

BLAIRGOWRIE & RATTRAY BUSINESS ASSOCIATION (BARBA) ANNUAL GENERAL MEETING HELD ON 12 SEPTEMBER 2018

Held in The St Catharines Centre, George Street, Blairgowrie at 6.00pm

<p><u>ATTENDANCE</u> Anna Bowman (AB) Steve Johnson (SJ) Simon McCaig (SM) Hazel Harris (HH) Kate Walker (KW) Stephen Page Cllr Caroline Shiers (CS) Businesses: Tracie Dick Jackie Brierton Kevin Donald (KD) Kay McClement</p>	<p>President Sec Treasurer Vice President Create at Nest Growbiz Mitchells Newsagents Ericht Holiday Lodges</p>	<p>Businesses cont'd: Nick Cole (NC) Sue Cole Stan Baldwin John Hepburn-Wright Tracie Barrie Other: Ian Richards Lorna McCurrach Pat Richards Len Seal Martin Mathers Rachel Comrie Elly Nicoll</p>	<p>BEPTA/NCS Outdoors BEPTA/Community Mkt Coffee To Go The Wright Root Goodfellow & Stevens Chair BRCC (IR) Development Officer (LM) BRDT BRDT/The HEAT Project The HEAT Project (MM) The HEAT Project The HEAT Project</p>
<p><u>APOLOGIES</u> Lesley McDonald Peter Richardson</p>	<p>Sara Cave Frank Benzies</p>		
<p>Item 1 – Welcome</p> <p>1.1 AB welcomed everyone to the meeting and thanked them for attending and that it was excellent to see so many businesses attend.</p>			
<p>1.2 Pre AGM Items</p> <p><u>Development Officer</u></p> <p>Lorna McCurrach gave an overview of her role as Town Development Officer and that she was there to help the Blairgowrie & Rattray Development Trust develop their role and to help the town, community groups etc take forward the Community Action Plan. IR gave the Our Heritage Project as an example where LM is helping them identify their needs and look at funding opportunities. LM can be contacted on 01250 876 000 or lorna.mccurrach@brdt.org.uk.</p> <p><u>Local Loyalty Scheme</u></p> <p>Martin Mathers from the HEAT Project gave a presentation on the findings of the survey looking at introducing a Local Loyalty Scheme. From the surveys completed (127 consumers and 49 businesses) 98% of both businesses and consumers said they would be interested in taking part. The project had looked at various loyalty scheme providers and opted for Gain Loyalty for the trial. It is important to note this is NOT a discount scheme, it is an opportunity to reach consumers with offers, sales etc.</p> <p>There is likely to be a pilot scheme starting early 2019 (or earlier if achievable) starting with 6 businesses with the full scheme being rolled out from April onwards. All present would prefer as long a trial period as possible.</p> <p>KD asked how much the scheme will cost the businesses post March 2020 to give businesses an idea whether the scheme is affordable. MM agreed to provide figures although these are estimates. These are included at Annex A with a breakdown here:</p>			

<p>Up to 500 consumers is estimated to be £600 per year (£720 inc VAT) Up to 1000 consumers is estimated to be £900 per year (£1,080 inc VAT) Up to 3000 consumers is estimated to be £1,500 per year (£1,800 inc VAT)</p> <p>Up to 50 businesses is no cost, each business over this is estimated to be £60 - £120 per year (£72 - £144 inc VAT).</p> <p>Comments welcome from businesses</p> <p>Post Mtg Note: BARBA intend speaking further with The HEAT Project to try to determine if the benefit from the scheme is worth the investment.</p> <p><u>BEPTA Update</u></p> <p>NC clarified the position with the Tourist Information Centre (TIC) – it is owned by BEPTA and Visit Scotland are moving out at the end of October so they are looking for a new tenant. Whilst ideally this would be a tourism related tenant, they would consider most applicants.</p> <p><u>BARBA Update</u></p> <p>SJ gave the following update:</p> <p>BARBA Membership – 67 businesses.</p> <p>Activities 2017/18</p> <p>Town Map – co-ordinating distribution with One Voice volunteers, option to print more in 2019 if demand requires. Map can be updated prior to next print run.</p> <p>GDPR Workshops – 2 face to face and 1 online session to 24 businesses and 12 community groups.</p> <p>Business Breakfasts – opportunity for members to show other members their business, been to The Cateran Café, The Dome, Create at NEST and next month is Westmill Fish Farm 3 October at 5.15pm.</p> <p>Work Experience/Skills Academy – working with the High School to help with work experience placements and developing our own skills academy idea giving pupils a flavour of 3 business areas, 1 per school term to help them experience different areas.</p> <p>Loyalty Scheme – helped HEAT reach businesses and consumers and available to assist as project goes forward.</p> <p>Future Plans</p> <p>Shop Blairgowrie – allow businesses to sell through the website – requires agreement from BRDT as they own the website, currently awaiting a meeting with them.</p> <p>Themed mailing lists – precursor to the Loyalty Scheme idea, again needs agreement of BRDT as they own the Discover Blairgowrie website.</p> <p>Continue town promotion.</p> <p>Work with BRDT and the Loyalty Scheme.</p> <p>1.3 Non-businesses and non-members then left for the AGM itself.</p>	<p>All</p>
<p>Item 2 – Apologies:</p> <p>2.1 Apologies had been received as above.</p>	

Item 3 – Minutes of the last AGM. 3.1 These were accepted – proposed by AB, seconded by SM.	
Item 4 – Secretaries Report – as above.	
Item 5 – Treasurers Report SM gave a summary of the finance reports – these are attached to the minutes. These were agreed – proposed by SJ and seconded by KW.	
Item 6 – Election of Committee Members – the Committee stood down and CS took charge of the mtg. She thanked the committee for their efforts and praised the turn out and the keenness to get involved with things: President – Anna Bowman, proposed by SJ seconded by HH Vice President – Hazel Harris, proposed by KW, seconded by SP Secretary – Steve Johnson, proposed by AB, seconded by KW Treasurer – Simon McCaig, proposed by SJ, seconded by AB Committee Members: Stephen Page Pete Richardson (confirmed post mtg) Kate Walker Lesley McDonald	
Item 7 – AB thanked SM and SJ for their efforts as Treasurer and Secretary respectively.	
Item 8 – Date of Next Meeting The next AGM will be held in September 2019. The next Business Meeting will be held on Wednesday 3rd October at 5.15pm at the Westmill Fish Farm.	All

Distribution (email unless specified):

B&RBA Committee Members:

Anna Bowman (President)
Hazel Harris (Vice President)
Simon McCaig (Treasurer)
Steve Johnson (Secretary)
Kate Walker (Member)
Stephen Page (Member)
Lesley McDonald (Member)
Pete Richardson (Member)

Local Councillors:

Mr T McEwan
Mrs C Shiers
Mr B Brawn
Businesses listed on the Discover
Blairgowrie website and those present
for info