

Elgin BID Working Group

11th March 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
Laura Scott (LS)	Suzi Christie
Graham Leadbitter (GL)	Kym Laxy
Barry Murphy (BM)	Greg Robertson
Gordon Cruickshank (GoC)	Rod Christie
David Robertson (DR)	Abigail Dempster
Jacqui Taylor (JT)	Ian Urquhart
	Sarah Medcraf
	Lee Midlane
	Mark Angus

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

Discussion: Christmas Food & Drink Market
<p>At the last Working Group meeting, it was discussed to postpone the Food & Drink Festival to December and hold it as Christmas Food & Drink Outdoor Market. The BID Board approved the event and agreed to hold the event on the 27th November and push the Christmas Light Switch On back to the 20th November.</p> <p>LS asked about the type of stalls that we will have, GC explained that we will be having normal market stalls as wooden huts would cost over £16k. We will be meeting with Alasdair Boyne from the Farmer Market to work out how many stalls we will be able to have with social distancing.</p> <p>DR asked if ice rink coming back this year, GC said we haven't heard anything from Ice Caledonia for this year. The costs are really high which is why they haven't been able to run it for the past couple of years so may be unlikely it will be returning if they cannot secure the funds.</p> <p>JT asked if we will be having cooking demonstrations and said that the hospitality department in the College could get involved. GC agreed to get them involved and we will also be putting a call out for other demonstrations.</p> <p>LS asked if stalls will be put along the whole of the High Street, GC confirmed and said we are also considering holding the market stalls on the Plainstones over the weekend depending on security and costs. We will also look at having stalls along Commerce Street, South Street and bringing back the Tasty Tipple in the private car park in South Street.</p> <p>LS asked if buskers will be going ahead for areas that aren't road closed and have less footfall, to encourage people to move around the streets. GC confirmed and told the Group we have a bank of musicians. LS commented that face painting is also a big pull, and should restrictions allow, she would be happy to host market stall outside their café if we cannot secure another location.</p>

DR commented that we need to be careful with getting in businesses that are in direct competition with our members. JT suggested to have a specific named area for new smaller businesses. RC agreed this could work and suggested to have smaller businesses put in a unit in the St Giles Centre.

DR said he was concerned that catering vans will take away from businesses, TM confirmed that no catering vans will be allowed as we want people to go to our members for hot drinks and lunch.

The event will now start to be planned in more detail.

Conclusions

Now the Christmas Food & Drink Market has been approved by the BID Board, the event can now start to be planned in more detail.

We will go out to businesses and ask if they want to get involved with demonstrations, we will get in touch with Moray College’s Hospitality Department to ask if they want to get involved.

Stalls will be outdoors following the same format as previous outdoor Food & Drink Festivals.

Buskers and musicians will be placed in areas that cannot be closed or have stalls to increase the footfall to those areas.

Action Points	Person Responsible
<ul style="list-style-type: none"> Plan event Contact Moray College’s Hospitality Department to ask if they want to get involved with demos 	GC/TM GC

Discussion: Christmas Hamper

GC told the Group about an idea to have an Elgin Hamper to sell at Christmas. The hamper would include products from businesses, BID would pay for the products and we would sell the hampers. All agreed this would be great idea and it would be good to have themed hampers with different price brackets.

LS commented that items included would be to have a long shelf life. GL suggested to go to the businesses with ideas of what they could include for example Christmas Cake as it has a long shelf life.

The hampers will be taken forward and information will be sent out to the members at a later date.

Conclusions

The Working Group agreed to create Elgin Hampers which will have different themes and price ranges.

Information will be sent out to BID members at a later date.

Action Points	Person Responsible

Discussion: Driving Group

In the meeting we held with Richard Lochhead in January it was discussed to look at the possibility of creating a driving group made up of ourselves, businesses, MSP/MP, and key members of the community. The Group would drive forward activity to work on issues that are affecting the City Centre, such as vacant property rates and the condition of buildings.

CJ Bowie from Starbucks is very keen to get involved and sent GC a document raising the issues he feels a group like this should focus on. After reading the document and discussing, the Working Group agreed that some of the points put forward are too far out of our reach to be able to fix such as parking charges. JT suggested to prioritise what is realistically achievable in to short, medium, and long term goals.

GL commented that Elgin High Street is in a better place than most and that Batchen Street with its mix of use is the model that will need to be expanded across the rest of the City Centre and the main challenge with that being splitting the larger properties in to smaller more affordable units.

DR commented that landlords need to take more responsibility for their properties and the condition of them. DR also commented that with the smaller units that are needed, shorter leases of six months/one year would benefit new businesses as they can see how viable their business is.

RC asked GL about the Moray Council's ability to enforce landlords to look after the condition of their buildings, GL explained that if the Council puts in an enforcement it then means the Council accepts a degree of public liability. This would also have to be done across the whole of Moray which would cost hundreds of thousands and be very challenging to do.

