zoom**

## Action Point Summary 14<sup>th</sup> January 2021

Action Points 6 <sup>th</sup> February 2020		Update
<b>Covid-19 Support</b> <ul style="list-style-type: none"> <li>• Create word version of new webpage for businesses to promote</li> <li>• Contact Designed re door hatch price for BID members</li> <li>• Set up meeting for BID Member Covid Resilience Group</li> </ul>	TM GC GC	
<b>Events 2021</b> <ul style="list-style-type: none"> <li>• Discuss Christmas Market at February Board Meeting</li> <li>• Explore new events</li> </ul>	GC GC/TM	
<b>Loyalty Card Scheme</b> <ul style="list-style-type: none"> <li>• Research Loyalty Card further</li> <li>• Look into stamp options</li> <li>• Look into ways for tracking business stamps</li> </ul>	GC/TM TM TM	
<b>Improving the Appearance of the City Centre</b> <ul style="list-style-type: none"> <li>• Contact Elgin Youth Café, Moray College and BID Nurseries to ask if they would like to be involved with designing the vinyls</li> <li>• Contact Ronnie at Designed Elgin for quote</li> <li>• Explore the possibility of Elgin Handyperson</li> </ul>	GC GC GC	

Action Points 6 <sup>th</sup> February 2020		Update
<b>Closed Facebook Group</b> Post regular messages on the group	TM	Ongoing
<b>Seagulls Project</b> <ul style="list-style-type: none"> <li>• Set up meeting with SVC</li> <li>• Set up meeting with Stephen Cooper</li> </ul>	GN GN	Postponed due to Covid-19
<b>Moray Expo</b> <ul style="list-style-type: none"> <li>• Send BID members workshop details before putting out to public</li> </ul>	GN/TM	Cancelled due to Covid-19
<b>Events 2020</b> <ul style="list-style-type: none"> <li>• Send information about Easter Egg Appeal to BID members</li> </ul>	GN/TM	All 2020 events cancelled due to Covid-19
<b>AOCB- Green Elgin</b> <ul style="list-style-type: none"> <li>• Ask members in next bulletin if they would like hanging basket or small planter</li> </ul>	GN/TM	Members were asked but was put on hold due to Covid-19 will continue in 2021

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