



DORNOCH BID MEMBERS NEWSLETTER

'SEE AND DO' VISITOR MAPS



New visitor maps will be ready for distribution from the 2 March. The maps will help visitors make the very most of their time in Dornoch. Whether here for a relaxing break, an active getaway, or simply passing through, the 'See & Do' guides showcase everything that there is for people to enjoy, experience and explore.

The Information Boards around town will also be refreshed in early March. Together with the new maps, these updates will support local businesses, encourage visitors to explore more widely, and stay longer. Copies are available for members to collect from the Royal Golf Hotel on 3rd March and from Historylinks Museum on 28th March.

HELP SPREAD THE WORD!



Lambing Live at Davochfin Farm
Friday 13th March 2026 to Sunday 22nd March 2026

Fibre Fest
Saturday 14th March 2026 to Sunday 15th March 2026

There's so much happening in Dornoch! Festivals, exhibitions, concerts, cookery demos, markets, and much, much more! By helping to promote events, you not only support the wider community but also encourage visitors to visit Dornoch and your business! 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.

CRUISE TOURISM BUSINESS WORKSHOP



Local businesses are invited to attend a special cruise tourism workshop on 4 March, from 1.30pm–4.30pm at Ross Sutherland Rugby Club, Invergordon.

Designed for any business looking to attract more cruise visitors, this practical session will explore how to turn port calls into real opportunities. The afternoon will include a looking at who cruise passengers are and where they come from, an overview of how the cruise sector is structured and current industry trends, and practical advice on how to make your business more visible to tourists.

There will also be a hands-on session focused on promoting your business effectively through social media. More details can be found [HERE](#)

RATES REVALUATION UPDATE

A meeting on 20 February between Highland BIDs, Chambers, Hotel groups and the Highland Assessor discussed the 2026 NDR revaluation and the significant increases affecting accommodation businesses. While the national average rise is reported at 12.5%, increases across the Highlands are closer to 30%, with some much higher!

A record number of appeals have been lodged, especially from self-catering operators, and the Assessor acknowledged the need to better reflect local circumstances. Key Dates to note are:

- **By 26 February** – Deadline to appeal draft valuations
- **1 April** – Final valuations issued
- **By 31 July** – Deadline to submit a formal "Proposal" if you disagree

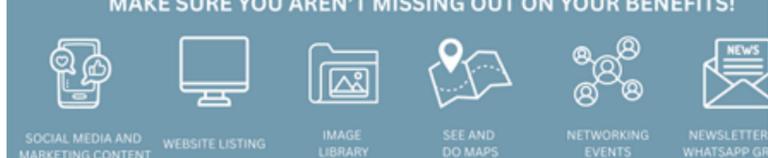
If you disagree with your valuation after 1 April larger businesses may wish to seek professional advice. Smaller businesses should begin gathering evidence now, including profit figures, impact on viability and employment, and seasonal occupancy data (e.g. April–September vs October–March). There are up to 13 relief schemes to offset rate increases. For details see [HERE](#).

RECRUITMENT MADE EASIER



Job listings and **Candidate Matching Services** are just some of what is on offer from Live North. Helping employers connect with skilled people in Caithness, Sutherland and beyond, you can list your vacancies on the Live North website completely free of charge. Access it via the Dornoch website [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 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. 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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