



City of Elgin BID Ltd

(Business Improvement District)

Proposal

Term 3

1st February 2020 – 31st January 2025

Table of Contents

	Page Number
BID Proposal – Compliance with Legislation	4
Forward by the BID Board of Directors Chair	12
Executive Summary	14
Mission Statement of Elgin BID	14
Aims and Objectives of Elgin BID	14
Key Findings	14
Introduction	15
What is a Business Improvement District?	15
Background to BIDs	15
Elgin’s position	16
Why does Elgin need a BID?	16
The history of BIDs in Elgin	16
How will Elgin benefit from a BID	16
Local Authority support	17
What has been Achieved	17
Phase 2 Update	17
The BID area	20
The BID map and streets	20
Elgin BID Management	21
Management and Operation of the BID	21
BID Board of Directors	21
Performance & Governance	21
The Consultation Process	22
Introduction to Consultation Process	22
What the Businesses said	23
Independent shoppers survey	24
Young Persons Survey	25
Moray Councillors	26
The Key Findings	26
Proposed Improvements	26
Proposed Improvements	26
Key Themes and Underpinning Projects	26
The BID Levy	29
The BID Levy	29
Who will pay the levy	29
Exclusions	30
The levy table	30
Enforcement	30
Collection of the levy	30
The Voting processes	31
Pre Ballot	31
The Ballot	31
BID timetable	32
Public Sector Involvement	33
Baseline services	33
Measuring success	36
Measuring the success of the BID	36
Marketing, Communication & Social Media	37
Finance	37
Estimated income & expenditure	37
Financial management arrangements	37
Elgin BID projected expenditure & income	38
Contact Information	39
Chief Executive details	39

Appendix Summary

Appendix 1	Support for Elgin BID Ltd
Appendix 2	Summary of business member consultations – supportive information can be found below
Appendix 2 A	Members Bulletin – November 2018 – Update on views to date
Appendix 2 B	December 2018 – Business member survey
Appendix 2 C	December 2018 – Invitation to Meet the Board event
Appendix 2 D	Business Member Bulletin - March 2019 – Collated survey results
Appendix 2 E	April 2019 – Business member survey
Appendix 2 F	Business Member Bulletin – April 2019 – link to business survey
Appendix 2 G	Business Member Bulletin – July 2019 – Draft Business Plan for comment
Appendix 3	Your City, Your Views – Young person’s survey
Appendix 4	Business Plan 2020 – 2025
Appendix 5	Draft Database
Appendix 6	Elgin BID Board meeting note – 18 th Feb 2019
Appendix 7	Elgin BID Board meeting note – 13 th May 2019
Appendix 7 A	2019/20 Budget proposal approved by Board of Directors
Appendix 8	Formal Notification to put BID Proposals to Ballot (Draft)
Appendix 9	Moray Council – Baseline Information provided to Elgin BID

BID Proposal - Compliance with Legislation

In accordance with Business Improvement District (Scotland) legislation we acknowledge that as the Proposer, we must submit to The Moray Council (TMC) and Scottish Ministers the following in respect of BID proposals, Renewal Proposals and Alteration Proposals: -

- 1. A document which demonstrates a cross section of at least 5% of the electorate, within the BID area supports the BID Proposal.**

Details of the support shown for Elgin BID can be found in Appendix 1.

To date 88 eligible people have confirmed their support which is the equivalent of 21% of the Elgin BID businesses able to vote.

The information has been gathered in several ways in order to maximise opportunities for engagement, including one to one meetings, surveys and consultation discussions with the Board of Directors.

- 2. A summary of the consultation the proposer has undertaken with those persons eligible to vote.**

A wide variety of consultations were undertaken with those eligible to vote including Meet the Board events, Member Consultations, One to One meetings, Online and hard copy Surveys. For further details please refer to Page 21 of this Proposal and Appendix 2 – Summary of Business member consultations, as well as

- Appendix 2 A Members Bulletin – November 2018 – Update on views to date
- Appendix 2 B December 2018 – Business member survey
- Appendix 2 C December 2018 – Invitation to Meet the Board event
- Appendix 2 D Business Member Bulletin - March 2019 – Collated survey results
- Appendix 2 E April 2019 – Business member survey
- Appendix 2 F Business Member Bulletin – April 2019 – link to business survey
- Appendix 2 G Business Member Bulletin – July 2019 – Draft Business Plan for comment

The Elgin BID Chief Executive oversaw the consultation process, ensuring the Board of Directors were fully briefed on plans and updated with the information gathered. The Board of Directors were involved in all consultation sessions. The BID businesses were updated on the opportunities to become involved via the monthly Business Member bulletin, E mails, face to face discussions and telephone calls.

Consultations with the Elgin BID businesses have been undertaken in several different ways and at different times of the day in order to be as accessible and flexible as possible.

Business Breakfasts were held in April 2018 – to launch the consultation process and again in April 2019. Meet the Board – “Drop In” sessions were organised in November 2018 and January 2019, allowing members to call in discuss priorities and highlight future opportunities. The Annual General meeting held in October 2018 also presented the opportunity to update and survey those attending, and to ask for opinions.

Additionally, surveys (online and in hard copy) were sent to all BID members in December 2018 and again in April 2019 asking for their views, opinions and ultimately their priorities for future development.

One to One meetings with members took place on an ongoing basis with the Chief Executive and Directors, these meetings allowed further discussion and the opportunity to gather more information.

Stakeholder Surveys and Consultations

In March 2019, the Board of Directors invited the Moray Councillors and Council officers to meet them at a drop-in session, held within the Council building.

This allowed questions to be asked, to find out more about what had been taking place and to present their views, suggestions and ideas. Thirteen Councillors from across the political parties took advantage of the opportunity, this is the equivalent of 50% of the elected membership.

Through long established links with Elgin Youth Development Group (Elgin Youth Café) and Elgin Academy, we asked Elgin’s young people to give us their views about the city, tell us where, how and why they shop in the ways they do and to give us their thoughts on how they would like to see the city develop.

Finally, an independent shopper survey was carried out in Spring 2019 to capture the views of shoppers in the City Centre and in the Out of Town Retail developments.

- Appendix 2 – Summary of business member consultations
- Appendix 3 - Your City, Your Views – Young person’s survey

3. The Proposed Business Plan.

A copy of the Business Plan will be issued to all the BID electorate. See Appendix 4 for proposed the Business Plan.

4. The financial management arrangements of the BID body.

Once the BID is operational, any variations within budgets will be reported to the BID Board of Directors.

The Board will agree on an annual basis how funds for subsequent years will be allocated. A full list of the Board of Directors is available on page 20 of this Proposal document. This will be based on business feedback during the previous year and priorities for the coming year, this allows the BID the flexibility to respond to changing business needs and requirements.

The Moray Council will collect the levy payments on behalf of the BID and will retain these funds in a separate account until the BID Board calls these funds down. The BID Board will manage the levy funds that are collected by the Council. This arrangement will ensure that projects are delivered, and any financial liabilities of the BID are transparent.

This budget is reconciled on a monthly basis to ensure good governance and financial management. At the end of the operational year a full set of accounts are prepared and presented to the Board of Directors.

They are then passed to an accredited independent auditor for review and approval. The Audited accounts are presented to the BID members at the Annual General Meeting, a summary of the accounts is published in the Annual Report which is displayed on the Elgin BID web page – <https://eee.embraceelgin.co.uk/information-bulletins-company-reports/>

5. The arrangements for periodically providing The Moray Council and billing body with information on the finances of the Elgin BID.

Thorough and robust management of the BID finances are integral to the company's operation. Detailed procedures are in place which cover all aspects of the company's finances and financial processes, the independent auditor reviews all processes and financial transactions as part of the annual audit.

The Chief Executive ensures that the BID Board of Directors are updated on the company's financial situation at the quarterly Board meetings, this Directorship includes representatives and observers from The Moray Council.

The Chief Executive, Chair and company accountant have ongoing correspondence relating to the budget and project spend.

6. The names and addresses of all those eligible to vote and a description (address) of each relevant property.

Please refer to the Database – provided as Appendix 5. The Database will continue to be updated as necessary until it is ready to be submitted to ERS, prior to the ballot.

The database is being updated and monitored on a weekly basis as canvassing continues throughout the Re Ballot campaign.

7. A notice in writing requesting that The Moray Council instruct the Ballot Holder to hold a ballot

In accordance with legislation, Formal Notification to put BID Proposals to Ballot (draft) are attached in Appendix 8.

8. Provide the Moray Council and the Billing Body with such information as they shall reasonably require, to satisfy themselves that the BID proposer or, as the case may be, the BID body, has sufficient funds to meet the costs of the BID Ballot.

