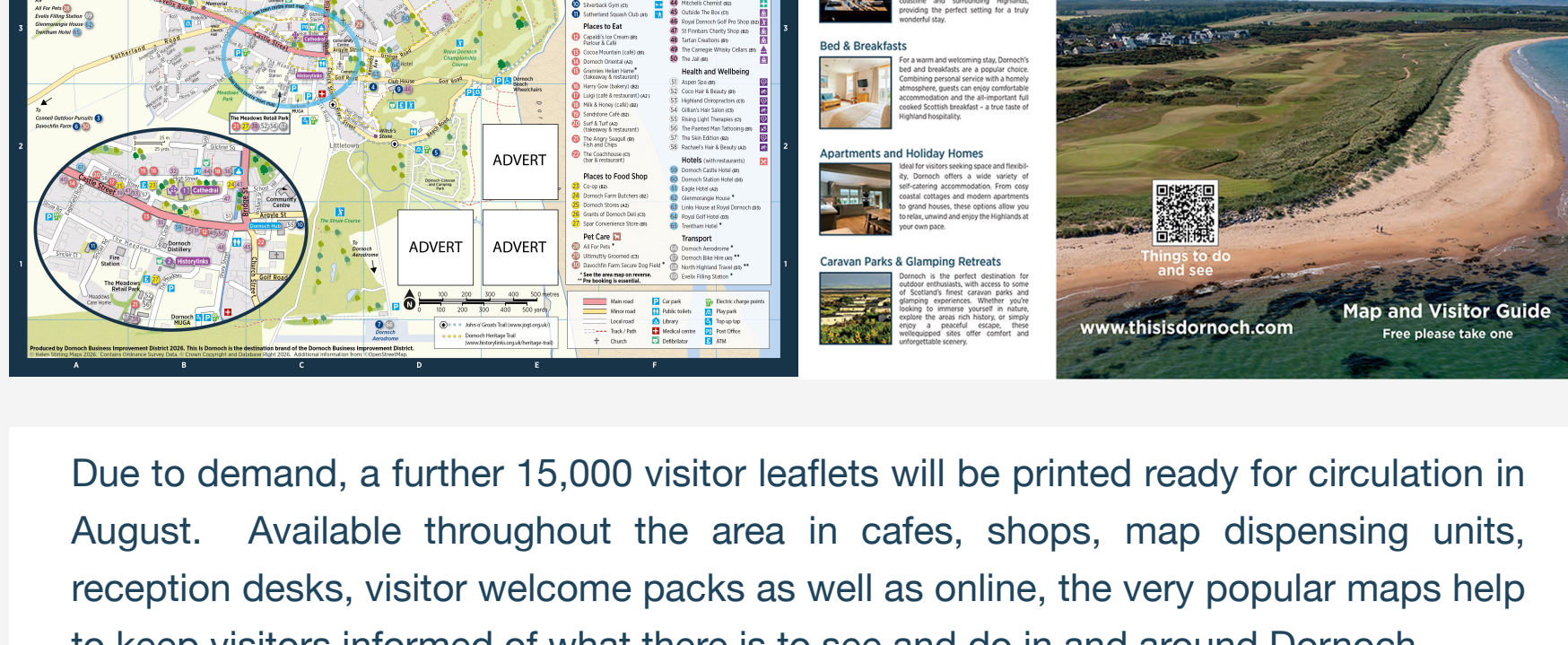


View this email in your browser



DORNOCH BID NEWSLETTER

SPONSORSHIP OPPORTUNITY



Due to demand, a further 15,000 visitor leaflets will be printed ready for circulation in August. Available throughout the area in cafes, shops, map dispensing units, reception desks, visitor welcome packs as well as online, the very popular maps help to keep visitors informed of what there is to see and do in and around Dornoch.

Advertising slots (40mm x 40mm) will be available on a first come, first served basis for £300 each. This is an excellent opportunity to raise awareness of your business and reach thousands of visitors planning and enjoying their stay in the area. The A3 tear off downloadable version of the desk pads [HERE](#) will also include the adverts.

To reserve a space or to discuss the opportunity further, please get in touch. Please remember that visitor leaflets/desk pads are available from [Historylinks Museum](#).

SHORT-TERM LET CONTROL AREA CONSULTATION NOW OPEN



Highland Council has launched a consultation on proposed Short-Term Let Control Areas covering both Highland Rural and Inverness City. If approved, the proposals would generally require planning permission for new secondary short-term lets within designated control areas.

