

## Elgin BID Working Group

6<sup>th</sup> May 2021, 2.30pm, Zoom

In Attendance	Apologies	
Gemma Cruickshank (GC) Tina Mainland (TM) John Divers (JD) Lee Midlane (LM)	Stephen Pugh CJ Bowie Stuart Huyton Theresa Cumming Katherine Mackintosh Suzi Christie Kym Laxy Greg Robertson Rod Christie Abigail Dempster	Ian Urquhart Sarah Medcraf Mark Angus Stephen Young Laura Scott Graham Leadbitter Gordon Cruickshank David Robertson Jacqui Taylor

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

Discussion: Vacant Properties Windows	
<p>At the last WG meeting it was discussed to improve vacant property windows with information posters. After the meeting Tom Quinlan from TQ Creative approached us with an idea to paint vacant property windows with bright and bold designs.</p> <p>Tom has done this free of charge as it benefits his business by showcasing his work and logo. The first has been painted at 57-61 South Street. We are waiting on approval from landlords for another two properties.</p>	
Conclusions	
TQ Creative will be painting vacant property windows to brighten them up.	
Action Points	Person Responsible

Discussion: Street Ambassador	
<p>Interviews for the street ambassador took place on the 29<sup>th</sup> April and our successful candidate was Willie Duncan. Willie has just recently retired from working at the Moray Council and comes with a wealth of experience.</p> <p>Willie will start on the 24<sup>th</sup> May and work 3 days a week.</p>	
Conclusions	
New Street Ambassador Willie Duncan will be starting on Monday 24 <sup>th</sup> May.	
Action Points	Person Responsible

Discussion: Green Elgin Update	
The volunteer Green Elgin group has now been set up. The large planters will be getting replanted on Saturday 22 <sup>nd</sup> May and the centre will also get de-weeded if there is time after replanting.	

On the 19<sup>th</sup> June the hanging baskets will be getting put back up on the Plainstones. JD asked if the SPICE group were on board for helping out as done in previous years, TM confirmed.

LM asked if businesses can get hanging baskets, TM explained that this year it will just be the Plainstones getting baskets so that we can keep costs down due to the levy discount but we will create a list for next year of interested businesses.

#### Conclusions

Street planters will be replanted on Saturday 22<sup>nd</sup> May with the help of our volunteer Green Elgin group.

The hanging baskets on the Plainstones will be put on Saturday 19<sup>th</sup> June.

#### Action Points

Action Points	Person Responsible

#### Discussion: Christmas

The BID Board approved to move the Food & Drink Festival to the 27<sup>th</sup> November and have outdoors. The Christmas Light Switch On will be moved to the 20<sup>th</sup> November and we are currently planning on having the event as normal with the hopes that restrictions will ease with the increase of the vaccination programme.

We will be meeting with Environmental Health in June to discuss our plans for the events and to get their thoughts/concerns on how the events can go ahead.

Bookings for the Christmas Food & Drink Festival will be open in June.

At the last WG meeting it was discussed to create themed Elgin Hampers. BID would purchase the items from businesses and then any profits made from the sales will be donated to the BID charities. We will go out to the members in the coming months to gauge interest of who would like to be involved.

#### Conclusions

The Food & Drink Festival will be moved to the 27<sup>th</sup> November and Christmas Light Switch On will be on the 20<sup>th</sup> November. At present we are planning to hold the events as normal.

#### Action Points

Action Points	Person Responsible

#### Discussion: Driving Group

It has been discussed at multiple meetings to create a driving group that takes on issues that are affecting the city centre such as rates, state of buildings and landlords.

The BID Board and Moray Chamber of Commerce Board had a meeting and identified the three main issues are rates, disrepair of buildings and absent landlords who don't take responsibility of their buildings. GC is meeting with Kara Stewart from Moray Chamber on 7<sup>th</sup> May to follow up this meeting and how we can together to drive this forward. Once a plan is in place on how to tackle these issues we will then look to create the driving group.

