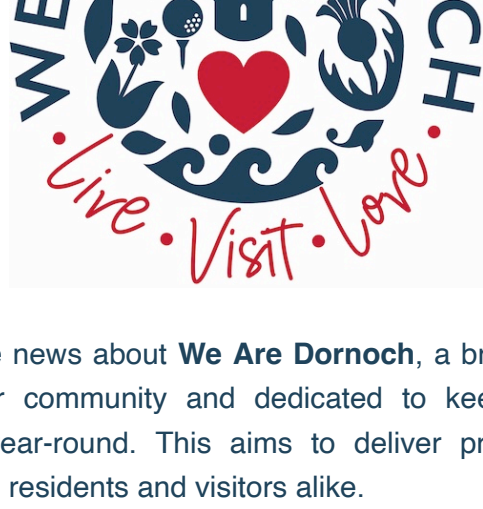




DORNOCH BID NEWSLETTER

WE ARE DORNOCH



We are excited to share news about **We Are Dornoch**, a brand new, **crowdfunding** initiative fuelled by our community and dedicated to keeping our beloved town beautiful and vibrant year-round. This aims to deliver projects that make a big difference for everyone - residents and visitors alike.

For example, if successful, we envisage **We Are Dornoch** will help fund or boost funding for projects as diverse as the town flowers, improved signage, and fun, new events, particularly out of "high season". Giving to "We Are Dornoch" will be entirely voluntary, and we hope that many of our visitors, in particular, will feel they would like to donate to this cause.

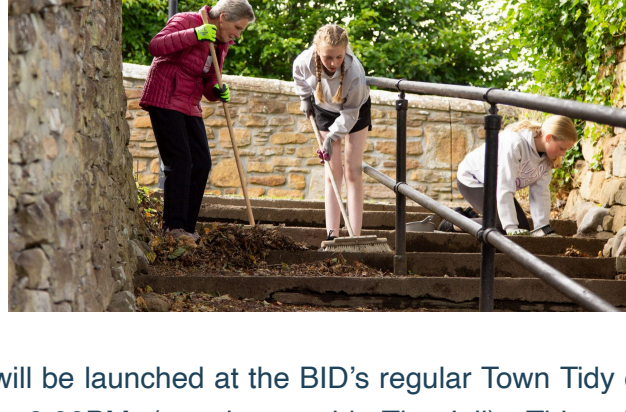
We intend to launch "We are Dornoch" at our regular **Dornoch Town Tidy on Monday, August 5th, from 6:30 PM to 8:00 PM** (meeting outside The Jail). This volunteer-led clean-up will, as always, give our town centre a fantastic visible lift, and allow us to pilot our publicity and crowdfunding for **We Are Dornoch**!

We'd love you to help spread the word in two ways:

1. **Share Our Social Media Content:** We'll be posting regular updates on the This Is Dornoch social media and powerful way to show community support!
2. **Display a Poster:** A poster is attached to this edition of the Newsletter for the Dornoch Town Tidy. We'd be grateful if you can display it in your business.

You and your our customers are welcome to join us in person for our Tidy (below) and/or to contribute via donation, every bit helps us fuel ongoing town centre beautification and exciting new community initiatives. Thank you for your invaluable support in helping Dornoch thrive and grow, together! For more information please see [HERE](#)

DORNOCH TOWN TIDY (AND LAUNCH OF 'WE ARE DORNOCH')

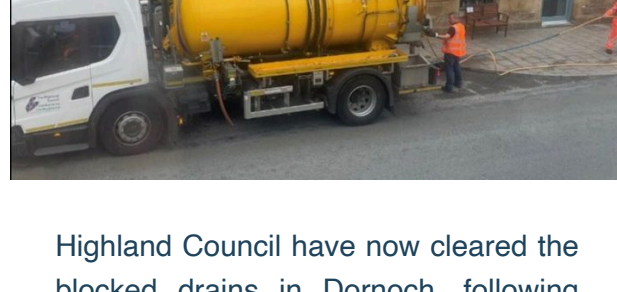


'We are Dornoch' will be launched at the BID's regular Town Tidy on Tuesday, August 5th, from 6:30PM to 8:00PM (meeting outside The Jail). This volunteer-led clean-up will, as always, give our town centre a fantastic visible lift, and allow us to pilot our publicity and crowdfunding for **We Are Dornoch**!

Everyone is welcome to meet at the Social Club at 8pm after all the hard work to have a chat and enjoy some tea and cakes, which are very kindly being provided by **HIGHLAND PATISSIER!**

Please let us know if you are able to help and if there are areas in particular need of attention you are aware about please let us know.

