



THE PITLOCHRY PARTNERSHIP

ANNUAL MEMBERSHIP SUBSCRIPTIONS June 2011 / May 2012



The Committee of The Pitlochry Partnership have approved the following annual membership subscription tariffs for 2011/12 (June '11 to May '12). Membership is for a twelve month period; a reduced fee of 50% is offered to **new** members applying for membership after 1st December 2011.

There are six classifications of membership, four of which have a variable rate; applicants are requested to determine the appropriate fee by a self assessment. If you require assistance in determining the appropriate classification or annual tariff applicable please contact the Partnership.

Membership Classifications	Description	Annual PP Subscription Tariffs
Individual or citizen	Not a representative of any business or organisation, not eligible for website listing, marketing discounts or web-site offers. Covers one household.	Flat rate £20
Organisation	Formally constituted bodies, interest groups and clubs etc.	Flat rate £50.
Accommodation providers	Hotels, guest houses, B&B, self catering and caravan parks.	Flat rate of £20 plus a charge of £10 per bedroom or caravan up to a maximum fee of £250
Retail and Restaurants	Retail outlets, restaurants, cafes, petrol stations, garden centres etc.	Based on current PKC business rate bandings, refer to chart below up to a maximum fee of £250
Services	Trades and services, professional businesses, transport, education and health services etc.	Based on number of FTE employees, please refer to chart below up to a maximum fee of £250
Attractions and Visitor Centres	Recognised visitor attractions, outdoor activities or sports centres etc.	Based an annual footfall numbers, please refer to chart below up to a maximum fee of £250

Retail and Restaurants

Current PKC Business Rate – Annual Charge	Annual PP Subscription Tariff
Less than £5,000 per annum	Band A @ £50
Between £5,000 and £12,500 per annum	Band B @ £100
Between £12,500 and £25,000 per annum	Band C @ £175
Over £25,000 per annum	Band D @ £250

Services

Number of FTE employees (high season)	Annual PP Subscription Tariff
Self employed individual	Band A @ £50
Two or three FTE employees	Band B @ £100
Four to six FTE employees	Band C @ £175
More than six FTE employees	Band D @ £250

Attractions

Annual Visitor Footfall	Annual PP Subscription Tariff
Less than 10,000 per annum	Band A @ £50
Between 10,000 and 25,000 per annum	Band B @ £150
More than 25,000 per annum	Band C @ £250

The annual membership subscription tariff entitles you to the benefits set out on the Pitlochry Partnership Membership Benefits document (attached).

The Pitlochry Partnership will endeavour to attract revenue funding from a range of other sources including grant funding, sponsorship and organised fundraising activities.

The annual membership subscription tariffs have been set at a level that are considered to be reasonable and represents good value for the services and benefits provided.

Please complete the attached Application Form and return it together with your payment (cheque payable to The Pitlochry Partnership) to Kate Howie, Acting Membership Secretary. You will be issued with a receipt (or invoice if required) and any appropriate membership documents.



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MEMBERSHIP BENEFITS



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- Website www.pitlochry.org listing
 - Free web-listing and direct link to your website
- Co-ordinated marketing to deliver a greater impact and awareness
 - Discounted advertising rates
 - Joint venture marketing opportunities
- Improved networking within community and business sectors
- Support of new major events and festivals
- Support and advice for local community groups
- Representation at local and national forums.
- Increased revenue from destination marketing activities

“The Pitlochry Partnership – Working Together in Our Community”

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WEBSITE PROMOTION

PITLOCHRY PARTNERSHIP – WEBSITE ENTRY

Membership Standard Entry.

Membership entitles each business to one free listing in the appropriate web site category. This entry will include the business name, full address, telephone number, web site (with direct link) and e-mail contact details, up to 50 words of appropriate copy to describe and promote your business including one photo (to be provided).

Members with several facilities at the same address can have more than one entry (as detailed above) on the web site at a discounted rate of £25 (twenty-five pound) per additional listing.

Members with more than one business located at different addresses in Pitlochry pay the full membership for the business with the highest rateable value. All other subsequent businesses will receive a 50% (fifty percent) discount based on each businesses rates. This will give each business a single entry on the web site (as detailed above).

Members will be given an automatic standard listing as part of their membership on the new DMO website.

The Pitlochry Partnership is not registered for VAT.