The BID Company set aside sufficient funds to meet the cost of the BID Renewal Ballot for the 2020/2025 period.

This budget was approved by the BID Board at the Quarterly Board meeting on the 13th May 2019. Appendix 7

The costs will be met in full by the City of Elgin BID Ltd and will not be met by the Moray Council. Please refer to Appendix 7A – the budget approved by the Board (details can be found in Operational Budget section).

9. A statement of the works or services to be provided, the name of the person responsible or body for the implementation (delivery) of these works and services and the status of such person/s. Both on and after the date of the BID proposals come into effect.

The company's Chief Executive – Gill Neill, has the responsibility for delivering the projects and services detailed within Proposed Improvements page 25 of this Proposal document, the Chief Executive reports directly to the Board of Directors.

The Board of Directors will continue to monitor and oversee all works and services that are provided. The Directors meet with the Chief Executive on a quarterly basis. Please refer to Elgin BID Management page 19 of this proposal for further details.

10. A statement of existing baseline services provided by the Local Authority, Police Scotland and other agencies

Please refer to page 31 of this Proposal – Public Sector Involvement for details of the works and services to be provided and Appendix 9 – Baseline services for information supplied by the Moray Council.

11. A precise description of the geographical area of the BID, including a map, which defines the boundaries of the BID area.

A detailed map and description of the BID boundary and the streets within it, The BID Area can be found on page 19 of this proposal.

12. A statement providing details of any additional financial contributions or additional actions, for the purposes of enabling projects specified in the BID Proposals i.e. where a BID project is expected to cost £X and the proposed levy raises a smaller amount £Y, then the BID Proposals must state how that funding gap £X - £Y is to be met and by whom.

The BID income and expenditure is outlined in the Finance section – page 40 of this Proposal. The Income and Expenditure table can be found on page 41 & 42 of this proposal.

The BID income and expenditure has been calculated to deliver all the activities as defined in the Proposed Improvements section – page 25 of this Proposal, without the requirement for additional financial contributions.

The BID will aim to attract additional funding from other sources over and above the levy during Phase 3. This will allow the delivery of additional services and enhanced quality; however, this has not been included within the financial details as the amount and source of these funds cannot be guaranteed at this stage.

13. A statement of which aspects of the BID Proposals and or Business Plan may be altered without the need for an alteration ballot to be undertaken.

The Board of Directors will have the authority to adapt or alter the projects and services from year to year to reflect any change in economic circumstances or to make the most of any new opportunities that may arise.

This will be in the best interests of the businesses and without recourse to an alteration ballot.

This will be done in consultation and following recommendation from the Elgin BID Working Group and or Chief Executive.

14. A statement of the proposed start and end dates of the BID arrangements and the term of the BID. The BID arrangements must commence no later than a year after the date of the statement.

Following a successful ballot, Elgin BID will commence activities on the 1st February 2020.

As the BID will be for a term of 5 years, it will cease its activities on 31st January 2025.

15. BID Proposals shall specify the apportionment of BID levy in respect of relevant properties and who will be liable to pay the levy: - proprietors, tenants, occupiers or if appropriate a specific business sector or sectors of businesses who will participate.

The BID levy will be paid by the occupier (the eligible person liable to pay the non-domestic rate), however, the property owner will pay the levy where a property is vacant or empty on the day the levy invoice is issued and for all the period thereafter when the property is vacant.

A minimum levy of £60 is proposed as an entry level contribution, for all properties based within the BID boundary, with a non-domestic rateable value of up to £5,000.

A maximum levy of £9,760 is proposed for non-domestic properties liable to pay the non-domestic rate having the rateable value of £610,000 and above.

Please refer to page 27 – The BID Levy of this proposal, for further details.

16. Confirmation that the levy is to be calculated as a % of the RV or how the charge was arrived at.

Following extensive discussion by the BID Board of Directors, at the Board meeting dated 18th February 2019, it was formally agreed to set the levy rate at 1.6% of the non-domestic rateable value of eligible businesses, if the Renewal Ballot is successful, this will come into force from the 1st February 2020. See Appendix 7 – Elgin BID Board Meeting Note 18th February 2019 for further details.

17. Confirmation that the % levy or fee is to be calculated on the RV of the property on the date of the ballot, or, if not, another date and that is the date, which will be used to calculate the levy or fee of the BID (BIDS handbook).

Following a successful Renewal Ballot the 1.6% levy will come into effect on the 27th November 2019, the date of ballot.

18. The apportionment of the levy between proprietors, tenants and occupiers – providing the BID is including tenants and proprietors in its proposals.

The BID Proposal does not include proprietors (property owners) except where the eligible property is vacant or empty when the property owner will be liable for the payment of the levy. The occupier (the eligible person liable to pay the non domestic rate) will be liable for the payment of the levy. Please refer to The BID Levy - page 27, of this proposal for full details.

19. A statement as to how the Elgin BID arrived at who will pay the levy, the % levy, and how the levy will be split between proprietors, tenants and occupiers (BIDS Handbook)

The Elgin BID Board of Directors set the geographical boundary for the Business Improvement District following extensive discussion in the lead up to the Re Ballot. In addition, after equal discussion a decision was made by the Board about who will pay and the % of the non domestic rateable value liable for levy.

Discussion took place at the Elgin BID Board Meetings on 18th February 2019 and the Meeting Note from the Board of Director Renewal Ballot meeting is attached. Appendix 6.

The discussions were aided by the information gathered at the Business Consultations outlined above.

It was decided by the Board that the Boundary should not be altered or expanded as there was a danger that efforts within the town centre would be diluted.

20. Whether any future re assessment of the RV of the property by the Rates Assessors will or will not be taken into account in the calculation of the levy (BID's Handbook).

The BID Board of Directors have agreed that if there is a rates revaluation during Phase 3, the new rateable values set by the Scottish Assessors Association will apply and the BID levy re calculated to reflect the new rate.

21. A statement on why groups or individual businesses are exempt or receive a levy discount

Following extensive discussion at the BID Board meeting on the 13th May 2019, the Elgin BID Board of Directors have chosen to maintain the exemptions set in the Phase 2, 2015 – 2020 Business Plan in order to show consistency with the previous policy, these are - lock-up garages, car parking, the City Substation and advertising stations.

Zero Rated properties will continue to be excluded, in order to support their business owners as they develop their properties. As soon as these properties are liable for a rateable value, they will be eligible to pay the levy at a rate of 1.6%. Please refer to Appendix 7 Renewal Ballot for a summary of the discussion.

22. A statement on whether the levy will be index linked (BIDS) Handbook

The levy which is charged will be linked after the first year to the Consumer Price Index (CPI) on the 1st of December of each year.

Any increase in the CPI at that date will result in a corresponding increase in the second year's BID levy. This is subject to approval by the BID Board who reserve the right not to implement the annual CPI increase.

23. A statement on whether any of the costs incurred in developing the proposals holding of the ballot or implementing the BID arrangements are due to be covered through the BID levy.

The development of the proposal, business plan and holding the ballot will be met through the existing Elgin BID budget.

Funds have been set aside to meet these costs and approved by the Board of Directors.

24. The constitution of the BID Company to be formed and its legal status. A statement on who will administer the BID, the details regarding the BID Board and the BID body, and who drew up the BID proposal and Business Plan (BIDS) Handbook.

Following a successful 'YES' vote in the BID Re ballot, the City of Elgin BID company will continue to be the legal entity and administrative arm of the BID from 1st February 2020.

Elgin BID is a not for profit company limited by guarantee, administered by the BID staff and overseen by the Board of Directors.

Please refer to page 19, Elgin BID Management within this proposal for further details.

25. The methodology for BID Levy payers to nominate themselves or others to the Board of Directors (BOD) and the proposed makeup of the BID Board, (BIDS) Handbook.

Membership of the company is open to all BID levy payers and a Board of up to 14 Directors (the positions will not be remunerated) is created from this membership. A Chairperson is nominated from the elected Directors. The Board has the power to co-opt additional members onto the Board should there be vacant places and if they deem it to be in the best interest of the company. It is possible for members to nominate themselves for the Board of Directors. Should there be more nominations than places available, an election will be held.

While the Moray Council will not be investing financially in Phase 3, given their importance as a Stakeholder an Elgin Councillor will be invited to join the Board. The Elgin Fund has similar rights reflecting their civic leadership role and charitable status. This situation also applies to Moray College.

All details relating to the Board are outlined within the company's Articles of Association and Memorandum of Understanding readily available through Companies House.

