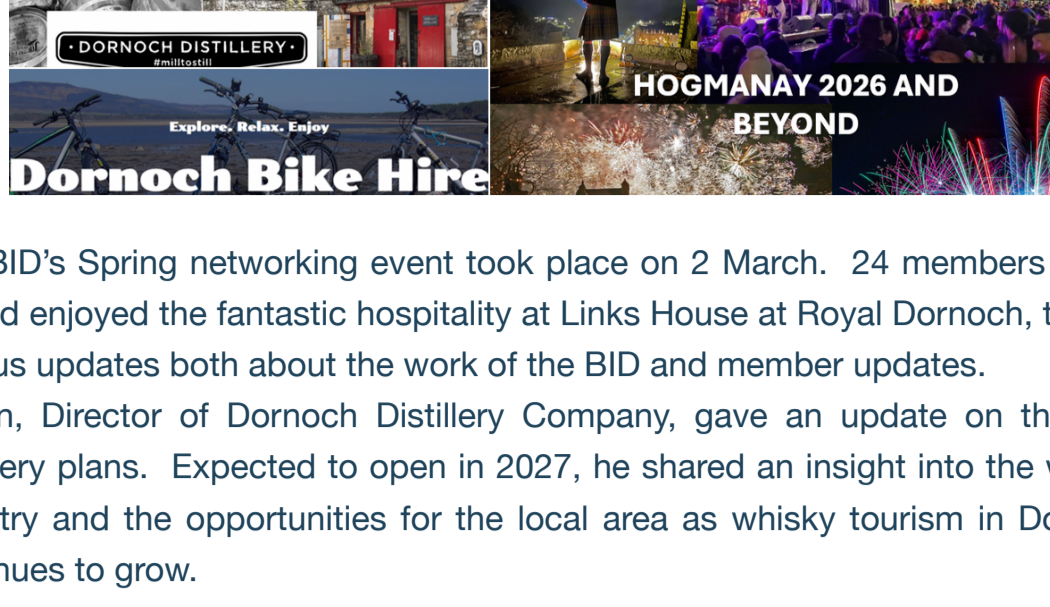




DORNOCH BID NEWSLETTER

BID MEMBERS' SPRING NETWORKING EVENT



The BID's Spring networking event took place on 2 March. 24 members joined us and enjoyed the fantastic hospitality at Links House at Royal Dornoch, to hear various updates both about the work of the BID and member updates.

Simon, Director of Dornoch Distillery Company, gave an update on the new Distillery plans. Expected to open in 2027, he shared an insight into the whisky industry and the opportunities for the local area as whisky tourism in Dornoch continues to grow.

Colin, MD of Dornoch Castle Hotel, spoke about the Hogmanay Street Party. Now in its 26th year, many were surprised to learn it costs around £15,000 each year. Some members pledged operational and financial support following the talk!

Amy, Founder and Director of Britton Scotland, shared the story behind the brand, highlighting its focus on quality design inspired by Scottish heritage. The products are stocked in various UK locations, with the shop in Dornoch at the heart of the brand.

Davie, owner of North Highland Travel and Dornoch Bike Hire, spoke about the transport solutions he offers visitors. From bike hire to private hire transport for tours, transfers, and group travel. All presentations can be found [HERE](#).

