



Elgin Business Improvement District (Embrace Elgin) has been working for and with the Moray Council and the businesses in Elgin City Centre for the last 14 years. We are proud to have raised the profile of the Elgin business community, assisted new businesses to find properties & get established and promoted Elgin as a place to Embrace, Enjoy and Explore.

In Autumn 2024 we wish to return to Renewal Ballot, allowing the BID membership to decide if the BID should continue for a fourth term. Consultations and surveys have already begun with the membership to gather their views, opinions and identify their priorities moving forward.

Below, you will find a short “Snapshot” of what has been achieved in Phase 3, more detailed information can be found in the Annual Reports and Mid Term Review, all of which are available on the Embrace Elgin Website- <https://www.embraceelgin.co.uk/information-bulletins-company-reports/>

What Has Been Achieved

- Gull Management Project
 - Our Gull Management Project has been ongoing since 2018. Alongside a variety of preventative measures to stop the gulls from nesting we have also undertaken egg & nest removal each year, we estimate around 1,200 eggs have been removed. This is 1,200 gulls that will not come back to nest each year when they reach mating age.
 - We have invested in two sonic devices in 2022 & 2023 with a further two being installed for gull season in 2024. These devices have been proving very successful, preventing gulls from nesting in the area and contributing to a more peaceful urban environment.
- Elgin Gift Card Launched – Town Centre Gift Card being accepted by more than 80 business members, encouraging people to shop local- since 2018 this has equated to £96K which is locked into the local business community.
- Food & Drink Guide created – featuring every business member who supplies a food offering (from sandwiches to steaks), this has been updated from a PDF to an interactive online map.
- Business Map has been updated from a PDF to an online directory on our website which links to every business’s website or social media (where they have it).
- Extensive Elgin marketing – through printed press, radio and & social media
- Business Promotion – Via social media utilising a variety of platforms - free to all BID members.
 - A new addition in 2023 was the Embrace Elgin Magazine where BID members can advertise for free. The magazine goes to every residential & commercial property within Elgin as well as pick up points at Elgin Library, Tesco & UHI Moray.
- Property Support
 - The BID office has continued to hold a number of vacant property keys on behalf of agents and landlords. We have led on a collaborative approach working with Moray Council’s departments when arranging viewings with potential tenants.

- Current available properties are listed on the Elgin BID website and highlighted on media platforms. When potential new businesses are in touch with the office, they are signposted to the available property page.
- Grants – yearly grant is available to all BID members. Since 2020 we have awarded 64 businesses a grant equating to over £25k in grant funding (our grant is 50% up to £500). Grants can be applied for new signage, upgrading windows/doors, CCTV, gutter cleaning and more.
- Promotion of Moray Council support – assisted with promoting and gaining business feedback on behalf of the Moray Council on their plans for the Elgin Town Centre regeneration.
- Business Member Bulletin – Keeping all members updated with what is happening and activities they can get involved in
- Mediation for members – Where businesses have a problem we are often called on for support and advice
- Learning Suite has been developed to support business needs that will be ran over the course of a year which is free to their staff/volunteers.
- Vacant Shop rate as of December 2023 was at 9.6%, this is still under the national average.
- Moray Council COVID Grant & Town Centre Improvement Grant Support - A number of grants were made available from Scottish Government through the Moray Council during COVID to assist businesses. We supported a number of applicants either through helping fill out the paperwork or by chasing up applications.
- Employment Opportunities- There is a dedicated page on our website where current employment opportunities in the town centre are listed.
- Street Cleaning- We have employed two Street Ambassadors who on a weekly basis do litter picks of the town centre collecting on average 8-12 large bags of litter. 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.
- 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.
 - Bright bunting and flower arrangements are also organised by and arranged by BID.
 - 2024 will also see the introduction of dwarf fruit trees to our town centre, not only helping to combat carbon emissions but the fruit will also help the community.