**Corstorphine Community Council Business Working Group**

**Meeting:** 8th of November 2016, Dower House.

**Attendees:** Steve Kerr, Jonathan Melville, Susan Murray, Becky Lloyd, Huseyin Simsek, Thea Ní Lionnáin

**Apologies**: Jennifer Beck & Claire Connachan

**Meeting Minutes**

**Purpose:**

Following a group discussions it was agreed that the purpose of the Business Working Group (BWG) will be to **Develop the Business Opportunities for Scottish SMEs and Sole Traders within the Corstorphine Community Council area**.

**Goals:**

A number of BMG goals discussed by the group including:

1. The Diversification of the High Street, additionally trying to replicate the “Dig In” not for profit green grocer in Bruntsfield w: <http://www.diginbruntsfield.co.uk/>
2. Development of a business hub, for local businesses to accessing suitable desk and meeting space.
3. Development of a campaign to highlight cafe’s in Corstorphine were local businesses are welcome to undertake business and access their wifi.
4. Potentially the traders association championing a campaign to make Corstorphine a free wifi area.
5. Development of a vision document, which clearly details the ambitions and growth opportunities for Corstorphine businesses. Document to be circulated to stakeholders, and utilised in funding applications.
6. Promotion of Corstorphine business area, whereby we are demonstrating a “thriving business community at the heart” of Corstorphine.
7. Revamping of high street to include further bike racks and planters.
8. Development of a Corstorphine Business Directory, where local business can advertise and be easily identified.
9. Development of a “Shop local Campaign”, further ideas included the launch of Corstorphine Card (a discount card for residents of Corstorphine).
10. Branding campaign to customers, highlighting “Corstorphine as the walking village”. Additionally highlighting the green spaces within the area, CCC area is surrounded by green spaces.

**Actions:**

1. The development of a vision document, to include BWG goals and timescales.

Outcomes

1. Resource document for funding applications.
2. Demonstrator for external stakeholders eg: Hunter Foundation, E-Spark, and Edinburgh City Council.

**Lead:** Steve Kerr, Susan , and Thea Ni Lionnain to develop an initial plan/draft.

1. Market research to be undertaken to identify all businesses in CCC area

Outcomes:

1. To enable analysis of business base, and to highlight the diversity of businesses within CCC area.
2. Shape approach to creation of business hub.
3. Assist with the development of Business Directory.
4. Enable targeting of businesses for Corstorphine Card Campaign.

**Lead:** Thea to request market research through Scottish Enterprise market research team. Becky to circulate market research she has collated to date.

1. Identify local businesses on high street willing to be promote their cafe spaces for business meetings, and highlight their free wifi.

**Lead:** Huseyin to lead.

1. Development of aesthetic of Corstorphine High Street, to make area more inviting for businesses and customers.
2. Erection of further bike racks on High street.

**Lead:** Jon to pinpoint potential location for bike racks.

1. Planters to be placed on high street.

**Lead:** Susan to investigate further with local planning.

1. Development of branding campaign to highlight Corstorphine as a green town, to encourage further customers to travel to Corstorphine.

Thoughts:

1. Spot the animals campaign, encouraging visitors from Corstorphine Zoo to walk through Corstorphine.
2. Promotion of CCC area as a green area space eg: nature reserve on Corstorphine hill, local golf courses etc.
3. Potential large branding campaign with tourist providers, eg: Holiday Inn, B&Bs etc.
4. “Corstorphine the walking village”.
5. Development of a shop local campaign.

**Lead:** Thea to contact Edinburgh Napier University about a potential marketing campaign project. Steve to speak with Marketing Edinburgh.

1. Traders Association launch event to be undertaken.
2. Business advice event to be undertaken at Cafe Vigo in mid December. Susan has offered to locate speaker via her professional network.
3. Potential to consider a calendar of Corstorphine Business Networking events.

**Lead:** Huseyin and Susan.

1. Local businesses to be given an opportunity to show case their products and services at CCC Christmas CCC meeting.

**Lead:** Huseyin to coordinate.