

## Business Zoom Meeting 1 February, 4pm

**Dornoch**  
You can do it all from here

- Quick catch up - how are you all feeling?
- What do we need to do differently this year?
- Given the pressure on finances, what are your priorities for the group?

# How are you feeling?

Still got your sense of humour? Yes.  
Feeling positive

It is what it is.  
Not open until April  
British holiday makers  
Try and get longer stays  
Messaging - base yourself here, lots to do  
Concierge app – go to as a facility – live chat  
Share day trips on your Facebook page  
Self catering renovations  
Weddings being cancelled  
Socially distanced (SD) events  
On line experiences

Future bookings good when restrictions eased  
Restrictions will mean more activities outside. So need more bins ,seats,  
Keep Dornoch tidy as a job (rather than as an ambassador)

Grant support?  
[£2000 grant](#) every four weeks in lockdown.  
Detail on self catering 7+ grant to come in February

## Opportunities

- *People want to come here*
- *New visitors to Dornoch & opportunities for repeat visits*

## Threats

- *Travel & social distancing regulations*
- *Single Households in self catering*

## What do we need to do differently:

1. Likely restrictions?
2. What (if any) events?
3. Marketing messages?
4. February - April
5. May - September
6. October - January

# What do we need to do differently?

## Restrictions?

April-May for reopening  
Phased May – September  
Best chance  
October –January for fuller easing

## What kind of events?

Pipe Band?

Outdoor Markets, walking trail, light trails, keep people moving, rota system

Whisky & Food festival early 2022 – run together or one at each end.

Is app a good idea at all – no-one downloads them? But easy to keep up to date with events etc- saves paper leaflets – can interact ‘on the hoof’. Funding in place to upgrade App – so up to businesses to promote it!  
Community ‘Clean the town’ with free food – make a video to promote All in this together’. Showcase community activity. Rota system for SD. in spring time  
If not open by school holidays –something for our own kids - make fun!

Collective approach is key – food & wine festival  
Music festival – talent make the most of it, extend the season

Battle of the bands. Multiple venues for SD. Hogmanay??  
Mass gatherings unlikely. Bubbles of entertainment, Intimate options, festive satellites – different types of music for different ages.

## Marketing Messages

Plan now to come later, visitor engagement, stay at home, Dornoch is waiting.

Videos of businesses-meet the people – who is who. [Contact Lucy](#) or send her a video

## *February-April*

- Stay at home, Dornoch is waiting
- Plan your trip for later – book ahead
- Virtual Tours (Go Pro Camera)

## *May-September*

- Outdoor markets
- Videos of businesses-meet the people – who is who.

## *October-January*

- SD Music Festival
- SD Whisky Festival?
  - SD Hogmanay?
- Outdoor light trails (SD=Socially Distanced)

## What do we need to do differently:

1. To get ready to open
2. Working with the community
3. Working with non tourism businesses
4. Visitor management

# What do we need to do differently?

## To get ready to open?

Revisit Good to Go  
(after being closed)

Training of staff –  
motivated.

Be aware of rules of  
operation

Hospitality: be ready,  
screening, cleaning,  
welcoming

## Working with the Community?

Last year Visitors Charter  
This year Dornoch Business  
Charter

To show the community we are  
safe

Applies to non tourism businesses  
too – safe & secure for community

Show off our town – repeat  
business.

Keeping the town tidy

We attracted new visitors in 2020 –  
–they were enthralled – let's do it  
again!

## Working with non-tourism businesses?

All in this together

Re BID – lots of trades don't have  
premises anymore – no business  
rates. But they all benefit from or  
are involved in supporting tourism  
businesses.

Hard sell to contribute financially if it is  
voluntary. Needs clear 'whole town'  
plan for win-win.

BID = Business Information District

## *Visitor Management*

- Better signage to 'off street parking' for motor homes (e.g. retail park or Dornoch South)
- Restrictions (e.g. one hour only) outside shops for greater turnover of cars – no staff parking!
- Designated area at beach for motorhomes (Pay & Display)

## What are our priorities with limited budget:

1. Digital Marketing?
2. Visitor Centre?
3. Leaflet & distribution?
4. Other?

# What are our priorities with limited budget:

## Digital Marketing

Longing for Dornoch  
QR code NHS track & trace  
QR Code for App

App Platform for push  
notification  
Keep folk abreast of  
information.

QR code to get to Hub  
Paper free during Covid  
Digital Noticeboard' at Hub  
Businesses post about  
each other. Share each  
others post. Know about  
each other & what's going  
on.

## Visitor Centre

Move to Hub  
Electronic Noticeboard  
*(like outside Castle Hotel)*  
Flexible staff for tidy up too  
Signage to Hub finger posts)  
Illuminated sign at the Hub?

## Leaflets & distribution

No – all digital!

## *Summary:*

- Digital Marketing  
*(Social Media,  
website, app)*
- Electronic  
Noticeboard
- Staff to keep town  
tidy
- Visitor Centre in Hub  
with good signage



## Summary & Next Steps

Keep Dornoch Tidy

Socially Distanced  
Community Clean up day in  
spring

Staff role to maintain

Good (high definition)  
photos for new website to  
[dacicmdo@outlook.com](mailto:dacicmdo@outlook.com) or  
via [Instagram](#) / [Facebook](#)

*We are all in this  
together*

Who is Who in  
Dornoch videos

Business Charter

Share Social Media  
posts or add to your  
'story'

*Revamped Website*

New 'Concierge' App

Live Chat facility?

*Good signage to Visitor  
Centre at the Hub*

Electronic Noticeboard  
outside

*Plan for major events in  
2022 without SD*

- *Food Festival*
- *Whisky Festival*
- *Hogmanay*

***Develop Socially Distanced  
events around***

- ***Music***
- ***Food & Drink***
- ***Heritage tours***
- ***Light trails***

