

Minutes of Board meeting of Discover Dunblane Ltd
Monday 22nd February 2016
5.30pm - 7.00pm The Riverside

Present: Markus Beher (Cathedral City Estates), Pauline Casey (Charisma), Tom Casey (Chair, Discover Dunblane), Tracey Erskine (Erskine Eyecare), Graham Fleming (Bennett's), Kirsten Gunning (Dunblane High School), Wilma Lyon (Beechtree Café).

In attendance: Scott Abercrombie (Project Manager, Discover Dunblane), Muriel Alexander (Project Manager, Discover Dunblane), Sean Huggett (Dunblane High School), Sophie Reid-Kay (Dunblane High School)

Apologies: Carol Beattie (Stirling Council), Helen Gourley (Toy Hub), Roy Nicolson (Dunblane Development Trust), Mike Robbins (Provost)

1. **Minutes** – approved by Graham Fleming and seconded by Tracey Erskine
2. **Actions** from meeting of 25 November 2015 (all are part of the agenda)
3. Welcome and Introductions Tom welcomed Scott Abercrombie, Muriel Alexander and Kirsten Gunning to their first meeting.

Decisions required:

5. Board Membership and Frequency

The Board were advised that Roy Nicolson, Chair of Dunblane Development Trust) would join the Board, replacing Tim Hughes. The Board recorded their thanks to Tim's contribution during his time on the Board and looked forward to welcoming Roy to future meetings.

Following a number of changes in membership to the Board - earlier discussions between Michael Poux (Doubletree Hotel) and Stuart Riddle (Riverside) established that they would step down from the Board. Tim Hughes (DDT Rep) would be replaced by Roy Nicolson (Chair of Dunblane Development Trust). Robert Young of Marks and Spencer has asked for a 3 months grace period before he confirms what role he will undertake. So there remain two vacancies on the Board.

Following discussion, it was **AGREED** that Board members would actively look to recruit to the sub groups in the first instance where there was the opportunity to strengthen activity led developments. The Board vacancies will remain open and be considered again at the next meeting.

It was **AGREED** that the Board would continue to meet on a bi-monthly basis for the time being with a view to reducing the frequency to every 3 months in the future.

6. Subgroup structure and membership

The following businesses are currently members of sub groups:

Promoting: Charisma, Old Churches House, Erskines, Toy Hub, Cathedral Estates and Marks and Spencer. The group is led by Scott.

Enhancing: Bennetts, Beech Tree, Ian McNab, DDT, Bank of Scotland. The group is led by Tom and supported by Lindsay Lennie.

Supporting: Dunblane High School, Riverside, Bank of Scotland. The group is led by Muriel.

Other businesses who have supported sub groups, from time to time include; Tesco and Steven Croal

ACTION: It was **AGREED** that each sub group should look to bring in new members from time to time to support specific tasks.

7. Levy Payment

It was noted that there remained one business whose first levy installment was yet to be paid in spite of a number of reminders from Discover Dunblane and Stirling Council.

It was **AGREED** that a letter is to be sent by registered post outlining the legal obligations of a business within the BID and to highlight that all costs involved in the recovery of the money, from the business concerned, eg Sheriff Officer, would be for the account of the business concerned.

ACTION: *Tom Casey*

8. Business Forum

Following some feedback regarding aspects of the Forum meetings, it was **AGREED** that there would be a more scaled-down approach to catering provided. It was agreed also that the event would switch to a Breakfast Meeting approach for the next meeting. Outline format, a brief update and feedback on activity, a topic-oriented presentation and an opportunity for sharing of information and networking.

It was **AGREED** that the next meeting would take place on Friday 1st April at 8.00/8.15 am (exact time to be finalized once the location has been confirmed).

ACTION: *Muriel Alexander/Tom Casey/Scott Abercrombie*

9. Budget Allocation for 2016

There was approximately £5,000 in the budget after deductions for Project Management costs, admin, social media and other costs are accounted for. The next levy was due to be drawn down from May onwards.

While each theme has an associated budget, there was value in exploring additional funding for events such as the Christmas Extravaganza which required a significant proportion of the annual Promotion budget which in turn reduced the opportunities to develop additional activities which could equally help the town. It was proposed that a number of additional funding streams could be explored including that of affiliate membership from organisations and businesses outwith the BID catchment area, e.g Cromlix, Duckburn Estate, Prudential, Graham's Dairies, the consideration of seeking sponsorship from an organization for the Discover Dunblane website, and exploring connections that may be of benefit through Dunblane Development Trust. Securing additional funding would enable Discover Dunblane to support other opportunities to promote Dunblane which arose within the timescale but were not necessarily planned in advance.

It was **AGREED** that additional funding channels would be explored between February and July.

ACTION: *Scott Abercrombie and Muriel Alexander*

Christmas Extravaganza: The Board were advised that the budget allocation for Promoting theme in 2016 was £9k. It cost £8.5k to run in 2015 extravaganza, which was partially offset by generous support from the Murray family and other business of approximately £2.5k, the remainder from Discover Dunblane budget.

