

CRIEFF SUCCEEDS BID LIMITED
Draft Minute of a Meeting held on Tuesday, 10th May 2016
Crieff Hydro, 6.30 p.m.

PRESENT: Bob Anderson (BA); Scott Bennett (SB); Ailsa Campbell (ACa); Neil Combe (NC); Councillor Ann Cowan (ACo); Andrew Cuthbert (ACu); Graham Donaldson, Chairman (GD); Stephen Leckie (SL); Simon Pengelley (SP); Councillor Anne Younger (AY)

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

APOLOGIES: David Agnew (DA); Stuart Cassells (SC); William Frame (WF); Kate Graham (KG)

1. The Chairman extended a general welcome. (1) He was pleased that MW was present to follow up on his SWOT analysis of the Board's performance at the April meeting. (2) As requested, JB and others had submitted detailed reports in advance of the present meeting. These were very helpful, and provided a business-like framework for the Board, setting the model for all future meetings. He did not propose to go through them in any detail - he was confident that the Board had read them carefully, and any comments or queries would be dealt with as the meeting progressed. (3) In view of this, he would not be following the detailed published Agenda, and had condensed the business of the evening to a more targeted formula. At AOB, he would ask MW, JB and JASM to leave the meeting to allow a private discussion under the general heading "Reserved Matters", which would on this occasion include a review of JB's performance. "Reserved Matters" would appear on future Agendas. (4) The focus of the evening must be on delivery - levy payers were looking for results.

2. Previous Minutes

It was **PROPOSED** Simon Pengelley **SECONDED** Scott Bennett that the Minutes of the Meeting held on Tuesday, 12th April 2016 be approved, and they were then signed by the Chairman as a true and accurate record.

3. Manager's Report

Additional Funding.

Scottish Enterprise. An expression of interest had been submitted in April with a view to securing funding for a website and digital training for BID businesses.

Not approved

LEADER. To some extent an application was dependant on agreement finally being reached with PKC on the lease of the Town Hall. VisitScotland would also require six weeks' notice to vacate the building following the Council's decision, which had again been postponed and was now hoped for on 12th May.

- Should a peppercorn rent finally be agreed, this would not be seen as "support in kind" from PKC
- PKC were now only committed to additional funding of £12,000.

- The LEADER application was intended to cover other aspects of the Business Plan, among them Street Ambassadors – NC would press on with proposals to develop and establish their role
- JB would continue to develop an outline business plan and application

4. **BID Company**

4.1 MW highlighted aspects of his SWOT analysis. Greater effectiveness would be achieved by working through the Chair, and by the Board working as a whole. He would be pleased to help, and wondered how this could best be achieved.

For discussion with the Chairman

4.2 **Appointment of Financial Director.** The Chairman outlined the role, which was advisory, providing support for ACu as Treasurer, and an informal audit as required. He proposed the appointment of Kate Graham. **AGREED**

4.3 **Support for Manager.** SP had been providing mentoring support, but would be away for six weeks. The Chairman proposed that in his absence, Susan Bennett (Scott Bennett's wife) would work with JB on a regular basis. **AGREED**

5. **Branding**

Assessment of VOLPA

- ACa, SC and JB were liaising with VOLPA
- General disappointment in their performance – they should be driving strategies
- Urgent need for brand establishment/logo development – required for Street Ambassadors/all aspects of BID identity
- Branding Workshop on 3rd May had developed the theme “Crieff – a place to come home to” – for discussion with VOLPA
- “Take a Pride in Crieff” week proposal – for discussion with VOLPA
- VOLPA had already received first tranche of funding – must be held to account
- JB would meet them on Friday, 13th May to discuss the application for VisitScotland funding
- Thereafter, VOLPA must be given a timescale for delivery
- NC and ACu to attend Marketing group meetings – overlap of activity with Welcome group

6. **Welcome Crieff**

6.1 **Business Support Grant.** Applications had been received from two businesses with direct connections to the Board.

- **Scallywags Nursery (Mrs Wendy Frame).** William Frame was not present at the meeting. After discussion, it was **AGREED** to approve the application for £500 towards replacement of signage and refurbishment of frontage
- **Carnelian Crafts (Mrs Jane Drysdale).** Neil Combe withdrew from the meeting. After discussion, it was **AGREED** to approve the application for £344.50 towards refurbishment of frontage

6.2 **Events/Markets.** NC again stressed the overlap between Welcome and Marketing. A number of possible events had been suggested and could be worked on as joint initiatives.

- Regular motorcycle rallies. “Thunder in the Glens” had been lost to Aviemore, but a similar programme could be developed – vintage cycle event already in Crieff. James Square or Market Park could provide a venue
- Vintage or Classic Car rallies
- **“Teen Markets”**. A Ca presented an outline of this established initiative
- Its development in Crieff was supported by the Crieff Community Trust
- Contact would be made with Crieff High School and Morrison’s Academy to establish support/participation
- Pending this, she proposed that BID should share the cost of the specific licence - £1,000 – **REFUSED**
- CCT asked to carry out full assessment of support/delivery/frequency of event/costings/benefit to town
- Thereafter, formal application for Event Support could be considered
- Licence for James Square markets at present held by CUSTA.
- Markets suspended, but Crieff@Christmas had use of licence for one event
- Cost of licence £265 for two-year period and £450 for Road Traffic Order – not transferable. Benefit to BID?
- Market stalls property of CUSTA . Local businessman hoped to obtain them “for the use of the community”

AGREED : that Welcome and Marketing groups should work together on developing an Events programme, possibly including markets

6.3 Vinyls for empty shop windows. This was seen as a cheap (£15 per square metre) and effective way of improving the town’s appearance.

AGREED: JB and Welcome group to progress

7. Bottom Line.

7.1 Staff Loyalty Card. JB’s paper was discussed.

- Budget of £1,500 too little
- Advice from other BIDs that scheme generally unsuccessful
- Proposal too complicated/not cost-effective
- Would not generate incremental revenue

AGREED: to abandon Staff Loyalty Card proposal. JB to work up proposal for a Crieff Card /Pound

7.2 Business Breakfasts. These were seen as an effective tool for contact with levy payers.

AGREED: SP/BA to progress

7.3 One-to-one contact with levy payers. Seen as part of drive to obtain email addresses from all levy payers and establish better communication.

AGREED: SP/BA/JB to co-ordinate

7.4 “Take a Pride in Crieff” week. A clean-up/self-help week should be promoted.

8. Making it Happen

8.1 Membership. SB had taken advice from Miller Hendry. Under the Articles of Association any levy payer could apply for membership, and there was no automatic assumption of membership. JB had also spoken to Iain Davison

Porter, who had advised that every BID was different, and there was no general guidance on membership. After discussion, it was

AGREED: that, using the PKC levy list, all levy payers should be invited to become members of Crieff Succeeds BID Limited. Owners of multiple premises operating under one company or business name would have only one membership and one vote at any Annual or Extraordinary General Meeting of the Company

SB/JB to progress

8.2 Town Hall. The need for a decision from PKC was essential. Not only did VisitScotland require a six-week notice period before vacating the building, it would have to be fully assessed and refurbished before BID could move in.

9. Any Other Business

Bulk Purchase of Utilities. ACo asked if there was any progress. JB responded that it had not been feasible to progress this as originally proposed. The Chairman assured her that other options would be considered.

10. Date of the Next Meeting – Tuesday, 14th June 2016, Crieff Hydro, 6.30 p.m.

AGREED: that the Hydro should charge for the use of the room

To allow a Board discussion on Reserved Matters, JB, JASM and MW withdrew from the Meeting at 7.55 p.m.

Signed

Date