The primary focus appears to be on future developments, but concerns have been raised about the potential implications for existing operators. The ASSC has questioned the evidence base for the proposals, highlighting concerns about the potential impact on rural communities, tourism businesses, visitor accommodation capacity, employment and local economic resilience.

Self-catering accommodation plays a vital role in our local visitor economy, supporting jobs, local businesses, supply chains and year-round tourism. It's therefore important that Highland Council hears from those who own, manage and rely upon these businesses before decisions are made. **The consultation closes on 23 June 2026.**

Consultation link: [The Highland Council STLCA Consultation Portal](#)
More information: [Highland Rural Short Term Let Control Area](#)

JUNE 'TOWN TIDY' RE-SCHEDULED



Although the Town Tidy had to be cancelled for the first time in over a year, due to the weather, there was still some good news that day. Four new visitor map boards were installed which look great. The notice board outside Kingraig Fabrics was also updated with maps, specially designed to fit the available space, providing residents and visitors with helpful information about the area.

The June event has now been rescheduled to **Thursday 18th June**. Meeting outside The Jail at 5.30pm, tea and cakes will be on offer at the Social Club from 7pm.

DORNOCH JOBS FAIR - 10TH JULY EMPLOYERS INVITED TO GET INVOLVED

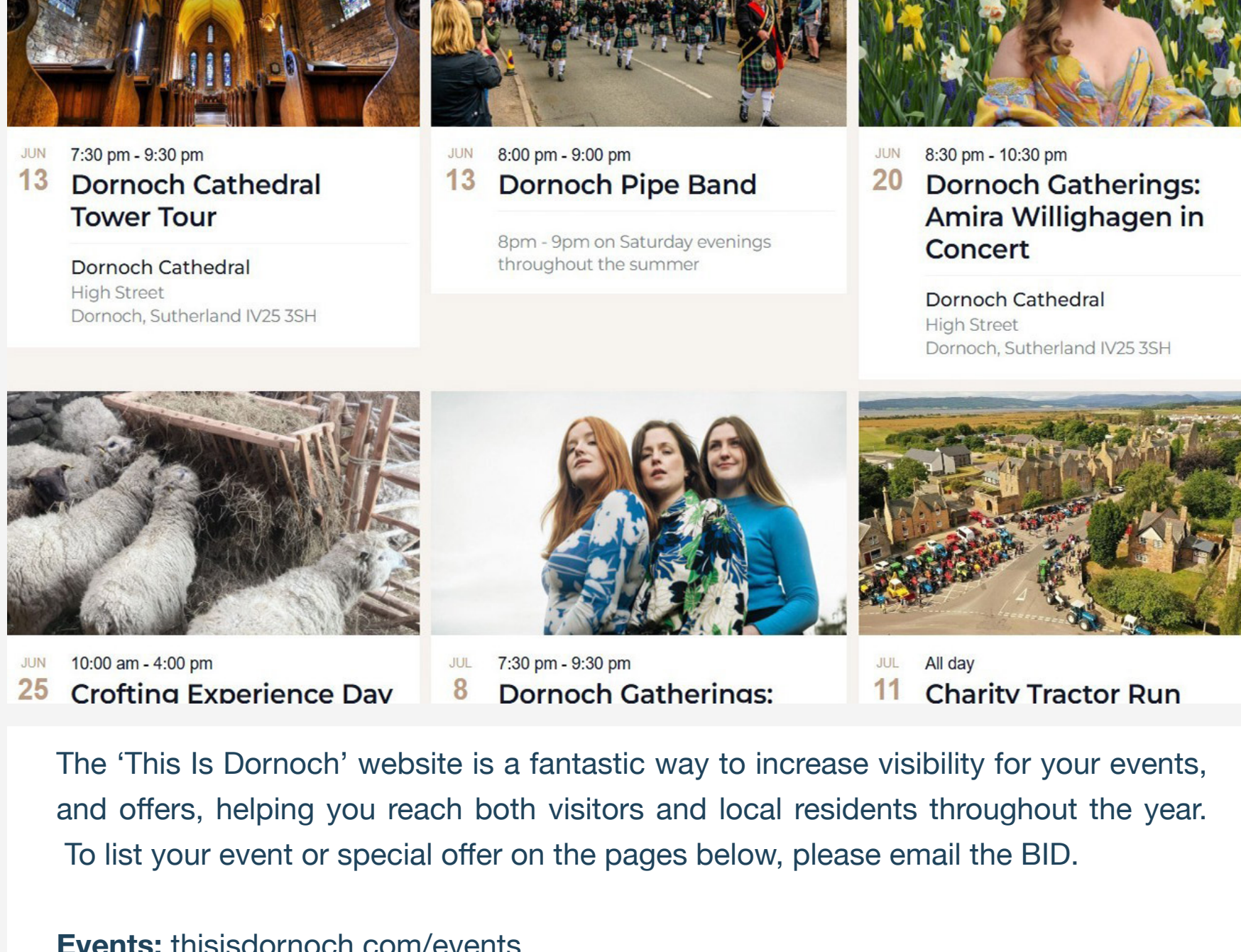
Highland Thrive is working in partnership with Work Life Highland, The Highland Council's Employability Service, and Dornoch BID to host a local Dornoch Jobs Fair on 10th July, 10am - 1pm in the Dornoch Community Centre (Social Club). **The event is aimed at connecting local employers with people looking for work**, including school leavers, students seeking seasonal employment, people returning to work, career changers, and those looking for permanent, part-time or flexible opportunities.

