

ANNUAL REPORT 2023

EMBRACE
Elgin
Business
Improvement
District



CHAIR WELCOME

Welcome to the Elgin Business Improvement District's Annual Report for the year. As the Chair of the Board, I am delighted to extend my warmest greetings to all who have joined us in reviewing the past year's accomplishments.

This report serves as a testament to our community's resilience, innovation, and unwavering dedication. Elgin BID has always been a catalyst for uniting businesses and individuals, and this annual report is a reflection of the collective strength that defines our community.

The past year brought unforeseen challenges, with the aftermath of the pandemic and the ensuing cost of living crisis putting our resolve to the test. However, I'm pleased to report that Elgin BID and its members rose to the occasion. We adapted, provided support, and continued to nurture Elgin as a vibrant, welcoming place for all.

Within these pages, we not only revisit the trials we've successfully navigated but also celebrate the exceptional achievements within our community. The Annual Awards section highlights the hard work, innovation, and dedication of our members, putting a spotlight on those who have exceeded expectations.

As we embrace the future, let us remember that Elgin BID is more than an organization; it's a collective of businesses and individuals working together to enhance our town. I encourage you to keep the spirit of collaboration alive, to foster innovation, and to continue building the future we envision for Elgin.

I extend my deepest gratitude for your unceasing support. I anticipate that this annual report will provide an inspiring insight into our community's strength, resilience, and remarkable achievements.

Stephen Young

CHAIR OF ELGIN BID



EXPLORE AND ENJOY ELGIN CITY CENTRE THROUGH STRONG MARKETING AND PROMOTION

Harnessing the Power of Social Media

Social Media Growth (October 2022 - October 2023)

In the ever-evolving digital landscape, your BID Team recognized the importance of staying connected with our community and embracing the opportunities presented by social media. Here are some remarkable highlights from our journey of growth and engagement:

Facebook Likes Soar: Our Facebook presence has seen substantial growth, with the number of Facebook Likes surging from 6,172 to an impressive 6,642. This increase reflects the expanding reach of our efforts to connect with the people who make our community thrive.

Reaching New Heights: Our message reached an astounding 141,878 people, marking a remarkable 27.4% increase compared to the same period in the previous year (October 2021 - October 2022). This surge in reach demonstrates our commitment to keeping our community informed and engaged.

Consistent Engagement: Over the course of the year, we remained dedicated to delivering meaningful content to our audience, posting a total of 393 engaging and informative posts. Our commitment to keeping our followers informed, entertained, and involved in our community's progress remains unwavering.

Embrace Elgin Magazine: Showcasing Our Vibrant Business Community

Elgin is a place of immense character and charm, yet there have been instances where some have felt that "there is nothing in Elgin." In response to this sentiment, we embarked on an exciting initiative this year to showcase the richness of Elgin and its businesses right at the doorsteps of our residents. Introducing the "Embrace Elgin Magazine."

A Spotlight on 39 Businesses: The inaugural edition of the Embrace Elgin Magazine proudly featured 39 local businesses. This initiative was a testament to our commitment to shine a spotlight on the diversity, innovation, and entrepreneurial spirit that thrives within our community.

Reaching Every Corner of Elgin: We ensured that the Embrace Elgin Magazine reached every corner of our beloved town. A staggering 11,100 copies were distributed to residents and businesses in Elgin, ensuring that the showcase of our community was accessible to all.

Accessible Across the Town: To further expand the accessibility of the magazine, copies are also available for pickup at convenient locations, including Tesco, Elgin Library, and Moray College. This strategic distribution ensures that the vibrant tapestry of Elgin is celebrated by all, whether they seek inspiration, local insights, or simply a glimpse into our thriving community.

EXPLORE AND ENJOY ELGIN CITY CENTRE THROUGH STRONG MARKETING AND PROMOTION

Elevating Our Digital Presence: The Future of Embrace Elgin Website

The Embrace Elgin website remains a valuable and well-used tool for individuals seeking information about Elgin. It is not only a gateway to our diverse business landscape but also a source of information on local events and job vacancies.

