

STONEHAVEN BUSINESS ASSOCIATION / TOURISM GROUP
Minutes of meeting held on Mon 11th May 2020,
Virtual meeting via Google Duo, 7pm

	ACTION	BY
1	<p>Present: Jennifer Davidson(chair), Lesley Leslie (secretary) ,Dawn Black, Ian Philip, Sheila Howarth, Steve McQueen, Charles Sands, Jim Wands, Gordon Bell from 'The Retailer Group' Apologies: Mitch Mckay.</p>	
	<p>April 2020 (AGM) minutes approved.</p>	
2	<p>COMMUNITY HUB- Gordon Bell gave a presentation on the 'Community Hub' (CH) Website and the 'Shopappy' phone app.</p> <p>Covid 19 has completely disrupted the plans, strategies and structures that were being created to regenerate town centres. Some of these plans were 15 year plans! Suddenly we have 18 weeks to try and find a completely new way of regenerating our businesses and communities.</p> <p>Major changes come out of disruption and although we now have a broken market we also have a massive opportunity to build a new and different structure to capture the market. (The old one cannot be rebuilt).</p> <p>The tools we have are; Community Hub Retail App (Shopappy) Town Centre Card (Retail Plus Card)</p> <p>The Skills: New on-line businesses Expertise of Scottish Enterprise and Highlands and Islands</p> <p>Much is outside of our control at the moment. Politics holds the reins but even if shops do open again 15th July, the general public probably won't return on mass. We will be led by the market and have to be ready to optimise on this.</p> <p>The Community Hub aims to keep the local community fully informed about a whole range of local activities Relating to; schools Clubs Sport Retail Church Roads Public transport</p>	

**Local hospitality
Farmers
Weather
Etc**

The site will enable the community to utilise all the up to date information and make decisions about where and how they might want to shop, take part in local activities etc.

The physical reach of the site has to be decided perhaps a 5 mile radius around Stonehaven but to include nearby villages and small towns, so not an exact circle.

The site has been developed from the start as a phone friendly site enabling instant access to up to date local information.

Governance:

In order to manage the site, keep it relevant, sign new people in etc, it was suggested that one person employed for 2-3 days per week would be required.

Those groups or businesses who contribute to the site would be responsible for keeping their own details up to date.

Strategic group required for setting up the site:

In order for this to become the 'go to' place for the community it is important to get the structure of the site right and keep a balance across all sectors of the community.

Suggested group involving for example: local council, Scottish Enterprise, education, retail, hospitality.

Cost:

£6000 for setting up the site/graphics etc

Shop Appy- no extra cost

Retail Plus card £20,000

2-3 day per week management of the site

It is advised that funding is requested up front. Local councils have been backing the project in other areas of the country.

Other considerations;

Consider our Stonehaven 'Assets': Beach, harbour, castle, holiday lets, icecream, walks, artisan shops.....in otherwords we have an opportunity (unlike some communities) to pull in cash from visitors.

	<p>Hotels and B & Bs probably slow to recover but if you have land for outside seating, caravans or tents or holiday lets these enable customers to feel in control of their own space.</p> <p>Hotels and B & Bs could perhaps offer room only rates (no breakfast) Retailors could perhaps spill out onto the pavements. The Square offers huge potential as a useful out of doors space.</p> <p>Discussion after Gordon's presentation: The 'Stunning Stonehaven Website' is still extremely relevant (particularly to visitors) and can be linked into the CH website and continue to be managed as it is currently.</p> <p>The information available on any website is only as good as the info going in.</p> <p>Building an app is a huge undertaking, a costly and time-consuming process. The CH website and Shopappy are already developed.</p> <p>Action: Ian to speak to George regarding the pros and cons of creating something similar to the CH ourselves or using the already designed CH website.</p> <p>Gordon to send examples of how the Retail Plus Card works.</p> <p>Ian and Dawn to meet with members of; Local council, Mackie Academy (Head Teacher) STP Community council Area Ward</p>	
3	<p>CLAN – Light the North: DB still awaiting reply from CLAN with regards to any proposed changes to the event as discussed and minuted at the SBA meeting last month.</p> <p>(19th May Dawn received an email to say LTN cancelled).</p>	DB CS
4	<p>Financial Report: Bank balance stands at £6,891 This takes into account a cheque for £3,000 for the garage roof repairs.</p>	CS
5	<p>Stunning Stonehaven website: Not much to report except that efforts are being made to increase activity on social media and to check that all cancellations of scheduled</p>	DB

	events are up to date. Still awaiting news on the Beer festival.	
6	Supporting businesses and community through the COVID-19 lockdown: Good local info in The Bellman.	DB
7	AOB New postmaster required for Stonehaven town centre, can operate within their existing business or purchase the current business at Keystore.	SH
	Next Meeting: Monday 8th June 2020, 7pm via Google Duo	