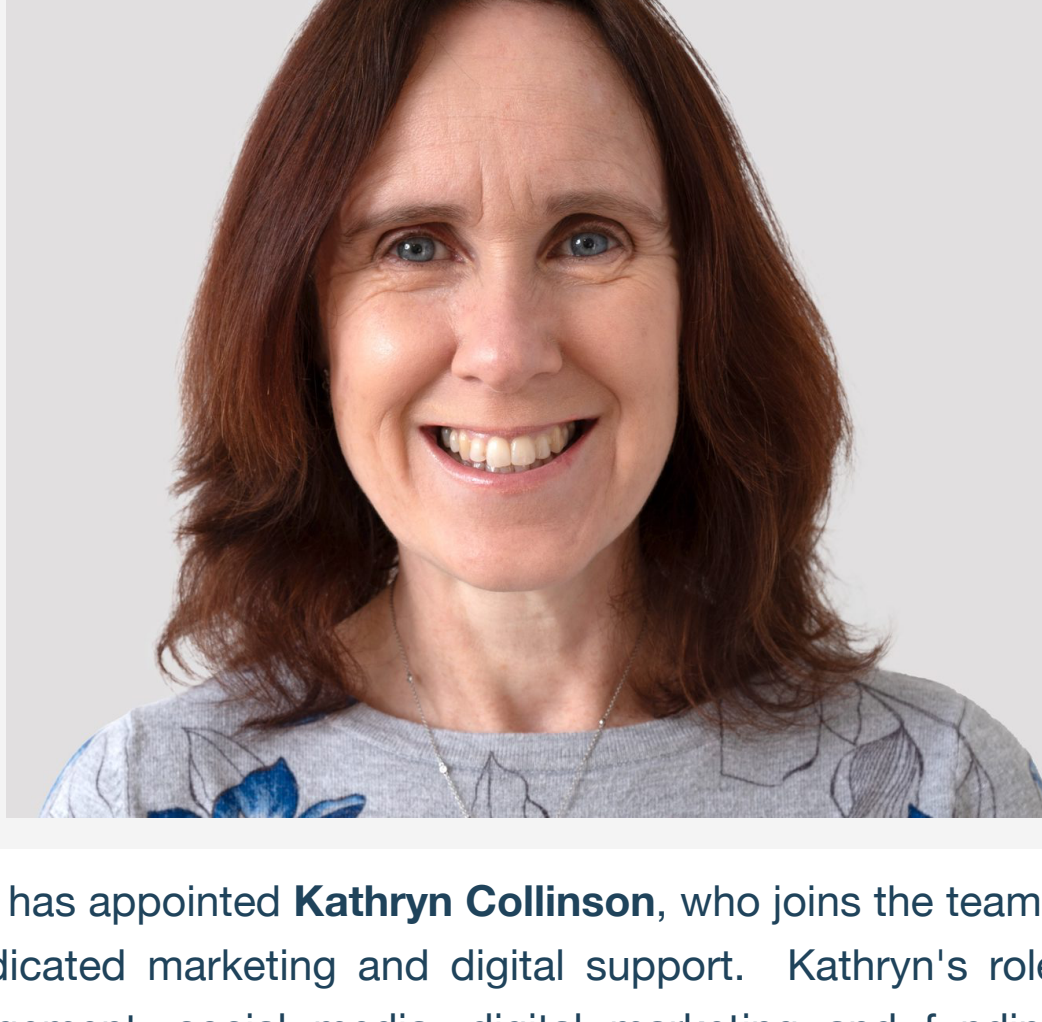


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DORNOCH BID NEWSLETTER

STRENGTHENING DIGITAL COMMUNICATIONS AND MARKETING



The BID Board has appointed **Kathryn Collinson**, who joins the team from 1 August, to provide dedicated marketing and digital support. Kathryn's role will focus on website management, social media, digital marketing and funding applications. Kathryn will also be able to help BID members with their marketing and social media.

This appointment is being funded through a revision to the BID Manager's role and freelance contract, which has been restructured to accommodate this specialist marketing support and does not represent an additional staffing cost to the BID.

The Board believes this approach will strengthen the BID's overall capacity by providing dedicated expertise in marketing, digital communications and grant funding, while allowing the BID Manager to focus on strategic projects, member engagement, partnership working and the delivery of the BID Business Plan.

