

# we are

NEWSLETTER • ISSUE 1

# INVERURIE

## Inverurie's Businesses IN to the We are INverurie BID!

**F**OLLOWING the resounding 87.2 per cent of the eligible business owners voting YES, the green light was issued for the We are Inverurie Limited company to be formed and subsequently start executing the business plan.

Chairman of the We are INverurie Limited company, Ian Sinclair explained: "We are delighted that we are now in a position to be officially formed and extremely excited about what the future looks like for Inverurie."

The work has now commenced on making the Business Plan a reality."

BID manager Ashley Wilson added: "Our business community has really got behind the BID and the support has been strong across the board."

"We have an exciting five years ahead as the projects and priorities outlined in the Business Plan start to take shape and I am delighted to have been appointed as BID manager."

The We Are Inverurie Company, along with the support of Ashley Wilson as Manager, are now responsible for the delivery of the projects as highlighted in the Business Plan. The aim of the Business Plan is to deliver a series of projects and services that will improve the trading environment in Inverurie, to benefit businesses, their customers, clients and visitors.



**Ashley Wilson**  
Inverurie Business Development

The seven key priorities of the We are Inverurie Limited are to:

- Promote Inverurie Town Centre as a place to visit and invest in.
- Attract more customers.
- Increase the number and scale of promotional events.
- Provide a safer place to visit both day and night.
- Help businesses make cost savings.
- Represent the voice of Town Centre businesses and organisations.
- Help deliver a cleaner, more attractive Town.

## - Introducing you to the Inverurie BID Directors -



**Liz Cobban**  
Kellas



**Barry Gibb**  
Gibb's Menswear



**Scott Graham**  
McLeish



**Colin Hepburn**  
DM Hall



**Steve Innes**  
I&K Motors



**Willie Johnstone**  
Scotframe



**Graham Matthews**  
Peterkins



**Ruby McKay**  
Chalmers Music School



**Annette Reid**  
M&S



**Graeme Ross**  
JG Ross



**Barry Sangster**  
Inspire Flooring



**Neil Simpson**  
ANM Group



**Ian Sinclair**  
Sinclair's



**Keith Whyte**  
Mitchells

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## Attention all Levy Payers -

Please note all levy invoices will be going out on week commencing Monday 13th November 2017

### New role:

In September this year, Ashley Wilson (right), who helped steer the We Are Inverurie BID to success, was appointed as BID manager and will now take on the role which encompasses improving Inverurie over the next five years. Chairman of the board of directors, Ian Sinclair said he was "delighted" to announce that Ashley had secured the position of manager going forward and wished her well in her new position. *Photograph by Paul Douglas*

# INVERURIE ENVIRONMENTAL IMPROVEMENT

**Inverurie Environmental Improvement Group (IEI) would like to thank all the business owners who have provided sponsorship, assistance and support over the years to help IEI deliver the floral displays in the Town Centre.**

2017 has been a very successful and exciting year for IEI including the award of a Silver Gilt Certificate from Beautiful Scotland for the Scotland in Bloom Medium Town Category. The judges were impressed with the Town Centre floral displays and the support from the local business community and residents. IEI also received a Green Butterfly Award from Aberdeenshire Environmental Forum.

Within the BID area during the summer months IEI maintain over 200 hanging baskets on business premises and

lampposts, 6 window troughs on the Town Hall, 12 tiered planters, 4 wall planters and 8 whisky half-barrels. Aberdeenshire Council donate 6,000 plants from Aden Park Nursery which service users from Pitscurry plant out in the hanging baskets. IEI's donation of £1,000 to Pitscurry last year was used to purchase a new lawn mower and the balance put towards a new cabin for autistic service users.

Volunteers water the hanging baskets and planters three times a week using nearly 4,000 litres of water per week. The watering can take over three hours to complete so any additional help would be appreciated. The water is from a sustainable source at the Polinar Dam and is given with the kind permission of Breedon Aggregates. At the end of the summer season winter bedding plants are put in the planters to provide a continuous colour display in the town centre from November to May.

The Inverurie Best Garden competition attracted more than 30 entrants with over 60 people attending the awards presentation in the Garioch Heritage Museum. The Best Commercial Garden was won by the Strathburn Hotel and the Best Low-maintenance garden was won by Watsons and Abellio-Scotrail for the Inverurie Station Platforms. IEI would like to



encourage all business premises owners with a landscaped area to make it an attractive planted area for customers and visitors to enjoy.

The IEI committee provide assistance and resources to Sheltered Housing residents to make their garden environment more colourful throughout the year. Elderly residents are less able to garden for themselves and IEI intend to set up a gardening group who will carry out this work on a voluntary basis.

IEI support Rotary International's Purple4Polio campaign by buying 10,000 purple crocus corms and distributing them to local schools and community groups to plant out. IEI supports the Ury Riverside Park SCIO group, Inverurie Community Council's Historic Walks initiative, Inverurie Men's Shed, Grampian Opportunities and local mental health groups. We also look

forward to supporting Aberdeenshire Council school's 'Grow It, Cook It, Eat It' initiative after a successful pilot scheme.