Over the upcoming Winter months, we have plans to revamp the website, ensuring that it continues to meet the evolving needs of our community and visitors. This transformation will bring a fresh and user-friendly look, enhanced features, and a more intuitive navigation experience.

We understand that the digital landscape is ever-changing, and we are committed to ensuring that the Embrace Elgin website remains a vibrant and relevant resource for everyone.

As we continue to harness the power of social media, website and innovative initiatives like the Embrace Elgin Magazine, we look forward to strengthening our bonds with the community and sharing the vibrant stories that make Elgin a remarkable place to live, work, and explore.

EMBRACE ELGIN'S ENVIRONMENT WITH PRIDE AND PASSION

Dedicated Street Ambassadors: Keeping Elgin Beautiful

Our Street Ambassadors, Sam and Willie, are invaluable additions to the team. Together, they have undertaken a remarkable mission to enhance the cleanliness and overall appearance of our streets, making Elgin an even more inviting place to live and visit.

A Clean Sweep: Since Sam's induction in May, they, along with Willie, have collected an impressive 120 bags of litter from our streets. This is in addition to the efforts of Moray Council's cleaning teams and the company we've hired for three mornings each week. This commitment to cleanliness is a testament to our dedication to keeping Elgin pristine.

Eliminating Eyesores: Our Street Ambassadors have also tackled the issue of unsightly fly posters on vacant property windows. Over the course of Summer 2023, they removed more than 300 such posters, restoring a sense of order and aesthetics to our town.

Weeding Out Problems: Ground-level weeds can quickly become a nuisance. Our Street Ambassadors understand this and have diligently uprooted these weeds on a weekly basis when possible, ensuring our streets remain tidy and presentable.

Enhancing Our Living Spaces: Our Street Ambassadors organized deep cleaning efforts in several closes and communal spaces. This initiative not only beautified our town but also promoted a sense of pride in our shared spaces.

Brightening Up Plainstones: In late Summer 2023, we embarked on a project to paint the lampposts and black tree benches around the Plainstones, adding a touch of vibrancy to this central hub of our community. The project will continue into 2024, ensuring that all benches receive a fresh coat of paint when stable weather conditions prevail.

Vacant Property Upkeep Support: To maintain the overall appearance of Elgin Town Centre our Street Ambassadors assist with the upkeep of vacant properties. This is through washing windows & facias, routine inspections for properties we hold keys for & reporting any security issues to landlords/property agents.

EMBRACE ELGIN'S ENVIRONMENT WITH PRIDE AND PASSION

Gull Management Project: Protecting Our Urban Environment

Our ongoing commitment to maintaining a safe and clean urban environment in Elgin has extended to the Gull Management Project, which continued to deliver positive results this year.

Sonic Success: Building on the success of the first sonic device installed in 2022, we invested in another for the West End of the High Street. This additional device proved equally successful, preventing gulls from nesting in the area and contributing to a more peaceful urban environment.

Varied Approaches: Our commitment to gull management goes beyond just sound. This year, we employed diverse methods, including hawking and ground dogs, to further disrupt gulls from nesting in unwanted areas.

Taking Action: For particularly persistent gulls, we took proactive measures by removing eggs and nests from 14 businesses this came to **127 eggs being removed**. Elgin BID played a crucial role by contributing 70% of the costs for this removal, as well as handling the licensing process on behalf of businesses, saving them both time and money.

Our Gull Management Project remains an integral part of our efforts to maintain a clean and safe urban environment. With the dedication of our team and the support of our community, we will continue to address the challenges posed by urban wildlife, ensuring Elgin remains a welcoming and comfortable place for all.

Educating Our Community: Gull Awareness Through Embrace Elgin Magazine

In our ongoing commitment to fostering a harmonious living environment in Elgin, we've recognized the importance of not only managing gull populations but also educating our community on responsible practices. Our Embrace Elgin Magazine has become a platform for this important outreach.

Raising Gull Awareness: We believe in the power of education, and we've harnessed it to address the challenges posed by gulls. Through our Embrace Elgin Magazine, we've begun to feature educational content specifically focused on gulls. This information highlights the importance of not feeding these birds, a practice that can disrupt the delicate balance of urban wildlife.