GC has reached out to other BIDs in Scotland and they are welcome to work with us and be involved in the rates issue. GC will also be reaching out to Scotland's Town Partnership to ask if they would be involved and back our case.

#### Conclusions

BID Board and Moray Chamber of Commerce Board met and identified the three main issues affecting the city centre are rates, disrepair of buildings and absent landlords. GC will be meeting with Moray Chamber to discuss how to tackle these issues and from there the driving group will be set up.

#### Action Points

Action Points	Person Responsible
<ul style="list-style-type: none"><li>Set up driving group after meeting with Moray Chamber</li></ul>	GC

### Discussion: International Dog Day 2021

GC told the WG that for Scottish Theme Day we have been giving the go ahead for holding a Westie and Scotty dog parade, this will be taking place at next year's event.

International Dog Day is on Thursday 26<sup>th</sup> August and we have come up with the idea of holding a dog parade in the City Centre. We would hold in the afternoon to help drive afternoon trade. GC asked the WG their thoughts, JD & LM agreed it was a good idea. JD commented that it would be a good pull to bring people in to the city centre. LM added that Westie Rescue Scotland are based in Elgin so could be a good contact, LM can put us in touch with them.

### Conclusions

International dog day is on Thursday 26<sup>th</sup> August, we will look at holding a dog parade in the city centre as the event will be a good pull and help drive afternoon trade.

Action Points	Person Responsible
<ul style="list-style-type: none"><li>Plan event</li></ul>	GC/TM

### Discussion: Business Resilience Funding for BIDs

Scotland's Town Partnership announced on Monday that there will be a third round of Business Resilience Funding for BIDs and GC asked the WG for project ideas that would benefit businesses and help generate footfall.

LM suggested to engage with a PR/marketing agency to come and teach businesses what they can do. GC said that we did look at getting a social media business to come and do some training but they didn't get back to us, but we will look in to picking this back up with a different company.

LM told the group about small business revolution which was a documentary in America where businesses would get help from specialists to pick their business back up. LM suggested that something similar could work for Elgin with businesses with different skills could work together to help each other and we could set up a skillset group from businesses within the BID.

### Conclusions

A third round of Business Resilience Funding for BIDs has been announced. GC asked for ideas from the WG, LM suggested to have a PR/marketing agency come in to help businesses and to also look at the possibility of creating a skillset share group within the BID.

Action Points	Person Responsible
<ul style="list-style-type: none"><li>Look in to new social media/marketing training for businesses.</li><li>Look in to possibility of creating a skillset share group within the BID.</li></ul>	GC/TM GC/TM

### Discussion: AOCB

JD mentioned that the old tsiMoray building is being used a for asymptomatic covid testing for rest of year.

GC quickly updated on Wasteful to Tasteful, we will be doing an exhibition in the St Giles Centre for the public to vote for the winning designs.

The Loyalty card has now launched and has been getting positive feedback.

### Conclusions

Action Points	Person Responsible

**Date of next meeting – 1<sup>st</sup> July, 2.30pm, Zoom (TBC)**

## Action Point Summary 6<sup>th</sup> May 2021

Action Points 6 <sup>th</sup> May 2021		Update
Driving Group <ul style="list-style-type: none"> <li>• Set up driving group after meeting with Moray Chamber</li> </ul>	GC	
International Dog Day 2021 <ul style="list-style-type: none"> <li>• Plan event</li> </ul>	GC/TM	
Business Resilience Funding for BIDs <ul style="list-style-type: none"> <li>• Look in to new social media/marketing training for businesses.</li> <li>• Look in to possibility of creating a skillset share group within the BID.</li> </ul>	GC/TM	
	GC/TM	

Action Points 11 <sup>th</sup> March 2021		Update
Christmas Food & Drink Market <ul style="list-style-type: none"> <li>• Plan event</li> <li>• Contact Moray College's Hospitality Department to ask if they want to get involved with demos</li> </ul>	GC/TM	On-going
	GC	On-going
Driving Group <ul style="list-style-type: none"> <li>• Set up Driving Group</li> </ul>	GC	On-going