



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 9 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 2019 we wish to return to Renewal Ballot, allowing the BID membership to decide if the BID should continue for a third 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 2, more detailed information can be found in the Annual Reports and Mid Term Review, all of which are available on the Embrace Elgin Website at www.embraceelgin.co.uk

What Has Been Achieved

- 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 & remove vegetation removal of upper floors.
- Elgin Achieved WorldHost Customer Service Destination Status, with BID chairing the Management Group that went on to secure Regional Status for Moray
- Seagull project initiated, which saw a tangible reduction in the number of nests and baby birds in the city in 2018
- Elgin Gift Card Launched – Town Centre Gift Card being accepted by more than 80 business members, encouraging people to shop local
- Food & Drink Guide created – featuring every business member who supplies a food offering (from sandwiches to steaks)
- Business Map created in partnership with the Moray Council – Which promotes every business member
- Extensive City marketing – through printed press, radio and television & social media
- Business Promotion – Via Social media utilising a variety of platforms - free to all BID members
- Marketing of vacant properties – BID promotes vacant properties and where possible shows properties on behalf of the owners and
- Filling of vacant properties – by promoting buildings to prospective new owners and organising property viewings to facilitate easy and quick access
- Digital Signage – now in place across the city promoting the city centre as a great place to visit
- Grants – have been available via CARS project and the BID Grant Scheme
- Comfort Scheme – to support visitor offering by offering accessible toilet facilities within the city centre
- Promotion of Moray Council support – we have distributed information to members on issues such as waste reviews and information sessions

- 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
- Free business workshops with subject-matter experts
- Promotion of business members in professional sectors – Professional Service Catalogue
- New street signage
- Vacant Shop rate has fallen from 15.93% in May 2016 to 8.7% (36) buildings in October 2018
- Elgin App – being launched early in 2019 to promote the businesses and What's On.
- Collaborative marketing – ensuring best value and market penetration