

CRIEFF SUCCEEDS BID COMPANY LIMITED
Minutes of a Meeting of the Board held on
Tuesday, 7th February 2017
Crieff Hydro, 6.30 p.m.

PRESENT: David Agnew (DA); Bob Anderson (BA); Ailsa Campbell (ACa); Stuart Cassells, Chairman (SC); Ann Cowan (ACo); William Frame (WF); Stephen Leckie (SL); Simon Pengelley (SP); Anne Younger (AY)

ATTENDANCE: Neil Combe, BID Manager (NC); Jean Ann Scott Miller, Minutes Secretary (JASM)

APOLOGIES: Scott Bennett (SB); Graham Donaldson (GD); Kate Graham (KG)

1. The Chairman extended a general welcome.
2. **Previous Minutes.** The Minutes of the Meeting held on Tuesday, 22nd November 2016 having been previously circulated, it was **PROPOSED** Simon Pengelley **SECONDED** William Frame that they be **APPROVED**, and they were then signed by the Chairman as a true and accurate record.
3. **Matters Arising**
Shop Window Vinyls. As previously reported, ACo had contacted Crieff High School, and the pupils had produced some material in poster form, which was not suitable. It was possible there might be further progress.
4. **BID Company**
 - 4.1 **BID Office and Town Hall**
 - Draft Lease at last to be submitted later in the week. To be circulated to the Board
 - PKC protocols dictate that it must be approved by the Crieff Common Good Fund Committee, due to meet on 22nd February
 - ACo has emailed Barbara Renton to ensure that the lease is on the Agenda
 - NC to reinforce the request to BR, copy to the Chief Executive
 - VisitScotland working towards vacating the premises on 31st March
 - Subsequent refurbishment scheduled to last two months
 - BID entry anticipated 1st June
 - Earlier proposal that BID should meanwhile relocate to vacant PKC premises in East High Street not to be pursued – two properties untenable due to condition, and full commercial rent would apply to others
 - Artspace rental now charged at £300 per month
 - East High Street retailer might “do a deal” on his vacant property
 - Strong concern that the departure of VS would leave the town without visitor information in the interim. “Caithness Horizons” in Thurso – local group has taken over the Town Hall, and VS pay to have a presence there. Is that a future option?

- BID should agree a strategy and approach VS with a proposed solution, which they would be bound to consider. Various options could be considered.
- VS touchscreen at Edinburgh Airport gives limited and inaccurate information for Crieff. Raised with VS – open to businesses to populate site. NC to pursue.
- Essential to establish what material VS will transfer to BID – leaflets etc. NC to discuss with VS Manager.
- VS has been asked to review present marketing of Perthshire, which only skims the surface
- ACo/NC to attend VS Tourism Partnership meeting, Pitlochry, 8th February
- Marketing/Welcome group to discuss future proposal to VS
- Interim use of James Square notice board

4.2 Levy Payment update

- Shortfall of £11,000 on payments due 2015-16
- 29 referrals to Sheriff Officers, plus further 10 for current year
- Lengthy process, but bulk of outstanding payments expected to be recovered
- BID now confident in PKC levy collection process
- In terms of collection, further forward than in previous year

4.3 Management Accounts/Profit and Loss Report

- Report **NOTED**
- £12,00 additional PKC funding from 2015-16 now drawn down
- NC/GD to review budget

4.4 **Sub-group reorganisation. AGREED** to dissolve Making it Happen. Members: SP to Bottom Line; WF/AY to Marketing/Welcome

4.5 Crieff Hydro East

- General concern that the application had been summarily dismissed by Local Review Body on technical grounds that the document was incomplete. Noise Impact document submitted late, but had been received by PKC before LRB meeting.
- Loss of golden opportunity for largescale development and growth
- Hydro unlikely to pursue further investment in Crieff
- **AGREED** that Board should vigorously express concern and disappointment **(SL, ACo, AY abstained from vote)**
- Letters of concern to be issued to Scottish Government Cabinet Secretary; Fergus Ewing, MSP; Roseanna Cunningham, MSP; Elizabeth Smith, MSP; Tasmina Ahmed Sheikh, MP; Chief Executive PKC
- NC to request weekly lists of planning applications and decisions
- BID to monitor future applications and decide on any action on a case-by-case basis

5. BID Business Plan

5.1 Marketing/Welcome sub-group

- **Website** - technical problems have led to a three-week delay, in part due to VOLPA's inexperience
- Site already accessible on experimental app, and looks attractive
- "Soft launch" imminent – expected by Friday, 10th February.
- Non-Board member businesses to be used to trial the process and create web listings that could then be used as blueprints
- NC to issue guide to businesses on "straightforward" populating process
- Public launch to follow three weeks after soft launch
- All paid-up levy payers will be represented. Individual businesses must populate their own page
- **Marketing Plan** – VOLPA's proposal discussed in detail by sub-group, and now recommended for approval, subject to some minor changes. **AGREED**
- **VS Growth Fund.** Unfortunately, BID had failed to meet deadline for this year.
- Application timetable for 2018: submit expression of interest by 22nd March 2017; draft application by 3rd May; final application by 31st May; decision due by 12th July
- **Big Event.** Feasibility study commissioned from Derek Allan, producer of The Enchanted Forest
- Detailed proposal submitted, outlining event at Drummond Castle over two long weekends (Thursday to Sunday) at the end of February
- DA already in contact with Grimsthorpe and Drummond Castle Trustees
- NC to follow this up in view of possible issues
- **Wild Fox Events.** Unlikely to be a BID event. Organiser and Crieff Hydro in preliminary discussion

5.2 **Bottom Line sub-group.** A Note of the Meeting held on Monday, 2nd January 2017 had been circulated. **NOTED**

5.3 **Membership.** SB would submit detailed proposals, but in outline, he recommended that outlying attractions – Drummond Castle, Auchengarrich, Comrie Croft – should be given access to the website, based on a straightforward fee arrangement.

6. AOCB

6.1 **Crieff Remembers.** JASM was pleased to report that the Parade and Drumhead Service to be held on Sunday, 30th July was now a national event through the participation of Legion Scotland, who were making it their national commemoration of the centenary of Passchendaele. This completely altered the scale and importance of the Parade. Legion Scotland were also planning to extend the programme with a community event proposed for the afternoon. She reminded the Board that Crieff Remembers was an ambitious three-week programme, conceived and developed over nearly three years by a very small group of volunteers. It was now bringing two major attractions to Crieff.

6.2 Crieff Community Trust. ACa reported that the Options Appraisal report on vacant buildings would soon be available. The Trust was holding a fund-raising Quiz Night on 24th February.

6.3 Crieff Museum Project. ACo had circulated an update note. She stressed that the project would take up to four or five years to achieve.

7. Date of the Next Meeting, Tuesday, 4th April 2017, Crieff Hydro at 6.30 p.m.

There being no other competent business, the Meeting ended at 8.15 p.m.

Signed

Date