Promoting Licensed and Insured Work: As stewards of our community's well-being, we recognize the significance of any work carried out on homes and properties. In our magazine, we emphasize the necessity for such work to be undertaken by licensed and insured companies. This message underscores the importance of safety, quality, and professionalism in every project.

Guiding License Application: We understand that engaging with nature, even in an urban setting, often requires proper permits and licenses. To facilitate this process, we encourage our community members to apply for licenses from NatureScot when necessary.

ENJOY A SAFE CITY CENTRE, WHERE BUSINESSES, STAFF MEMBERS AND THE PUBLIC CAN ENJOY ALL THAT ELGIN HAS TO OFFER

Addressing Anti-Social Behaviour in the Town Centre

Late Summer 2022 through late Spring 2023 presented us with a significant challenge as we observed a concerning increase in Anti-Social Behaviour within our beloved Town Centre. In response to this issue, your BID Team stepped up to the plate, demonstrating unwavering commitment to the community's safety and the prosperity of our local businesses.

Our actions were swift and strategic:

- **First Responders to Disruptive Youth Behaviour:** When disruptive youth behaviour threatened the peace of our High Street, the BID Team became the first point of contact for affected businesses. Our dedicated team visited establishments, effectively diffusing situations and ensuring a safer environment for all. Following these incidents, we highlighted the ongoing issues to Police Scotland.
- **Brightening Closes:** Recognizing the importance of well-lit spaces, we made improvements to lighting in Fife Arms Close, Harrow Inn Close & City Arms Close, enhancing both safety and ambiance for residents and visitors.
- **Protecting Vacant Properties:** In the early Autumn of 2022, an unfortunate spike in break-ins to vacant properties necessitated immediate action. Your BID Team sprang into action, securing properties wherever possible and promptly informing landlords of the unfolding issues.
- **Quarterly Collaborations with Public Safety Agencies:** In response to bin fires during Summer/Autumn, we established quarterly meetings with representatives from the Scottish Fire & Rescue and Police Scotland Business Resilience Officer. These meetings have yielded valuable insights, enabling targeted visits to businesses by the police and fire departments to reduce crime and improve safety measures.
- **Anti-Social Behaviour Awareness Campaign:** Our commitment to safeguarding extended to a comprehensive awareness campaign. We embarked on a letter campaign designed to educate and highlight safeguarding and lone working policies, fostering a safer and more secure environment for everyone.
- **Community Feedback and Partnership:** We value the input of our local businesses and community members. In May 2023, we conducted a survey asking businesses about their safety perceptions in the city centre. The results were anonymously shared with stakeholders, leading to a constructive meeting. Following this gathering, we are collaborating with Moray Council to enhance CCTV coverage and relocate communal seating areas away from cash machines, addressing concerns raised by our community.

ENJOY A SAFE CITY CENTRE, WHERE BUSINESSES, STAFF MEMBERS AND THE PUBLIC CAN ENJOY ALL THAT ELGIN HAS TO OFFER

Tackling Illegal Parking for a Safer Town Centre

Illegal parking has long been a concern, posing challenges for pedestrians and local businesses alike. Recognizing the need for a solution, we launched a dedicated parking campaign in September 2023, aimed at raising awareness and educating the public about the importance of responsible parking practices.

Empowering the Community: Our parking campaign is not just about enforcement; it's about empowering our community. Through targeted outreach and engagement efforts, we seek to educate residents and visitors on the importance of following parking regulations.

Enhancing Accessibility: By discouraging illegal parking, we aim to improve the accessibility of our Town Centre for pedestrians, shoppers, and businesses. Together, we can create a safer and more welcoming environment for all.

With your support and active participation, we can continue to make strides in addressing these challenges and ensuring that our Town Centre remains a vibrant, safe, and thriving hub for our community. Thank you for being a part of our journey towards progress and positive change.

EMBRACE WHAT WE CAN DO BY WORKING TOGETHER THROUGH BUSINESS ENGAGEMENT

At Elgin BID, our unwavering dedication to our business members is at the heart of everything we do. We consider it a privilege to represent you and work tirelessly on your behalf, understanding that your success is our success.