BID MEMBERS FEATURED ON THE AMERICAN HIGHLANDER'S YOU TUBE CHANNEL



The latest episode of **The American Highlander** shines a spotlight on **The Angry Seagull Fish + Chips**, with Jason chatting to owner **Magda MacNicol**. If you haven't already seen the videos, take a look at the links below and learn more about some of Dornoch's many fantastic businesses. If you would you like to have your business featured, please get in touch with the BID.

A big thank you to Jason for working with Dornoch BID and for helping some of our BID members to raise their profiles with high-quality marketing content reaching audiences of 35k+!

[THE ANGRY SEAGULL FISH + CHIPS](#)

[KILNCROFT GALLERY](#)

[DORNOCH DISTILLERY](#)

JOIN OUR NEXT TOWN TIDY ON 4TH AUGUST



Tuesday 4th August | **5.30pm - 7pm** | **Meet outside The Jail**

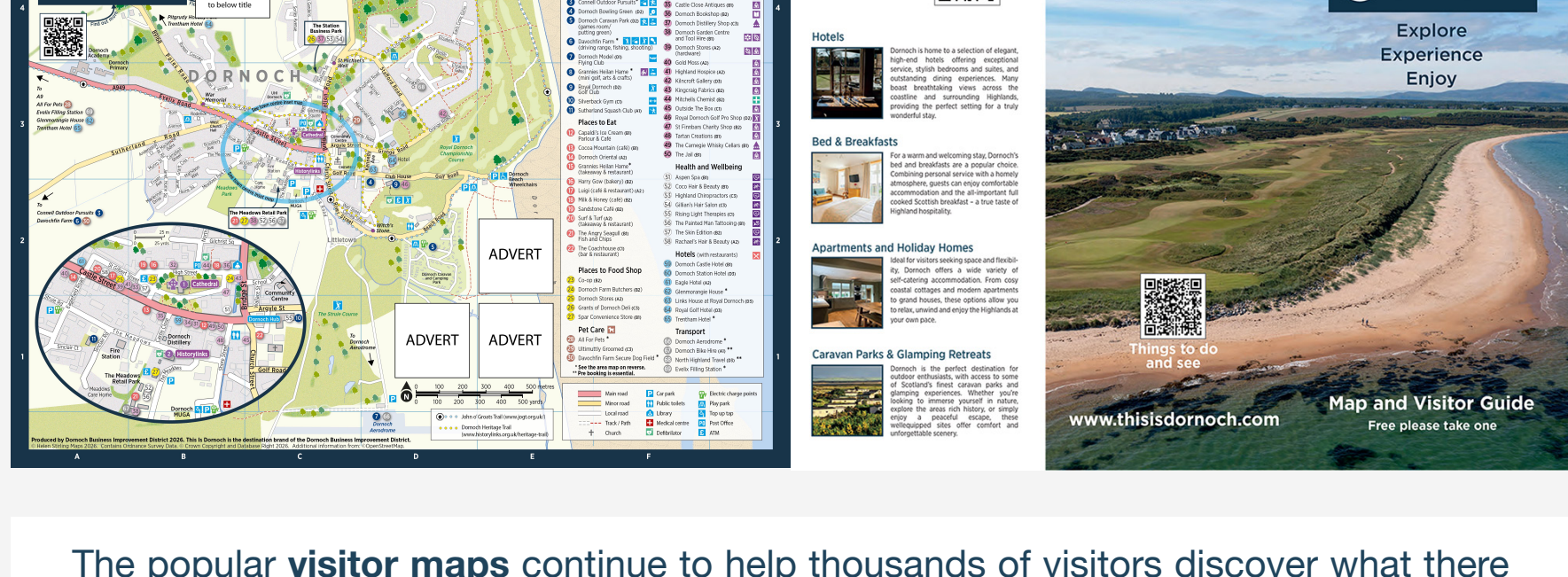
Everyone welcomed | **Equipment provided** | **A little time makes a big difference** | **Let's keep Dornoch looking its best** | **This is DORNOCH**

Our Town Tidies began in May 2025 and have become a regular date in the calendar. Bringing volunteers together each month, except during winter, they help keep Dornoch looking its best.

Whether a regular volunteer or joining for the first time, everyone's welcome. After the tidy, enjoy well-earned tea and cake at the Social Club. A huge thank you to everyone involved. **Together, we're making a visible difference, one Town Tidy at a time!**

This August marks one year since the launch of the **'We Are Dornoch'** crowdfunding campaign which raised £1,000. Funding tools, equipment, additional seasonal planting by the 'Flowers & Fairs' Committee, the money has helped to make a real difference. Read more about **'We Are Dornoch'** [HERE](#).

