



Elgin BID Member Weekly Update 4th June 2021

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Moray Moving to Level 1

This week the First Minister confirmed that as of 00.01 on Saturday 5th June Moray will move to Level 1.

[Level One Information](#)

We are on the way to being one of the safest places in Scotland but we all must stick to all the guidelines so we don't fall behind. Regular asymptomatic testing is very important to make sure we are not spreading COVID-19 without knowing it.

The BID Team get testing every week at the test centre at 32 High Street (where tsiMoray used to be). The team there are very friendly and go through the whole process with you, it only takes 10-15 minutes to get tested and you get the results back within an hour. If you aren't already being regularly tested we encourage you to do so.

If you can't go to that test centre [here is the link to the Moray Council's website that shows drive-in testing stations.](#)

[You can also order test kits to be delivered to you here](#)

Sector Weeks



Sector weeks have proven very successful in other cities across Scotland and we want to bring them to Elgin!

In other cities, businesses run special offers and incentives during the week to encourage people to try new businesses and then turn in to returning customers. Examples of what you could do is a special set taster menu for the week, running a discount on purchases, giving a free taster of a product with a purchase/service, an hour's free consulting- the choice is completely up to you! The offer doesn't need to be something new if you already run ones similar (such as free coffee with cake), we will promote these as part of the week.

We are looking to run sector weeks in August, with each week highlighting a different sector

- Beauty & Health
- Hospitality
- Retail
- Services

Each week we will highlight the businesses within the sector and any offers/promotions that you are running. The weeks will be promoted on our social media as well as local press.

If you would like to get involved please fill in the short survey below 

[Complete the survey here](#)

Advertising Opportunity- Football Cages

In December Police Scotland and Active Schools Moray ran Football cages across Moray for youths. They are planning to start this up again and run on a regular basis.

Around the outside of the football cage are boards that can be used by businesses to advertise, and the team are putting out a call to businesses in Elgin to see if you would like to purchase a board for advertising. They have 24 boards in total at 2 metres and 3 metres. The draft figure for purchasing a 2 metre board is around £300 and a 3 metre board will be around £350.

The football cages will be used around the whole of Moray so could be an advantageous way of getting your business out there.

If you would be interested in purchasing a board please drop Jamie Dey an email on Jamie.Dey@Scotland.pnn.police.uk and he will pass your name on to the team.



Fa's That Fridays

Our Fa's That Fridays have been very successful on our Facebook being the most popular post of the week!

If you would like to have your business featured please fill in this short survey below and send a photo of yourself to Tina at tina.mainland@elginbid.co.uk.

[Complete your Fa's That here](#)

RAF Lossie Friends & Families Day Update

Please read the below update from RAF Lossiemouth on their Friends & Families Day.

"RAF Lossiemouth has found itself in a rather difficult position versus our sister Stations south of the border. The current ScotGOV COVID Strategic Framework has no end date for Level based restrictions, and as such we have been advised by the Local Authorities that a full families day would be potentially limited to 1000 people, even under level 0.

Unfortunately, this means that a decision has been taken to revise the format to a fairly basic drive-in air show, which effectively removes any limiting factors on attendee numbers. However, this does mean that attendees will only be allowed in an allocated area, and will be *unable to wander around the site*. It is with great sadness and a heavy heart then, that we are now in the very difficult position of having to cancel all booked entertainment and external exhibitor and trade stalls.

I understand that this will be deeply disappointing to you and your business. Please rest assured however, that the Friends & Families team have worked extremely hard to work around these restrictions and present a full event, unfortunately, the ScotGOV COVID Strategic Framework restrictions remain and we are mandated to act within their guidance and revise our event accordingly. However, we are already planning for a fully-fledged event in 2022."

The Flow Festival 2021

Please read the below information on this year's Flow Festival.

The Biennial International photography festival is planning to go ahead with its third major festival in September this year. The festival based in the Highlands and Moray was established in 2017 to encourage the development of Photography featuring photographers living or working in those countries north of the 56 Degree latitude which includes Canada, Latvia, Alaska (USA) Sweden, Norway, Finland Denmark and Russia.

This first two festivals proved popular but this year we are hoping that we can assist the communities and their businesses to recover by attracting people into the towns participating. There will be venues in Inverness and across the Highlands and Islands and Moray, but of more interest to Elgin BID, will be the Elgin element of this year's festival.

With the assistance of Elgin Bid in 2019 there was an exhibition of Ian Sarjeants work one of Scotland's leading photographers in the Moray School of Art, a local collective of locally based photographers from Moray and parts of the Highland held an innovative fringe exhibitions of Fine art

photography during the festival to show works in three local eateries: Batchen Street Coffee, Manna and Café Kombucha.

Elgin BID has already given support to the festival, and it is hoped we can bring work to Elgin and involve more local businesses in the process. We are also getting assistance to see if we can identify empty shops where we could arrange either window displays and our larger venues particularly in Elgin. Eden Court Theatre were impressed with the increased footfall, which encouraged them to give Flow a wall to display work throughout the year and have recently offered to extend that space.

We aim to increase those interested in Fine Art photography which grows in popularity every year across Europe, and we want Moray and in particular Elgin to become part of this rising interest.

Participation is an important part of this year's strategy and as a festival new are keen to help the community and assist recovery following the Covid 19 crisis. The website is worth a look, and you can find it at <https://flowphotofest.co.uk/>.

The festival which will take place throughout September will add to Elgin's cultural CV which already includes the fifth Art school and a fantastic environment conducive to creativity and will do no harm as Elgin sets out to develop a cultural quarter.

In 2017 the first festival across Highlands the festival estimated that at least 30,812 people were involved in the festival and that does not include figures from the exhibitions in Inverewe, Stornoway, Ullapool, Wick and Findhorn. The last festival in 2019 which had a bigger engagement in Elgin was unable to record footfall but anecdotally there was great interest in the exhibitions located in the local cafes and we attracted interest from the local press. We look forward to working with Elgin BID to see how best we can use the festival to increase footfall in the town centre.

If you are interested in showcasing local artwork and photography in your business please drop Tina an email on tina.mainland@elginbid.co.uk

Many Thanks
Gemma, Tina & Willie