A Shared Mission: We believe that the success of our business community is intertwined with our own success. This shared mission drives us to continually advocate for your needs, interests, and aspirations.

Open Lines of Communication: Effective business engagement is built on open and transparent communication. We prioritize regular interactions with our members, listening to your feedback, concerns, and ideas. Your voices shape our actions.

Advocating Your Interests: We serve as your advocates, tirelessly working to promote policies, initiatives, and opportunities that support the growth and prosperity of your businesses.

Tailored Solutions: Recognizing that each business is unique, we seek to provide tailored solutions that address your specific challenges and help you seize opportunities in our dynamic marketplace.

A Collaborative Approach: Collaboration is the cornerstone of our efforts. By fostering partnerships and networks, we create a stronger, more resilient business community that benefits all members.

As we move forward, our commitment to business engagement remains unwavering. Your success is our top priority, and we are grateful for the trust you place in us. Together, we navigate the challenges and celebrate the victories, united in our pursuit of a thriving and vibrant Elgin business community.

Business Engagements over the Year

Over the course of the year, Elgin BID has been active in engaging with our local business community, resulting in a remarkable total of 512 business engagements. These interactions were driven by a variety of reasons, all aimed at enhancing the well-being and prosperity of our community.

EMBRACE WHAT WE CAN DO BY WORKING TOGETHER THROUGH BUSINESS ENGAGEMENT

Our engagements encompassed a diverse range of purposes, including:

Promotion: We dedicated time and effort to promoting our businesses, helping to amplify their presence and support their growth.

Staff Support: Businesses often require support and guidance, and we were there to provide assistance, whether it was addressing staff-related matters or other concerns.

Business Issues: We were attentive to the challenges businesses faced, offering our expertise to help resolve issues and overcome obstacles.

Building Issues: Property-related matters were also a focus of our engagements. We provided assistance in addressing building-related concerns and finding solutions.

Safety for Staff: The safety and well-being of staff are paramount. We engaged to address safety concerns and provide support for the welfare of all employees.

Introductions to New Businesses: Welcoming new businesses to the community is an essential part of our work. We facilitated introductions to help them integrate and succeed in Elgin.

Raising Awareness: We continually worked to raise awareness of the offerings and services available to our community members, ensuring that everyone could make the most of what Elgin has to offer.

These 512 engagements underscore our unwavering commitment to building strong relationships within our business community, addressing concerns, fostering growth, and promoting a thriving and supportive environment. We value each and every interaction and look forward to continuing to serve and support our local businesses in the coming year.

BID Grant Scheme: Empowering Our Members for a Brighter Future

At Elgin BID, we have always been committed to supporting our members and fostering growth within our business community. One of the cornerstones of this commitment is our BID Grant Scheme, which has continued to empower our members throughout the year.

EMBRACE WHAT WE CAN DO BY WORKING TOGETHER THROUGH BUSINESS ENGAGEMENT

A Yearly Opportunity: The BID Grant Scheme has remained a valuable resource available to any member, offering them the opportunity to apply for financial support once each financial year. This support is designed to help our members invest in their businesses and drive progress.

Expanding Possibilities: In response to the evolving needs of our members, we expanded the scope of the grant scheme this year. Members can now apply for grants to fund a wider range of initiatives, including CCTV and security improvements. This change reflects our commitment to safety and security in our town.

Empowering Our Business Community: From October 2022 to October 2023, we proudly awarded grants to 29 businesses. These grants totalled an impressive £11,534.10, a testament to our dedication to helping our members thrive and prosper.

The BID Grant Scheme is not just about financial assistance; it's about fostering innovation, supporting growth, and creating a stronger, more vibrant business community in Elgin. We are proud to be a part of your journey and look forward to continuing to empower our members in the years to come.

Celebrating Excellence: Elgin's Thriving Business Awards

This year, the annual Business Awards in Elgin reached new heights of recognition and community engagement, marking a significant milestone in their history since their inception in 2013. The overwhelming support and participation from the community have made this year's awards truly exceptional.

Record-Breaking Votes: The 2023 Business Awards witnessed an unprecedented surge in community involvement, with over 2,000 individuals taking the time to cast their votes. The collective effort resulted in a staggering 4,317 votes cast in favour of 179 remarkable local businesses.

