

**CRIEFF SUCCEEDS BID LTD**  
**Minute of a Meeting held on Tuesday, 3<sup>rd</sup> November 2015**  
**Crieff Co-operative Store**  
**6.30 p.m.**

**PRESENT: Stephen Leckie, Chairman; David Agnew; Bob Anderson; Scott Bennett; Stuart Cassells; Neil Combe; Ann Cowan, PKC; Andrew Cuthbert; Graham Donaldson; William Frame; Anne Younger, PKC**

**ATTENDANCE: Alan Rankin; Jean Ann Scott Miller**

**APOLOGIES: Paul Attewell; Ailsa Campbell; Kate Graham; Simon Pengelley**

1. The Chairman extended a general welcome, and for the benefit of the newly appointed Directors, Councillors Ann Cowan and Anne Younger, invited introductions round the table.

**2. Previous Minutes**

After discussion, it was **AGREED** that within the formula agreed for Board meetings on a cycle of “informal” interspersed with “formal”, the informal meetings should be recorded in note form, for internal circulation only, and that Minutes should be recorded, published and generally circulated for the formal meetings.

The Minutes of the Meeting held on Wednesday, 7<sup>th</sup> October 2015 were then signed by the Chairman as a true and accurate record.

3. **Matters Arising.** There were no Matters Arising

**4. BID Company**

**4.1 Registration of Directors.** AR explained that he had delayed the process pending the formal appointment of Councillors Cowan and Younger and would be submitting a complete set of papers to Companies House as soon as it was available

**4.2 Levy Invoice**

- 305 individual invoices issued by PKC, 1<sup>st</sup> October 2015
- Total amount invoiced £97,780
- 83 levy payers paid to date
- £26,465 now in BID Levy Account in Perth
- 16 PKC properties, levy value £7,105, due for payment
- 205 properties, levy value £63,985, outstanding
- 7 levy payers appealing their status as “business properties”
- 6 properties where tenancy has changed since August
- 8 invoices reissued to different addresses
- 16 levy payers have requested to pay monthly – unexpectedly low
- 1 property under investigation
- Total of 38 properties in dialogue re levy

SL sounded a note of caution. The budgeted levy showed the figure of £100,000. The actual amount levied now showed £97,780. There was already a potential shortfall.

A formal response had now been received from PKC in respect of the request for an advance of £13,500. The full Council had approved this on 7<sup>th</sup> October, and the money was now available. After discussion, it was **AGREED** that this sum, first requested in June 2015, and in accordance with normal practice for developing BIDS, was no longer required.

**4.3 Accountancy/financial control support.** GD reported that Finlaysons had now formally offered the following services: provision of annual Accounts; VAT returns; wages and tax returns for employees; invoicing – all for the sum of £2,400 per annum, which might reduce once the workload had been fully assessed. They would also provide Management Accounts on a monthly basis.

- **AGREED: to accept Messrs Finlaysons proposal as detailed**

## 5. **BID Business Plan**

**5.1 Marketing .** SC reported that the group would meet with the CCT Marketing Group on 12<sup>th</sup> November, when there would also be a meeting with Ewen McGregor to facilitate the handover of crieff.org. The latter would require detailed discussion, and he invited participation from other Directors.

AR felt that the Marketing sub-group had the biggest and most demanding agenda, and suggested that it should be strengthened with an additional member.

- **AGREED to maintain present arrangements for the time being**

**5.2 Welcome.** NC reported that the group had met twice, and that AR's presence at the meeting on 28<sup>th</sup> October had been very helpful. An Action Plan would now be developed. It was known that a further conversation with VisitScotland regarding the future of the VIC was pending. AR confirmed this. He believed that the Crieff office would finally be closed at the end of March 2016. Discussions with PKC on the use of the Old Town Hall as a BID office with some scaled down VIC presence were also on-going. SL stressed that there was still no detailed information available on the condition of the building or the terms of any possible lease.

- **AGREED that WF and SB should be included in discussions with PKC on this issue**

**5.3 Bottom Line.** BA reported that the group had met twice. It was hoped that AR would attend the next meeting. Contact had been established with Huntly, where a town-train had operated and initially proved successful. He had been given a contact with the operating company but this had proved elusive.

AR reported that contact had also been made with several loyalty scheme promoters. David Brown consulting were now in Crieff, and had contacted 55 businesses, 11 of which had now entered the process, with a further 14 expressing interest. Only 6 had so far declined. Unfortunately, the team had been overheard exchanging confidential commercial details in a public arena. A full apology had been issued. The scheme retained the potential to provide a quick win.

**5.4 Making it Happen.** GD reported that a conference call was booked for the group on 6<sup>th</sup> November. An immediate initiative was to establish a BID Forum. Alternatives suggested were a closed-group Facebook page or the use of LinkedIn. The group would discuss these on 6/11.

**5.5. Recruitment.** DA reported that all six applicants had been interviewed. While there had been no one outstanding candidate, two people seemed to offer complementary skills and experience. Candidate A was more academic and imaginative in his approach, while Candidate B was methodical and with time-management skills. A third candidate had seemed a strong contender on paper, but had not interviewed well.