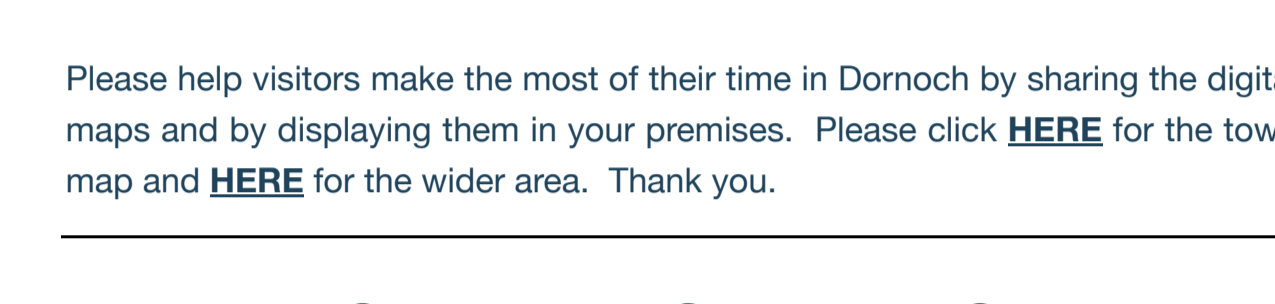
SPRING HIGHLAND FESTIVAL 2026



The Spring Highland Festival takes place from the 4th to the 25th of April. The annual festival highlights the best of the Highlands, from local produce and whisky to the stories and traditions that shape the area.

An 8 page leaflet with a fantastic range of events, experiences and activities on offer, for both locals and visitors to enjoy, are available around town for collection. More details can be found [HERE](#). A digital copy will also be available on the website soon.

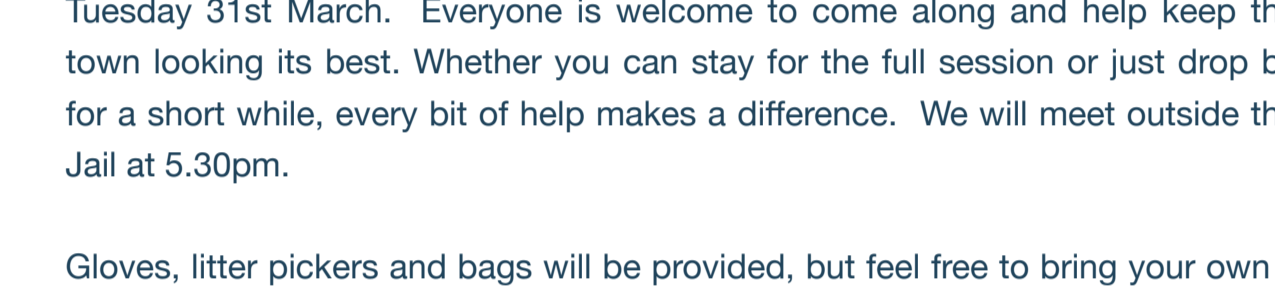
'SEE AND DO' VISITOR MAPS



The 'See & Do' A3 tear off map pads and 1/3 A4 leaflets showcasing what there is to enjoy, experience and explore in the area are now available for members to collect from the Royal Golf Hotel and at Historylinks Museum from 28th March.

Please help visitors make the most of their time in Dornoch by sharing the digital maps and by displaying them in your premises. Please click [HERE](#) for the town map and [HERE](#) for the wider area. Thank you.

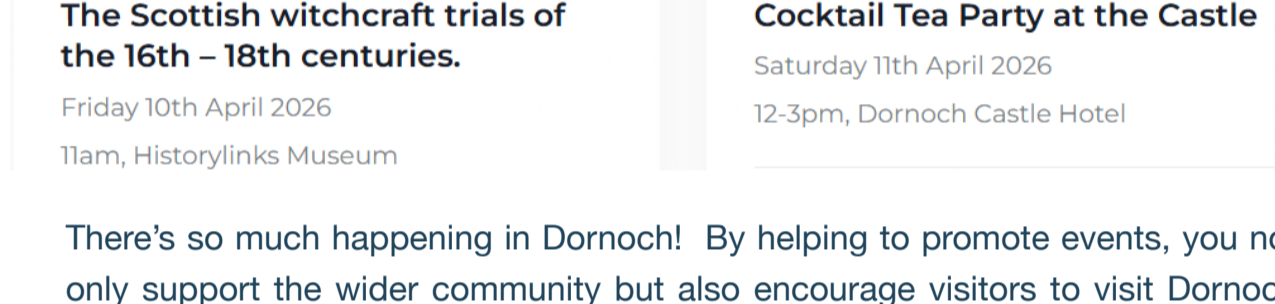
TOWN TIDIES ARE BACK!



