

Elgin BID is an independent, not for profit company which works for and with the businesses in Elgin City Centre.

A BID is not a replacement for statutory services, or investment by statutory authorities such as the Moray Council or Police Scotland, it provides additional investment and value, the work undertaken by the BID company is directed by the business members.

Scottish Government legislation ensures that the ballot process is democratic, fair and clearly governed.

Elgin BID are exceptionally grateful for the financial support provided by the Moray Council over the last 10 years. The Directors want to assure the elected members that our request for support does not include a request for grant funding. Tight operational and governance processes have ensured that going forward the company will be able to operate successfully within the budget generated by the BID levy.

What has been achieved

(small snapshot, for further details please see Annual reports available on BID website)



The vacant shop rate has dropped from 17.15% in November 2015 to 8.25% in May 2019, Elgin BID has directly contributed to this by -

- Marketing vacant properties
- Conducting viewings of buildings
- Supporting new start businesses looking for premises

Developed long term and strong working relationships with Business Gateway with ongoing collaboration and referrals between the two agencies, ensuring that new businesses are given a wide range of support, advice and information

Elgin BID Facebook profile has grown by 96% since May 2016, through greater engagement with the public. Elgin BID Social media platforms widely used to market the business members and City Centre, providing the only co-ordinated marketing for the BID area

The private sector investment of the Elgin businesses over the last 5 years has acted a catalyst for match funding, providing in excess of £4 million pounds of investment, and given work to trades people across Moray

Elgin Gift Card - accepted in 87 businesses, supporting the shop local message

Co-ordinate collective purchase to reduce members costs

BID provides grants for business members through our small grant scheme – since June 2017, 28 grant applications have been approved. Elgin BID has awarded £10,014 in grants with a total investment in excess of £28,500

Initiated a project in 2018 to reduce the number of seagulls nesting in the city, by proactively and humanely discouraging them from nesting on the rooftops - this has reduced the numbers of baby birds, protective parents and nesting debris blocking drains

Created a series of collaborative marketing materials have been created and funded utilising several platforms -

- Promotional video's – Explore the East End, Wander the West End, Celebrate the Centre, South Street the Wedding Street and Buzz on Batchen
- Business Map – digitally available covering all business members
- Food & Drink Guide – originally created via a partnership project with Moray Council
- Digital signage

Elgin is currently working towards Zero Waste Town status, when achieved we would be one of only 4 towns in Scotland who have achieved this accolade

Organise and fund the Elgin Christmas Lights

Prepare the cities festival of events each year including the Food & Drink Festival and the Christmas Lights Switch On

Organise and fund Green Elgin - street planters, hanging baskets, weeding and litter picks



Why does Elgin need to keep a BID

Elgin BID provides a democratically elected organisation whose sole remit is to work for and with the businesses and has provided a mechanism to focus on new and innovative ways to market, promote and drive up footfall across all business sectors. Having a strong and vibrant town centre has been proven to have wider economic impacts including employment opportunities and increased revenue for the local authority.

Elgin BID fully support the Moray Councils and Scottish Governments town centre first policies and are keen to support these wherever possible.

There are now 39 BID's in Scotland – with more emerging.

Elgin BID (Phase 3) would have more than 420 business members from a wide range of business sectors including Retail, Finance, Hospitality, Health and the Third Sector, generating approximately £170,500 annually. Over the five-year period of the BID, that would equate to a minimum £825,500 of investment from the business community.

What the businesses said

Consultations with the business members and stakeholders took place over a year long period. These were conducted at different times of the day and in different formats for example 1 – 1 meetings, business breakfasts, online surveys and evening consultations.

There were clear themes that were consistently raised and that the business members wanted to be at the heart of activity for the next 5 years;

- Marketing and promotion
- Cleanliness and appearance

Additionally, a drop-in session was hosted by the Board of Directors for the Moray Councillors, providing an opportunity to ask questions, seek clarity and make suggestions about future activities. In total 13 Councillors took advantage of the opportunity, the equivalent of 50% of the elected members.

