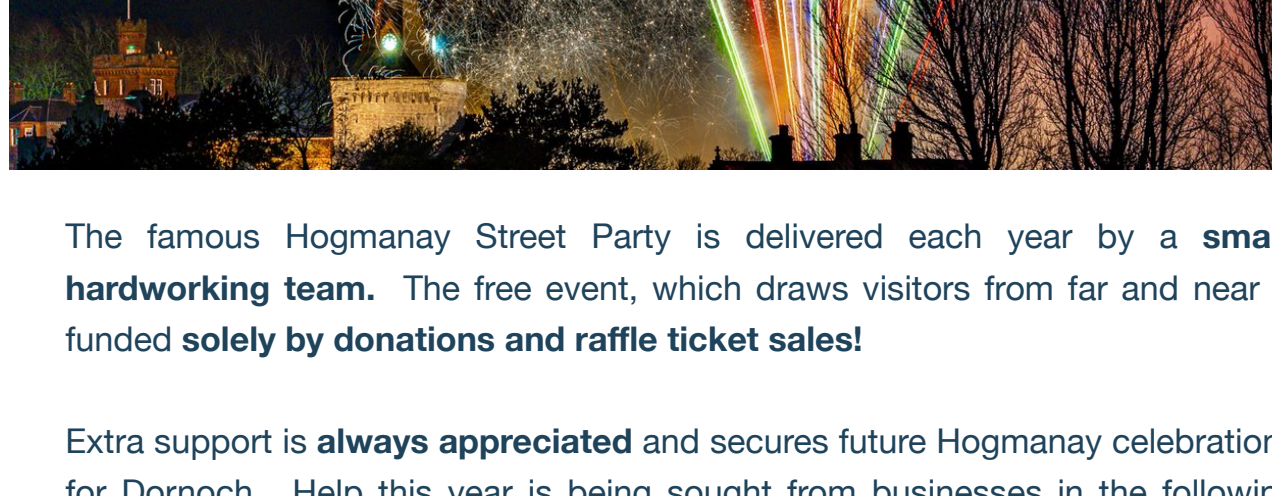




## DORNOCH BID NEWSLETTER

### DORNOCH HOGMANAY STREET PARTY 2025



The famous Hogmanay Street Party is delivered each year by a **small, hardworking team**. The free event, which draws visitors from far and near is funded **solely by donations and raffle ticket sales!**

Extra support is **always appreciated** and secures future Hogmanay celebrations for Dornoch. Help this year is being sought from businesses in the following ways:

- Displaying Hogmanay posters** available to download [HERE](#), in your premises. The posters have a QR code for donations and a QR code to buy raffle tickets.

- Raffle prizes are being sought**, as is support **selling raffle tickets**. If you can help in any way it would make a great difference!

- Volunteers** are needed to help with the bucket collection/selling raffle tickets on the night. **Vouchers** for the volunteers would also be appreciated.

Please email Lou Rollason - [louindornoch@gmail.com](mailto:louindornoch@gmail.com) if you can help.

