

The Pitlochry Partnership

“Working Together in Our Community”

Annual subscriptions

The Annual General Meeting of 17 June set annual subscriptions for 2008-9 at the same level as last year. It also confirmed the proposal of the committee that the subscription year should run from June to June. This means that members have had up to six months extra membership in our foundation year. Now we are keeping the range of membership levels tailored to the wide range of businesses, organisations and individuals wishing to become members. The next page sets out these different levels.

The Partnership was established to provide members with the following range of services and facilities designed to benefit the community as a whole. Under each heading we show just two examples of how we've fulfilled these aims in our first year. Click on *Pitlochry Partnership News for June 2008* on our website and there you'll find a hyperlink to our report on the first year's activities where more information about achievements and benefits can be found.

We **promised** to provide a cohesive infrastructure to co-ordinate activity.

We **delivered**:

- A strong and broad membership
- The leading Pitlochry website, www.pitlochry.org, No 1 on Goggle and enhancing members' own websites' ratings through links, Only members have the right of inclusion.

We **promised** to develop and implement a co-ordinated destination marketing strategy for Pitlochry

We **delivered**:

- The Glamis Consultancy report on the economic development potential of Pitlochry
- A comprehensive business plan outlining a future tourism and community plan

We **promised** to develop events to attract additional and targeted audiences

We **delivered**:

- Support for the retention of Enchanted Forest in Pitlochry and secured a PKC grant of £3000 for the Autumn Festival
- Support of Etape Caledonia, including major finish line activities and entertainment and enhancing the participants' and supporters' experience

We **promised** to support the community to deliver our customer needs and exceed their expectations

We **delivered**:

- A financial contribution with Pitlochry in Bloom for new town maps
- Support for the extension of the boundaries of Cairngorms National Park

We **promised** to Monitor and measure performance and customer feed back.

We **delivered**:

- *Victory in the Pride and Passion* national competition for the community
- Ongoing monitoring of visitors' views through feedback forms at various events

FUTURE MEMBERSHIP BENEFITS

- **Matching funding that gives more 'bang for your buck' and strengthens your Partnership even more.**
- **New network events like the successful (and oversubscribed!) Pride and Passion customer care seminar.**
- **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 – you have a voice**
- **Increased revenue from destination marketing activities**

THE PITLOCHRY PARTNERSHIP

ANNUAL MEMBERSHIP SUBSCRIPTIONS 2008

There are six kinds of membership. Four of these have a variable rate to be assessed by the member. If you need advice in choosing your rate, please contact the Pitlochry Partnership Vice-Chairman. Please note that you need only choose one kind of membership! Of course, an attraction, for example, will also have a business rate as well as footfall, but the method of assessing yourself has been tailored to each kind of business; you need consider only the assessment method used for your membership group.

Membership Classifications	Description	Annual PP Subscription Tariffs
Individual or citizen	Not a representative of any business or organisation, not eligible for marketing discount or web-site offers.	Flat rate £20
Organisation	Formally constituted bodies, interest groups and clubs.	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 of £250
Retail and Restaurants	Traditional merchants, restaurants, cafes, petrol stations, garden centres etc.	Based on current PKC business rate bandings, please refer to chart below.
Services	Traditional trades, professional businesses, transport, education and health services.	Based on number of FTE employees, please refer to chart below
Attractions and Visitor Centres	Recognised visitor attractions, activity or sports centres.	Based on annual footfall numbers, please refer to chart below.

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. In particular, entry on the highly successful Pitlochry Partnership website (No. 1 on Google) is available only to members.

The Pitlochry Partnership seeks to attract revenue funding from a range of other sources including grant funding, sponsorship and organised fundraising activities and has had considerable success in its first year in doing so. In the first year and a half of membership each pound of membership subscriptions generated a match of approximately £5.60 for the benefit of members and the wider community of Pitlochry and Highland Perthshire. Plans are in place to repeat this highly positive result.

Members have generally considered the level of subscription fees is reasonable and offering good value, not least for the benefit of website participation. Last year a number of members made donations above and beyond their subscription and these would again be welcome this year.

Please complete the attached Application Form and return it together with your payment (cheque payable to The Pitlochry Partnership) to the Vice Chairman, Mark Wood. You will receive a receipt.

THE PITLOCHRY PARTNERSHIP
APPLICATION FOR MEMBERSHIP 2008-9

SURNAME:	
FIRST NAME	
POSITION HELD	
NAME OF BUSINESS OR ORGANISATION	
ADDRESS 1	
ADDRESS 2	
POST CODE	
TELEPHONE	
EMAIL ADDRESS	
WEBSITE ADDRESS	

Please refer to the Annual Membership Subscriptions document for details. (Please insert details below)

Membership Classification	Self Assessment Details	Subscription Tariff
Individual or citizen	Flat rate	£20
Organisation	Flat rate	£50
Accommodation provider	Number of rooms	£20 plus
Retail	Band rate A B C D	£
Service	Band rate A B C D	£
Attraction	Band rate A B C	£

I agree to my contact details being provided to other agencies at the discretion of the Pitlochry Partnership Management Committee in furthering the organisations objectives. (Please indicate) YES / NO

In addition to the annual subscription I wish to make a donation of £..... to the general funds of The Pitlochry Partnership.

I enclose a cheque for the total sum of £..... payable to The Pitlochry Partnership for the annual membership subscription for 2008-9 (June to June).

Signed..... Date.....

Receipts will be sent to you, please allow fourteen days. Please return the completed application form and payment to:

Mark Wood
Vice-Chairman
The Pitlochry Partnership
c/o The Christmas Emporium
119 Atholl Road, Pitlochry PH16 5AG

For further information;
01796 470470
info@pitlochry.org



The Pitlochry Partnership

Working together in our Community



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 ratable value. All other subsequent businesses will receive a 50% (fifty percent) discount based on each businesses ratable. 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

Specials 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.

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