



## DORNOCH BID MEMBERS NEWSLETTER

### AUTUMN HIGHLAND FESTIVAL FORTNIGHT

Plans are taking shape for the **Autumn Highland Festival Fortnight**. We are very excited at some of the **new events** which will be on offer including **Dark Sky Stargazing Workshops!**

We really would like to get the programme finalised so that we can start to publicise it properly and bring lots of people to town! **Please** think about how your business can best take advantage of the publicity around this fortnight by putting on an event or events which showcase your special attributes, and let us know about it/them by emailing [dornochbid@thisisdornoch.com](mailto:dornochbid@thisisdornoch.com)

**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. We will all benefit if the Festival is a great success.

### HIGHLAND BROADBAND - NEW OFFER!

**Small Business 500**

- 500Mbps
- 4G Backup
- 24hr service SLA
- Free installation

**£25**  
PER MONTH  
(ex VAT)

**Small Business Tariff**

500Mbps up/down  
Adtran 834 Wi-Fi 6 router included  
4G Backup included as standard (USB dongle & multi-net SIM)  
24-hour fix SLA (including weekends)  
Free Installation  
24-month contract (no price rises)  
£25 (ex VAT) per month  
Available to anyone with commercial UPRN  
Window decal must be placed on storefront  
Less than £1 a day  
Up to £300 switching credit available

Highland Broadband has recently updated their offer. Their priority is to deliver fit-for-purpose business solutions that are competitively priced, meet commercial needs and ensure businesses get the speed, reliability and service they deserve. If you'd like to learn more please get in touch with [Harriet.Key@hbnl.co.uk](mailto:Harriet.Key@hbnl.co.uk)

### DORNOCH TOWN TIDY



Many thanks to all who helped at the last Town Tidy earlier this month. Once again many bags of waste were collected which certainly enhanced the look of the town! The age range of our wonderful volunteers was also fantastic to see!

The next Town Tidy takes place on **Tuesday 5th August**, meeting outside The Jail at **6.30pm**. Everyone is welcome to meet at the Social Club at 8pm after all the hard work they put in and relax, have a chat and enjoy some tea and cake. Please let us know if you are able to help and if there are areas in particular need of attention.

### SUMMER 'WHAT'S ON' LEAFETS



**The Sutherland Show**  
Saturday 19<sup>th</sup> July  
A fantastic day out for all the family!



**Dornoch Music and Beer Festival**  
Saturday 26<sup>th</sup> July  
A day of family-friendly music, flavours and fun!



**Dornoch Highland Games**  
Friday 1<sup>st</sup> August  
Traditional races, dancing, music and heavy events.

The 'What's On' summer leaflets are a great way to let visitors and locals know about the brilliant events taking place in the town over the summer! These leaflets are also creating more awareness of the **This Is Dornoch** website via the QR codes, giving more visibility to all that is available to enjoy in and around the town.

If you would like copies for your guests/customers, History Links Museum keep a supply on their desk for members to pick copies up from.

It is important that the **Events page** on the "This is Dornoch" website carries a full list of Dornoch events which are aimed at least in part at visitors. This allows us to create a regular "What's On" leaflet. If your event is not on the website, it simply won't get included in "What's On". Please send information on events not yet listed [HERE](#).

### 'SEE AND DO' VISITOR MAPS

Having recently secured funding from Dornoch Common Good Fund, Dornoch BID is delighted to be developing updated town maps, designed to highlight all the amazing things to see, do, and enjoy in Dornoch and the surrounding area! We hope to have the maps available by early autumn.

These new maps will replace the current brochures and town map boards, helping visitors navigate and discover everything and all that our beautiful town and wider area has to offer.

### PROMOTE YOUR SPECIAL OFFERS!



**Casa Ana**  
Modern semi-detached home  
**10% discount in June and September**



**Links House at Royal Dornoch**  
Luxury Boutique Hotel next to Royal Dornoch's 1st tee  
**Enjoy 25% off one-night stays on selected dates this summer and autumn**



**The Glen**  
Much loved family home close to golf course  
**15% off stays in June and September**

If you have **special offers** during the year that you would like to promote on the 'This Is Dornoch' website and/or the BID's social media channels, please get in touch so that your offer(s) can be included either [HERE](#) on the **Accommodation** Special Offers page or [HERE](#) on the **Non-Accommodation** Special Offers page.

### HELP SHAPE OUR SOCIAL MEDIA CONTENT

We're working to enhance our video and photography output, making it easier to showcase the best of our town. Plans are coming together to produce a fresh series of reels and filming will begin soon. If you have existing content you're happy to share or if you'd like to be featured in the upcoming videos, please let us know.

This initiative will be a long-term part of our social strategy, and there will always be opportunities to get involved. We're also hoping to work with **Social Media Influencers** to the area in the coming months. If you're in a position to host or support their visit in any way, please get in touch.

### CYCLING TOURISM FACILITIES FUND



The Cycling Tourism Facilities Fund is a great opportunity for tourism businesses, communities, and social enterprises in the Highlands and Islands Enterprise region to apply for funding of up to £25,000 to develop and enhance the cycling tourism facilities in our area. Quality cycling facilities can attract cycling visitors who are looking to enjoy the scenic landscapes and unique offerings of the region by using sustainable active travel. More information is available [HERE](#)

### MEMBER COMMUNICATIONS

**Stay up to date** - The Minutes of the monthly BID Board meetings are saved at the base of the website homepage in the Business Section.

**All Members Meeting** - **16th October 2025** at The Royal Dornoch Golf Club. More details to follow soon!

**WhatsApp Groups** - There are Retail, Accommodation and Professional Services WhatsApp groups. Please text the BID on 07471 200103 to have your number added.

**Social Media** - Our social media network has over 19,427 followers and growing! Promote your business by tagging us @thisisdornoch or @visitdornoch, please follow our social media channels and **reshare the free content** with your followers [HERE](#)

**'This Is Dornoch' website** - Members are welcome to embed a link from the BID's website to your own site. The BID Logo is [HERE](#).The link can open in a new tab/window so that the user stays on your site. Accommodation members may want to have a link to the Seasonal Inspiration page [HERE](#) or Things To Do page [HERE](#) whereas other members may wish to promote the accommodation page [HERE](#)

**Dornoch BID FB Page** - This is a FB page for Industry Updates. Please give it a like and follow/comment on any updates.

**Get in touch** - Email [DornochBID@thisisdornoch.com](mailto:DornochBID@thisisdornoch.com) to discuss any membership matter and/or to arrange a call/meeting with Sharon, Dornoch BID Manager.



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