

Elgin BID Working Group

25th October, 2.30pm , The St Giles Shopping Centre

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

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

Discussion: Events Update
<p>Elgin Hi-Fest was held on Saturday 21st August, our first event since 2019, and it was a huge success. Café Kombucha ran the drinks tent, the games were enjoyed by families, and the street market had 21 stalls with new attendees coming for the first time. We will look to grow the event in 2022.</p> <p><i>Cannonbawz Run Launch- 28th August (AM)</i></p> <p>This will be the same as 2019 with the cars coming along and parking up along the side of the St Giles Church. The cars will then set off at 11am. We are running a competition on our Facebook page for a child to wave off the cars.</p> <p><i>International Dog Day Parade- 28th August (PM)</i></p> <p>We have made 50 spaces for the parade, and over 40 booked so far. The parade will start at 1.30pm and go around St Giles Church. After the parade there will be the dog show where we have 10 categories. Winners of the categories will each receive a rosette and goody bag from Birnie's Pet Shop. Emma from SVC will be a judge alongside CJ from Starbucks.</p> <p><i>Halloween- 30th October</i></p> <p>GC told the WG that we are looking to grow the event and make family friendly. The day will be filled with games, street market, pumpkin carving competition where people bring their carved pumpkins to be judged, donut hook game and the fancy dress parade followed by a silent disco.</p> <p><i>Christmas Lights Switch On- 20th November</i></p> <p>The event will go ahead as done in previous years. LM suggested to get access to upper floors to get video of the lights being switched on.</p> <p><i>Christmas Food & Drink Festival- 27th November</i></p>

There are only 6 bookings in so far, TM will be contacting businesses directly to invite them to the festival. LS suggested to mention to potential vendors that they don't have to sell anything at the stall, they could use to take Christmas orders. TM will create a Facebook event to start promoting the event. The contingency plan for bad weather is to move the vendors in to the St Giles Centre.

GoC asked if the ice rink will be coming back this year. GC told the WG that in 2020 Jon Behari got in touch in October which was not enough time to get sponsors and relevant planning and licenses in place. This year GC told Jon in June to start asking for sponsorships. If the ice rink was to go ahead this year, Jon is looking to run for only one week. GL said to keep chasing Jon to get the licenses and planning in place in plenty of time.

GC told the WG that at the end of the year we will put out a survey to the public asking them to rate the events and ask what they want to see going forward. GL suggested to separate questions in to groups (families, adults etc).

LM said they can do video coverage at the events.

Conclusions

The first event of the year, Elgin Hi-Fest was a success and we will look to grow in 2022.

Events for the rest of the year are:

- Cannonbawz Run Launch- Saturday 28th August 9am-11am
- International Dog Day Parade & Show- Saturday 28th August 1.30pm-3pm
- Halloween Fun Day- Saturday 30th October
- Christmas Light Switch On- Saturday 20th November
- Christmas Food & Drink Festival- Saturday 27th November

TM will contact businesses directly to invite them to the Food & Drink Festival.

Action Points

Action Points	Person Responsible
• Contact businesses directly to invite to F&D	TM
• Create F&D event on Facebook	TM

Discussion: Scotland Loves Local Funding Round 2

A second round of Scotland Loves Local funding has been announced. This will be an ongoing round of funding for the next five years which can be used for phased projects. This year the maximum fund can be for £50K.

Applications for funding must be match funded, which is proving difficult to get more match funders other than ourselves. GC has contacted Elgin Community Council and they are taking to their board to discuss, GL & JD have been contacted to discuss the possibility of the Common Good Fund putting in funding. BID will be putting in £5K and we will be working on the application with Moray Council.

GC told the WG we are looking to have a phased project to introduce more lighting to the lanes and closes.

Lido Close will have festoon lighting, GC has already met with our Christmas Light contractor and there is no issue with electricity or fixing points in the close. This would be a priority close to get lighting in to first as it has high footfall and is very dark. JD asked about getting approval from property owners, GC has already spoken to the landlords previously about getting better lighting in the close so shouldn't be an issue to get approval.

Another area that lighting could be added to is the North Port Square, however the Masterplan is looking to light up the arches so we wouldn't want to get lighting put in place as it could be a waste of the funds. RC asked if a cheaper option could be looked in to in the meantime, GC replied this year's funds would be better spent on the Lido Close and getting city centre maps similar to what Nairn BID has done.

GL suggested that GC put together a project brief to send around Councillors to discuss for common good fund, the fund is tied up for next few years due to existing commitments.

For Batchen Street, GC has asked for quotes for festoon lighting and fairy light canopy. This will have very high costs, Reni Milburn informed GC that more funding will be coming so we could look at using those funds for Batchen Street. It was also discussed to look at the possibility of waiting until North Street has opened again before installing lighting.