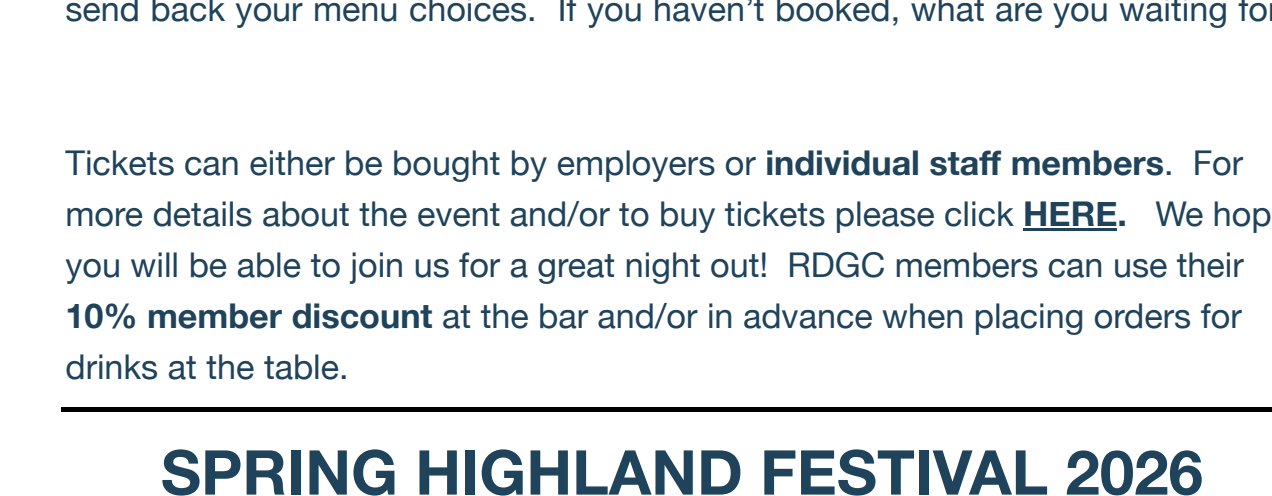
### SPECIAL DEALS, EVENTS AND SEASONAL OFFERS



**PLEASE** remember to let us know about your **events/deals**. This information is added to the 'This Is Dornoch' Events page [HERE](#) and the special offers page [HERE](#) and also shared via our social media channels and What's On leaflets.

### BID MEMBERS' CHRISTMAS PARTY

(19th DECEMBER)



Only 3 weeks to wait until our fantastic Christmas Party in the brand new Golf Club! We are getting very excited and if you have booked, please remember to send back your menu choices. If you haven't booked, what are you waiting for?

Tickets can either be bought by employers or **individual staff members**. For more details about the event and/or to buy tickets please click [HERE](#). We hope you will be able to join us for a great night out! RDGC members can use their **10% member discount** at the bar and/or in advance when placing orders for drinks at the table.

### SPRING HIGHLAND FESTIVAL 2026

(8th - 22nd APRIL)



Plans are underway for the Spring Festival taking place from **8 to 22 April**. We hope to improve the programme and strengthen marketing activity and would appreciate your feedback to help do this. Thank you if you have already completed the survey. The survey [HERE](#) should take no more than **3 minutes** to complete. **Thank you!**

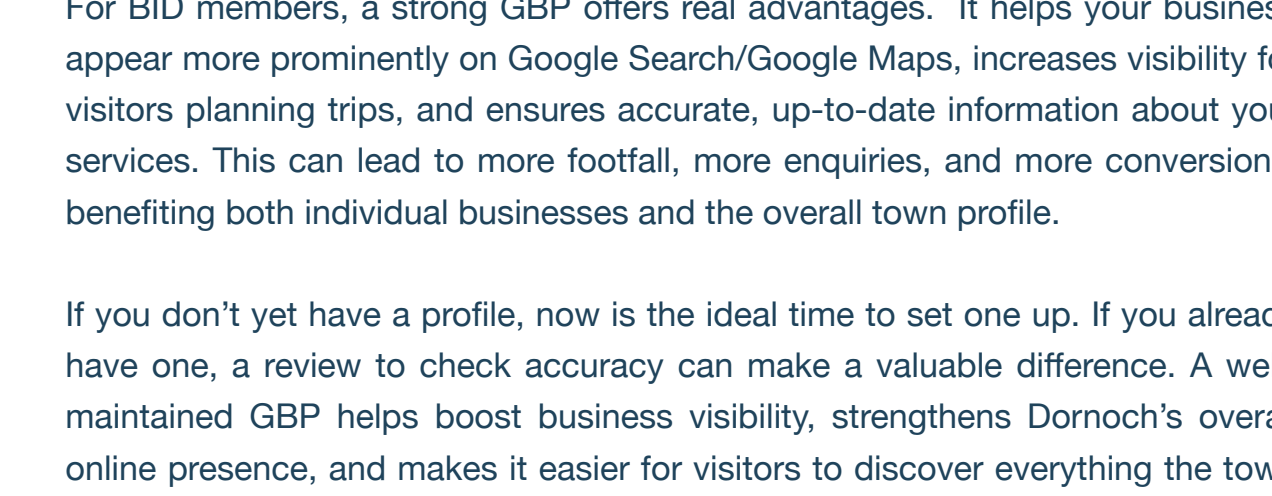
### ROYAL DORNOCH GOLF CLUB 150TH ANNIVERSARY CELEBRATIONS

28 JUNE - 4 JULY 2027



In preparation for the Royal Dornoch Golf Club's 150th Anniversary celebrations there will be a meeting on the **8th January 2026 at 5pm** in the Royal Dornoch Golf Club. All members are welcome to attend to discuss the opportunity this represents for the area. The meeting will also be available via Zoom. More details coming soon.

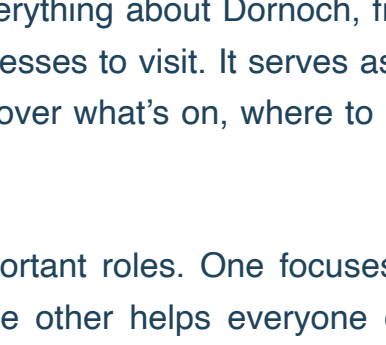
### PROPOSED VISITOR LEVY UPDATE REQUEST



The five Highland BIDs, Visit Inverness Loch Ness, Dornoch BID, Nairn BID, Inverness City BID and Fort William BID are jointly requesting **an urgent update** from Highland Council on the progress and planning of the proposed Visitor Levy.

