

**CRIEFF SUCCEEDS BID BOARD**  
**Draft Minute of a Meeting held on Tuesday, 14<sup>th</sup> June 2016**  
**Crieff Hydro, 6.30 p.m.**

**PRESENT: David Agnew (DA); Bob Anderson (BA); Ailsa Campbell (ACa); Stuart Cassells (SC); Neil Combe (NC); Councillor Ann Cowan (ACo); Andrew Cuthbert (ACu); Graham Donaldson, Chairman (GD); William Frame (WF); Councillor Anne Younger (AY)**

**ATTENDANCE: John Bray, BID Manager (JB); Jean Ann Scott Miller, Minutes Secretary (JASM)**

**APOLOGIES: Scott Bennett; Kate Graham; Stephen Leckie; Simon Pengelley**

1. The Chairman extended a general welcome. He reminded the Board that there were a lot of good things going on in Crieff – it was easy to concentrate on the things that were wrong. BID was there to provide positive leadership. He had had a mentoring session with Michael Willis, which he had found very useful, and they were due to meet again. MW would also like to meet the whole Board for a further training session. **Date agreed: Tuesday, 6<sup>th</sup> September 2016.**

### **2. Previous Minutes**

It was **PROPOSED** Andrew Cuthbert **SECONDED** Neil Combe that the Minutes of the Meeting held on Tuesday, 10<sup>th</sup> May 2016 be approved, and they were then signed by the Chairman as a true and accurate record.

### **3. Matters Arising**

**3.1 Town Hall.** Scott Bennett had submitted a report.

- PKC had now agreed that BID could take on the TH on the basis of a commercial lease for the remainder of the BID term, at a peppercorn rent
- Prior to entry, PKC to carry out necessary external and internal work, including rewiring
- VisitScotland keen to remain during the peak summer season and to leave in September
- VS keen to know details of BID proposals for future VIC facility. If this to be manned (e.g., volunteers), VS would provide shadowing/training opportunities in advance
- VS require internal approval for change from manned location to a “Visit Scotland Partner Programme”. Already in hand, and no issues foreseen
- PKC had issued draft Heads of Agreement. Some points still to be clarified, but aiming to finalise during next week
- Formal lease agreement to follow ASAP

SB then led a brainstorming session on how BID should use the TH. Benefits and opportunities were identified, with the broad outcome that it should provide a local information hub and that revenue opportunities must be maximised – the building must generate an income of £1,000 per week.

**AGREED: that GD, JB, SC, ACu and WF would progress a Business Plan.**

**3.2 Marketing/Branding.** SB presented proposals from VOLPA, including a logo. ACa had secured various possible domain names for the website and the Crieff app. Design would now go to tender ASAP.

**3.3 Planning and Reporting.** NCo had submitted a discussion paper on the future management of the Business Plan. He proposed a framework of internal reporting in the form of a schematic “traffic light” report, showing simply and clearly the status of sub-group activities, which he would then collate into a report for the Board, and which should also be published on the website.

**AGREED: that NCo should action his proposal**

#### **3.4 Updates and decision points**

- Communication improving. 180 email addresses now available, thanks to support from Directors
- Discussions with Kate Graham on proposed Co-op notice board helpful – A3 or larger format now suggested. Would be used to highlight BID activities. JASM to provide key for CC noticeboard in James Square
- VisitScotland grant application for £21,750 submitted. Result now expected mid-July
- PKC grant of £12,000 agreed – to match fund Business Improvement scheme, Event Support scheme and Gift Card
- Weekly BID reports in *Strathearn Herald* under discussion
- Cleaner Crieff/Pride in Crieff week, week beginning 27<sup>th</sup> June. Cleaning efforts already underway with continued drain clearance and window-cleaning of vacant shops. Volunteers required. Possible co-operation with Crieff in Leaf and other bodies. **JB to quantify what required from the Board**
- Approach from 2 local businesses interested in co-ordinating a Food Week during September. BID involvement, other than event grant? **JB to have further discussions**
- Business Improvement and Event Support grants now much closer to target
- **Christmas Event.** Discussion group to meet on Wednesday, 29<sup>th</sup> June
- Phreedom HR interested in assisting with business breakfasts. **BA/JB to progress**

#### **4. BID COMPANY**

Monthly Accounts had been issued. These showed that there was a continued short-fall in budgeted income, but expenditure had also not been as high as expected. JB reported difficulty in obtaining information on non-payers from PKC. There appeared to be only one officer familiar with the BID account. **ACo/AY to investigate.** Further **AGREED** that draw-down figures must be provided.

#### **5. BID BUSINESS PLAN**

**5.1 Marketing** – see 3.2 above

**5.2 Welcome.** NCo/SC stressed that there should continue to be cross-over between Marketing and Welcome. NC’s detailed report had been circulated.

- Status of grant applications
- Business Improvement scheme – possible changes. Marketing to have overall responsibility for PR

- Assess Traffic Management Plan for Crieff
- Explore with PKC frequency of Traffic Enforcement and Wardens
- Agree streetscape improvements with PKC
- Support BID-led new event
- Appoint Welcome Ambassadors and review effectiveness
- Develop visitor information provision
- “Crieff Train” concept
- Annual “Cleaner Crieff” plan with PKC
- Support for local groups

5.3 **Bottom Line.** WF reported that plans to put vinyls in vacant shop windows were under discussion. **AGREED that these should be progressed and that banners should also be used on strategic sites (ACa to progress)**

5.4 **Making it Happen.** GD had held a useful appraisal session with JB.

## 6. AOCB

6.1 **Parking Survey.** JB reported that Hunter Hope, PKC, would be in Crieff on 17<sup>th</sup> June to discuss the results of the survey and local retailers’ concerns

6.2 **Flower beds in Burrell Square.** ACa asked why these remained unplanted. **ACo to investigate.**

## 7. Date of the Next Meeting – Tuesday, 12<sup>th</sup> July 2016, 6.30 p.m., Crieff Hydro

JB/JASM withdrew from the Meeting at 8.07 and the Board continued with a discussion on reserved matters.

Signed .....

Date .....