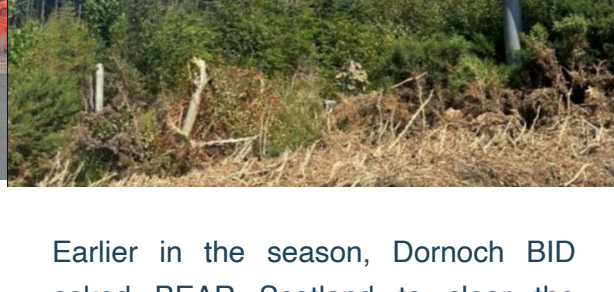
DRAINS CLEANED



Highland Council have now cleared the blocked drains in Dornoch, following appeals from the BID, Alina Scott and Cllr. Jim McGillivray.

Thank you to all involved in making this happen!

ROADSIDE CLEARED



Earlier in the season, Dornoch BID asked BEAR Scotland to clear the Dornoch/Embo sign, which had become overgrown by gorse bushes.

We're delighted to see that this issue has now been resolved.

AUTUMN HIGHLAND FESTIVAL FORTNIGHT

(23rd October - 5th November)

We're delighted with the incredible variety of ideas coming in for this autumn's Festival programme! From engaging workshops and thought-provoking talks to captivating musical performances and curated food and drink experiences, the programme is shaping up to be truly memorable.

We're keen to finalise the schedule so we can begin promoting it widely and welcome people from far and near. **PLEASE** think about how your business can best **take advantage of the publicity** around this fortnight by putting on an event, workshop or accommodation offer to showcase your special attributes. If you'd like to take part please email: dornochbid@thisisdornoch.com

COULD YOU HELP WITH DORNOCH'S PR?

The BID is looking for a bit of help in the area of Public Relations - and we're hoping one of our talented members might be able to lend a hand!

We're seeking **local PR support** to help us better promote this wonderful area and the things we do here, to a wider public.

If you, or someone in your business, has experience in PR, and you'd be willing to help us out, we'd love to talk to you!

'WHAT'S ON' - LIST YOUR EVENT!



Dornoch Gatherings: The Graham Mackenzie Trio

Thursday 21st August 2025
7:30pm, Dornoch Cathedral



Autumn Highland Festival Fortnight

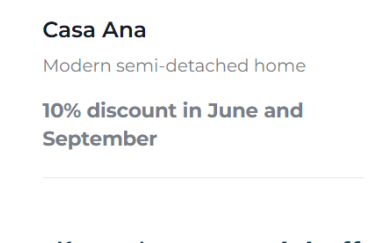
Thursday 23rd October 2025 to Wednesday 5th November 2025

Dornoch has been bursting with energy this summer, thanks to an amazing mix of fantastic events. Our **'What's On'** summer leaflets have helped spread the word. The QR codes on the leaflets link directly to the **Events Page** on the *This Is Dornoch* website, giving more visibility to all that is on the site.

To ensure every event, big or small, gets the attention it deserves, we have created filters to allow people to search by Culture, Music and Arts / Family Friendly / Food and Drink and Charity and Community on the website.

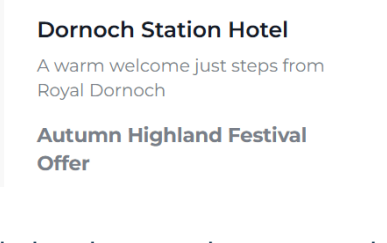
Please continue to let us know of your Event(s) so that they can be added to the website and please reshare our social media posts and tag *This is Dornoch*. If you'd like copies of the What's On leaflets for your customers or guests, **History Links Museum** keeps a supply at the desk for members to pick up.

PROMOTE YOUR SPECIAL OFFERS!



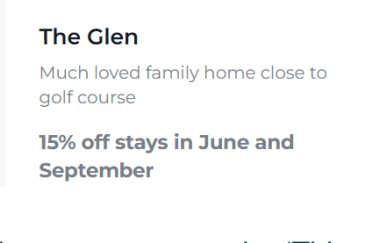
Casa Ana

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



Dornoch Station Hotel

A warm welcome just steps from Royal Dornoch
Autumn Highland Festival Offer



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.

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, The Royal Dornoch Golf Club. More details to follow soon!

WhatsApp Groups - There are Retail, Accommodation and Professional Services WhatsApp groups and we have just created a **Restaurant** group too. **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 their own sites. 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](#) and/or Things To Do page [HERE](#) whereas other members may wish to promote the accommodation page [HERE](#)

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 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:
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United Kingdom