

DORNOCH BID BUSINESS PLAN ADDENDUM

- ❖ The principal function of the Dornoch BID organization is to generate projects and new services implemented from grant funding and the Business Group levy.
- ❖ This Addendum to the recently published Dornoch BID Business Plan puts forward a number of proposals for projects and services that the Dornoch BID organization could implement during the 2024-25 year following a ballot in favour of the creation of the Dornoch BID.
- ❖ Businesses are encouraged to envisage how such projects could impact their own circumstances. For example, the availability of a workforce enlarged by the Dornoch BID organization could assist B&B businesses to open more rooms to let – just 2 more reservations per month could fund the BID levy. And 15 more reservations per month could significantly increase the profitability of Guest Houses and B&Bs.
- ❖ Potential projects – which could be confirmed by the Dornoch BID organization – are grouped hereunder in the four themes of the Business Plan. Projects would be put forward by the Dornoch BID organization for the consideration of the businesses funding the levy.
- ❖ Following a positive ballot in November 2023, the BID Steering Committee will send out a survey to all businesses, to create an online directory to update business information and review current costs of services to the businesses (e.g. oil, electricity, water, insurance) Subsequently, the Dornoch BID organization could investigate the potential for cost reductions and group procurement.

Promoting and Marketing Dornoch

- ⊕ Develop an events Calendar, building on current projects such as the Whisky Festival, St Andrews Fair and Hogmanay, as well as introducing new events such as a possible music festival, food & drink festival or Golf Week to strengthen off season tourism.
- ⊕ Do Dornoch Vouchers – The Dornoch BID organization could set up a scheme either through Love Local or independently to generate more spending in Dornoch.
- ⊕ Set up an online business directory for all BID businesses in the IV25 area that will have links to the webpages of the levy funding businesses. This could include a review link to gather and display customer feedback.
- ⊕ Promote all businesses through Visit Dornoch, on social media and their website using features such as B&B of the month, Self-Catering business of the week, Behind the business, Employee of the month etc.
- ⊕ Review the seasonal ambassador service to see whether it has been worthwhile and could mirror the success of the much busier Inverness BID in this field.

Town Centre and Environment

- ⊕ Seek grant funding to set up support to update shop frontages and signage.
- ⊕ Seek grant funding to support and improve current provision of Christmas lights, floral displays etc.

- ⊕ Seek grant funding to help businesses work towards a greener future (waste reduction, solar energy etc).

Business Collaboration and Advocacy

- ⊕ Take a proactive approach to ensuring it is aware of activity and developments in the Dornoch Area which may potentially affect our businesses and or the local community and inform the businesses about these developments and the actions the BID is taking through newsletters.
- ⊕ Facilitate networking opportunities through online groups as well as in person clinics, workshops, keynote speakers and networking events in order to share knowledge and information. Keynote speakers could provide information on topics such as legal matters, or legislation, staffing pools or IT support etc.
- ⊕ Develop cross-sector networking to encourage mutual promotion ie restaurants and accommodation providers.

Staff employment, recruitment, retention, and development

- ⊕ Work closely with the schools and interested businesses to encourage development of young workforce into local careers.
- ⊕ Seek the means to increase the number of senior school pupils and university students taking jobs during summer and holidays.
- ⊕ Hold careers fairs at the start of the season to promote jobs being offered and will have a dedicated online jobsite for local businesses.
- ⊕ Work with businesses to identify available resources suitable for sharing.
- ⊕ Set up cleaning teams for use by self-catering and B&Bs to meet gaps in current service.
- ⊕ Look into the viability of setting up a portfolio of ad-hoc individuals for use in on call jobs (for example if a staff member is off sick, or on holiday)