



We Are INverurie Board Meeting – Monday 23rd May 2022

The Hub, 1A High street 5pm

Minutes

Apologies – Graham Matthews, Mohammed Khan, Mike Stuart & Ray Allan

Directors Present – Ian Sinclair **IS**, Liz Forsyth **LF**, Gavin West **GW**, Dale Bruce **DB**, Keenon Hawkins **KH** & Fiona Clegg **FC**

In attendance – Derek Ritchie **DR**

Approval of previous minutes – **DB/LF**

Chairman's Report

N/A

Financial Report

£110,000 grant received on behalf of Market Ethically for the development of the Inverurie Lokili App.

DR to ask John Glover of Inverurie Environmental Improvement Group to submit their annual invoice for £10k + vat.

£1,100 sent to Ellon Rotary Club to add to the funds they raised for Charlie House.

£42.5k in bank account.

Marketing Report

Final Tranche of BID Photo Campaign: majority of BID businesses now met with remainder of coverage continuing to go out during election period. Continuous content to rollout daily covering all/most member biz.

Jubilee: coverage has been positive with wide plethora of community, cultural and sporting events programme (pinpointed BID as key resource/partner for such events). window design + jubilee magloid design went very well + feedback good.

Pride of Inverurie: many votes have come in already, sponsor media has begun (good BID coverage + linkage with BID members)

Town Centre MAP: library large-sized map w/ landmarks completed within re-election period (BID branded)

Video campaign + competition launch: invitations to take part in BID commissioning 50 free video ads for member business on 27th May (filming period 30th May for 6 weeks. 8 for cushion)

Lokali Inverurie App: very pleased place fund was successful, rollout October 2022, business onboarding + development for next 3 months. Aberdeenshire Council will hopefully be a big promotional partner with this. We're going to have a project launch evening in July for both public and businesses. I'll be sending a separate project pack for BID Board in anticipation of this.

Evolving INverurie: formal, partner/member linkage on website we're developing, banners being created, leaflets being printed + clear affiliation on launch/projects i.e. cinema + Bennachie we intend to do w/ Evolving/BID/Market Ethically.

BID Renewal Election

Civica had received 50 votes up to Thursday last week with five weeks remaining for votes to be cast.

I will be contacting those who have not sent through their ballot paper in the last two weeks leading up to the ballot day (23rd June)

Aberdeenshire Council have booked the Garioch Heritage Centre for the Ballot Declaration by Chief Executive, Jim Savege.

We have created a guest list of about 40 people to invite to the event.

BID Managers Report

Platinum Jubilee

The Magloid brochure was inserted in the Press & Journal and Evening Express on Friday 20th May to help promote the various QPJ events.

Less than 100 tickets remain for the QPJ Street Party with all lunchtime tickets sold out.

Unfortunately, the Jubilee Beacons will not go ahead on Bennachie as planned due to various issues with logistics and permissions.

Anyone know of a van that I could use over the jubilee weekend? **KH** obliged, thank you Keenon.

Platinum Jubilee Window Competition

There are now 28 businesses taking part in the above competition with the displays due to be up by Friday 27th May.

Members of Inverurie Events Committee will judge the window displays and decide on a winner during the week leading up to the Jubilee.

Evolving INverurie SCIO

No update this month.

Cultural & Tourist Signage

I have had contact from Colin Wood at The Garioch Heritage Society about the tourist signage within Inverurie, the black cast iron signage is over 20 years old now and many are out of date as is some of the brown tourist signs. Basically, there needs to be a refresh of tourist/landmark signage in the town.

DR to progress by contacting Aberdeenshire Council Roads and Visit Aberdeenshire.

Emmerdale Cast Visit

Inverurie hosted two cast members of Emmerdale on Saturday 7th May from 10am to 2pm, Chris Chitell aka, Eric Pollard and Lawrence Robb aka, McKenzie Boyd to raise money for Charlie House.

They visited seven different businesses in the town and the businesses and BID contributed a total of £1100 towards the charity.

Parliamentary Committee Visit

Monday 16th May saw a visit to Inverurie by some MSP's representing The Scottish Parliament's [Economy & Fair Work Committee](#).

DR, EF, MS & KH were there to represent BID and were joined by other Inverurie community leaders, business and council representatives who were invited along on the day. The MSP's asked the group a wide range of questions about the town and seemed to be very impressed at the way local groups are working in collaboration so well.

Arts & Crafts Market

The new market starts this Saturday (28th May) at the car park in front of the town hall from 9am to 1pm.

Tour of Britain 4th September 2022

Aberdeenshire Council have some funds set aside for Inverurie Events to help them organise an event in Inverurie on the day.

CCTV

No update this month

Local Council Elections Thursday 5th May 2022

Ward 11 Inverurie & District Councillors that were elected are listed below:

BAILLIE, Neil Scottish National Party (SNP)

EWENSON, Marion, Scottish Liberal Democrats

KEATING, David, Scottish Conservative and Unionists

WHYTE, Judy, Independent

Judy Whyte has also since been appointed Provost of Aberdeenshire

Changes in business Units in BID Area

E-Cigs Scotland has changed to Totally Wicked UK with new ownership.

Attic due to move to old Post Office site on West High Street next month.

Inspire Open Day in their new premises where Yvie's used to be today, opening soon.

Gail Reid Mortgage Services Ltd moving from Thainstone Business Centre to former Casepoint premises on High Street next month.

AOB

Date for Diaries: Pride of Inverurie Awards, Inverurie Town Hall, Friday 19th August 2022

DR to look to see if map at railway station needs refreshing like the one at the town hall.

next meeting will be held 9 days before the end of the renewal ballot

Date, time and venue for next meeting:

Tuesday 14th June 2022 at The Hub 1a High Street