The IEI committee consists of John Glover, Chairperson; Colin Hepburn, vice-chair; Joyce Lawson, Secretary; Ian Grant, Treasurer; Sandy McWilliam, Horticultural guru; Ian Mitchell; Ian Talboys and Fiona Hepburn. IEI could not survive without the generous sponsorship support from the local businesses. We are proud to be able to deliver the above community activities on your behalf for the benefit of all the community.

We now look forward to working with the BID Board of Directors and wish all the Levy Payers continued success in your business endeavours. We would be delighted to hear from any business owners or employees who would like to get involved with community initiatives.



## To give an indication of what to expect over the next 12 months we have highlighted some of our first year projects:

- Create and deliver a marketing/communications strategy for executing business plan
- Strengthen the partnerships with Abellio, Visit Scotland/Visit Aberdeenshire to target specific markets to increase footfall.
- Support Inverurie Events and Inverurie Environmental in delivering planning events and product placements for 2018.
- Generating a town centre gap analysis which will allow a Town Centre prospectus to be compiled.
- Developing our young people to create working opportunities, reinstate civic pride, and encourage entrepreneurs.
- Partnering with Aberdeenshire Council address accessibility within the town centre, addressing issues such as parking, cycling and walking initiatives.
- Utility cost savings, exploring options for cost neutral for the businesses.
- Collective business voice to lobby on business issue as they arise.
- Working with IEI to implement suggestions following 2016 Keep Scotland Beautiful baseline survey.
- Partnering with Police Scotland and deliver Aberdeenshire Retail Crime Initiative and provide training where necessary.
- Partnering with Garioch Community planning partnerships group to raise awareness and support their initiatives.
- Build upon working relationships with Aberdeen Voluntary Action and other 3rd party sector to support and promote awareness.
- Create a digital town centre strategy.

## Our [www.weareinverurie.co.uk](http://www.weareinverurie.co.uk) website is now live and we encourage everyone to start adopting this website as the Visit Inverurie website.

Anything anyone requires to know about the town feed it into us.

We have a calendar of events that's sitting empty at the moment – please, we encourage you get in touch with whatever event you are doing and we will share it on your behalf. Please do not let our website information get old and static, let's keep it up to date, so any information feed back to us!

We can't reiterate this enough for our businesses in Inverurie, this is an exciting time ahead for the town centre and we really need to capitalise on the opportunity we have been given.

This is a two-way process; therefore, we encourage feedback, ideas and suggestions so please get in touch.

# INVERURIE EVENTS

During the BID process, a new Events Committee were formed last year to assist the We Are Inverurie company executing key events for the town centre over the next five years. We now have 16 trustees on the committee who have already proved their capabilities by the successful Pride of Inverurie Event which happened in August this year!

A truly inspiring event, which left our finalists, winners, sponsors truly speechless with the remarkable achievements our unsung heroes achieved in normal day to day life.

This will now be an annual event to look forward too!

The launch has taken place of our 'Save the date' at the Aberdeenshire Wedding Show. This is extremely exciting where we are going to turn Inverurie into the most magical wedding shopping experience ever.

## INVERURIE WEDDING WEEKEND

Live music, wedding cars, retailers with wedding themed windows. Believe it or not but every retailer within the town centre has a wedding offer!

And we are going to ensure that Inverurie gets a reputation for being the annual wedding destination for all your wedding needs.

We are so thrilled as Scottish Wedding Directory approached us on the day and cannot wait to start working with us on this very exciting, town transforming event.

*Save the Date - 28th & 29th April 2018*

**Christmas Lights - Year 1, this year we are replacing the lights, following the feedback from everyone for the out of date lights the existing footprint will be replaced with new lights.**

We have a meeting scheduled with Aberdeenshire Council to talk through our wish list to extend to the whole BID area, that will be in January, unfortunately there wasn't enough time to do it this year.

We are investigating options to have a festive feel within the BID



**Christmas 2017 - the new committee have been exceptionally busy filling the festive weeks with a variety of activities for the family to enjoy.**

Kicking off as usual on Sunday, November 26, there will be the St Andrew's parade, with a mass market in the town centre consisting of our local retailers and an afternoon of live music, building the momentum to our main event the fireworks.

Saturday, December 2 and Sunday 3, Herchers Fun Fair will be in the town centre for the weekend, outside the Town Hall.

On Sunday, December 10 we are launching our first inaugural Santa and Elf run, sponsored by Laings and Scotframe, Inverurie.

The Elf run is 100 children through Uryside at noon and then from 1pm some 300 Santas will be running through the town too!

We are delighted to announce that Laing's and Scotframe are jointly sponsoring this event – thanks guys!

On the same Sunday, December 10 and then on Sunday 17 we are having our first Breakfast with Santa at the Garioch Indoor Bowling.

