

CRIEFF SUCCEEDS BID COMPANY
Minute of a Meeting of the Board held on
Tuesday, 15th August 2017
Crieff Hydro, 6.30 p.m.

PRESENT: David Agnew (DA); Scott Bennett (SB); Rhona Brock, PKC (RB); Ailsa Campbell (AC); Graham Donaldson, Chairman (GD); William Frame (WF); Simon Pengelley (SP)

ATTENDANCE: Neil Combe, BID Manager (NC); Graeme Bingham (GB); Luke Graham, MP (LG); Jim MacEwan, Finlaysons (JM); Jean Ann Scott Miller, Minutes Secretary (JASM)

APOLOGIES: Bob Anderson; Kay Aschaber; Jamie Landale; Stephen Leckie; Roz McCall

1. Welcome and Chairman's Remarks

- Introductions were effected
- Formal resignation of Stuart Cassells received and warm thanks recorded
- Resulting vacancy for post of Vice Chairman. Volunteers/nominations invited
- Kay Aschaber, Graeme Bingham, Jamie Landale all willing to join the Board. Appointments should be made according to Articles of Association and in advance of the AGM
- JM would have a conflict of interest as a Director but was happy to attend Board meetings in an advisory capacity
- Thanks to NC for all endeavours/successes

2. Previous Minutes

The Minutes of the Meeting held on Tuesday, 6th June 2017 were signed by the Chairman as a true and accurate record.

3. Matters Arising

There were no Matters Arising other than on the Agenda.

4. BID Company

4.1 BID Office and Town Hall

- **Draft Lease** now received – **SB to circulate to Board before signing off**
- Residual problems centre on Heritage aspect – access to Monuments
- BID to seek volunteer support - hours have been adjusted in line with BID requirements
- In view of rent-free occupancy, PKC should not be asked to contribute towards cost of heating/lighting in basement display area
- Entry further delayed to “end of the month”
- Premises to be appropriately furnished – use of Burgh Chairs (property of Crieff Community Council) hoped for
- **Touchscreen** to be sited on wall facing main door entrance
- To be installed within next two weeks
- Operational across ADS network and with businesses having “letter box” style listing plus more detailed interactive page

- **Post Office facility.** Informal suggestion received for TH to be used as Post Office following closure of premises in Nickel & Dime
- Perceived problems – lack of suitable candidates for onerous role of Postmaster/issues of security/access etc.
- Facilities at King Street sub-post office to be improved with installation of second counter, but need for town centre office strongly identified
- LG already in contact with Regional Manager regarding unsatisfactory level of service in Crieff. Will forward further information

4.2 Levy payment update

- NC/PKC looking at recovery methods – PKC responsibility
- Possible actions: “Name and Shame” or pursue through Small Claims Court
- Process improved, but PKC still writing off debts, e.g., where non-payer claims to have ceased trading but local knowledge has established normal business activity
- Overall position: 2016-17 invoiced £100,847; payment to date £89,571 – broadly comparable with previous year

4.3 Management Accounts

- Reflect a satisfactory position with projected surplus at year-end of £25,778

4.4 Revised budget 2016-17 (to be read in conjunction with NC’s paper on 2017-18 Business Plan proposals – circulated)

- **VisitScotland Growth Fund.** Contract still to be signed off. Once in place, VS will pay £5,500 per quarter, on specific terms
- **Gift Card.** Urgent need to sign off contract to allow implementation for Christmas season.
- Set-up costs £13,000 – no income during Year One
- **Business Improvement Grant scheme.** Seen as valuable resource, benefiting small number of businesses. **PROPOSED: retain the scheme but with reduced budget of £6,000. AGREED**
- **Event Support.** General agreement that BID gains little or nothing through support for community-led events
- Successful events provide tangible evidence of BID activity
- Need for BID to assert fuller control: BID-led events using own resources or directly employing provider; provision of marketing support for community events; increased engagement with local businesses; continued investment/association with Crieff Highland Gathering.