There is no cost for employers to take part. Employers can get involved by attending on the day to meet potential candidates, promote current vacancies, discuss seasonal or future recruitment needs, and raise awareness of career opportunities within their business. Businesses unable to attend can still take part by submitting their details. Highland Thrive will then be in touch to gather vacancy information and help promote opportunities through the event and wider employability networks.

In addition to recruitment support, employers are also welcome to come along to find out about apprenticeships and potential funding opportunities through the Highland Employer Recruitment Offer (HERO), making the event useful for businesses considering future workforce development as well as immediate recruitment. Employers interested in attending, promoting vacancies, or finding out more are asked to complete the short form here: [Dornoch Jobs Fair – Employer Registration](#)

For more details please contact Luke Watson at luke@highlandthrive.org

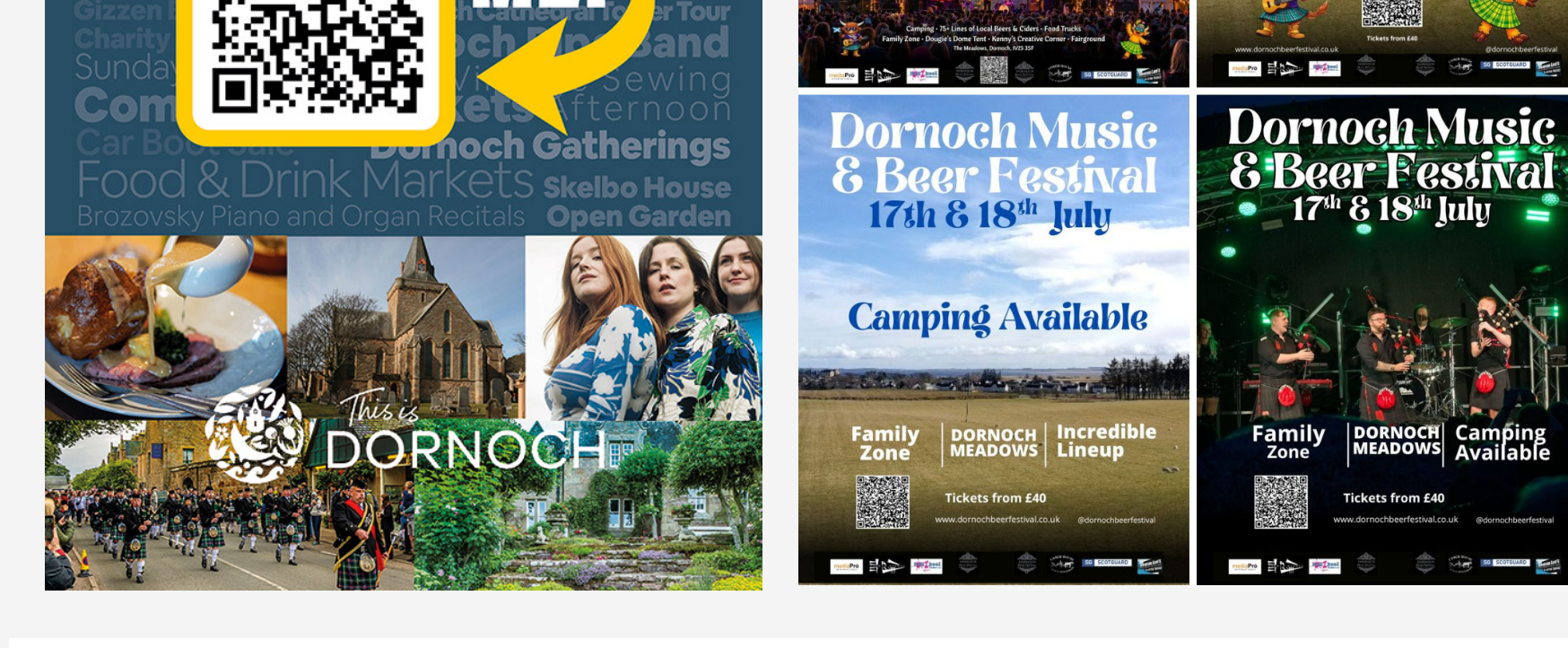
EVENTS AND SPECIAL OFFERS



The 'This Is Dornoch' website is a fantastic way to increase visibility for your events, and offers, helping you reach both visitors and local residents throughout the year. To list your event or special offer on the pages below, please email the BID.

Events: thisisdornoch.com/events
Special Offers: thisisdornoch.com/accommodation/summer-special-offers
Things To Do: [Things To Do in Dornoch](#) | [Special Offers](#)

DOWNLOAD THE LATEST 'WHAT'S ON' POSTER