Please refer to Elgin BID Management – Page 19 within this proposal for additional information

26. A statement on how the BID Proposals will be published prior to the ballot (BIDS Handbook)

“Business” or variations of the word “business” are used throughout this document. The word “business” in this context refers to property owners or tenants and occupiers of properties who are liable to pay the non-domestic rate (NDR), whether they pay the business rate or not. This includes all properties listed on the Scottish Assessors Association Portal (website) with a non-domestic rateable value, many of whom may be a charitable organisation, public sector organisation, social enterprise or community group who may not consider themselves to be a business.

The proposer shall send a copy of the BID Business Plan to all persons eligible to vote on the proposal.

The Elgin BID Business Plan and this Proposal will be featured on the Elgin BID website – www.embraceelgin.co.uk, which is within the public domain. Should a hard copy of the Proposal be requested, this will be provided. In line with Data Protection and GDPR the Database will not be publicised.

Forward by the Chair of the Board of Directors

I am proud to be welcoming you to the Business Plan for Phase 3 of Elgin's Business Improvement District. With almost a decade of work having been successfully achieved, we are looking forward to embracing the next five years.

Voting YES in the next ballot will allow our business community to continue to work, develop and showcase what we all have to offer.

If you vote YES, Elgin BID will continue to be your voice, keep you updated, deliver projects, fight on your behalf, keep promoting Elgin businesses and the City Centre and help new businesses to get established.

Over the last 10 years Elgin BID has;

Can we re order the list – please insert the new order below, 2 extra ones have been added –

- Driven constant marketing campaigns for the Elgin BID members and the City Centre; delivered through Social Media platforms, radio, video, digital signage and printed press
- Reduced vacant property numbers by promoting vacant building, conducting viewing and helping new-start businesses
- Initiated a campaign to reduce the number of nesting seagulls in the City Centre
- Provided funding opportunities for our businesses and our environment through for example the Elgin BID business frontage grants, the Conservation Area Regeneration Scheme and our developing Zero Waste project
- Provided free workshops and training sessions in a wide range of topics delivered by subject matter experts including changes to pension regulations, data protection, anti-terrorism, safe working and waste management
- Provided additional street cleaning services
- Provided street planters, hanging baskets and weed management to enhance the City's appearance
- Provided new Christmas Lights
- Delivered an events programme such as the Christmas Light Switch on and Food & Drink Festival to draw footfall into the City Centre
- Been a single voice campaigning for the Elgin City Centre business community on issues like business rates relief
- Developed partnerships with the community and future work force

As an independent, not for profit company, Elgin BID has gone from strength to strength over the past two terms and we are proud of everything that has been achieved.

As our members, you are the key to Elgin's success, so we asked what you want to see delivered in the next exciting chapter for our City Centre. It is clear being focused on the basics such as cleanliness, marketing and business engagement are of greatest importance.

The key themes you have identified are achievable and we will focus on them so we can flourish in collaboration. A detailed list of the projects we intend to undertake can be found later in this Plan.

Over the last 10 years BID had worked successfully in partnership with businesses to improve the City Centre, to attract more people and investment. In the next 5 years, Bid will continue to provide a voice for members and deliver your priorities for our City Centre. Delivering Improvement Together.

A handwritten signature in black ink, appearing to read 'Richard Cumming', written in a cursive style.

Richard Cumming – Chair (Sirology)

Executive Summary

Mission Statement of City of Elgin BID Ltd

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”.

Aims of Elgin Business Improvement District

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

We understand that ensuring the services, support and projects we are proposing must be relevant in order to ensure success. We have therefore spent the last year engaging with members in order to listen, gather information, clarify and identify opportunities, ensuring the services, support and projects we have proposed are of value and relevant.

We wanted to do this in a way that allowed maximum and convenient engagement, so we invited business members, shoppers, young people and elected representatives to take part in a series of consultations, one to one meetings & surveys over a 12 month period.

The information gathered was then used to identify our key objectives and resulting work themes, which will allow us to positively deliver in Phase 3.

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

Key Findings

The Elgin BID Board of Directors supported by the office staff has undertaken a wide range of engagement with the Business members and stakeholders.

This work identified the businesses priorities, that the Board will address though the themes listed above, and the projects outlined later in this Proposal.

The key finding of the consultations is that whilst a lot has been achieved over the last 10 years, businesses continue to face major pressures. Support is still required and Elgin BID as a coordinating body, is in the ideal position to represent the businesses and ensure that their views and opinions are heard.

Elgin BID will, on behalf of our business members, act in a clear and structured way in order to drive forward the projects outlined in the themes above by ensuring that we are meeting the business members priorities and responding to their desires.

Introduction

What is a Business Improvement District?

A Business Improvement District (BID), is created when businesses come together and agree to collaboratively invest in projects, support and services that will help the business environment within a set geographical area or sector.

BIDs are developed, managed and paid for through a compulsory levy by businesses who have a non-domestic rateable value. In line with legislation, each eligible person liable to pay the levy will be able to vote on whether the BID goes ahead. Should the BID be approved, all eligible businesses within the boundary are then liable to pay their levy.

A BID is not a replacement for statutory services or investment by statutory authorities, it does however add additional investment and value. While the work is undertaken by the BID company it is directed by the business members.

The voting on a BID is governed by legislation, with the proposal only being able to go ahead if there is a minimum turnout (the headcount) of 25% of eligible persons and of the rateable value with more than half of the businesses voting in favour; they must also represent more than half of the rateable value of the businesses that vote.

In Scotland the maximum duration of a BID is 5 years, after which it will have to secure another mandate.

Background to BID's

BIDs were first started 40 years ago in Bloor West Village, Toronto, Canada, by the town's business community who were placed under increasing pressure from the new shopping centres, which were pulling shoppers away from the traditional town centre out to the new shopping malls.

They successfully lobbied for legislation for all the businesses in the proposed BID area to pay a levy. The levy money was then used to improve the physical appearance of the town, and promote the town centre as a vibrant, attractive and safe place to work, shop and live. The strategy paid off, as shoppers started to return to the town centre in large numbers.

The success paved the way for future BIDs, not only in Toronto; but spreading throughout Canada, and the USA in the late 1960's and 1970's. Today there are BIDs located worldwide.

In Scotland, there are now more than 40 BIDs, and, of those that are operational, some have successfully renewed their mandate for second or third terms demonstrating that the businesses value the projects and services delivered.

BIDs can support regeneration, grow local economies, create local employment and provide a cleaner and safer trading environment. A key element to their success is that the local businesses take ownership and responsibility for their trading environment, identifying the projects necessary to resolve common problems and issues, and overseeing their implementation, whilst also contributing to the future direction of the town and its future development.

BID legislation was passed in Scotland in 2006 with the Scottish Government funding 6 pilot projects in March 2006. The Scottish Government fully supports the development of BIDs in Scotland.

Elgin's Position

Why does Elgin need a BID?

Elgin like all Town and City Centres has faced pressures caused by the worldwide economic slump, this coupled with high rateable values on commercial properties and the reduction of the number of "national" high street stores has been a catalyst for town centres to evolve and think in new and innovative ways. Business owners have also experienced increased operational costs, for example wages and pensions, all of which have made the last 10 years a difficult trading environment.

Elgin through the BID model has however allowed the businesses to shape the direction and promotion of the BID area. Having an elected organisation whose sole remit is to work for and with the businesses has provided a mechanism to combat these pressures and focus on new and innovative ways to market, promote and drive up footfall across all business sectors.

The history of Elgin BID

In 2009, following a business led campaign Elgin BID went to ballot, having successfully achieved a mandate by the businesses Phase 1 began in February 2010. In Autumn 2014, the company undertook the Re Ballot campaign and having secured a second mandate Phase 2 began in Feb 2015.

How will Elgin benefit from a BID

Over the last 10 years a huge amount has been achieved, which has helped to secure more than £4 million of investment in the City Centre. Businesses have been supported to apply for funding to maintain their historic buildings and business frontages.

A suite of marketing materials utilising a wide range of medium including film, radio, paper and Social Media has been created to promote Elgin as a destination of choice.

Many of the business members have sought out the confidential support, advice and help offered by Elgin BID, as an independent body with access to subject matter experts, the Local Authority departments and other business members when they have experienced a problem.

Local Authority support

The Moray Council has provided a wide range of support over the last ten years, including direct financial support.

The Moray Councillors have been particularly helpful and supportive throughout that time, additionally we have built strong relationships with elected members from other areas within the Region, sharing information and project ideas.

Elgin BID regularly work with and has strong mutually beneficial relationships with Heads of Services and Department staff in several departments.

Elgin BID on behalf of business members regularly liaise with Moray Council officers on a wide range of concerns e.g. planning applications, waste management and legal matters.

Other key strategic and operational partners include Moray Speyside Tourism, Scotland's Town Partnership, the Elgin Benevolent Trust, the "Northern BID's" and the SPICE Group – Strategic Partnership for Improving the City of Elgin.

