



THE PITLOCHRY PARTNERSHIP

ANNUAL MEMBERSHIP SUBSCRIPTIONS 2010/11



The Committee of The Pitlochry Partnership have approved the following annual membership subscription tariffs for 2010/11 (June '10 to May '11). Membership is for a twelve month period; a reduced fee may be offered to new members applying for membership after 1st December 2010.

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 Derek Allan.

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. The Management Committee would welcome the receipt of any additional donations that members wish to make towards the operational cost of the organisation.

Please complete the attached Application Form and return it together with your payment (cheque payable to The Pitlochry Partnership) to Derek Allan. You will be issued with a receipt (or invoice if requested) and any appropriate membership documents.



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MEMBERSHIP BENEFITS



The Pitlochry Partnership has been established to provide members a range of services and facilities designed to benefit the community as a whole, including the following:

- Provide a cohesive infrastructure to co-ordinate activities:
 - Maintain and develop a structured strategy.
 - Provide a consultative forum to voice ideas and develop achievable projects.
 - Promote and encourage participation of all the stake holders.
- Develop and implement a co-ordinated destination marketing strategy for Pitlochry:
 - Utilise the marketing expertise within our business community.
 - Representative voice to influence decision making and establish priorities.
 - To promote appropriate developments for the benefit of the community.
- Develop events to attract additional and targeted audiences
 - Attract and support a range of major events to attract additional visitors.
 - Promote and support establishments providing a range of good food.
 - Support/ fringe events in partnership organised by other local groups.
- Support the community to deliver our customer needs and exceed their expectations
 - Provide training opportunities to promote quality customer services.
 - Organise workshops and networking opportunities.
 - Raise awareness of consumer expectations and visitor experiences.
- Promote and enable constructive and collaborative partnership working:
 - Strategic planning and project development in Highland Perthshire.
 - Consultation and co-operation with similar groups in Highland Perthshire.
 - Resource sharing and joint venture marketing in Highland Perthshire.

OTHER MEMBERSHIP BENEFITS

- Website www.pitlochry.org
 - 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
- Input to the development plans for Pitlochry's future
- Development of new major events and festivals
- Support and advice for local community groups
- Measured outcomes and success levels
- Representation at local and national forums.
- Increased revenue from destination marketing activities

“The Pitlochry Partnership – Working Together in Our Community”

For further information on membership please contact:

Derek Allan
Pitlochry Partnership
c/o PFT

For further information please call or email:
Tel: 01796484600
Email: derek.allan@pitlochry.org.uk



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WEBSITE PROMOTION



PITLOCHRY PARTNERSHIP – WEBSITE PROMOTIONS

There are now some promotional and advertising opportunities on the website that are available to members only that you may wish to consider. For further information or to discuss these opportunities please contact James Rattray at Explore Scotland at admin@pitlochry.org or on (01796) 473335.

Membership Standard Entry.

Membership entitles each business to one free standard 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.

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 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 rateable. This will give each business a single entry on the web site (as detailed above). Any additional listing per business will be charged as above.

Enhanced Web-listing Entry

This entry will be listed in your particular business category page (subject to complying to Membership Standard Entry detailed above) with all your contact details and up to 50 words of appropriate copy to describe and promote your business, including one photo (to be provided) and a direct link to your website for a twelve month period.

Cost: £60 per annum

SPECIAL PROMOTIONS

Basic entry:

This entry on the "Special Promotions" page (e.g. Spring or Autumn Breaks, Enchanted Forest, Christmas & New Year Festivities, Theatre Breaks etc.) with all your contact details and up to 50 words of appropriate copy to describe and promote your business, including one image (to be provided) and a direct link to your website for a nine month period prior to the end of the offer being promoted.

Cost: £45 per promotion

Enhanced entry:

This entry on the "Special Promotions" page (e.g. Spring or Autumn Breaks, Enchanted Forest, Christmas & New Year Festivities, Theatre Breaks etc.) with all your contact details and up to 150 words of appropriate copy to describe and promote your business, including three images (to be provided) and a direct link to your website for a nine month period prior to the end of the offer being promoted.

Cost: £85 per promotion.

The Pitlochry Partnership is not registered for VAT.