Our latest 'What's On' poster is now available to download. It's a simple and effective way to help ensure visitors can discover the many great events taking place during their stay. It's also allows visitors to see what else is coming up during the year. Please display the poster where your customers/guests can easily see it. Copies can be made available if you contact the BID.

Also, remember to collect the Dornoch Beer and Music Festival posters/flyers from the The Coach House Bar and Restaurant. Click on the poster above for more details.

[DOWNLOAD YOUR 'WHAT'S ON' POSTER HERE](#)

AUTUMN HIGHLAND FESTIVAL 2026



Plans are taking shape for the 3rd Autumn Highland Festival. Please think about how your business can best take advantage of the publicity around this event by putting on an event or events which showcase your special attributes. Accommodation members may also like to think about whether they would like to promote their availability during this period with some kind of an offer.

The programme is to be finalised by the end of June to ensure the festival is publicised much earlier this year. Please email dornochbid@thisisdornoch.com if you would like to have an offer, event or experience included in the programme.

MARKETING AND PROMOTIONS CONTRACTOR OPPORTUNITY

WE'RE HIRING

Marketing & Promotions Contractor

FREELANCE ● PART-TIME ● DORNOCH/HYBRID

WHAT YOU'LL DO

- ✓ Own the This Is Dornoch Brand & website
- ✓ Run social media for the town and BID
- ✓ Secure grant funding for events and projects
- ✓ Champion the businesses of Dornoch