What Has Been Achieved

Phase 2 Update

Below you will find a summary of some of the activities that have been undertaken and achieved by Elgin BID during the last five years in Phase 2.

The company's Annual Reports are available on the BID web site and provide supplementary information. All annual reports from 2012 are available online.

The 2017 Mid Term Review can be found at <https://www.embraceelgin.co.uk/wp-content/uploads/2018/06/Mid-Term-Review-Final-for-web-site.pdf>

The 2018 Annual review at <https://www.embraceelgin.co.uk/wp-content/uploads/2018/10/Annual-Report-2018.pdf>

For further information please go to - www.embraceelgin.co.uk

How we helped people explore and enjoy Elgin City Centre

- New Christmas Lights purchased and erected
- Food & Drink Guide introduced
- Achievement of WorldHost Destination Status
- Business Map, highlighting every business member
- New Street signage – way finding signage to help people explore the City
- Ticket for Elgin – generic marketing – promoting all business members through the Business Map and Food & Drink Guide
- Introduction of new Digital signage – 4 signs now placed within the City to keep the public informed located in the St Giles Shopping Centre, Boots (High Street), IT Central (South Street) and Elgin Town Hall for the Community
- Creation of the Elgin App – underway summer 2019

Ways in which we embraced Elgin's environment

- Action started to reduce the number of gulls nesting in the city – tangible reduction in the number of baby birds in 2018 and 2019
- Removal of high-level vegetation where business owners allowed access
- Introduction of Hanging Baskets and planters to the City Centre and business premises
- Ongoing litter removal and reduction through additional street cleaning services, the Elgin BID sweeper is dispatched three mornings a week
- Zero Waste Elgin Initiative – working towards gaining Zero Waste status for Elgin – Elgin would be the 4th Scottish town to achieve this, a package of measures are being introduced including -
 - Free Royal Environmental Health Institute of Scotland (REHIS) training for businesses in Waste management
 - Free recycling bins for BID members
 - Work within schools to educate and inform
 - Shared procurement for waste positive packaging - underway
- Private sector investment was instrumental in securing the CARS project funding worth more than £3 million. The project carried out work to restore historic buildings.

What we achieved working together

- Offer of grant funding to business members to help them invest in their businesses
- Business Workshops – delivered directly by BID or in partnership with other agencies, covering topics as wide as Anti-Terrorism, Window Dressing/Promotion, Data Protection and GDPR, Pension Regulations & Waste Management
- Acted as a central point of contact between the Moray Council departments for people keen to invest or alter a building
- Updated business community through the 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 and want a confidential source of support and advice

- Collaborative marketing for business sectors or geographical areas for example New Year, New Home and South Street the Wedding Street

Promoting our business offer

- Helping to fill vacant properties – by advertising properties, carrying out viewings and supporting new starts – vacant properties have dropped from 17.15% in November 2015 to 8.25% in May 2019
- Creation of the Professional Services catalogue to encourage members to utilise services from neighbouring businesses and to provide a promotional opportunity for new businesses
- Promotional films – Suite of generic films created highlighting what visitors can do in Elgin and surrounding area – www.embraceelgin.co.uk/citycentrevideos
- Social Media promotion – using a range of platforms – Facebook (grown by 93% since 2016), Twitter and Instagram
- What's on Calendar – promoted via the web site and on Digital screens
- Promotional films – Suite of generic films created highlighting what visitors can do in Elgin and surrounding area
- Elgin BID, Business Awards have generated in excess of 10,000 nominations from the public since its introduction – celebrates the city businesses and staff
- Elgin Gift Card – now accepted in more than 80 businesses and keeps money local
- Introduction of 4 large digital display signs within the City Centre
- Embrace Elgin website offering information to the business members and visitors

Making Elgin a safer City

- Engaging with Police Scotland to deliver training for business members in Anti-Terrorism and “Know your Rights & Crime Prevention”
- Police liaison and activity – Business watch now introduced to inform businesses
- Moray Retail Crime Initiative – partnership with Police Scotland to inform & educate businesses
- Purchase of 2 bicycles for Police Scotland – allowing easy and fast access to the city centre
- Help for the Elgin Street Pastors – supporting our evening economy

How we engaged our community

- Working with partners, we have helped to organise litter picks and cleaning
- Offering volunteering opportunities for young people from Elgin Youth Café, the Police Youth Volunteers and Army cadets – helping them build skills which will aid them in the workplace
- Delivering information sessions via the Developing Young Workforce programme for our young people and future workforce
- Fundraising for our charity members who provide services to the people of Elgin and Moray

The BID Area

The BID area is focussed on the historic City Centre. Following discussions, the BID Board of Directors agreed to retain the Phase 2, 2015 – 2020 BID boundary as there was a concern that expansion would dilute the effectiveness of the work being undertaken.

It was also recognised that the existing BID members have financially committed to the BID for the last 10 years and it was felt that their support should be respected.

The BID map and streets



The BID boundary incorporates the following streets: -

Academy Street (Part)	Batchen Street
Blackfriars Road	Boroughbriggs Rd (Part)
Commerce Street	Cooper Park (Part)
Culbard Street	Cumming Street (Part)
Francis Place	Gordon Street
Greyfriars Street (Part)	Hall Place
Harrow Inn Close	Hay Street (Part)
High Street	Lossie Wynd
Lossie Wynd North	Masonic Close
Mayne Road (Part)	Moray Street
Moss Street (Part)	North College St (Part)
North Guildry Street	North Port
North Street	Northfield Terrace

South College St (Part)	South Street (Part)
Thunderton Place	Trinity Place (Part)
Trinity Road	

Elgin BID Management

Management and Operation of the BID

Elgin BID is a Not for Profit organisation limited by guarantee and registered with Companies House.

There are 2 paid members of staff who manage the day to day operations of the company and who report to the Board of Directors.

BID Board of Directors

Membership of the Board is open to BID levy payers, there is the capacity to have a Board of up to 14 Directors.

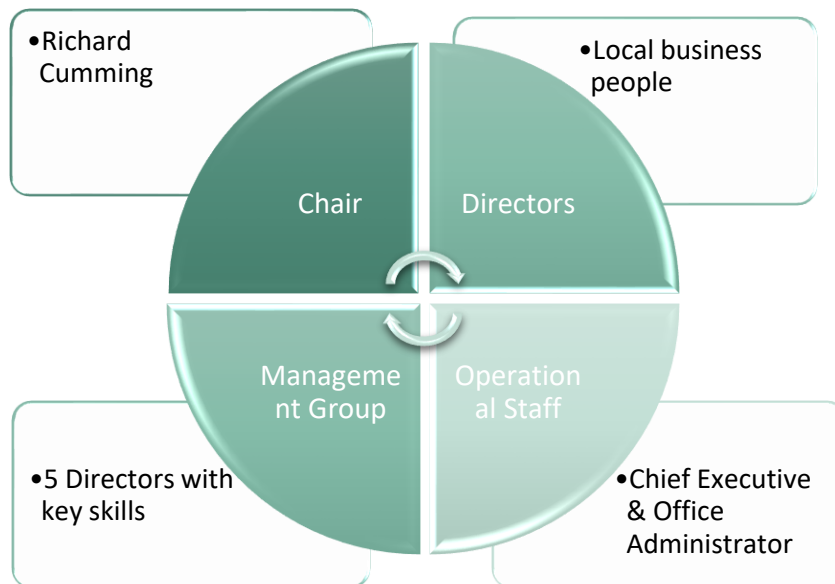
These positions are not remunerated and are made up of local business owners, managers and/or stakeholders who have a vested interest in seeing Elgin flourish. The Board has the authority to co-opt additional members onto the Board if they have specific skills and spaces remain available. The BID Chair is elected by the Board of Directors and works closely with the Chief Executive. The Board meets every quarter and all meetings are recorded with minutes being posted on the web site for the business member to see.

Board of Directors

Richard Cumming – Sirolology – Chair
 Abigail Dempster – Gairland LLP – Vice Chair
 Ali Simpson – Ritsons Chartered Accountants
 David Patterson – Moray College
 Ian Urquhart – The Elgin Fund
 John Divers – Moray Council
 Katherine Mackintosh – Robertson Group
 Mark Angus – Gordon and MacPhail
 Greg Robertson – Grigor and Young LLP
 Stephen Young – St Giles Shopping Centre
 Stuart Huyton – Elgin Museum
 Tracy Sellar – Clan Cancer Support

Performance & Governance

The Operational staff report directly to the Board of Directors and for organisational efficiency a Management Group which is made up of 5 Directors with wide ranging skills and experience can represent the Board when decisions need be made within tight time constraints.