It was **AGREED** that the Christmas Extravaganza would be held again in 2016, with a view to raising a sum in the region of £5000 through sponsorship.

ACTION: *Scott Abercrombie and Muriel Alexander*

Visit Scotland Expo / partnering Destination Scotland: Scott outlined a two-day Visit Scotland Expo event due to take place on 21-22 April 2016 at Ingliston, which would provide significant opportunities to promote Dunblane and raise its profile to tourism and related organisations. There was an opportunity for Dunblane to be part of a Destination Stirling "street" stand and it was proposed that Discover Dunblane are represented at this event at a cost of £2.5k but with a view to seeking the support of a number of organisations in Dunblane who may already be attending individually to be represented collaboratively which would help to reduce this cost. It was envisaged that work would take place to develop the website and social media channels accordingly and there was the offer of a Drone video of the town to be produced and to be available on the day.

It was **AGREED** to support the funding of Dunblane being represented at this event and for the cost to be partially offset.

ACTION: *Scott Abercrombie and Muriel Alexander*

Updates and other matters

10. Update Note

Communication: concern has been expressed that communication should be more effective. The website is key to communicating the developments and activities of Discover Dunblane and should be a portal which includes information about all businesses, events, visiting and tourism opportunities and accommodation as well as BID activity.

The Board were informed that a meeting had taken place with Danny Smith, Computing teacher at the High School and it was AGREED that the school would design an “app” for Dunblane, driven by a competition which would take place before the end of the school year with an agreed design for the “app” by end of June. Danny would then look to determine how best this design could be built and delivered.

ACTION: *Dunblane High School*

Scott indicated that he would produce a communication strategy to be circulated via the Promotions group.

ACTION: *Scott Abercrombie*

11. Education for Life and Work Programme

Kirsten Gunning indicated that an evaluation of elements of the EflW with S5 year group was taking place w/b 29 February to inform the future development, content and structure of the preparation programme for the work placement week which would take place this year w/b 21 November.

It would be valuable to obtain input from business perspective to establish what was important for a successful placement and to achieve an approach which would clarify the roles and expectations from both pupils and employers.

The school has established an EflW team including representation from Skills Development Scotland and encompassing careers, work placement, college links and PSE interests to ensure the experience is appropriate and relevant.

It was emphasized that simplified procedures needed to be in place which reduced barriers to engagement and support for participating businesses.

The programme will continue to be developed by members of the Supporting group.

12. Golf Club email exchange

An email exchange between Discover Dunblane and the Dunblane New Golf Club (DNGC) was circulated and discussed. Key points raised by DNGC were communication from the BID and the BID board decision to express publicly support for the Park of Keir Development. On the latter point, the BID Board were clear in their view that they represented a broad cross section of the BID business community. In addition, given their relationship with a large number of BID businesses, the Board felt confident to make a representative and fair decision on this matters, without broader consultation. That said, the Board recognised, that should opinion be divided at the Board on such matters on any such occasion, then there would be a need for wider consultation as appropriate.

A very successful follow up meeting had since taken place between the Chair, Vice Chair and Secretary of the Dunblane New Golf Club and Tom Casey and a number of potential events and topics were tabled that could provide an opportunity for establishing closer working relations. Scott has already contacted the DNGC Secretary to arrange a follow up meeting to discuss how further work and opportunities could be developed.

13. Dates for meetings in 2016

The next meeting of the Board was agreed for Monday 9th May, 5.30 pm – 7pm in Dunblane High School.

AOB

20th anniversary

At a recent meeting of the Promoting Team where the 20th anniversary of the Dunblane Shooting was discussed. It was agreed that that is was appropriate for individual businesses within the BID to show some recognition of the anniversary date eg and would be placing candles (battery operated or similar) or snowdrops in window areas where this was possible. A communication will be agreed at the Promotion meeting on Monday 29th Feb.

Agreement and Actions

Minute	Decision	Action
5	Board members would actively look to recruit to the sub groups in the first instance where there was the opportunity to strengthen activity led developments.	ALL
5	Board would continue to meet on a bi-monthly basis for the time being with a view to reducing the frequency to every 3 months in the future.	ALL
6	Each sub group should look to bring in new members from time to time to support specific tasks.	Subgroup
7	Letter is to be sent by registered post to outstanding business yet to pay levy outlining the legal obligations of a business within the BID	Tom Casey
8	Next meeting of Business Forum to take place on Friday 1 st April at 8.00/8.15 am	Tom Casey, Muriel Alexander, Scott Abercrombie
9	Additional funding channels to be explored	Scott Abercrombie and Muriel Alexander
9	Christmas Extravaganza to be held again in 2016, with a view to raising a sum in the region of £5000 through sponsorship.	Scott Abercrombie and Muriel Alexander
9	Support the funding of Dunblane being represented at VisitScotland Expo event in April 2016 and for the cost to be partially offset.	Scott Abercrombie and Muriel Alexander
10	Dunblane High school would design an "app" for Dunblane, driven by a competition which would take place before the end of the school year with an agreed design for the "app" by end of June.	Dunblane High School
10	Communication strategy to be circulated via the Promotions group.	Scott Abercrombie