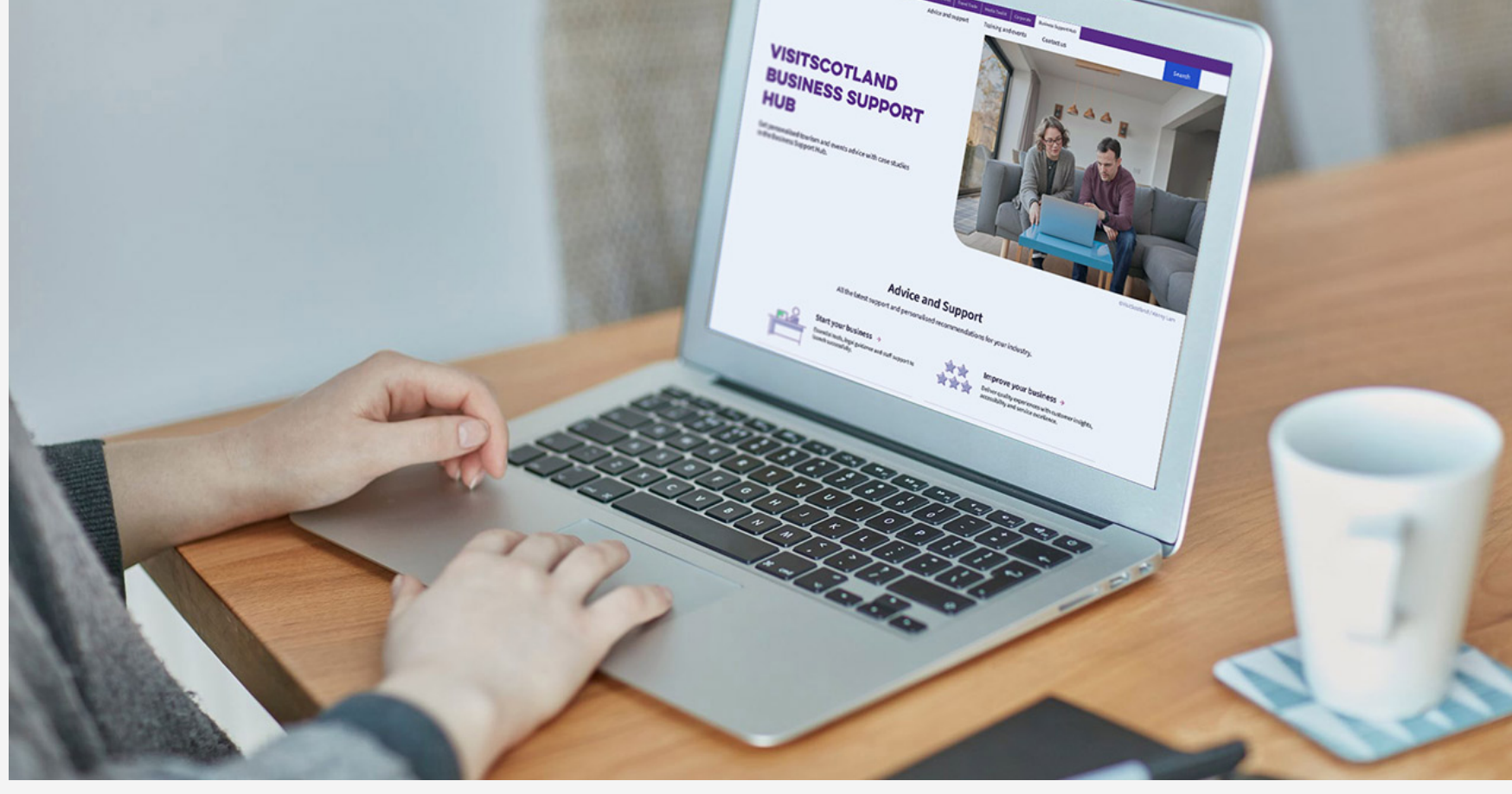
Apply now - send your cv, and cover note to:
dornochbid@thisisdornoch.com Dornoch Business Improvement District Ltd

Dornoch BID is seeking a freelance Marketing and Promotions Contractor to help promote Dornoch, support BID members and deliver marketing initiatives that enhance the town's profile as a visitor destination.

Please share this opportunity with anyone who will be interested who has experience in marketing, communications, social media, content creation or destination promotion. Please click on the button below to view the role.

[MARKETING AND PROMOTIONS CONTRACTOR](#)

VISITSCOTLAND - FREE BUSINESS SUPPORT AND PROMOTIONAL OPPORTUNITIES



VisitScotland offers a range of free tools and opportunities for tourism and events businesses, designed to help increase visibility, improve marketing, and connect with wider markets. Businesses can access free support through the Business Support Hub, list events at no cost on VisitScotland.com, and explore opportunities to work with the travel trade to reach new audiences and tour operators.