Smaller issues such as appearance can be fixed relatively quickly and with the Street Ambassador and Green Elgin team starting up soon the cleanliness and appearance can be improved. The larger issues such as rates and splitting units will take a few years to work on.

Conclusions

After a meeting we held with Richard Lochhead in January, we will be looking to create a driving group to take forward issues that are affecting the City Centre.

Issues that are realistically achievable will be prioritised in to short, medium, and long term goals.

Action Points

Person Responsible

- Set up Driving Group

GC

Discussion: Vacant Property Windows

In the BID Member Resilience group, it was discussed to get large posters put in vacant property windows. There would be different posters such as the Elgin Gift Card, History of Elgin and other information.

In the bulletin we will be going out to businesses to ask for their ideas for what they would like to see.

Before JT had to leave the meeting, she sent a message to say that Moray Growth Deal may be looking at using the high street windows to promote the projects. RC suggested not to go ahead with the project until we know if the growth deal will be using the vacant windows. GC will go to Gary Templeton to find out more.

GL suggested going to the Museum to ask if they want to do displays.

GoC asked if businesses can have displays, TM explained that individual businesses or their products cannot be advertised as they would then be liable for rates. LS suggested to have posters in the windows that sign post where businesses are as they would be easily changed if needed. It was also discussed to have posters that highlight the businesses within each sector.

Conclusions

We will pull together ideas and costs for large information posters to be displayed in vacant property windows. GC will contact Gary Templeton to find out more about the possibility of the Moray Growth Deal using the windows before we go further ahead with the project.

Action Points

Person Responsible

- Contact Gary Templeton to find out if the Growth Deal will be using vacant windows

GC

Discussion: Street Ambassador

The Street Ambassador post will be going live on Friday 12th March. The post will be for 3 days at 9am-2pm and every 3rd Saturday will need to be worked to coincide with the Farmers Market. Applications will close on Friday 23rd April and we hope to have them start in May.

The role will comprise of visiting businesses, engaging with the public, cleaning vacant property windows, litter picking and generally being a presence around the City Centre.

GoC suggested to change the hours to later to cover the afternoon as that is when youths are about. GC suggested moving their times on some days, LS suggested a Friday would be best to have later hours as the secondary schools get let out earlier. The working hours will be changed to be flexible 9am-2pm & 11am-4pm and can review as time goes on.

Conclusions

The Street Ambassador job post will be made live on Friday 12th March. The hours worked will be changed on Fridays to cover the later afternoon as this is when there is a problem with youths.

Action Points

- Change hours on job description

Person Responsible

TM

Discussion: AOCB

SY told the group that other towns across the UK are having celebrating events for key workers where they invite them to the event and people come to thank them. GC said not sure if we can hold this as a separate event as we are planning the Party on the Plainstones when restrictions allow. RC suggested to tie the two together, Group agreed.

Conclusions

Tie celebrating key workers with the Party on the Plainstones event.

Action Points

Person Responsible

Date of next meeting – 6th May, 2.30pm, Zoom

Action Point Summary 11th March 2021

Action Points 11th March 2021		Update
Christmas Food & Drink Market <ul style="list-style-type: none"> • Plan event • Contact Moray College's Hospitality Department to ask if they want to get involved with demos 	GC/TM GC	
Driving Group <ul style="list-style-type: none"> • Set up Driving Group 	GC	
Vacant Property Windows <ul style="list-style-type: none"> • Contact Gary Templeton to find out if the Growth Deal will be using vacant windows 	GC	
Street Ambassador <ul style="list-style-type: none"> • Change hours on job description 	TM	

Action Points 14 th January 2021		Update
Covid-19 Support <ul style="list-style-type: none"> • Create word version of new webpage for businesses to promote • Contact Designed re door hatch price for BID members • Set up meeting for BID Member Covid Resilience Group 	TM GC GC	Completed Designed needed specific door sizes etc if businesses were to come forward Completed and seven meetings have taken place so far – every Thursday 3pm
Events 2021 <ul style="list-style-type: none"> • Discuss Christmas Market at February Board Meeting • Explore new events 	GC GC/TM	Discussed and approved Continued
Loyalty Card Scheme <ul style="list-style-type: none"> • Research Loyalty Card further • Look into stamp options • Look into ways for tracking business stamps 	GC/TM TM TM	Completed and will be launched with businesses re-opening Completed Completed
Improving the Appearance of the City Centre <ul style="list-style-type: none"> • 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	Brought this project to the board meeting, these will be contacted but it is going out to the public too who will be able to submit artwork Completed Brought to the board and we are waiting to finalise job description before recruiting – asked businesses for their thoughts on what could be included in the description

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

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