



## THE PITLOCHRY PARTNERSHIP

### ANNUAL MEMBERSHIP SUBSCRIPTIONS JUNE 2017 / MAY 2018



The AGM of The Pitlochry Partnership approved the following annual membership subscription tariffs for 2017/18 (June 17 to May 18). Membership is for a twelve month period; a reduced fee of 50% is offered to **new** members applying for membership after 1st December 2017.

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 £50 joining fee for administration. If you require assistance in determining the appropriate classification or annual tariff applicable please contact the Partnership. [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 web-site offers. Covers one household.	Flat rate £25
<b>Organisation</b>	1) Formally constituted bodies, interest groups and clubs etc. 2) Not-for-profit local groups	1) Flat rate £60 2) Free entry at the discretion of the PP Committee.
<b>Retail</b>	Retail Outlets, Petrol Stations, Garden Centres	Flat rate £60
<b>Accommodation providers</b>	Hotels, guest houses, B&B, self catering and caravan parks.	Flat rate of £25 plus a charge of £12 per bedroom or caravan up to a maximum fee of £300
<b>Restaurants, Cafes and Bars</b>	Restaurants, Cafes and Bars	Based on current PKC business rate bandings, refer to chart below up to a maximum fee of £300
<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 £300
<b>Attractions and Visitor Centres</b>	Recognised visitor attractions, outdoor activities or sports centres etc.	Based on annual footfall numbers, please refer to chart below up to a maximum fee of £300

#### Restaurants

Current PKC Business Rate – Annual Charge	Annual PP Subscription Tariff
Less than £5,000 per annum	Band A @ £60
Between £5,000 and £12,500 per annum	Band B @ £120
Between £12,500 and £25,000 per annum	Band C @ £210
Over £25,000 per annum	Band D @ £300

#### Services

Number of FTE employees (high season)	Annual PP Subscription Tariff
Self employed individual	Band A @ £60
Two or three FTE employees	Band B @ £120
Four to six FTE employees	Band C @ £210
More than six FTE employees	Band D @ £300

#### Attractions

Annual Visitor Footfall	Annual PP Subscription Tariff
Less than 10,000 per annum	Band A @ £60
Between 10,000 and 25,000 per annum	Band B @ £180
More than 25,000 per annum	Band C @ £300

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

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 <https://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 £50 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.

## THE PITLOCHRY PARTNERSHIP

### 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 [www.pitlochry.org](http://www.pitlochry.org) listing
  - Free web-listing and direct link to your website
  - Free mobile web listing
- 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

#### 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 £30 (thirty 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”**