The vacant shop rate has dropped from
17.15% in November 2015
to 8.25% in May 2019.
Elgin BID has directly contributed to this

What we have been asked to do

Our new business plan has at every stage been directed by the business members, it reflects their views, opinions and priorities. Our mission is to work on behalf of, and with, the business community in Elgin City Centre, to provide support and advice and to positively promote the city as a place to

“Embrace, Enjoy, and Explore”

The aim of the BID is to deliver services and support projects which will improve the commercial trading environment and be for the benefit of the Elgin BID business members, their staff, customers, the Moray Region and visitors.



Our objective is to have a:

Beautiful and diverse city centre with a positive, proactive, supportive and involved business community through delivery of projects which sit within one or more of the following themes;

- Explore and Enjoy Elgin City Centre through strong marketing and promotion
- Embrace Elgin's environment with pride and passion
- Embrace what we can achieve by working together through business engagement
- Enjoy a Safe City Centre, where businesses, staff members and the public can enjoy all that Elgin has to offer
- Embrace our Community by providing opportunities for local people to get involved and celebrate the City Centre
- Enjoy and Embrace the diverse, high quality business, service and shopping offer within Elgin City Centre

Moray Council and Regional Support

Elgin BID can work in partnership providing a range of support including private sector investment that can be used as match funding for projects such as the Growth Deal or the Town Centre Capital Fund

Elgin BID now deliver "Business Watch" – Distributing monthly intelligence & information provided by Police Scotland across the Region via the Moray Towns Partnership Network (to representatives in Buckie, Forres, Lossiemouth & Keith), Federation of Small Businesses, Business Gateway and Moray Chamber of Commerce. Keeping the businesses safe and aware of campaigns and ongoing crime trends

Chaired the WorldHost Management Group that secured nationally recognised Regional WorldHost Destination Status for Moray

Regularly assist Moray Council departments by distributing information for example on Emergency Road Closures, Waste Management, Consultations (where the opinions of businesses were sought), Funding (for example by organising the information session regarding the Town Centre Capital Fund project)

Financially supported and attended the Visit Scotland Tourist Expo organised by Moray Speyside Tourism to promote the Moray Region to the National and International Tourist trade

Attend Moray Towns partnership to listen and share information with Moray Town partners in Buckie, Keith, Lossiemouth and Forres

Developing Young Workforce – sit on and contribute to the Business and Professional Sector Group, providing information and delivering workshops for young people across Moray

Open our free business workshops to the members of our partners in Business Gateway, Moray Chamber of Commerce and the Federation of Small Businesses, providing regional networking opportunities

Elgin Gift Card - Accepted in 86 local businesses

- £13,935 has been put onto cards
- £9047 redeemed
- 52 businesses have had cards used in their premises
- 501 transactions have taken place
- Average transaction of £18.05

Figures at 21st Aug. 2019



Elgin BID assisted me in purchasing a commercial property in the town centre by giving me information about properties, grants and business rates, resulting in a large empty retail unit being brought back into use. I have also received support in promoting my business and being part of a working group set up by BID. I believe Elgin BID is an asset to the town centre.

Angharad Rodgers, owner, Angharad Bridal

I was not in favour of BID when they first started, but over the last few years I have completely changed my mind. They have helped me with funding and they have given me advice and information. If they are not voted back in, who will organise the street planters, events to keep people coming into town, extra street cleaning, Christmas Lights – the answer is no one, it will all just disappear.

Meg Murray, owner Aqua Hair and Beauty

Elgin BID genuinely care and look after our local business community. There is a real understanding of the challenges and opportunities which all businesses face. The events that are hosted by Elgin BID for members are expertly managed. I can honestly say that without the dedicated support of Elgin BID our small business would have struggled to grow and prosper in the way that it has.

Claire Beckley, Managing Director, Ordered Company Ltd

For more information please contact

Gill Neill
Chief Executive
City of Elgin BID Ltd
gill.neill@elginbid.co.uk
01343 550652