We're delighted to announce that our Town Tidies are starting again from Tuesday 31st March. Everyone is welcome to come along and help keep the town looking its best. Whether you can stay for the full session or just drop by for a short while, every bit of help makes a difference. We will meet outside the Jail at 5.30pm.

Gloves, litter pickers and bags will be provided, but feel free to bring your own if you prefer. It's a great opportunity to get some fresh air, meet neighbors, and do something positive for the community. New volunteers are always very welcome.

HELP SPREAD THE WORD!



The Scottish witchcraft trials of the 16th – 18th centuries.
Friday 10th April 2026
T1am, Historylinks Museum

Cocktail Tea Party at the Castle
Saturday 11th April 2026
12-3pm, Dornoch Castle Hotel

There's so much happening in Dornoch! By helping to promote events, you not only support the wider community but also encourage visitors to visit Dornoch and stay longer. Here's how you can help:

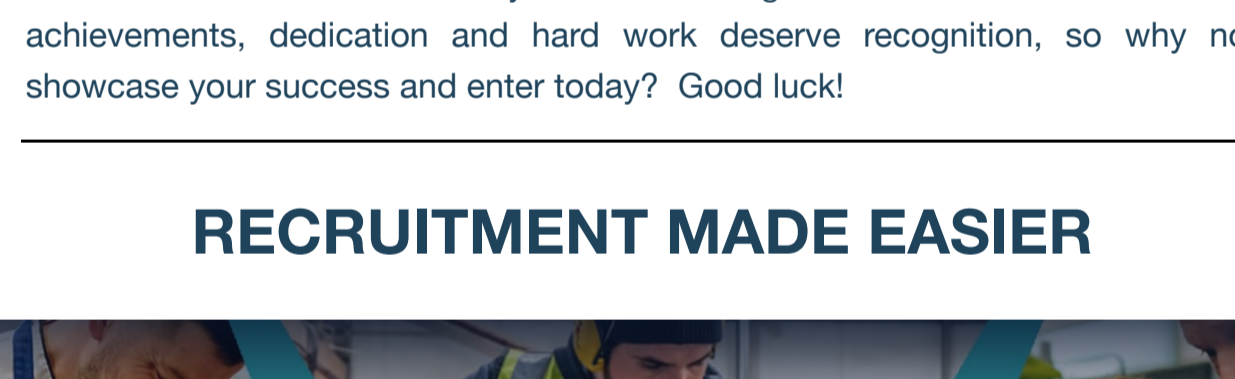
- **Reshare** events from our website and social media to your own channels.
- **Add a link** to [What's On in Dornoch](#) in your welcome letters, emails, or booking confirmations.
- **Distribute seasonal leaflets** and pick up the latest "What's On" guides from the Royal Golf Hotel to share with customers, guests, friends and family.
- Share your events for promotion on the Events page of the website [HERE](#).

NDR REVALUATION MEETING SAVE THE DATE!

BID members are invited to a meeting with Highland Assessor, Frank Finlayson and members of his team on **24 April** to discuss the upcoming **2026 Non-Domestic Rates Revaluation**. There will be a short presentation explaining the revaluation process, followed by a Q&A session. Members of the valuation team will also be available to speak with BID members individually. Details to follow re. venue/time.

