

AGENDA
Board meeting of Discover Dunblane Ltd
Monday 19th October 2015
5.30pm - 7.00pm Riverside

Attendees: Graham Fleming (Bennett's) Richard Noakes (Dunblane High School); Tracey Erskine (Erskine Eyecare); Helen Gourley (Toy Hub and Bid Manager); Tom Casey (Bank of Scotland); Markus Beher (Cathedral City Estates); Jennifer Winning (Marks and Spencer);

Guests: Stirling University Students; Sean Huggett (Head Boy DHS); Sophie Reid-Kay (Head Girl DHS)

Apologies: Michael Poux (Doubletree By Hilton Hydro); Wilma Lyon (Beechtree Cafe); Pauline Casey (Charisma); Carol Beattie (Stirling Council Officer); Mike Robbins (Provost - Elected member); Stuart Riddle (The Riverside);

1. **Minutes** – approve GF and seconded. JW

2. **Actions** from meeting of 28th September (either completed or part of agenda)

3. Decisions required:

- a) Levy - non payment - agree actions – 11 payments currently outstanding totaling £3025. Approx half of these have communicated an intention to pay, but a delay in processing. Confirmed that we will support SC in collecting in full any outstanding payments. **Action: HG to continue to progress**
- b) Cost Reduction – Confirmed that information has gone out to businesses in a pack in the last 7 – 10 days. Aim to have approx 30% uptake by 1st December. **Action: HG to track every 2 weeks for an update.**
- c) Business Forum (1st December); Agreed that the forum should be focused on the report from the Stirling Uni students and feedback from the Discover Dunblane this Christmas events. No other speakers required,
- d) Budget for Christmas Extravaganza - (spotlight session)
- e) Board Membership - new / changes to Board – Jennifer Winning confirmed that she is moving to a different store and therefore is leaving the board & promotions team. Her replacement at M&S Dunblane has not yet confirmed if they will be able to replace her on the board, but the offer will be made once he has time to settle into his new position. The board wished Jennifer well in the future and thanked her for all her hard work and support.

4. Spotlight:

a) Discover Dunblane this Christmas – Quick update given of the details for the 4 day promotion to Discover Dunblane this Christmas, including the late night shopping evening. All going well in terms of planning & budgeting. Promotion already confirmed with The Wire, Families Magazine & Love Local magazine. Promotion via social media has also started. TC requested support from RN to help put the Christmas Trees Up on Sunday 22nd November. **Action: RN agreed to find support.** Support was also requested for photography on the night. The school were advised that last year, although agreed, no-one from the photography group turned up. **Action: RN agreed to provide seek firm commitment from any camera/photography group who offer support.** HG confirmed that a volunteer is need to act as head co-ordinator on the Thursday night as well as stewards to

perform several duties throughout the afternoon & evening. Action. [TC agreed to discuss duty requirements with HG/PC to enable a list of activities to be drawn up and a suitable candidate agreed.](#)

HG also reported that there has been difficulty with correspondence with the licensing team at SC – leaving it unclear as to whether or not an events license is needed. [Action: HG to forward all correspondence so far to TC and he will review.](#) Additional support has been offered by various businesses both in the form of prizes for the Golden Ticket promotion and financial support for individual activities such as Fireworks & Garrison. It was agreed that any business that gives additional support in this way will receive a mention on social media/leaflets/disposable promotion by way of thanks. [Action: Promoting Team.](#) It was also agreed that the opportunity to sponsor anything additional be given to all members of Discover Dunblane, with the clear message that this is an additional opportunity to promote & support as opposed to a request specifically for extra funding. [Action: Promoting Team](#)

b) Stirling University. SU gave update on Dunblane statistics provided from DCC based on information from 2011. Highlighted that lots of young families in Dunblane. Objective 1 – to encourage the community to use local businesses more frequently. Suggested leaflets, coupons etc. Questionnaire created to get a sample size of at least 200 respondents on the street to evaluate how the businesses are used and visiting/buying patterns. Survey also done door-to-door in Dunblane to try and get feedback from people who don't use Dunblane High Street. Next update will be given at the meeting on 23rd November.

c) DHS - Education for life and work programme – Letter appealing for work placements is now on the website. Next steps are that RN will email all businesses to try and establish what commitment they may be able to give, both for work experience week and going forward for work placements from Spring 2016. DHS plans to set up an employer engagement evening on 9th November to speak about what it means to participate from an educational & employment perspective. The pupils will speak about what it's like to be a young person in the school and a community and what they need going forward to help them learn about the world of work and employment.

5. Brief updates

a) Stirling Council – TC met with SC on Thursday. Gave an update on our work so far. TC will be producing a short paper for them, focusing in particular on our education and employment. Funds may become available to enable us to develop this area in particular and support from Forth Valley College may help to improve our own business skill sets.

b) Charrette – [Action: TC will email presentation given at DDT AGM.](#) It highlights some tasks which DD will lead on. Awaiting follow up meeting with DCC & DDT.

c) Sunday Herald Article 15th November - Article is in the process of being drafted and SC are offering support in how to word it.

d) Destination Stirling – TC is now board member of Destination Stirling. This should help create a clearer strategy in terms of website and overall promotion of the town. This could include leaflet distribution amongst other support.

e) Sub group – no questions from written update

6. Date of next meeting - 23rd Nov (DHS); 18th Jan (Riverside); 22nd Feb (DHS)