Individual Excellence: The awards also shone a spotlight on individuals who have made outstanding contributions to our community. A total of 37 remarkable individuals were nominated for the prestigious Ian Widdowson Individual Customer Service Award. Their dedication to exceptional customer service is a testament to the thriving culture of excellence in our town.

Champions of Our Community: Furthermore, the Elgin Community Champion Award celebrated 14 individuals who have gone above and beyond to make Elgin a better place. Their commitment to community welfare and their tireless efforts to uplift the spirits of those around them exemplify the essence of community spirit in Elgin.

EMBRACE WHAT WE CAN DO BY WORKING TOGETHER THROUGH BUSINESS ENGAGEMENT

The remarkable increase in votes and nominations underscores the unwavering support and appreciation of our local businesses and community members. It highlights the profound connection between our residents and the businesses that form the heart of our community.

These awards are not just about recognizing excellence; they are a testament to the thriving spirit of Elgin, where businesses and individuals work hand in hand to create a vibrant and prosperous community. We extend our heartfelt gratitude to everyone who participated and helped make this year's Business Awards a resounding success. Together, we celebrate the spirit of entrepreneurship, service, and community that defines Elgin and propels us forward into a brighter future.

Supporting Property and New Business Ventures: A Pillar of Our Commitment

At Elgin BID, we recognize that vibrant properties and new businesses are the lifeblood of our town centre. We are committed to fostering an environment where entrepreneurs can thrive and where vacant properties find new life. Here are some highlights of our efforts in this regard:

Property Management: We take pride in our role as property caretakers. On behalf of landlords and estate agents, we hold keys and conduct viewings for a number of vacant properties in the town centre. We understand the importance of maintaining these spaces and ensuring they find suitable occupants.

Active Engagement: Since October 2022, we have had access to and conducted viewings for a total of 8 properties. This proactive approach has resulted in an impressive 45 viewings, connecting potential tenants with spaces that suit their needs. Resulting in three properties being taken.

Nurturing Entrepreneurship: We believe in nurturing entrepreneurship, and this extends to supporting individuals looking to start their own businesses in Elgin town centre. Over the past year, we've had the privilege of meeting with 16 aspiring entrepreneurs, providing guidance and support to help them take the leap and become part of our vibrant business community.

Online Accessibility: Our website continues to serve as a valuable resource for the community. We maintain a dedicated page showcasing available properties in the town centre, making it easier for potential tenants to explore opportunities and for businesses to find suitable spaces.

Our commitment to property management and new business support is a testament to our dedication to the continued growth and vitality of Elgin's town centre. We understand that properties are more than just structures; they are spaces where dreams are realized and businesses flourish.

EMBRACE WHAT WE CAN DO BY WORKING TOGETHER THROUGH BUSINESS ENGAGEMENT

Vacant Property Rates: A Promising Outlook for Elgin

As of October 2023, it is true that the rate has increased slightly compared to October 2022, standing at 9.5%, it is important to acknowledge that we continue to perform favourably when compared to the national average, which currently stands at 13.8%.

This positive performance relative to the national average is a testament to our resilience and commitment to fostering a thriving business environment in Elgin.

Despite the challenges posed by vacant properties, the momentum of new businesses looking to establish themselves in Elgin remains strong. This influx of entrepreneurial energy is a testament to the attractiveness of our town and the opportunities it offers.

While the current vacant property rate may present a challenge, it is also an opportunity for growth and transformation. Together, as a resilient and forward-looking community, we remain hopeful that with continued efforts and upcoming developments, we will see a reduction in vacant properties and a flourishing business landscape in Elgin.

Empowering Our Members: The Learning & Training Suite

Elgin BID is committed to fostering growth and empowerment within our business community. One significant way we've been doing this is through our Learning & Training Suite, which was launched in August with resounding success.

Mental Health First Aid: We started our journey in August with the Scotland's Mental Health First Aid Course. It's heartening to note that 8 individuals took part and are now certified Mental Health First Aiders. This reflects our commitment to holistic well-being and supporting the mental health of our community.

