

AGENDA  
Board meeting of Discover Dunblane Ltd  
Monday 23<sup>rd</sup> November 2015  
5.30pm - 7.00pm Dunblane High School

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); Wilma Lyon (Beechtree Café); Pauline Casey (Charisma)

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

Apologies: Michael Poux (Doubletree By Hilton Hydro); Carol Beattie (Stirling Council Officer); Mike Robbins (Provost - Elected member); Stuart Riddle (The Riverside);

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

**2. Actions** from meeting of 19<sup>th</sup> October (either completed or part of agenda)

**3. Decisions required:**

- a) Business Forum – India Gate, 1<sup>st</sup> December 6/6.30 arrival with finish at 8pm. Food to be served on arrival. Stirling University to host a discussion on their findings at the event. Richard Noakes to do a 10 minute presentation.
- b) Budget – Stirling Council have been invoiced for £10,000. TC offered to cover a shortfall if necessary for cashflow purposes on the understanding that it will be repaid when funds become available.
- c) Charrette – TC to send update on the overview from the charrette. The output has been grouped into 5 different categories with 23 possible actions. Several of the actions fall within the DD business plan. RN asked about how the board will discuss future developments within the Dunblane area and whether we will input into them. Agreed to stay aware of future developments, but only to provide a viewpoint if required at the time.

**4. Spotlight:**

- a) Review of 2015 –

Promoting – A new brand has been created. Christmas activities are planned and ready to go. Difficulties in terms of the number of people and cross-section of businesses involved in the group and number of active members. Difficulties with enough people to help achieve what needs to be done and focusing on promoting the town as a whole rather than just the businesses.

Enhancing – Businesses have taken up the PIS grant. Problems with people who are limited with income in rental properties are reluctant to improve their landlords' premises. Cost efficiency – 2 businesses have had premises looked at and are awaiting feedback on the report. Concerns about needing planning permission to paint premises.

Supporting – Business Forum has great potential. Engagement and take up has been poor and the buddy system has not worked. The size of the BID has created challenges in that respect. Partnerships have gone well, working together with the school, the community council, Stirling council and the DDT to name a few. The school are also very positive about the partnerships that have been built.

b)Change for 2016.

Agreed to leave Enhancing & Supporting as is. Promoting will be reviewed to create different groups that are more specific i.e. events, communication etc.

Proposing to move the board meeting to bi-monthly. The board agreed this action.

Suggested that the volunteers at The Museum/Cathedral/Leighton Library be asked to bring a member onto the board.

TC to set up a meeting with all the Hair & Beauty sector in January to discuss how they can be more involved.

HG to advise who is opening and reading emails and which businesses are not engaging via email.

HG to provide a list of non-retail or public facing businesses to TC for further analysis.

## **5. Brief updates**

a) Forth Valley College – Potential for them to help us with digital training and health & safety going forwards together with possible project management.

## **6. AOB**

Public toilet petition – agreed to go back to refer them to the community council.

The theme of the newspaper article was changed by the paper so the proposed Discover Dunblane advert didn't go ahead.

HG confirmed that she will be leaving the roll of Project Manager as of the end of December 2015.

**7. Date of next meeting** - 18th Jan (promoting team only) The Riverside; 22nd Feb (Full Board Meeting) Dunblane High School.