GC asked the WG if there are any other areas we could look at introducing lighting to through the phased project. LS suggested Thunderton Place as well used street. RC suggested having lighting at either end of the High Street.

RC suggested to have cups/lampshades on the lights to shine the light down so won't shine in to upper floor flats. RC also suggested to look at solar collection lights, this could lead to better funding options as has the eco friendly aspect.

Harrow Inn Close is another close that is well used and very dark, however there couldn't be lighting all the way up as the wall slopes down. RC suggested to have lighting at the top and bottom rather than all the way along, WG agreed this would work well.

GC asked what the priority areas for this year's round of funding will be. After discussion, it was agreed that Lido Close, City Arms Close and Harrow Inn Close would be the focussed areas.

As we know the funding will be opening again next year, there will be more time to gather costs, approval for the next phase.

Conclusions

A second round of Scotland Loves Local funding has been announced. This will be an ongoing round of funding for the next five years. The funding will be used to introduce a phased lighting project.

Action Points

Person Responsible

- Send project brief to Councillors to discuss for Common Good Fund

GC

Discussion: Projects to get involved in

Christmas Gift Guide

To offer extra promotion and boost Christmas sales we are looking to create an Elgin Christmas Gift Guide. Businesses can include three products in the guide. Once the guide is completed there will be an online PDF version and some printed copies available for people to pick up.

Christmas Hampers

We are going to be creating themed Christmas Hampers. The themes are:

- Loons
- Quines
- Food & Drink
- Pamper Hamper
- Elgin Theme
- Furry Friends (cats/dogs)

A survey was put out on social media to gain public interest and there was positive feedback. BID will purchase the items from businesses and sell the hampers. The money raised will be put towards the BID Charities fund.

Sector Weeks

The weeks haven't been as successful as we had hoped. To make it worthwhile we would need more businesses to get on board.

For 2022, rather than have individual weeks there will be “Elgin month” in September where all the offers would run for the entire month. Businesses would run set offers, for example “two for one coffee and cake”. This would make the process more streamlined, and the businesses wouldn’t have to think of what they could offer.

We will also hold meetings/workshops to discuss sector weeks early in 2022 with the businesses and suggest ideas.

Conclusions

- Christmas Gift Guide
 - The guide will offer extra promotion for Christmas sales. We need more businesses to sign up so will put a big push on that in the coming weeks. The guide will be available online and print
- Christmas Hampers- We will create themed hampers, products will be purchased from BID members. Money raised from selling hampers will go to the BID charity fund. Hampers will be pre-ordered.
- Sector Weeks- Sector Weeks hadn’t gone as successfully as we had hoped. We will grow the concept in 2022 to create “Elgin Month” in September where offers would run for the entire month. Meetings/workshops will be held early in 2022 to discuss the month with businesses.

Action Points

Person Responsible

Discussion: AOCB

GL asked if the sector specific events such as New Year New Home will be returning, TM confirmed we will look to run the event again next year.

GoC suggested to have a window vinyl in a vacant property window to promote the Elgin Gift Card for Christmas and to show businesses that accept the gift card. WG agreed this would be a good way to promote the gift card.

GC highlighted to the WG we need more engagement from the group. RC suggested to move the next meeting time to early morning to see what time works best and to put out a call for more businesses to join.

GC asked the WG what days/times would work best for those in attendance. Mondays work well for most but not all. It was suggested to move the time and day of future meetings to get more attendees.

Conclusions

An increase in engagement from the Working Group is needed, to try and remedy this we will move the day and times of future meetings so more can attend.

Action Points

Person Responsible

- | Action Points | Person Responsible |
|--|--------------------|
| • Look in to creating window vinyl to promote Elgin Gift Card & accepting businesses for Christmas | TM |
| • Change day and time of future meetings so more can attend | GC |

Date of next meeting – TBC- W.C 18th October

Action Point Summary 25th August 2021

Action Points 25 th August 2021		Update
Events Update <ul style="list-style-type: none"> Contact businesses directly to invite to F&D Create F&D event on Facebook 	TM TM	Completed
Scotland Loves Local Fund Round 2 <ul style="list-style-type: none"> Send project brief to Councillors to discuss for Common Good Fund 	GC	Completed
AOCB <ul style="list-style-type: none"> Look in to creating window vinyl to promote Elgin Gift Card & accepting businesses for Christmas Change day and time of future meetings so more can attend 	TM GC	On-going On-going

Action Points 1 st 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	Completed – The public voted for Saturday 28 th August
AOCB <ul style="list-style-type: none"> Send poll out to WG to find out best time for meetings to take place. Create case to take to Council for the less used car parks with higher charges to be brought down to a reasonable price. 	TM GC/TM	Completed – majority voted for 2pm so we will keep it at 2.30pm on Thursday On-going

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

Action Points 11 th 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	On-going On-going
Driving Group <ul style="list-style-type: none"> Set up Driving Group 	GC	On-going

