

Elgin BID Working Group

1st July 2021, 2.30pm, Zoom

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

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

Discussion: Street Ambassador Update	
<p>Willie Duncan started in May and has been doing really well in the role. The main role of the job being to keep the communication between the BID team and businesses and he can pass information on. He has also been tidying up litter, cleaning vacant property windows and generally keeping an eye on the cleanliness of the town and reporting back to the BID office.</p> <p>Willie has also been making five picnic benches which should be installed within the next two weeks. Two will go outside the Walkers Shop where there have been problems with illegal parking, two will go up to the grassy area next to Café Kombucha and one will go to the Northport Square. Three of the benches are inclusive so people in wheelchairs can use the benches.</p> <p>GL asked how the new parklet was going. The parklet is in place now and has had mainly good feedback but some negativity towards the Moray Council on social media. The team from the Moray Council didn't realise that REAP looked after the planters on top of the old parklet and took their new plants away. We have donated four of our big planters from next to Poundland so they can continue their Edible Elgin project, these planters will be moved to Walkers next to the benches.</p> <p>JD asked if we have got Willie's uniform, we have got a black jacket & navy polos both have the BID logo which stand out well.</p>	
Conclusions	
<p>Willie has settled well into the role and the increase in communication with the members has been very positive.</p> <p>We have five new benches being installed, two will go to outside the Walkers Shop, two will go up to the grassy area next to Café Kombucha and one will go to the Northport Square.</p>	
Action Points	Person Responsible

Discussion: Events 2021

GC told the Group that we met with Environmental Health and the Covid Restrictions Officer to discuss the events for this year, it was a very positive meeting and they are happy for us to go ahead with the event.

Elgin Hi-Fest Saturday 21st August

This is a new event which we hope to grow year on year. This year as it will be quite close to the restrictions lifting, we have kept it relatively small, we hope to grow it much bigger in 2022.

There will be a street market on the Plainstones, carnival style games in stalls and outside the St Giles Church, live music across the City Centre and a drinks tent at the back of St Giles Church.

International Dog Day Parade Thursday 26th August

Since putting the event out on social media, we haven't had much response to people wanting to attend. Our thoughts behind holding it on the Thursday was the 26th August is International Dog Day and having it later in the afternoon would give a boost to the businesses and evening economy.

GC asked the Group if they think we should move it to the Saturday when more people can attend. JD said that if the event will not be productive on the Thursday to move it to Saturday when it will work. We will put a survey out on social media to ask the public's opinion on which day to hold it.

The Cannonbawz Run Launch will be in the morning of the 28th August but the cars will be gone by 11.30am/12pm at the latest. The parade will then take place at 1.30pm and then have the dog show after.

There are 10 categories, and the winners will each get a goody bag from F.P Birnie Pet Shop.

EHO are happy with the event, and we have put a disclaimer out stating that owners are responsible for their dog's behaviour and cleaning up after their dogs.

Halloween Saturday 30th October

There is nothing set in place as of yet but we are looking to put on a small event for families.

Christmas Light Switch On Saturday 20th November

The event will go ahead as normal, EHO agreed this should be fine if restrictions continue to relax.

JD told the Group that Free After 3 will be taken to committee in September and have asked for it to start on 20th November.

Christmas Food & Drink Festival Saturday 27th November

Bookings will be opening to businesses today and will be opening to the public on Friday. We are running an early bird price until 6th August.

The event will follow the original outdoor format with stalls across the City Centre, Tasty Tipple up on South Street, music playing across the city centre and games for children.

Other Events/Projects

In August we will be running Sector Weeks to showcase businesses. Most businesses will be running special offers/discounts to get people out to try new businesses and get extra footfall. We have posted on social media and have a dedicated page on our website.

We will be creating a Christmas Gift Guide where businesses can showcase 3 products for Christmas presents. The guide will offer extra promotion for businesses and spread the shop local message. We will get printed copies of the guide and have an online version.

We have gone out to the businesses to ask if they want to be involved with the themed Christmas Hampers. BID will be buying all the products and then the money raised will go to the BID Charities. JT asked how ordering will work, GC explained that people will order from us online/via email and we will make the hampers as orders come in.

Conclusions

Events for later in the year have been given the go ahead from EHO and Covid Regulations officer.

Event dates are

- Elgin Hi-Fest Saturday 21st August 2021-

- International Dog Day Parade Thursday 26th August 2021 (this might be changing to Sat 28th Aug after Cannonbawz, following response from public survey).
- Cannonbawz Run Launch Saturday 28th August 2021
- Christmas Light Switch On Saturday 20th November 2021
- Christmas Food & Drink Festival 27th November 2021

We will also be running sector weeks in August to showcase the businesses.

For Christmas we will be creating a Christmas Gift Guide and Themed Christmas Hampers.

Action Points	Person Responsible
<ul style="list-style-type: none"> • Put out survey to ask public if Dog Day Parade date should be changed 	TM

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 Press & Journal are going to be doing a story on calling out landlords to get their properties in better condition so they can be let.

Anna from Angharad Bridal & CJ from Starbucks are businesses keen to take the Driving Group forward. GC should have more of update after July

Conclusions

The Driving Group will be set up to take on issues that are affecting the city centre such as rates, state of buildings and landlords.

GC should have more of update after July.

Action Points	Person Responsible

Discussion: AOCB

JD highlighted the need to get more people to attend the WG meetings and suggested changing the time of the meetings, we will put out a poll to ask what time suits people better.

Bunting will be getting put up across the City Centre. It should be in place in the next few weeks, the Council's lighting department can put them up for us but will charge so we have contacted SSE to ask if they can do it, we are just waiting to hear back if they have the ability and time.

Conclusions

A poll will be sent out to the WG to find out what time would work best for people to be able to attend the meetings.

Bunting will be put up across the City Centre. This should take place within the next few weeks, we are just waiting to hear back if SSE are able to put them up for us.

As parking continues to be the main issue with businesses, we will put together a case for the less used car parks with higher charges to be brought down to a reasonable price.

Action Points	Person Responsible
<ul style="list-style-type: none"> • Send poll out to WG to find out best time for meetings to take place. 	TM

Date of next meeting – 26th August, 2.30pm, Zoom

Action Point Summary 1st July 2021

Action Points 1st July 2021		Update
Events 2021 <ul style="list-style-type: none">Put out survey to ask public if Dog Day Parade date should be changed	TM	
AOCB <ul style="list-style-type: none">Send poll out to WG to find out best time for meetings to take place.	TM	