The company holds its Annual General Meeting in Autumn and all BID members are invited to attend. In preparation for that meeting the Annual Report is prepared, this is posted on the company's web site following the AGM.

A full independent company audit is undertaken annually to ensure all finances and activities have been undertaken in accordance with the companies processes and procedures.

To help drive operational activity and to provide additional engagement opportunities for the BID members, a Working Group meets once every 8 weeks.

The Working Group is made up of Directors, the Chief Executive, the Social Media and Office Administrator and BID members. Any BID member can get involved in the Working Group and they can attend meetings regularly or come along to present a specific "topic" which they would like the group to investigate.

Minutes from the Working Group are placed on the BID website to allow all BID members to review activity undertaken.

The Consultation Process

Introduction to the Consultation Process

Due to its importance, consultation with BID members took place over a year long period, in several different ways and at varying times of the day, in order to ensure the greatest opportunity for engagement by members and stakeholders.

Consultations/Engagements

Meet the Business Breakfast – April 2018 (launch of the consultation process)

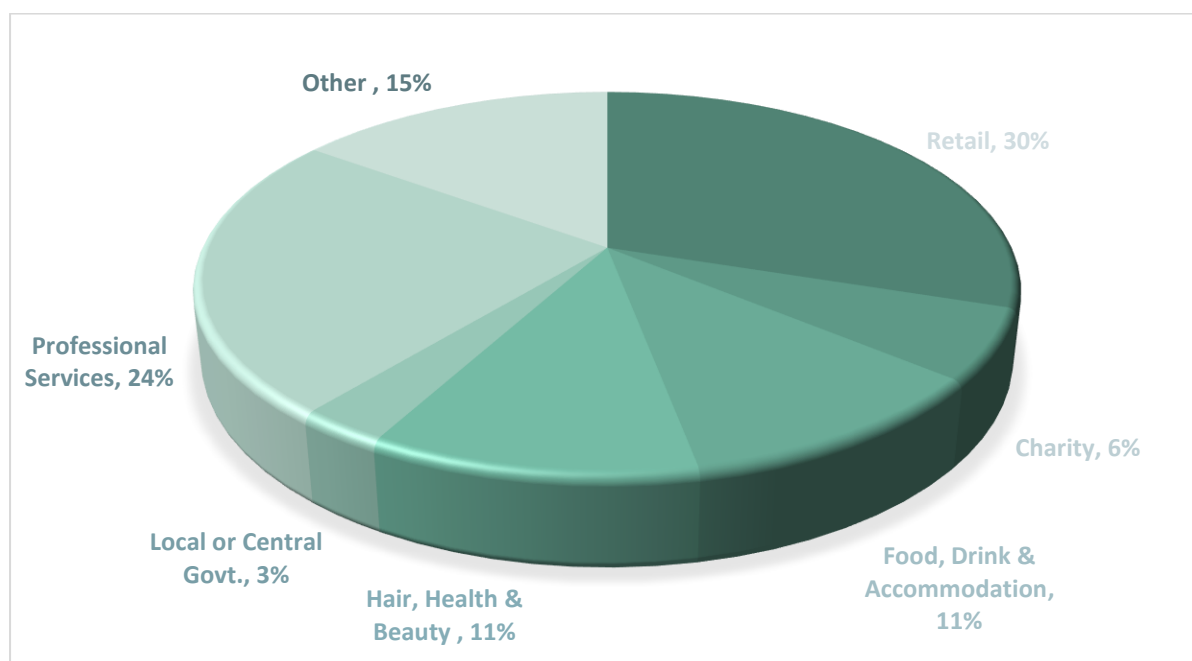
Annual General Meeting and Business Awards – October 2018

Meet the Board event – November 2018

First Business Survey – December 2018
 Business Lunch - January 2019
 Breakfast Consultation – April 2019
 Focus Group – Increasing Footfall
 Focus Group – Crime Reduction
 1 – 1 meetings and discussions (April – 18 – May – 19)

The views and opinions expressed throughout these engagements have formed the basis of the key themes and projects presented in 2020 – 2025 Business Proposal, please refer to “Proposed Improvements” for more detail.

In total, information was gathered from 147 different businesses, representing 36% of the membership, the sectoral breakdown of those who contributed can be found below.



Professional Services includes – Financial institutions, Estate Agents, Legal Services
 Other includes – Property owners, developers and religious buildings

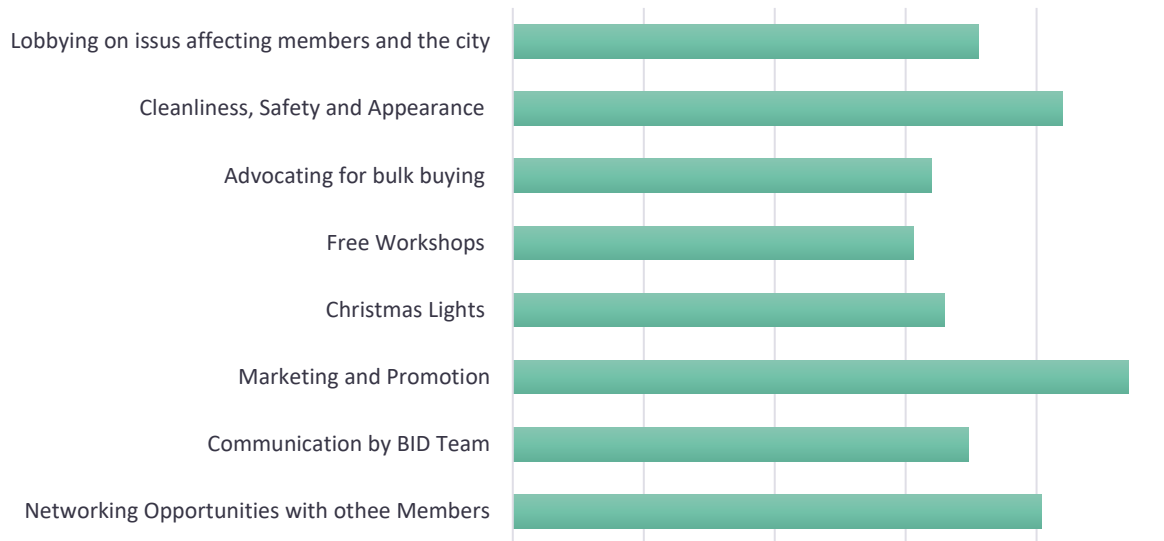
What the Businesses Said

Throughout discussions with the business members there were key themes that were consistently raised and highlighted as being critical to the future success of the City, full details can be found in Appendix 2 – Summary of Business Member Consultations.

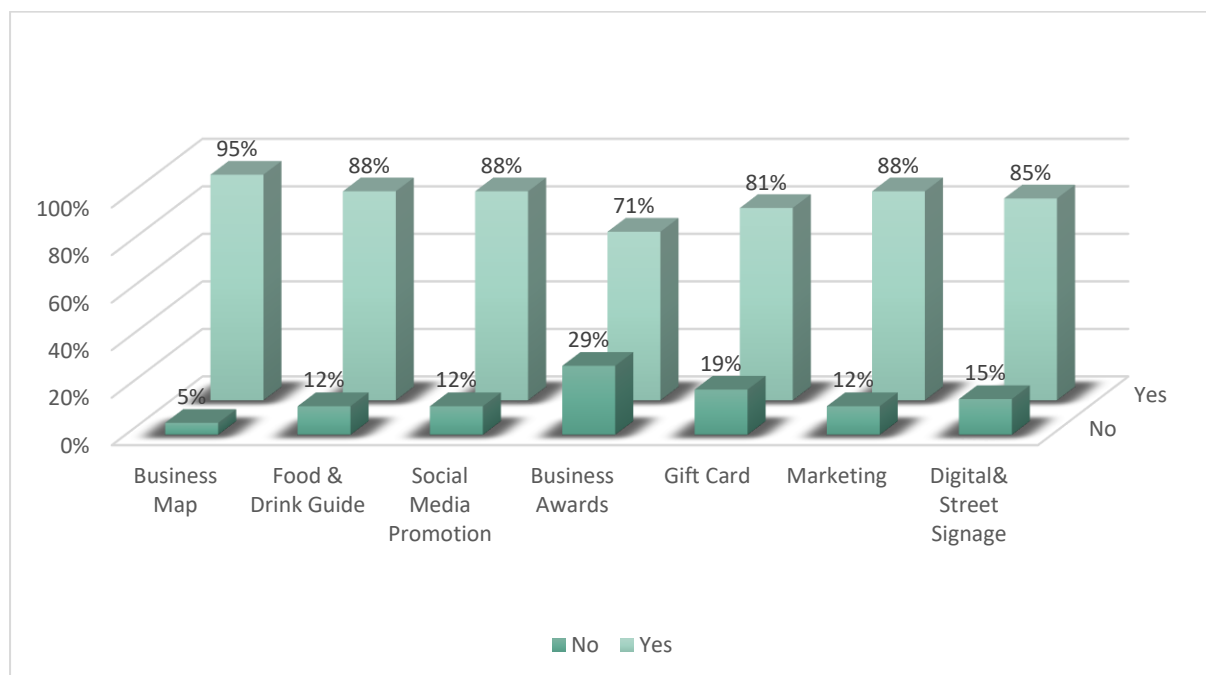
Marketing and Promotion and Cleanliness and Appearance ranked highest in the businesses priorities and as can be seen in Proposed Improvements emphasis has been placed on these areas to reflect this.

