

CRIEFF SUCCEEDS BID LIMITED
Draft Minute of a Meeting held on Tuesday, 15th March 2016
Glenturret Distillery, 6.30 p.m.

PRESENT: David Agnew (DA); Scott Bennett (SB); Ailsa Campbell (ACa); Stuart Cassells, Vice Chairman (SC); Neil Combe (NC); Councillor Ann Cowan (ACo); Andrew Cuthbert (ACu); Graham Donaldson (GD); Willie Frame (WF); Simon Pengelley (SP); Councillor Anne Younger

ATTENDANCE: John Bray (JB); Jean Ann Scott Miller(JASM)

APOLOGIES: Bob Anderson; Kate Graham; Stephen Leckie

1. SC extended a general welcome.

2. Previous Minutes.

The Minutes of the Meeting held on Tuesday, 9th February 2016 were **APPROVED** and signed as a true and accurate record.

3. Appointment of Chairman

As already intimated, Stephen Leckie had resigned as Chairman, due to the pressures of his own business. SC was pleased to record the Board's warm thanks for the drive and energy that he had given to the establishment of BID. Graham Donaldson had been nominated to succeed him, and was the sole nomination. GD confirmed that he was willing to take on the challenge of leading BID forward to the next stage. He felt that the process had stalled in recent months, and he called on the Board to re-energise and work to raise BID's profile in the town. He paid warm tribute to SL and was pleased to say that he would remain a Director.

4. Matters Arising from the Minutes

4.1 crieff.org. Following a full discussion, it was **AGREED** that it was not possible to absorb the community role which crieff.org provided into an outward-facing BID website, designed to attract visitors to the town. BID should therefore press ahead with establishing its own unique website. **JB to inform CUSP.**

4.2 Communication

- 3 workshops held, to gauge interest/ability
- 5 businesses attended evening session, 4 in the morning.
- Afternoon session had no takers
- Alan Rankin had sent reminder: ElevatorUK Business could support

4.3.1 Office Accommodation. SB had now taken over negotiations with PKC for the lease of the Town Hall.

- Discussions had been on-going with Mearns McCaskie, PKC since November
- MM had provided additional contacts with Brian Hutton and Kenny McWilliam

- VisitScotland had obtained additional funding, which would allow them to keep their office open “till the summer”
- Suggestion that there might be funding to meet costs of community body meetings – these could be pooled?
- Funding had been set aside to move the Monuments from the building into specialist storage. This had now been shelved, but some money was believed to be ring-fenced and might be used for the Town Hall
- The building was in need of repair
- Responsibility to keep it wind and watertight rested with PKC
VisitScotland were responsible for exterior painting, but PKC had agreed to take this over
- VisitScotland should be approached to see if they would contribute to a scaled-down operation in the building
- JB would pick up contacts with Brian Hutton/Kenny McWilliam. A decision on the final destination of the Monuments would be taken by the Life-long Learning Committee later in the year

AGREED: to issue a press release about the Town Hall – GD/JB

4.3.2 Former Crieff Primary School Refectory. ACa explained that the Crieff Community Trust had investigated the possibility of utilising the former Primary School as a work-hub. Initial contact with PKC had been encouraging. However, complications had emerged, and CCT were now focusing on the possibility of developing the former Refectory. She felt that office space could be shared with BID. She too was in touch with Mearns McCaskie, and a reasonable rent for the premises had been suggested, with an initial lease of five years to test the need for a business hub and possibly allow common office space for BID/CCT. During discussion, it emerged that

- While there was general support for co-operation between community bodies, BID should (a) have a High Street presence; and (b) be seen to stand alone
- However, if BID could assist with any aspect of the establishment of a business hub, JB would be pleased to help
- Both projects should be pursued

4.4 Leader funding. GD reported that Alan Rankin had that day received a call from Alan Graham, PKC, regarding the budgeted sum of £35,000, which PKC had pledged to provide. AG had stated that the money was no longer available. PKC was prepared to provide 50%. The remainder should be sought from Leader funding. During an animated discussion, it was established that

- PKC had already sent out mixed messages. While it had always been clear that the money was to support specific projects, initially PKC had asked for these to be focused on a number of smaller initiatives. That had been changed to support for two or three larger projects. This had led to delay
- £35,000 “public funding” was in the BID budget for Year 1. Any failure on the part of PKC to meet what had been agreed and passed in Committee would be a serious embarrassment to the Council and pose a serious problem for BID
- JB had earlier cautioned against applying for Leader funding because of the bureaucracy involved. That should not prohibit an application, but in present circumstances, it was felt that PKC should meet their commitment

It was finally **AGREED that Councillors Cowan and Younger would look into this as a matter of urgency. The Chairman would also write to David Littlejohn and seek clarification.**

4.5 Christmas Spectacular. JB was working his way through the hand-written attendance sheets and would have a full report for the next meeting.