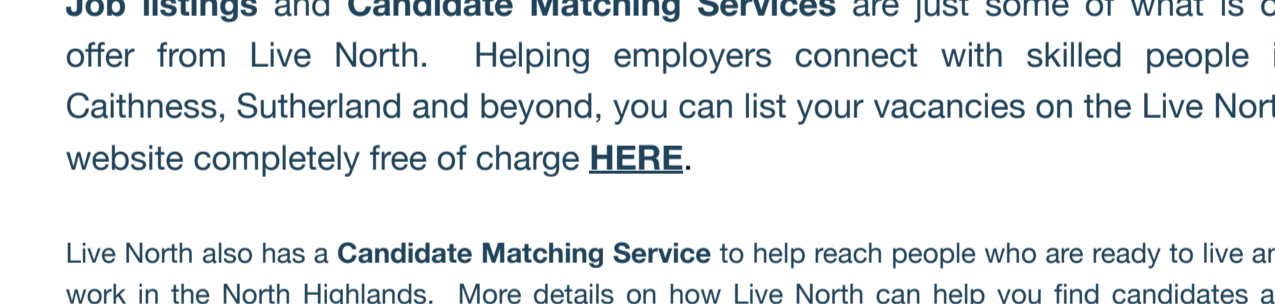
This meeting provides an important opportunity for local businesses to highlight the **seasonal nature of trading in the Northern Highlands**, which can significantly affect occupancy levels and winter profitability, and to ensure this is understood within the valuation process.

An informative online meeting was held last week with Highland Council's NDR team. Co-ordinated by the Highland Chambers of Commerce, North BID's members were also invited to join. A recording of the call will be shared with all members soon.



Entries for the 2026 Highlands and Islands Thistle Awards are now open [HERE](#). The Awards celebrate the very best of our region's tourism businesses. Your achievements, dedication and hard work deserve recognition, so why not showcase your success and enter today? Good luck!

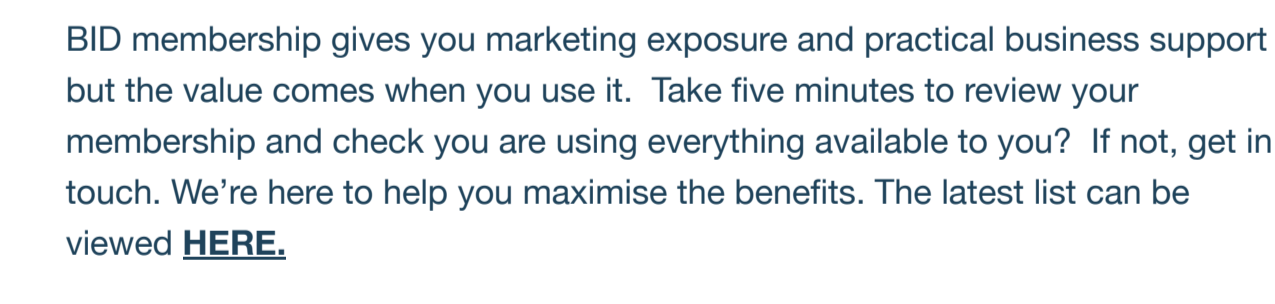
RECRUITMENT MADE EASIER



Job listings and Candidate Matching Services are just some of what is on offer from Live North. Helped employers connect with skilled people in Caithness, Sutherland and beyond, you can list your vacancies on the Live North website completely free of charge [HERE](#).

Live North also has a **Candidate Matching Service** to help reach people who are ready to live and work in the North Highlands. More details on how Live North can help you find candidates are available [HERE](#).

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 19k+ 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

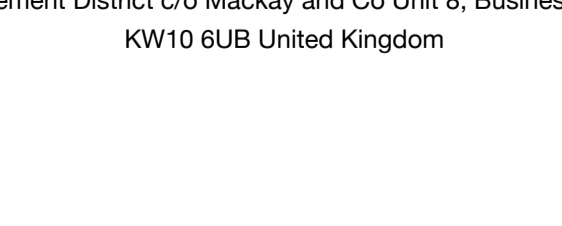
Stay up to date - The Minutes of the BID Board meetings are saved at the base of the website homepage.

WhatsApp Groups - There are Retail, Accommodation, Restaurant, and General BID 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. 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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You are receiving this email because you are a business in the IV25 postcode that qualifies under the BID levy scheme.

Our mailing address is:
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KW10 6UB United Kingdom