The Learning & Training Suite is set to continue, with plans for an array of training sessions in the pipeline. Once dates are confirmed with providers, you can expect a diverse range of courses covering vital areas such as Employment Law, First Aid, Defibrillator Training, IT Skills for Your Business, Creating Video Content for Your Business, Planning Permission & Building Control, Safety Sessions in collaboration with Scottish Fire & Rescue and Police Scotland, and much more.

We believe in providing equitable access to knowledge and skills. These courses are open to all BID members and will be offered free of charge, ensuring that every member has the opportunity to enhance their skills, expand their knowledge, and thrive in their business endeavours.

ENJOY & EMBRACE THE DIVERSE, HIGH QUALITY BUSINESS, SERVICE & SHOPPING OFFER WITHIN ELGIN CITY CENTRE

Elgin Gift Card: A Timeless Choice

Since its inception in 2018, the Elgin Gift Card has been the gift that keeps on giving. It has become the go-to choice for those seeking the perfect present to celebrate special occasions, express gratitude, or simply spread a little joy.

The Elgin Gift Card has been an incredible success, not only in 2022 but since its inception. This program has not only facilitated convenient gift-giving but also served as a powerful means of supporting local businesses and our community.

Sales in 2022: In 2022, we are proud to announce that the Elgin Gift Card sales reached an impressive total of £15,045. This is a clear reflection of the community's commitment to shopping locally and supporting our businesses.

Cumulative Impact: Since the program began, the Elgin Gift Card has made a substantial impact, with a total of £88,582 in sales. This enduring success signifies the sustained commitment of our community to investing in and supporting local businesses.

Expanding the Network

In February of this year, our dedicated BID Team embarked on a mission to strengthen our community ties even further. We visited local businesses, encouraging them to become part of the Elgin Gift Card family. Our efforts bore fruit, expanding our network of accepting businesses from 84 to an impressive 95. We're proud to emphasize that accepting the Elgin Gift Card is not only a gesture of community support but also a free service for our members.

Unlocking New Opportunities

Accepting the Elgin Gift Card not only strengthens our town's sense of unity but also opens the door to a fresh revenue stream for your business. It's a win-win scenario, where the community benefits from a versatile gifting option, and businesses like yours gain increased exposure and potential customers.

As we move forward, the Elgin Gift Card remains a symbol of our commitment to fostering a thriving local economy and celebrating the spirit of Elgin.

ENJOY & EMBRACE THE DIVERSE, HIGH QUALITY BUSINESS, SERVICE & SHOPPING OFFER WITHIN ELGIN CITY CENTRE



Celebrating Our Business Community: Embrace Elgin Magazine Continues to Shine

The Embrace Elgin Magazine, a beacon of celebration and recognition for the exceptional businesses that call Elgin home, is set to continue its mission of showcasing the richness of our community.

A Festive Treat: As the holiday season approaches, a special Christmas edition of the Embrace Elgin Magazine is in the works. This festive edition promises to bring the spirit of the season to life, featuring our local businesses and their offerings during this joyous time.

A Year of Highlights: Looking ahead to 2024, we're excited to announce that the magazine will have an even more significant presence, with distribution planned three times throughout the year. These editions will continue to celebrate the diversity, innovation, and entrepreneurial spirit of our community.

The Embrace Elgin Magazine is more than just a publication; it's a reflection of our collective achievements and a source of inspiration for residents and visitors alike. We look forward to another year of shining a spotlight on our remarkable businesses, their stories, and their contributions to Elgin's vibrant community.



EMBRACE OUR COMMUNITY BY PROVIDING OPPORTUNITIES FOR LOCAL PEOPLE TO GET INVOLVED & CELEBRATE THE CITY CENTRE

Events Highlights

In 2022, Elgin BID set the stage for unforgettable experiences, drawing in the community like never before. Our calendar was packed with exciting events that brought joy and unity to our beloved town. Notably, we concluded the year on a high note, celebrating Halloween Fun Day and the Christmas Light Switch On. These events weren't just memorable; they set records for visitor attendance, proving that Elgin knows how to have fun.

However, 2023 posed some challenges as we faced budget reductions due to a drop in our income from the review of the rateable values. Despite these constraints, our commitment to creating memorable moments remained unwavering.

