

**CRIEFF SUCCEEDS BID LIMITED**  
**Draft Minute of a Meeting held on Tuesday, 12<sup>th</sup> April 2016**  
**Glenturret Distillery, 6.30 p.m.**

**PRESENT: David Agnew (DA); Bob Anderson (BA); Scott Bennett (SB); Councillor Ann Cowan (ACo); Graham Donaldson (GD, Chairman); William Frame (WF); Kate Graham (KG); Stephen Leckie (SL); Simon Pengelley (SP); Councillor Anne Younger (AY)**

**ATTENDANCE: John Bray (JB); Jean Ann Scott Miller (JASM); Michael Willis (MW)**

**APOLOGIES: Ailsa Campbell; Stuart Cassells; Neil Combe; Andrew Cuthbert**

1. GD extended a general welcome and introduced MW, who would be observing the meeting before deciding how best to advance the Board training programme.

**2. Previous Minutes**

SB requested that under 4.3.1 the bullet point beginning “There had been some movement” be deleted, together with the reference to the cost of external painting. Under 4.4, the figure of £35,000 had been mis-typed. With these amendments, the Minutes were **APPROVED** and signed by the Chairman as a true and accurate record.

**3. Matters Arising**

**3.1 Meeting with Perth and Kinross Council.** GD, JB and Alan Rankin had met David Littlejohn on Tuesday, 5<sup>th</sup> April. A report of the meeting had been circulated, and the Board should note the operational matters discussed and agreed. The main item on the agenda had been PKC’s decision, resulting from budgetary constraints, to reduce their additional support from £35,000 to £17,500, and the effect this had on the BID budget. Discussion established:

- BID representatives had stressed that a major budget variation would require a second ballot, with an uncertain outcome
- The £17,500 figure was not secure
- DL had urged an application for LEADER funding, and had offered support from PKC officers
- DL had advised that ACo and AY should be aware of discretionary funding opportunities at the end of the financial year
- LEADER would fund Business Improvement Grants and other projects
- The Town Hall would not be a suitable project – capital funding required a full assessment and feasibility study for which BID had no provision

It was finally **AGREED**

- BID to apply to LEADER for the full £35,000
- JB to seek support from PKC officers
- JB to issue a note of the projects already discussed with PKC
- JB to continue discussions with PKC based on the revised figure of £17,500

### 3.2 Office Accommodation

- Discussions with PKC on Town Hall continuing – type of occupancy, repairs, renovation costs
- Recommendations to go to PKC senior management on 28<sup>th</sup> April
- If operational use under a management agreement is approved, anticipated that a peppercorn rent will apply
- Local benefactor has offered £1,000 per year for a five-year period to go towards running costs
- VisitScotland leaving date still flexible
- VS will not staff or fund any new Visitor Information function, scope of which has still to be decided
- Crieff Community Trust investigating development of former Primary School Nursery or Refectory accommodation as Business Hub
- Commissioner Street inappropriate for BID office

3.3 **Christmas Spectacular.** JB and JASM were still working through the manuscript data collected during the event. JB would provide a detailed analysis for the next meeting.

3.4 **Communication with Levy Payers.** Only approximately 180 levy payers had provided email contacts. Mailshots were expensive and might not be cost effective. Drop-in sessions had proved successful, but had only reached a limited audience. **AGREED**

- Final mailshot plea to levy payers asking them to provide email or text contact – request to PKC for action
- Future direct communication via email/text only
- General communication via public noticeboards
- Co-op to provide dedicated site and James Square noticeboard – operated by VisitScotland – also to be used

3.5 **Trip Adviser.** Now open for reviews of any type of business. JB was urging participation, and would make this and Google Maps the subject of his next workshop. The Twitter account was already operational and used to advertise workshop details. The Co-op noticeboard would also help.

## 4. BID Company

4.1 **Directors' Declarations of Interest.** A number of Directors had still to submit this information. JB would email a final notice.

4.2 **Levy Final Demand Notices.** There had been some confusion at PKC and a few businesses had received these in error. JB would circulate the full list, and Directors were urged to speak to any backsliders known to them. PKC had paid their levy in full.

4.3 **Management Accounts** for March had been circulated. GD reminded the Board that Andrew Cuthbert had offered to take over the role of Treasurer. He suggested that ACu might find it helpful to have another Director – possibly KG - acting as an informal auditor. **GD to discuss with ACu.**

A lengthy discussion followed on the support needed by JB.

- Discussions with other BID Managers had established that a BID of our size routinely employed two people
- JB could not quantify the support he needed in terms of time – the need fluctuated from week to week

- The temporary employment of a consultant might not be well-received
- Support with specific projects such as funding applications would be available from PKC

It was finally **AGREED** that the issue would be discussed by the Making it Happen sub-group, who would present a paper for discussion at the next meeting.

## 5. BID Business Plan

5.1 **Marketing.** No written report was available, but DA reported that the VOLPA SurveyMonkey had produced some feedback on branding. The group continued to meet weekly. Information on the Crieff feature in *Living* magazine had been passed to levy payers.

5.2 **Welcome.** NC and ACu were both absent and no report had been submitted. JB reported that interest in the Business Improvement Grant scheme had tailed off. He felt that the application forms for both it and the Event Support Grant scheme required revision.

5.3 **Bottom Line. (1) Staff Loyalty Scheme.** JB had investigated a number of options, but they were either expensive or complicated or both. It was generally agreed that the scheme should be investigated further, with the possible incentive of a weekly or monthly raffle draw. If a successful staff loyalty scheme could be established, it might be extended to a customer loyalty scheme. **Bottom Line sub-group to action. (2) Networking Workshops.** JB to progress.

5.4 **Making it Happen.** No written report was available. SB initiated a lengthy discussion on membership, the main issues of which were

- Should membership be offered on the basis of “one business one vote”?
- The ballot had given multiple owners an equivalent number of votes – it would be undemocratic and contrary to change the rules

It was finally **AGREED** that JB should consult with BID Scotland, after which SB would prepare a paper for the Board, with a draft invitation to levy payers.

## 6. Any Other Business

6.1 **Aldi in Crieff.** It would be inappropriate for the Board to take a view. BA had been approached by a levy payer, querying the rumoured arrival of Sainsbury’s. It was explained that the derelict buildings on Broich Road belonged to a subsidiary of Sainsbury’s. It was unlikely that Sainsbury’s any longer had an interest in Crieff.

6.2 **Sunday Opening.** **AGREED** that this should be an agenda item for the next meeting

6.3 **Board Meetings.** It was essential that sub-group reports and agenda items were supported by written submissions to be circulated in advance of the meetings.

## 7. Date of the Next Meeting – Tuesday, 10<sup>th</sup> May 2016, Crieff Hydro, 6.30 p.m.

There being no other competent business, the Meeting ended at 8.30 p.m.

Signed .....

Date .....