The businesses were asked about a wide range of topics and ultimately asked to identify their top 3 priorities, equally important they were asked how they saw these being achieved.

Members Priorities



We asked the businesses direct questions about the activities that we currently undertake and if we should continue with activities in Phase 3, the breakdown summarises the views put forward.



Appendix 2 provides additional information.

Independent Shoppers Survey

An independent shoppers survey was commissioned and carried out by North Highland Events and Promotions in Spring of 2019. A team of 4 staff conducted surveys in the Out of Town Retail developments and in the City Centre. In total 200 surveys were carried out, 100 in each location.

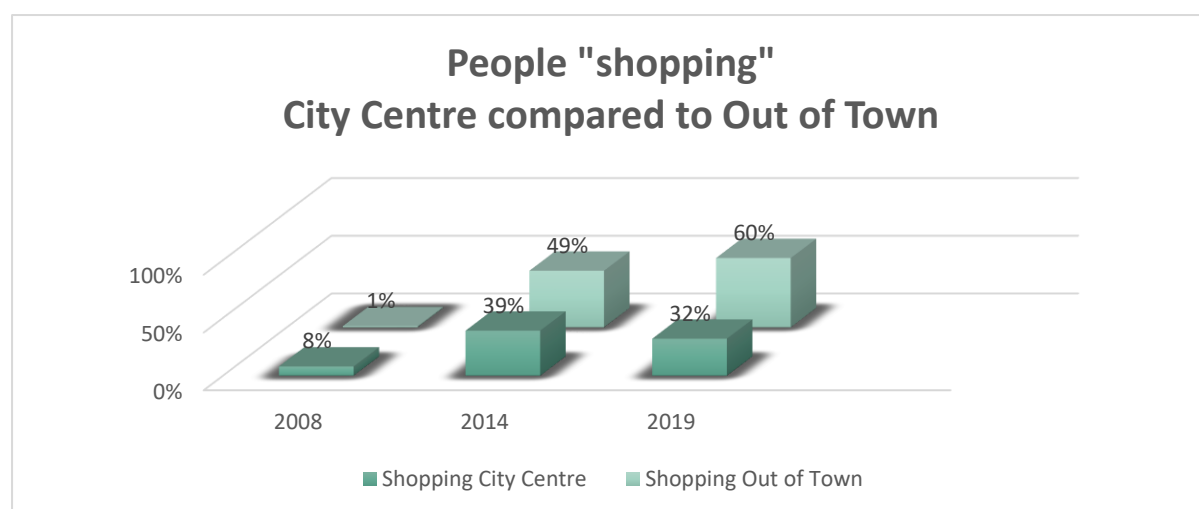
The questions echoed those asked in 2008 and 2014, in order to provide comparable data and intelligence.

There was praise and positive feedback regarding the new range of independent and niche businesses that have opened in the City Centre in the last five years.

There was however a desire noted for “big name shops” to return to the City Centre. Given current trends across the country it is unlikely this will happen.

The chart below shows that of the people surveyed, there has been a slight drop in the number of people shopping in the City Centre while the Out of Town Developments continue to increase its share of the market. Sadly, this is in line with National trends.

The free parking available at the Out of Town Developments was sighted on multiple occasions as a critical factor when people were deciding which location to use.



Interestingly there was a positive increase in the numbers surveyed who stated that they use the City Centre when “Eating or Drinking”. The rise in independent café’s, restaurants and bars within the City Centre will have supported this positive trend.

Our Young People

Moray as a Region has traditionally suffered from our Young People leaving the area to go to higher education and not returning. Retaining this vibrant, young workforce is critical for our businesses and the wider economy.

We wanted to find out from them what they think of the City Centre, how they use it, how it compares to their use of the Out of Town Retail developments and what else they would like to see here.

The information gathered will be shared with the business members. 74 young people completed our survey, this was done through our links at Elgin Youth Café and Elgin Academy. The full survey results can be seen in Appendix 3 – Your City, Your Views – Young Persons survey

Overall, young people continue to use the City Centre regularly, but as expected there is a leakage of “business” to the internet.

Almost 90% of the young people said they shop online with clothing identified as a top purchase.

Moray Councillors

Additionally, we hosted a drop-in session for the Moray Councillors, inviting them along to find out what we had been doing and what the businesses priorities are. It also allowed an opportunity for them 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 Key Findings

Throughout the consultation process we gathered a lot of information and ideas, interestingly the same key issues and priorities were raised repeatedly. These have therefore formed the basis of the themes and resulting plans that will drive activity in Phase 3. More detailed information can be found below.

Proposed Improvements

The information gathered throughout the consultation process clearly identified the priorities of the Elgin BID business members.

These were then categorised into six key “Themes” listed below, these themes are underpinned by several projects which will be used to drive activity and ensure Phase 3 is a success.

- Explore and enjoy Elgin City Centre through strong marketing and promotion
- Embrace with pride and passion, Elgin’s environment
- 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
- Enjoy and embrace the diverse, high quality business and shopping offer within Elgin City Centre
- Embrace our community by providing opportunities for local people to get involved and celebrate the City Centre

Key Themes & Under Pinning projects 2020 – 2025

Explore and enjoy Elgin City Centre through strong marketing and promotion

- Continue to develop and promote the Elgin brand through cohesive promotion of the warm welcome and high-quality business offer spanning all sectors
- Raise the profile of Elgin’s rich and fascinating history, culture and tourist attractions by promoting them through quality marketing
- Enter civic competition(s), which will result in recognition of success and or acknowledgement of the work that has or is being undertaken

- Develop and promote a selection of marketing materials delivered via a range of media for example video, social media, web marketing, leaflets, radio and printed press
- Showcase the high quality and diverse range of businesses operating within the Food and Drink sector
- Continue to identify opportunities for collective and collaborative marketing through routes including a geographical, themed or sectoral approaches
- Research new technologies that can be utilised for innovative, collective, high quality marketing of the City Centre and the BID business members
- Collaborate with Moray Speyside Tourism to maximise promotional opportunities internationally

Embrace Elgin's environment with pride and passion

- Support those seeking to convert vacant space above commercial units for residential use, in order to improve appearance and make the most of the wider economic benefits that will result
- Encourage the business members and selling agents to clean/maintain the areas adjacent to their properties ensuring pride in the business environment
- Enhance the statutory cleaning provision of the Moray Council, by providing additional cleaning services within the BID area
- Spearhead a city wide "Green" project by upgrading the large city planters, expanding the use of hanging baskets and individual business planters
- Remove ground level weeds to ensure they provide a positive impression of the city
- Continue to work in partnership with the Elgin Benevolent Trust to ensure the city has a high quality Christmas Light display each year
- Improve appearance of empty shops by creating positive marketing materials that promote the wider city welcome and business offer

Embrace what we can achieve by working together through business engagement

- Support and assist individuals and companies keen to locate to the City Centre, by providing information and advice, liaise with stakeholders and landlords on their behalf during the set-up stage
- Support and provide information for our established business members including details of grant funding, changes to legislation, opportunities for marketing and networking with their peers
- Organise a programme of workshops and training activities led by subject matter specialists
- Hold and promote the Elgin BID Business Awards annually, engaging the public of Moray and providing a platform for recognition of excellent service
- Organise and work with partners to arrange networking events, within the BID area and across the Moray Region
- Provide ongoing updates and information (min 12 per annum) via the Elgin BID Member Bulletin which ensures members are made aware of our activities, know how to get involved and have the opportunity to promote themselves to other BID businesses

- Identify and secure money saving initiatives for the businesses through for example bulk buying or collaborative tendering

Enjoy a safe City Centre, where businesses, staff members and the public can enjoy all that Elgin has to offer

- Work in partnership with Police Scotland to distribute intelligence and information to Elgin BID members and across the Moray Region through “Business Watch”
- Continue to support the work of Elgin’s Street pastors as they assist the night time economy and keep customers safe
- Identify opportunities for “Safety Initiatives” across the UK that could be replicated or adapted for use in Elgin