NOTE: NC’s proposal detailed above was not fully discussed and though broad support was shown for the principle of withdrawing direct funding for community events, the proposal itself was not agreed

- **Welcome Crieff Street Ambassador.** Job description/role still to be established. **PROPOSED: That BID recruits a general part-time assistant (16 hours per week). A job specification will be required and it is envisaged that the successful candidate will be involved in a number of activities – access to the Monuments, levy payer visits (for social media), events in the Square, etc. AGREED in principle, subject to further discussion on actual role**
- **Communication with levy payers.** Need for regular postal communication, as well as email/social media. Annual Report to be published in September

- **Events Marketing.** Support to be provided as above to Kids' Week, Science Festival, Arts Festival. **AGREED**
- **Events in the Square.** Successful trial with warm reception from businesses and good support from public
- Perceived need for more "professional" level of entertainment/management
- Contact with known "professional" to be pursued **(NC/GD)**
- Possible development of dedicated events, e.g. food festival - seen as potentially damaging to local suppliers
- BID should lead rather than fund events
- **Crieff Train.** Proposal to be presented at next Board meeting for full discussion
- **Big Event.** PKC has refused to underwrite potential losses
- Suspicion that this may be related to the venue – privately owned/operated. **RB to investigate. NC to circulate relevant correspondence with PKC**
- Board support for event still strong, but without PKC underwriting, BID exposed to considerable risk
- Derek Allan has been commissioned/paid for preliminary work. Final contract still to be concluded. Remains confident on financial/attendance projections
- Expectation that PKC will provide extra funding (£8,000) bringing total additional funding for year to £20,000
- BID should investigate sponsorship

After lengthy discussion, it was PROPOSED William Frame SECONDED Ailsa Campbell that the Budget for 2017-18 as presented be approved. This included a commitment to the Big Event. AGREED. It was further AGREED that Derek Allan Associates should be formally commissioned to proceed with the project

4.5 Levy Payer Communications – as recorded above

5. BID Business Plan

5.1 Website. New platform to be operational at the end of August – ahead of VisitScotland's deadline

5.2 VisitScotland Growth Fund. SB has received letter of comfort from VS. **AGREED to sign off the contract**

5.3 Big Event. As above

5.4 Gift Card. **SB to circulate contract. Subject to Board's approval, to be signed off thereafter**

5.5 Crieff in Leaf. **PROPOSAL that a further £1,000 be pledged towards installation of Highland Coo sculpture in Burrell Square. AGREED**

6. 2017-18 Business Plan

- NC stressed the need for co-ordinated direction from the Board and greater Board involvement in BID's day-to-day operation
- Greater involvement/effectiveness of sub-groups essential
- Appointment of "Ambassador" crucial
- Detailed proposals recorded under budget discussion above

7. Events in James Square – as above

8. **Christmas Planning**

- Co-ordination/co-operation with crieff@christmas essential (contact already made)
- BID should support/participate. **NC to develop outline proposals**

9. **AOCB**

9.1 LG reported on on-going discussions with major Banks, including HSBC/RBS/Clydesdale on funding for smaller businesses. **LG/NC to discuss**

9.2 LG reported on “Tay City Deal” – UK Government initiative to provide “transformational” funding for major infrastructure projects . **LG to discuss with NC/AC, with further discussion at next Board meeting**

9.3 LG reported that constituency office in Crieff would be opening by the end of August.

9.4 JASM reported on the success of Crieff Remembers and thanked NC for the additional publicity provided to the businesses, Bob Anderson for his tireless assistance, and Board members who had taken time to visit the CR Exhibition.

9.5 **Vice Chairman.** Scott Bennett’s appointment was unanimously **APPROVED.**

9.6 **Noticeboards.** RB reported that these were at last to be installed at various locations in the town. She further stated that the King Street car park was to be re-surfaced to improve the present restricted parking spaces.

10. **Date of the Next Meeting – Tuesday, 3rd October 2017. Venue to be confirmed**

There being no other competent business, the Meeting ended at 8.20 p.m.

Signed

Date