



## THE PITLOCHRY PARTNERSHIP

### ANNUAL MEMBERSHIP SUBSCRIPTIONS October 2021 – September 2022



The AGM of The Pitlochry Partnership approved the following annual membership subscription tariffs for 2021/22 (October to September). Membership is for a twelve month period; a reduced fee of 50% is offered to **new** members applying for membership after 1st March 2022.

There are seven classifications of membership, four of which have a variable rate; applicants are requested to determine the appropriate fee by self-assessment. New members will pay a one-off £77 joining fee for administration. If you require assistance in determining the appropriate classification or annual tariff applicable please contact the Partnership at [admin@pitlochry.org](mailto:admin@pitlochry.org).

Membership Classifications	Description	Annual PP Subscription Tariffs
<b>Individual or citizen</b>	Not a representative of any business or organisation, not eligible for website listing, marketing discounts or website offers. Covers one household.	Flat rate of £31.
<b>Organisation</b>	1) Formally constituted bodies, interest groups and clubs etc. 2) Not-for-profit local groups.	1) Flat rate of £72. 2) Free entry at the discretion of the PP committee.
<b>Retail</b>	Retail outlets, petrol stations, garden centres.	Flat rate of £72.
<b>Accommodation providers</b>	Hotels, guest houses, B&Bs, self-catering and caravan parks.	Flat rate of £51.50 plus a charge of £15.50 per bedroom or caravan up to a maximum fee of £415.
<b>Restaurants, cafés and bars</b>	Restaurants, cafés and bars.	Based on current PKC business rate bandings, refer to chart below up to a maximum fee of £415.
<b>Services</b>	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 £415.
<b>Attractions and visitor centres</b>	Recognised visitor attractions, outdoor activities and sports centres etc.	Based on annual footfall numbers, please refer to chart below up to a maximum fee of £415.

#### Restaurants

Current PKC business rate – Annual charge	Annual PP subscription tariff
Less than £5,000 per annum	Band A @ £72
Between £5,000 and £12,500 per annum	Band B @ £154.50
Between £12,500 and £25,000 per annum	Band C @ £257.50
Over £25,000 per annum	Band D @ £415

#### Services

Number of FTE employees (high season)	Annual PP subscription tariff
Self employed individual	Band A @ £72
Two or three FTE employees	Band B @ £154.50
Four to six FTE employees	Band C @ £257.50
More than six FTE employees	Band D @ £415

#### Attractions

Annual visitor footfall	Annual PP subscription tariff
Less than 10,000 per annum	Band A @ £72
Between 10,000 and 25,000 per annum	Band B @ £257.50
More than 25,000 per annum	Band C @ £415

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

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 visit [www.pitlochry.org/application/](http://www.pitlochry.org/application/) to fill in an online application form.

If Pitlochry Partnership members have to be removed from pitlochry.org due to non-payment of their annual subscription, the £77 administration fee will be re-invoiced to cover costs. Members are entitled to one annual update of their details on pitlochry.org – thereafter they will be charged for administration.

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## MEMBERSHIP BENEFITS

**The Pitlochry Partnership will endeavour to attract funding from a range of other sources including grant funding, sponsorship and organised fund-raising activities.**

### MEMBERSHIP BENEFITS

- Website listing on pitlochry.org (see below)
- Co-ordinated marketing to deliver a greater impact and awareness
- 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

### WEBSITE PROMOTION

#### **Membership Standard Entry**

Membership entitles each business to one free listing in the appropriate website category.

This entry will include the business name, full address, telephone number, website (with direct link), email address, up to 50 words of appropriate copy to describe, and one prominent photo (to be provided).

Members with several facilities at the same address can have more than one entry (as detailed above) on the website at a discounted rate of £40 (forty pounds) 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).

The Pitlochry Partnership is not registered for VAT.

**“The Pitlochry Partnership – Working Together in Our Community”**