A Taste of Elgin: Food & Drink Festival

Kicking off the year with a burst of flavour, the Food & Drink Festival was a resounding success. What stood out was the enthusiasm of our visitors, who stayed engaged from start to finish, showcasing the enduring appeal of Elgin's events.

These events demonstrate Elgin BID's dedication to fostering a vibrant community through unforgettable experiences, even when faced with challenges. Stay tuned for what we have in store for the future!



EMBRACE OUR COMMUNITY BY PROVIDING OPPORTUNITIES FOR LOCAL PEOPLE TO GET INVOLVED & CELEBRATE THE CITY CENTRE

Empowering Tomorrow's Workforce: Partnership with DYW Moray

In the vibrant spirit of collaboration, Spring 2023 saw Elgin BID team up with DYW Moray to empower the next generation of talent. Our mission was clear: to equip Secondary School Students with essential interview skills that would set them on the path to success.

Insight from the Front Lines

Before diving into our sessions, we took a proactive step. Our team engaged with our valued members, both those actively recruiting and those who had recently welcomed new talent into their ranks. We wanted to understand firsthand the strengths and weaknesses they encountered in applicants. This research was the foundation upon which we built our interactive session.

A Learning Experience Like No Other

The result? An engaging and interactive session with S4 students, poised to take their first steps beyond the school gates. Instead of merely dictating the dos and don'ts of job applications and interviews, we presented real-world challenges faced by local employers as questions to the students.

The feedback was resoundingly positive. Students expressed that they gained a deeper understanding of the job application and interview process, far beyond what traditional guidance could offer. Hearing directly from local employers about their expectations added a priceless dimension to their learning experience.

Strengthening Community Bonds: Our Valued Partnerships

At Elgin BID, we understand that vibrant events require the collaborative efforts of our dedicated team and the support of our community. That's why we're proud to spotlight our partnerships with the Elgin Army Cadets and Police Scotland Youth Volunteers.

Event Excellence Through Collaboration

For our larger events, these remarkable young volunteers join our core team to ensure that every aspect runs seamlessly. Their involvement goes beyond just assisting with event logistics; they actively engage with our community, making our events all the more memorable.

A Unified Community Effort

Together with our core volunteers, the Elgin Army Cadets and Police Scotland Youth Volunteers play a crucial role in creating a sense of togetherness. Their commitment to our community strengthens the bonds that make Elgin the vibrant and welcoming place we all cherish.

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WHAT'S TO COME 2023 – 2024

Throughout 2023/24 we will continue to deliver the Business plan and we will report what has happened in the final Annual Report.

There are a number of new projects that we are also exploring at the moment. These include Elgin's Thirsty Explorer Trail, upgrading the street planters to have dwarf fruit trees, tourism initiatives, working with our partners to provide more opportunities for hospitality.

Throughout the year we will be reviewing everything that has been achieved in Phase 3 and will hold a number of consultations and meetings with the members to gain views and opinions. All of the information gathered will feed into the Renewal ballot campaign and the new Business Plan.



RENEWAL BALLOT UPDATE

In October 2024 we will return to renewal ballot. At that stage the businesses members will have the chance to vote about the future of the company. The outcome of the ballot will be made at the end of November.

We will throughout the whole process, keep you updated and aware of what is happening. While we are setting aside time to meet the businesses and ask for opinions, you do not have to wait to have your voice heard, contact Angela at the BID office or speak to one of the Board members.

Plans are underway to ensure that all legislative requirements are met.

As part of the planning process a series of consultation events and activities will take place. These started in July 2023 and will allow the members to identify their priorities, highlight opportunities and make recommendations and suggestions for future work streams and priorities.

The outcomes of the consultation will be used to form the key projects and activities within the 2025 – 2030 business plan.