Enjoy and embrace the diverse, high quality business and shopping offer within Elgin City Centre

- Continue to provide the Elgin Gift Card to BID members free of charge, registering businesses to accept it quickly and at a convenient time
- Carry out an ongoing marketing campaign for the Elgin Gift Card to highlight it as a strong and credible gift choice that supports the Shop Local message
- Develop the Elgin App as an additional marketing platform for the City Centre and City Businesses
- Utilise a series of promotional platforms including Facebook, Instagram, Twitter, video, radio, leaflets and printed materials to promote the high-quality business and shopping offer in Elgin
- Maximise use of the Digital media screens throughout the City Centre

Embrace our community by providing opportunities for local people to get involved and celebrate the City Centre

- Continue to work with the Strategic Partnership for Improvement of the City of Elgin (SPICE) on environmental projects which positively impact on the City
- Continue to develop links with schools and youth groups through a wide range of activities including delivering talks in schools, providing volunteering opportunities and supporting the Developing Young Workforce programme
- Research and identify opportunities for collaboration with the Art and Cultural sectors which provide ideas/projects to be explored for new and creative uses for the City Centre.
- Research and engage local groups such as the Elgin Men’s Shed in activities which enhance the City Centre and public realm
- Work with Moray College to provide engagement opportunities with the local business community, through activities such as volunteering and showcasing their skills

The BID Levy

There are approximately 422 commercial properties in the Elgin BID area, which will generate an estimated income of £170,500 per annum, the equivalent of an estimated £852,500 over 5 years.

The Elgin BID levy has been calculated at 1.6% of the rateable value of non-domestic properties falling within the BID area. This figure was reached by the BID Board of Directors following detailed discussions.

A minimum levy of £60 is proposed, payable for all non-domestic properties liable to pay the non-domestic rate within the Elgin BID area, having a rateable value of up to £5,000. A maximum levy of £9,760 is proposed for non-domestic properties liable to pay the non-domestic rate having the rateable value of £610,000 and above.

The annual levy will be linked after the first year to the Consumer Price Index (CPI) on the 1st of December of each year. Any increase in the CPI at that date will result in a corresponding increase in the following year's BID levy or any revaluation of the non-domestic rate during the term of the BID. The BID Board reserves the right not to implement the annual CPI increase should they deem it appropriate.

Who Will Pay the Levy

Eligible business owners, of eligible properties, operating within the BID boundary are liable to pay the BID Levy.

Eligible occupiers (of eligible properties) are the people liable to pay the non-domestic rate that are listed on the Local Assessors Valuation Role on the day of the ballot and thereafter will be liable to pay the levy.

The levy payments are not linked to what the businesses actually pay in rates but are based on the rateable value of the property.

If a property is empty on the date of issue of the levy invoice, the property owner will be liable to pay the full levy amount. Any property which is currently exempt from its liability to pay non-domestic rates due to an award of rates relief will still be liable to pay the full levy amount.

Any change to a property's ownership and/or occupancy during the year will result in an adjustment to the levy payable. The levy will be recalculated on the date on which liability for the payment of non-domestic rates was established or terminated.

Any additional rateable property formed during the lifetime of the BID (for example new build developments) will be liable to pay a proportion of the levy based on the date on which liability for the payment of non-domestic rates was established.

Exclusions

Following discussion, the BID Board of Directors agreed to retain the existing exclusions (those which applied in Phase2), for continuity and clarity.

It is proposed to exempt lock-up garages, car parking, advertising stations, and the city substation from the BID levy. Zero Rated properties will also be exempt, in order to support their business owners as they develop their properties. As soon as these properties are liable for a Rateable Value, they will be eligible to pay the levy at a rate of 1.6%.

Charitable status or mandatory charitable relief will not apply to the BID levy, as all will benefit from an improved environment, projects and services.

The Levy Table

The BID Board of Directors have made the decision to keep the BID levy at the same rate as Phase 2, this is in recognition of the pressures faced by their members.

Rateable value up to	£5,000	£10,000	£25,000	£50,000	£200,000	£500,000	£2,000,000
Proposed annual levy	£60	£160	£400	£800	£3,200	£8,000	£9,760
Weekly cost	£1.15	£3.07	£7.69	£15.83	£61.54	£153.85	£187.69

Enforcement

The Moray Council, on behalf of Elgin BID will make all reasonable efforts to gather the BID levy from business members. Arrangements have been made to allow businesses to pay on a monthly basis as opposed to an annual or biannual basis if this will assist with cashflow. This will be organised in consultation with the BID operational staff. Should all efforts to gather BID levy fail, the Moray Council on behalf of the BID company will attempt to secure the payment through formal debt collection processes, this action would only be undertaken as a last resort if all other efforts have failed.

Collection of the Levy

Following a successful 'YES' vote, invoices for the levy will be issued at the beginning of each financial year with the following payment options as standard practice: -

- Properties with a levy fee of up to £100 per annum will receive one invoice, to be paid within one month of the date of the levy demand notice.

- All other levy payments (those over £100) will be paid in two instalments - one instalment payable within one month of the date of issue of the levy demand-notice and the second payable six months later.

The Voting Process

The vote will be a confidential postal vote conducted by Moray Council's appointed Electoral Reform Services and in line with Scottish Government BID legislation. Prior to the ballot papers being issued, a "Notice of Ballot" will be sent to all eligible persons (the person liable to pay the non-domestic rate) within the BID area.

Pre-Ballot

The BID must submit to the Chief Executive of the Moray Council, the Scottish Ministers and the Billing Body at least 98 days (21st August 2019) in advance of the ballot date a copy of the BID Proposal and Business Plan. The Local Authority then has 28 days in which to veto, or not, the BID proposal. Providing the Local Authority does not exercise the right of veto, then at least 56 days (2nd October 2019) prior to the proposed ballot date the BID Board of Directors will request the Moray Council to hold the ballot.

Prior to the ballot taking place, a Notice of Ballot will be issued to non-domestic properties in the BID area. A full copy of the BID proposal will be made available to any person who is eligible to vote on the BID proposals. Prior to, or on the date the ballot papers are issued, the BID Proposer will provide all those eligible to vote in the proposed BID area with a detailed Business plan.

The Ballot

- Ballot papers will be issued to every business in the BID area 42 days (16th October 2019) before the final ballot date.
- Ballot papers, together with a copy of the Elgin BID Business Plan will be posted to the person responsible for casting a vote within their business. In the case of national companies, the responsibility for voting may lie with head office.
- The BID ballot is a confidential postal ballot conducted by the Moray Council on behalf of the City of Elgin BID Ltd and in line with Scottish BID legislation.
- Where a property is vacant the voting papers will be sent to the property owner.
- Voting papers will be issued on the 16th October 2019.
- The final date for all ballot papers to be returned is 5pm on the 27th November 2019. Ballot papers received after this time and date will be null and void.
- Voting papers will be easy to complete, businesses simply place a cross on either "Yes" or "No" to the question "are you in favour of a BID?" The ballot paper must then be signed by the person eligible to vote and returned in the pre-paid envelope.

- For the ballot to be successful, there must be a minimum of 25% “turn-out” (the headcount) by number of eligible persons and by combined rateable value.
- Of those who vote, over 50% by number and 50% by combined rateable value must vote in favour of the BID.
- All eligible persons (i.e. those persons liable to pay non domestic rates) will have one vote for each of the properties that they occupy. Where a person is liable to pay the non-domestic rate for more than one property, that individual shall be eligible to cast more than one vote. However, they will also be required to pay the levy for each of the properties that they occupy. Each paper counts as one vote. It is important that every paper received is completed and returned.
- The announcement of the Ballot Result will take place on Thursday 28th November 2019.
- Following a successful ballot the City of Elgin BID Ltd will commence on 1st February 2020 and will run for a period of five years until the 31st January 2025.

BID timetable

2nd October 2019 - Publication notice of the ballot

16th October 2019 - Ballot papers to be issued

27th November 2019 - Final day for voting papers to be received (before 5pm)

28th November 2019 - Announcement of ballot results

Public Sector Involvement



Moray Council

Elgin BID Area - Baseline Information

Introduction

Moray Council provides a range of services to the Elgin City Centre. To ensure that any investments by a BID are additional to existing services, an updated Operating Agreement will be drawn up between Moray Council & City of Elgin BID. Regular reviews of the services will be provided and their contribution to achieving Elgin's BID objectives will be assessed.

This baseline services information does not detail the full range of services provided by Moray Council but is instead limited to the Elgin BID related services.

The baseline information described is those provided in the current financial year (2019 / 2020) and is a mix of statutory duties, permitted and / or discretionary activities.