Following a lengthy discussion, it was **AGREED**

- **That these three candidates should be invited to a second interview**
- **That they should be asked to repeat their earlier presentations**
- **That further questioning should establish what they felt they could add to the BID as well as supporting it**
- **That the possibility of a job-share should be established**
- **That interviews should be held in Crieff Hydro**
- **That the interviewing panel should consist of David Agnew and Simon Pengelley from the original panel with Stephen Leckie, Graham Donaldson and Willie Frame**

**5.6 Board Coaching.** Scottish Enterprise had now appointed a consultant, Nigel Scott. He would conduct the 12-month programme, which was grant-funded by SE. The process would start with one-to-one meetings with each Director, followed by NS's attendance at Board meetings as an observer. Once appointed, the BID Manager would also be involved. NS had already been given the contacts of all Directors.

- **AGREED that Ian Davison Porter should be invited to meet the Board**

**5.7 Supplier Showcase.** AR would circulate information on a number of companies who were already providing services to other BIDs.

## 6. **AOB**

6.1 An application for Event Grant funding had been received for the proposed extended Christmas event on Thursday, 10<sup>th</sup> and Friday, 11<sup>th</sup> December. BA explained that key players in previous late-night Christmas openings were now fully behind the BID proposal, and an ambitious two-day programme had been developed in outline.

- Programme of day-time events in the Square over two days
- Heated marquees to provide cover for displays, performances, marketing initiatives
- Pipe band and other live music – carols round the tree
- Traditional late-night opening for shops on 11/12
- Cafes/restaurants/hotels to be encouraged to offer special deals on both evenings
- Prize draw for which many excellent prizes were already on offer

- Projected audience: Perth, Stirling, Aberfeldy, Auchterarder, Dunblane as well as Crieff and the wider Strathearn catchment
- Contact already established with Auchengarrich and Comrie Croft
- **Grant of £2,681.40 – total budgeted cost – requested. Scheme only allowed for grants up to one-third of total cost**

Following a lengthy discussion, it was **AGREED**

- **That for administrative reasons this had to be a BID event and it would be led by the Board**
- **That funding would be provided through the £1,200 transferred from the Steering Group and a draw-down from the Marketing budget, with an overall spend of up to £3,000**
- **That invoices should be made out to Crieff Succeeds BID**
- **That a full-cost budget should be provided ASAP, to include costs and in-kind benefits**
- **That this should be a one-off event for BID – in future years the “Christmas Shopping Event” team must be established to allow independent management and BID support through the event support grant mechanism**

**6.2 Board Membership.** BA reported that Sophie Banks, Wee Beasties, had expressed an interest in joining the Board. SL cautioned that we must be careful to ensure a democratic process rather than accepting the first candidate to put themselves forward. AR reminded the Board that a co-option mechanism was in place. Co-opted members had no voting rights but could take part fully in discussion.

- **AGREED to defer decision**

**6.3 Science Festival.** An application for an events support grant had been received from Steuart Cuthbert on behalf of the Strathearn Scientific Society. A grant of £3,000 had been applied for in a total event cost of £8,000, with the aim of adding value to an already successful event. After discussion, it was **AGREED**

- **That in principle, the Board fully supported this excellent event**
- **That weaknesses within the application pointed up the recommendation in the supporting documents that applicants should discuss their application with the BID Manager before submission**
- **That BID needed to develop a scoring template to assist in the decision-making process**
- **That AR should speak to Steuart Cuthbert as a matter of priority, with a view to encouraging an early resubmission**

**6.4 BID Event funding.** NC asked for further clarification. How would BID events be funded in future? SL and AR explained that BID events had no pre-allocated budget, and would probably have to dip into the Marketing budget. Further external funding was also an option.

**6.5 Conditional grant support.** BA again raised the issue of requiring applicant organisations to change their dates if the Board felt these were inappropriate for any reason.

- **AGREED that BID could not dictate terms to other groups and organisations**

6.6 **Voluntary Membership.** WF raised the possibility of enlisting support from the Drummond estate and others outwith the BID area.

- **AGREED that Making it Happen group should address this as a matter of priority**
- **Contact with Drummond should be renewed, and other candidates for Voluntary Membership might be Innerpeffray Library, Ceramic Experience, Bennybeg Smiddy, Bennybeg Garden Centre, Monzievairst Chalets**

6.7 **Public Funding.** DA referred to the budgeted sum of £35,000 pledged by PKC, but which had to be applied to specific projects. What were the criteria? AR stated that he would raise this with Dave Howie , Alan Graham and John McCrone. It was suggested that the Councillors should assist in the process. Both cautioned that they were governed by the Councillors' Code of Conduct, which limited their ability to discuss matters on which they would later have to speak in Committee or at the Council. It was finally **AGREED**

- **That Councillors Cowan and Younger would undertake to approach PKC officers to progress BID access to funds allocated in the present financial year**

6.8 **Newsletter.** AR reported that the on-line Newsletter had been sent to 185 businesses and an encouraging percentage had opened the attachment.

7. **Date of the Next Meeting – Tuesday, 17<sup>th</sup> November 2015, Glenturret Distillery, 6.30 p.m.**

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

Signed .....S Cassells Vice Chair

Date.....1<sup>st</sup> December 2015