Representing over 2,000 tourism-related businesses, we have emphasised the need for transparency, regular communication, and meaningful engagement with the sector before any decisions are made. Highland Council has been asked to publicly clarify a number of points set out in the joint letter [HERE](#).

### VISITSCOTLAND WEBSITE CHANGES



### Business Profile

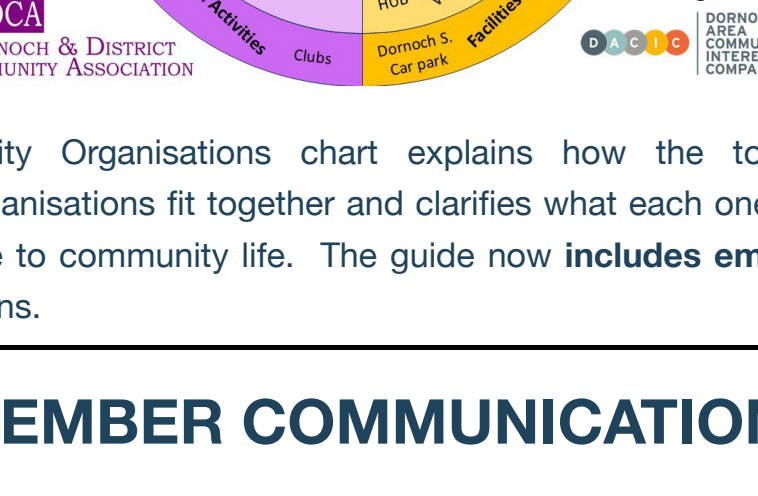
VisitScotland is updating its website and **moving away from hosting its own business listings!** It will rely on external sources, especially **Google Business Profiles (GBP)**, to display information about local businesses. This makes having a **complete and accurate profile more important than ever!**

For BID members, a strong GBP offers real advantages. It helps your business appear more prominently on Google Search/Google Maps, increases visibility for visitors planning trips, and ensures accurate, up-to-date information about your services. This can lead to more footfall, more enquiries, and more conversions, benefiting both individual businesses and the overall town profile.

If you don't yet have a profile, now is the ideal time to set one up. If you already have one, a review to check accuracy can make a valuable difference. A well-maintained GBP helps boost business visibility, strengthens Dornoch's overall online presence, and makes it easier for visitors to discover everything the town has to offer. Guidance and Support can be found:

- Google Business Profile webinar available [HERE](#)
- VisitScotland website update information available [HERE](#)

### DORNOCH BID AND THIS IS DORNOCH



If you've wondered how **Dornoch BID** and **This Is Dornoch** are connected here's a simple guide. **Dornoch BID** is the local organisation that works behind the scenes to support businesses, improve the town, and help make Dornoch a great place to live, work and visit. **This Is Dornoch** is the public-facing brand run by the BID, showcasing everything about Dornoch, from activities to enjoy to the many wonderful local businesses to visit. It serves as a guide to the town, where visitors and locals can discover what's on, where to stay and access information about the area.

Both play different but important roles. One focuses on strengthening Dornoch behind the scenes, and the other helps everyone enjoy what Dornoch has to offer. Dornoch BID also runs social media channels to keep everyone in the loop

- **Follow @thisisdornoch on Facebook** and **@visitdornoch on Instagram** for the latest on what's on, discover local shops & services, seasonal events, town news, community celebrations, and tourism campaigns bringing visitors to the town.

- **Follow @dornochbid on Facebook** for member communications, business updates, funding opportunities, consultations, a behind-the-scenes look at how we support local businesses, plus the latest on local projects and ways to get involved in our community.

### FESTIVE BUSINESS LUNCH INVITATION



Dornoch BID members are invited to the North Highlands Chamber of Commerce Festive Lunch, in association with Highlands and Islands Enterprise. For more details and/or to book your space please see [HERE](#).

### DORNOCH COMMUNITY ORGANISATIONS



The Community Organisations chart explains how the town's four key community organisations fit together and clarifies what each one does and how they contribute to community life. The guide now **includes emails** for each of the organisations.

### 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.

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

**Dornoch BID FB Page** - This is the FB page for Industry Updates. Please give it a like and follow/comment or tag us to re-share your 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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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:

Dornoch Business Improvement District c/o Mackay and Co Unit 8, Business Park Golspie, Sutherland KW10 6UB United Kingdom