We are Inverurie have reserved the December 10 day as a special St Andrew's school VIP date with Santa. The 17th, public sale of tickets for children.

Local retailers will also have stalls in the town centre promoting special Christmas and January early bird specials.

area, and looking at potentially little Christmas trees, powered by solar lights to decorate the other areas without Christmas lights – any suggestions please feel free to feed back to us.

Following the latest meeting of the Garioch Area committee on Tuesday, October 31, it was agreed that £9,000 in funding would be allocated from the Inverurie Common Good Fund, however councillors did not support the group's application to the area committee budget.

Instead, the council has asked for a report to a future meeting to take a more holistic approach to funding festive lights across Garioch.

## Laings recognised for its commitment to people development at Northern Star Business Awards

**Luxury kitchen, bathroom and bedroom retailer, Laings was recognised as an employer of choice at this year's Northern Star Business Awards, when the company was awarded the Commitment to People Development award.**

The awards ceremony, which took place on Thursday, October 5 was held at the Aberdeen Exhibition and Conference Centre and was attended by 600 people from the region's business community.

It was the first time the independent, family run business has entered the prestigious awards scheme after becoming members of the AGCC in 2016.

Laings Director, Darren Walker said, "We are honoured to have been recognised for our Commitment to People

Development at the Northern Star Business Awards.

"We are incredibly proud of our talented and loyal staff, some of whom have been with us for over 40 years.

"We strive to bring new people into our business on an annual basis through our Trainee Designer scheme and aim to enrich our employees' experience at work, as well as their skillsets, through international training, external qualifications and ongoing professional development.

"Our business has been based



in Inverurie for over 150 years and we are very proud to be part of the North-east's vibrant business community.

"We continuously strive to fly the flag for our region in our industry and were delighted to be named the UK's Bathroom Showroom of the Year at the national KBBreview Awards

earlier in the year."

Laings was established in Inverurie in 1862 and remains based in the heart of the North East town. Its showroom includes over 100 kitchen, bathroom and bedroom displays, featuring products from Europe's leading luxury brands.

# INVERURIE BUSINESS ASSOCIATION

## Did you know? Within your levy payment is Inverurie Business Association Membership (2018 - 2022).

We are in the final stages of establishing our Service Level Agreements between all parties, including Inverurie Events and Inverurie Environmental Improvement, to ensure a strong joint working partnership with everyone involved.

The IBA Committee have concluded following the success of the Inverurie BID, that an EGM is required.

This will take place at Garioch Indoor Bowling Club will take place on 2nd November at 6pm and feature a data protection presentation on the night.

We would invite new members to come along.

## Year of Youth, 2018 next year is the year of youth and we must take this as an opportunity to work with our young generation.

We have already identified opportunities for the children to get involved in.

Equally we would like to hear from you, our members, if you have any ideas or projects you would like us to facilitate then please drop us a line.

We are already in discussion with the Academy and are working on a developing the young generation workshop aimed at projects.

Again, if anyone is interested in getting Involved get IN touch.

We are delighted to have worked with Mark Jones and the staff and pupils at the Academy on their core values for the new campus.

Equally they have adopted the new branding an incorporated into the logo/statements etc - which is fantastic.

The brand is there - use it!

Get in touch with us if you want to have it tweaked for yourselves.

## SAVE THE DATE! • 23rd January 2018

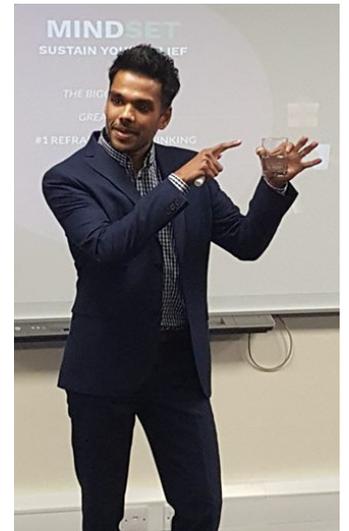
Public information night 6:00pm - 8:00pm, venue to be confirmed. Due to the significant works scheduled on the railway line between Aberdeen and Inverurie for the next two years. We are having an information night to present the proposed timeline, issues and solutions for the dualling.

## New ways of thinking:

Inverurie Business Association recently welcomed consultant psychiatrist Dr. Tharaka, a graduate of Aberdeen University Medical School who has become a regular speaker at events in Scotland, inspiring people to 'shift the way they think' to maximise personal wellbeing and development to a motivational talk which was held at Thainstone.

Known for his contagious enthusiasm, love for people, Dr. Tharaka is energised to speak life-enhancing messages with lasting impact. He has a vision to see individuals, businesses and organisations attain their goals, reach even greater success and believe for more.

We had the pleasure of having Dr Tharaka speak to members of the business association on Wednesday 1st November.



Those who attended certainly felt inspired and motivated when they left at the end of the night.

Don't worry if you missed him we will certainly have him speak again at an event soon.