

## One Linlithgow Board Meeting

Minutes of Board Meeting held Wednesday 18 August 2021 @6pm at Linlithgow Golf Club, and Teams.

Present: Evelyn Noble (Chair), Mark Darragh (via Teams), Diana Kelly, Jill Wardrope, Liam Maguire, Cllr Tom Conn, Ron Smith, Cllr David Tait (left at 7pm), Chris Horne (via Teams).

Attending: Eddie Linton-Smith, John Smith and Sally McIntosh-Anderson.

Minutes by: Sally McIntosh Anderson

Item	Action Reference
<b><u>Part 1 - Director meeting</u></b>	
<p>1) <u>Welcome &amp; Apologies</u> Apologies received from MS. EN welcomed all to our first in-person meeting since December 2020.</p>	
<p>2) <u>Police Response to our letter of concern</u> LM summarised the response received from Chief Inspector Alun Williams outlining there are no plans to alter the current permanent policing provision in West Lothian, but that he has deployed officers in plain clothing in unmarked vehicles with ANPR capability during the night shift hours, and tasked Road Policing, CID and specialist officers to the area. <b>Action: EN to share Police Scotland response with Directors. Action: ALL to monitor criminal activity and contact Police Scotland again as appropriate.</b></p>	EN ALL
<p>3) <u>Defibrillator Project</u> PubWatch approached OL regarding a joint project to install additional accessible defibrillators within PubWatch member premises. Agreed that this is a very worthwhile project, and could be extended to ensure an even spread. <b>Action: EN to discuss with IG with view to taking proposal to TMG for additional support.</b></p>	EN
<p>4) <u>MyLinlithgow Website upgrade</u> TC advised that no response had yet been received from LCDT to our proposals, but that there was an LCDT Board Meeting taking place on 19/08/2021, at which he hoped to receive feedback. EN indicated there might be an opportunity to apply jointing for funding to the SLL2 fund. <b>Action: TC to raise points at the LCDT meeting.</b></p>	TC
<p>5) <u>OL Year 3 Planning and SLL2</u> Online Market is currently scheduled to go live mid-October. Agreed that we need to review the marketing strategy for the online markets and widen our promotion to encourage outside interest using social media, and develop ongoing presence with burst of seasonal activity around, e.g. Christmas. E.g. could we advertise at the rugby club and Linlithgow Rose, so that visiting supporters would become aware of the market. Is there local advertising that we might get ScotRail to support? <b>Action: ELS/SMA to investigate advertising opportunities and associated costs, in the first instance to support the market on the run up to Christmas. Action: ELS to start work with FD to assist in get the online market ready for October. Action: ELS to progress a logo for the online market, with the ability to be tweaked for e.g. Christmas, Mother's Day, etc. Action: DK/EN to communicate with HST.</b></p>	ELS/SMA ELS ELS DK/EN
<b><u>Part 2 - Director and Staff meeting</u></b>	
** ELS, SMA and JS join the meeting **	
<p>1) <u>Minutes of meeting of 21 July 2021:</u> Approved. ELS confirmed sensitive information had been redacted before the minutes were published on the OL website.</p>	
<p>2) <u>Finance</u> LM queried how many levy payments were outstanding and what stage we were in chasing payments. ELS confirmed that he had received approval from the Chair/Deputy and Treasurer to start the process to enforce payment from outstanding payers.</p>	
<p>3) <u>Projects:</u></p>	

### PIGs Grant Year

ELS queried whether we should be running the Grant Year to coincide with our BID Year, or by Financial Year, given that OL started offering PIGs in March 2021. Agreed that the Grant Year should run to our OL Year.

### CCTV

Already had meetings within the team and working on updates.

### Star Trek Scotty 200 pre-anniversary of Birth

After discussion it was agreed that we will not be progressing any activity.

### SLS Gift Card

SMA confirmed that she has not yet been able to obtain further details from WLC personnel due to annual leave. EN raised concerns that, given the Card is due to be launched to the public in September, we need to be briefed by WLC contact to allow us to provide support to our Members. **Action: SMA to continue to chase WLC contacts for information.**

SMA

### Advent Fayre

SMA reported that there is uncertainty over who is taking the lead on this project between the Linlithgow TCM and CC or, indeed, whether OL takes the lead and works with both. TC confirmed he is actively contacting sellers at previous Advent Fayres to ascertain interest for this year. **Action: SMA to continue to chase both for answers as to level of involvement.**

SMA

### Lamppost Banners

SMA confirmed that she has fed back our comments to CH and revised banner designs are being produced. **Action: SMA to advise when new designs will be available and circulate for approval.**

SMA

### Mill Road

MD raised that there is a lack of focus on delivering projects for Mill Road. There are a couple of outstanding legacy projects to be delivered using previous Mill Road BID funding that we need to progress along with creating a focus to benefit all Mill Road businesses. Agreed that OL support is benefitting those businesses at MR that have a retail offering, but not so much to those that are B2B. JS added that we have included a few MR businesses in our Black Bitch Magazine section. Consideration to be given to promotional drone video footage to raise awareness of businesses within MR industrial Estate. **Action: ELS to investigate costs.** Discussion took place around the signage project. **Action: ELS to draft new signage.** Fencing project - contractor has advised OL that they are struggling to source materials at present, but will keep us advised. **Action: SMA to continue to liaise with the contractor to ensure the project progresses as soon as feasible. Action: ALL to consider additional projects that could be implemented to support MR businesses.**

ELS  
ELS  
SMA  
ALL

### Member Drop-in Sessions

ELS and SMA have suggested these be held every eight weeks, alternatively between Mill Road and Town Centre. It was discussed that a fixed time during working hours will not suit some Members, so it was agreed that times should vary to maximise availability to our Members. Further discussion and agreement required, but suggested alternating between e.g. 10am-2pm and 4pm-7pm. **Action: ELS/SMA to arrange the first drop-in session in conjunction with the attending Board Director.**

ELS/SMA

### Ministerial Visit

EN advised Directors that Tom Arthur, Minister for Public Finance, Planning and Community Wealth is visiting Linlithgow tomorrow (19/08/2021) to meet representatives from OL, LCDT and HES to hear about what we are doing and how we are working together, and to visit some High Street premises. EN/DT and ELS attending. **Action: EN to report back to the Board at our next meeting.**

EN

#### 4) News Updates

JS advised that all new businesses will have now been covered with write-ups in the Black Bitch Magazine when the next edition is published.

#### 5) Date of Next Meeting

15 September 2021

EN thanked those attending and closed the meeting.

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