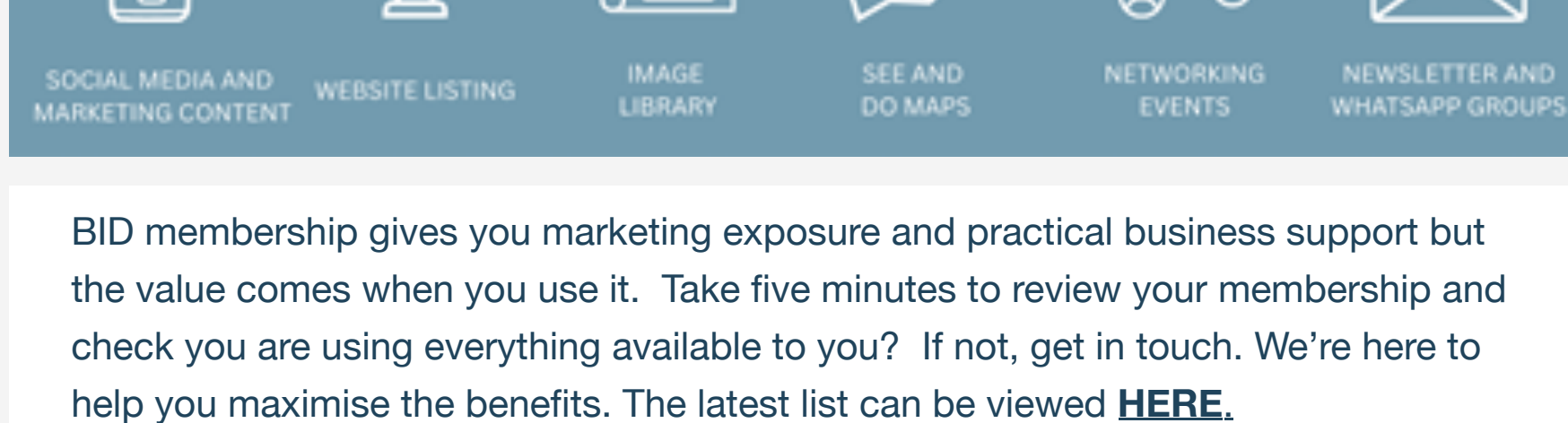
There are also regular webinars and training sessions promoting marketing, digital skills, sustainability, and working with industry partners. Members are encouraged to explore these resources to help promote their business and reach new markets.

★ [Explore support and opportunities here:](#)
[VisitScotland Business Support Hub](#)

★ [List events for free here:](#)
[VisitScotland Event Listings](#)

★ [Travel trade information:](#)
[VisitScotland Travel Trade](#)

MAKE THE MOST OF YOUR MEMBERSHIP BENEFITS!



BID membership gives you marketing exposure and practical business support but the value comes when you use it. Take five minutes to review your membership and check you are using everything available to you? If not, get in touch. We're here to help you maximise the benefits. The latest list can be viewed [HERE](#).

- Quick wins include:
- ✓ Check your website listing is up to date
 - ✓ Tag @thisisdornoch on social media to reach 20k+ followers
 - ✓ Share your special offers, events or late availability
 - ✓ Use our professional images to promote your business

Beyond marketing, don't forget:

- Networking events to build connections
- WhatsApp groups for quick updates and support
- Regular newsletters to keep you informed
- Strong lobbying voice representing your interests

MEMBER COMMUNICATIONS

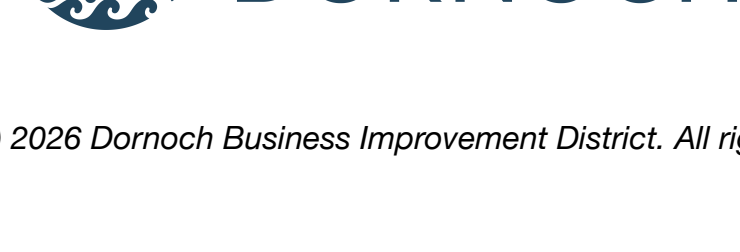
Stay up to date - The Minutes of the BID Board meetings are saved at the base of the website homepage.

WhatsApp Groups - There are Retail, Accommodation, Restaurant and Professional Services WhatsApp groups. A **General BID Group** has also been added. Please text the BID on 07471 200103 to have your number added to the relevant group(s).

'Dornoch BID' Facebook Page - This is for member communications, business updates, funding opportunities, consultations, a behind-the-scenes look at how we support businesses, plus the latest on local projects and ways to get involved in our community. Please follow @dornochbid on Facebook and tag us to re-share your updates. Please give this page a like and/or leave a comment.

'This Is Dornoch' Facebook and Instagram - Follow [@thisisdornoch](#) on Facebook and [@visitdornoch](#) on Instagram and discover local shops & services, seasonal events, town news, community celebrations, and tourism campaigns bringing visitors to the town. Remember to tag us to re-share your posts and please share our posts.

Get in touch - Email dornochbid@thisisdornoch.com to discuss any membership matter and/or to arrange a call or meeting with Sharon, Dornoch BID Manager.



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