Service levels provided in future financial years will depend on the level of funding available to Moray Council and may be varied in line with budgetary constraints. However, Moray Council will not disproportionately vary services in the City of Elgin BID area because of the existence of the BID.

Please see below for further details and refer to Appendix 9.

The Council provides the following:

Street Cleansing

- Provision of free-standing litter bins throughout the BIDS area and their routine servicing
- Annual cleaning of litter bins
- Litter picking (Manual)
- Road Channel Sweeping
- Fly Posting removal
- Removal of dog fouling

Waste Management

- Refuse Collections from non-domestic rate payers at a minimum collection frequency of once weekly (chargeable)
- Recycling Collections from non-domestic rate payers at a minimum collection frequency of once weekly (chargeable)

Complimentary/Requested Services

- Fly Tipping Removal
- Advice and assistance to non-domestic rate payers relating to effective waste management practices.
- Provision of waste/recycling services for ad hoc events (chargeable)
- Emergency cover available from on call staff to manage issues that arise with relation to provision

Horticultural/Ground care

- Provision and maintenance of seating
- Design and maintenance of grass plots, and street trees
- Treatment of ground level weeds

Street lighting

- Maintenance of streetlights, signs and beacons
- Design and implementation of new lighting schemes
- Technical advice on street and exterior lighting
- Repairs to lighting faults

A Council resource to undertake enforcement - Action on environmental crimes, for example -

- Fly posting
- Abandoned vehicles

Planning and Regulatory Functions

- Planning control
- Building control
- Transportation planning
- Policy and strategy
- Major developments
- Environmental sustainability

Economic Growth & Regeneration

- Liaison with the business sectors through developments, projects etc.
- Business Gateway service – advice, support & training
- Regeneration through partnership initiatives & funding schemes

Licensing - The Council license

- Taxis and private hire operators
- Market operators and street traders
- Public entertainment and miscellaneous events within the Elgin BID area.

Trading Standards - for a fair and safe trading environment includes

- Free advice to business on Trading Standards matters
- Free Consumer Advice
- Enforcing Trading Standards criminal legislation
- Preventing underage sales
- Provision of a Money Advice Service
- Weights and measures
- Product safety

Transport

- Management of all traffic and road safety functions
- Street works co-ordination
- Active and sustainable travel
- Transport planning and strategies
- Off street car parks
- Reviewing the suitability of on-street and off-street parking in partnership with the community and other partners
- Public transport unit

Road maintenance

- Co-ordinating works on public roads to minimise disruption and improve safety
- Carrying out road safety measures and repairs on public roads and footpaths
- Maintaining of road marking
- Repairing traffic lights
- Cleaning gullies on public roads and footpaths
- Carrying out safety inspections of public roads

Parking traffic enforcement

- The Council employs a team of car park attendants to enforce parking

**Local and Regional Police Scotland Contacts**

Elgin BID has regular meetings with Police Scotland, from within Elgin and on a Regional basis, contact details are below.

Chief Inspector – Strategic Contact – Norman Stevenson -
Norman.Stevenson@scotland.pnn.police.uk

Inspector – Strategic and Operational contact - Graeme Allan
Graeme.Allan@scotland.pnn.police.uk

Local contact for daily issues – Constable Jad Leach
Jarrod.Leach@scotland.pnn.police.uk

Constable Brian Milne – Regional contact for events programme
brian.milne@scotland.pnn.police.uk

Police - Police Scotland provide

- Local Police Officers undertake a community role as part of their operational work with partner agencies, groups and businesses to address local issues
- A roads policing department based in Elgin
- School Liaison Officer (SLO'S) who attend Elgin schools and deliver sessions including youth ASB within city centres

In addition to Police Scotland's statutory duties a substantial amount of partnership working takes place. Regularly meetings take place to share intelligence, provide guidance and agree projects.

Police Scotland have delivered training to Elgin BID members in safety and crime reduction, they have also delivered training (co-ordinated by Elgin BID) with event organisers across Moray in Anti Terrorism.

Local Police Scotland contacts provide monthly updates which are distributed within the Elgin BID member bulletin, this Business Watch section is then distributed by Elgin BID across Moray through business networks and partnerships reaching of approximately 8,000 businesses.

Measuring success

Measuring the Success of the BID

Throughout Phase 3, Elgin BID will continue to operate in a transparent and robust manner, using well established governance processes to ensure accountability. Being fully accountable to our members is a key element of the company's ethos and every effort is taken to ensure members are kept up to date with activities and given the opportunity to engage and put forward suggestions and ideas.

The BID Chief Executive will report to the Board of Directors on a quarterly basis through the BID Chief Executive Report. This will ensure the Board of Directors are fully aware of activity and performance against the Business Plan Projects. Additionally, the Report includes details of the members the BID Chief Executive has engaged on a one to one basis throughout the quarter. On completion of the meeting, the Meeting Notes are posted online on the BID web site for access by the BID members.

An Annual Report will be prepared and presented to the BID members at the Annual General Meeting, prior to being posted online on the BID website for easy access.

At the mid-term point – Autumn 2023 a Mid-Term Review will be prepared which will incorporate the Annual Report and provide details of progress against Business Plan projects. This will be posted online in the same way as the Annual Report.

Additionally, a full company audit will be carried out annually by an independent auditor ensuring that all processes and procedures are being appropriately followed and identifying areas for development.

Marketing, Communication and Social Media

A Members Information Bulletin is prepared and distributed to every BID member and to key stakeholders at least once per month. This provides details about ongoing activities, opportunities to engage with the BID Board and other business members, new projects, funding and promotional opportunities.

The bulletin in combination with the Annual General Meeting, Annual and Mid-Term Reviews ensures that all BID members are supplied with easy to access information about the BID company and activities undertaken.

Finance

Estimated Income & Expenditure

Additional sources of funding e.g. Grants and Trusts, Sponsorship, Donations and Voluntary contributions from within and out with the BID boundary will be sought throughout Phase 3.

Any income generated will be in addition to investment from the BID business members. While additional funding from any of the above sources will allow the delivery of extra services, projects and activities, it has not been included in the financial details at this stage.

Financial Management Arrangements

Thorough and robust governance processes are in place within the company ensuring that the company's finances are carefully and professionally managed.

Levels of delegated authority are in place to ensure that the Board of Directors are fully aware of spend. Two Directors are required to authorise cheque payments and the ongoing financial management is overseen by the company accountant.

The Chief Executive prepares a draft budget for the forthcoming year annually and this is presented to and authorised by the Directors and Chair.

A full company independent audit is completed each year following preparation of the annual accounts and provides an additional layer of accountability. Once audited an extract of the accounts is presented to the BID members at the Annual General Meeting before being posted online as part of the Annual Report.

Elgin BID Projected Expenditure & Income

While planning for the Phase 2 Re ballot, Elgin BID approached the Moray Council to ask if they would continue to pay a grant towards operational costs. This was granted, and we ensured it was put to good use, but the Moray Council committee members made it clear that this would not be available should we attempt to secure a third term.

Having this knowledge from such an early stage has proved invaluable in allowing the BID to carefully plan and ensure sustainability going forward. Phase 2 allowed substantial investments in major capital projects such as the Conservation Area Regeneration Scheme and the Castle to Cathedral to Cashmere Heritage Experience. Moving forward we have positioned ourselves to allow careful management and operation of the business while still undertaking key projects identified as priorities by the businesses.

Income and Expenditure Table

Income	Year 1	Year 2	Year 3	Year 4	Year 5	Total
	£170,500	£170,500	£170,500	£170,500	£170,500	£825,000
Key Development Themes	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Explore and Enjoy Elgin City Centre through strong marketing and promotion	£35,585	£33,770	£31,974	£31,181	£29,903	£162,413
Embrace with Pride and Passion, Elgin's environment	£23,500	£24,000	£24,480	£23,750	£23,500	£119,230
Embrace what we can achieve by working together through business engagement	£5,500	£5,600	£5,600	£5,500	£5,500	£27,700
Enjoy a Safe City Centre, where businesses, staff members and the public can enjoy all that Elgin has to offer	£2,215	£2,175	£2,150	£2,125	£2,000	£10,665
Embrace our Community by providing opportunities for local people to get involved and celebrate the City Centre	£2,000	£2,050	£2,050	£1,900	£1,900	£9,900
Enjoy and Embrace the diverse, high quality business and shopping offer within Elgin City Centre	£7,700	£7,500	£7,325	£7,500	£7,425	£37,450
Operational costs, including staffing, auditing, BID levy collection, Insurance, Utility bills, monitoring and evaluation	£85,000	£87,125	£89,303	£91,535	£93,823	£446,786
Contingency	£9,000	£8,280	£7,618	£7,009	£6,449	£38,356

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