In order to adapt to different styles and interests the consultations will be delivered in different ways including

- Online Surveys
- Meet the Board events
- Business Consultations

Key Dates Are:

Business Consultation Meeting– 6th November 2023
Business Member Survey – w.c. 3rd December 2023
Business Consultation Meeting – w.c. 21st January 2024
Business Member Survey – w.c. 11th February 2024
Have your say – Meet the Board Event – w.c. 1st April 2024



ACCOUNTS

INCOME STATEMENT YEAR ENDED 31 MARCH 2023

	Note	2023 £	2022 £
TURNOVER		181,161	127,158
Cost of sales		104,736	73,672
GROSS PROFIT		<u>76,425</u>	<u>53,486</u>
Administrative expenses		83,983	74,217
OPERATING LOSS		<u>(7,558)</u>	<u>(20,731)</u>
Other interest receivable and similar income		6	–
LOSS BEFORE TAXATION	6	<u>(7,552)</u>	<u>(20,731)</u>
Tax on loss		–	–
LOSS FOR THE FINANCIAL YEAR		<u><u>(7,552)</u></u>	<u><u>(20,731)</u></u>

STATEMENT OF FINANCIAL POSITION 31 MARCH 2023

	Note	2023 £	2022 £
FIXED ASSETS			
Tangible assets	7	1,339	1,575
CURRENT ASSETS			
Debtors	8	103,835	24,781
Cash at bank and in hand		102,978	205,855
		<u>206,813</u>	<u>230,636</u>
CREDITORS: amounts falling due within one year	9	<u>36,963</u>	<u>53,470</u>
NET CURRENT ASSETS		<u>169,850</u>	<u>177,166</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>171,189</u>	<u>178,741</u>
NET ASSETS		<u><u>171,189</u></u>	<u><u>178,741</u></u>
CAPITAL AND RESERVES			
Profit and loss account		171,189	178,741
MEMBERS FUNDS		<u>171,189</u>	<u>178,741</u>

ACCOUNTS

DETAILED INCOME STATEMENT YEAR ENDED 31 MARCH 2023

	2023 £	2022 £
TURNOVER		
Levy income	175,143	112,543
Gift card breakages income	2,530	2,698
Fundraising income	887	667
STP Resilience Grant	–	11,250
Seagulls	2,601	–
	<u>181,161</u>	<u>127,158</u>
COST OF SALES		
Digital signage	1,802	2,048
Gift cards	1,938	7,823
Business engagement	2,846	1,502
Scottish theme day	1,868	(67)
Halloween event	1,787	1,061
Food and drink event	5,026	(159)
Generic marketing expenses	7,340	11,129
Christmas lights	29,741	18,087
Elgin Hi-Fest	–	2,505
Fundraiser costs	789	–
Event co-ordinator	9,820	3,880
Classic car & bike show	489	–
Street sweeper	6,125	2,913
Env enhancement project	3,575	9,504
BID grant scheme	16,711	6,045
Planters and hanging baskets	1,790	1,616
Seagulls	13,089	5,785
	<u>104,736</u>	<u>73,672</u>
GROSS PROFIT	<u>76,425</u>	<u>53,486</u>

ACCOUNTS

OVERHEADS

ADMINISTRATIVE EXPENSES

PERSONNEL COSTS

Salaries	58,528	53,326
Employers national insurance	–	144
Staff pension contributions	1,639	1,505
	<u>60,167</u>	<u>54,975</u>

ESTABLISHMENT EXPENSES

Rent rates and water	3,850	3,982
BID levy	60	50
Light and heat	303	65
Insurance	1,405	1,271
Telephone	682	977
Office sundries	1,618	409
Postage	21	318
IT costs	2,377	393
	<u>10,316</u>	<u>7,465</u>

2023	2022
£	£

GENERAL EXPENSES

Sundry expenses	3,825	2,281
Annual service charge	–	5,075
Advertising	250	650
Audit and accountancy	3,355	3,207
Depreciation of tangible assets	236	278
	<u>7,666</u>	<u>11,491</u>

FINANCIAL COSTS

Bad debts provided for	5,662	45
Bank charges	172	241
	<u>5,834</u>	<u>286</u>

<u>83,983</u>	<u>74,217</u>
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OPERATING LOSS

<u>(7,558)</u>	<u>(20,731)</u>
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Other interest receivable and similar income

6	–
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LOSS BEFORE TAXATION

<u>(7,552)</u>	<u>(20,731)</u>
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**Angela Norrie
BID Manager**

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