SHOWCASE YOUR BUSINESS ON THE 2026/2027 VISITOR MAPS



The popular **visitor maps** continue to help thousands of visitors discover what there is to 'See and Do' in the area. The maps are available from shops, cafés, reception areas, welcome packs, map dispensing units and online, giving our 'See and Do' members excellent exposure throughout the year.

Due to demand, a further **15,000 1/3 A4 leaflets** are to be printed to ensure there will be a supply of leaflets to promote Dornoch throughout the Autumn/Winter 2026 and Spring/Summer 2027. **Only ONE** advert space (40mm x 40mm) remains, priced at **£300**. To **showcase your business**, please contact the BID and reserve your space.

HELP VISITORS AND LOCALS DISCOVER 'WHAT'S ON' IN DORNOCH



Promote **'What's On'** in Dornoch by downloading/printing our **'What's On'** posters and share them with your guests and customers. The posters are an effective way to help ensure visitors discover the many great events taking place during their stay as well as upcoming events later in the year. Copies of the posters will be available at Historylinks Museum from 4th August.

Thank you to the **Royal Golf Hotel** and the **Royal Dornoch Golf Club** for once again sponsoring the Autumn edition of the 'What's On' posters. If you would like to sponsor a future edition, please contact the BID.

[DOWNLOAD THE 'WHAT'S ON' POSTER HERE](#)

PROMOTE YOUR EVENTS AND SPECIAL OFFERS



BID members, local community groups and charities are all welcome to promote their events on the **'This is Dornoch'** website [HERE](#). BID Members can also advertise special offers/promotions [HERE](#). The Accommodation sector can promote special offers [HERE](#). Please email the BID with any details you would like promoted.

HIGHLANDS AND ISLANDS THISTLE AWARDS SHORTLIST 2026



Congratulations to BID Member, **Glenmorangie House**, on being shortlisted for **'Best Eating Experience'** in this year's Highlands and Islands Thistle Awards! The winners will be announced at the awards ceremony in Inverness on 9th October.

HIGHLAND BUSINESS AWARDS 2026 - NOMINATIONS OPEN



The Highland Business Awards celebrate the innovation and achievements of businesses and individuals from across the region. Whether growing your global reach, making a positive environmental impact, or leading your sector with innovation, there's a category designed to celebrate what makes your business stand out. Nominations are open until 5.00pm on **Friday 7 August 2026**.

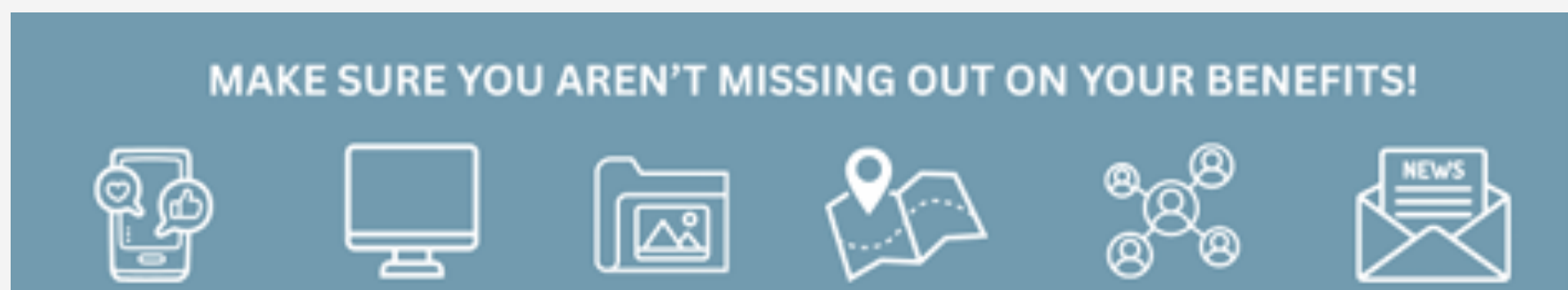
[HIGHLAND BUSINESS AWARDS LINK HERE](#)

HAVE YOUR SAY IN THE FUTURE DEVELOPMENT OF HIGHLAND



Highland Council is inviting residents, communities, businesses and organisations to share ideas that could help shape the next Highland Local Development Plan. Whether it's improving local facilities, protecting green spaces, supporting housing, enhancing walking/cycling routes or planning for growth, they want to hear from you. Take part in the survey which closes **18/9/26** [HERE](#). Read more about this [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 20k+ 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 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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