4.6 Science Festival. NC insisted that, as with the Christmas Spectacular, there must be a measurable objective to establish the success of the Fair beyond an estimate of footfall at the main event – which had clearly been well attended. It was **AGREED** that

- It was common practice for funders to look for a report on outcomes. BID should establish a protocol
- That Year 1 of the Christmas Spectacular should provide the benchmark for ensuing years, within an established framework

5. BID Company

5.1 Resignation from the Board. GD reported that Paul Attewell had tendered his resignation. He remained committed to BID, but his own business commitments meant that he could not meet the time requirements of a Director. His resignation meant that there were two vacancies on the Board. After discussion, it was **AGREED that two possible candidates should be invited to attend the next Board meeting with a view to co-option and eventual full membership. GD/JB to action**

5.2 Levy Final Notices. These had now been issued. General concern was expressed at the identity of some non-payers. There were still some anomalies in the database

5.3 Accountancy/financial control support. GD reported that there had been some minor issues to sort out with Finlaysons. **Management Accounts** had been issued in advance of the meeting. The BID account at present had a balance of only £8,520, and Finlaysons had advised that the sums due on the January invoices, totalling approximately £55,000, had not been transferred by PKC. No explanation had been offered. **Councillors Cowan and Younger to pursue**

5.4 Treasurer. GD's appointment as Chairman meant that an appointment was required. The position should more properly be described as "Financial Director". Andrew Cuthbert volunteered his services, and these were warmly accepted.

6. BID Business Plan

6.1 Marketing. No formal report was available, but JB had earlier issued a brief update.

- VOLPA had created a questionnaire, released in print and through digital avenues as the initial stage in consultation on the creation of a Crieff brand
- Expression of interest lodged for VisitScotland's growth fund for an 18-month marketing campaign (value £33,000)
- Crieff would receive publicity in *Living* magazine

6.2 Welcome. NC was congratulated on the detailed report circulated in advance of the meeting.

- **Business Improvement Scheme.** 4 applications received. 2 already approved, and 2 pending

- **Liaison with CUSP and others on parking charges.** Meeting with CUSP. JB working on survey for businesses to complete in an attempt to measure the effect of the meters. Survey to be carried out in May
- **Assess Traffic Management plan for Crieff**
- **Explore with PKC frequency of Traffic Enforcement and Wardens**
- **Agree streetscape improvements with PKC**
- **Liaison with PKC** regarding need for signage for and within car parks as well as line marking and space size
- **BID-led new event.** Group would develop concept through to delivery – a brand new and big event, which might later be handed over to another body for management. In discussions with VOLPA.
- **Appoint Welcome Ambassadors and review effectiveness.** Developing the concept through to delivery. Making it Happen group to provide admin support. Contact with other BIDs to better understand role/uses
- **Develop visitor information provision.** Eventual closure of VIC. Need for information boards throughout the town. Various formats discussed. “Town Calendar” required. Advertising space on boards could be sold to local businesses to offset costs.
- **Develop Crieff bus/train concept and joint promotion across key businesses and town centre.** Project previously discussed – revive interest
- **Annual Cleaner Crieff plan with PKC.** Potholes and poor drainage identified. BEAR Scotland had responded and identified improvements to be carried out in the High Street.
- **Support for Local Groups.** Discussions on-going with Crieff in Leaf

6.3 **Bottom Line.** Report to be issued via email

6.4 **Making it Happen.** Report to be issued via email. SB was dealing with the membership issue, not yet fully understood by businesses.

7. Any Other Business

7.1 **Meeting Structure.** NC suggested that this could be improved. **GD/JB to discuss.**

7.2 **Better Place to Live Fair.** BID had not been notified about this event, taking place in the Campus on Saturday, 19th March. JASM offered to share the Crieff Community Council stall. **AGREED**

7.3 **CCT Town Centre Group.** ACa felt that the Group should be engaged with BID. **AGREED that update reports would be useful**

7.4 **Enterprise Scotland Training Programme.** As previously reported, Nigel Scott had handed over to Michael Willis, who was booked to attend the Board meeting on Tuesday, 12th April. **AGREED that this should be in the role of observer. Dates for the two remaining workshops should be agreed outwith the normal meeting schedule. JB to contact MW**

7.5 **Invitation to Ian Davison Porter.** Suggested that this should also be issued for the April Board meeting. **JB to action**

8. **Date of the Next Meeting – Tuesday, 12th April 2016, 6.30 p.m., Glenturret Distillery**

There being no other competent business, the Meeting ended at 8.45 p.m.

Signed

Date