



Cairngorms Business Partnership

Information Pack

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Who are we?

The Cairngorms Business Partnership is a not for profit private sector led organisation that operates in the Cairngorms National Park (CNP). Our aims are:

- **To help create demand for products and services**
 - To market and promote the area as a place to visit and do business.
 - To channel visitor enquiries to the appropriate business.
 - To support events and community initiatives wherever possible.
- **Enhance the customer experience and help build business capacity**
 - To champion customer service initiatives.
 - To assist with product development initiatives.
 - To deliver business development programmes.
- **Advocacy**
 - To represent the interests of businesses within the CNP.
 - To assist businesses across all sectors operating within the CNP.

Why are we doing this?

Successful business development along with successful destinations across the world is led by strong private sector groups based on collaboration and partnership working. We will work with businesses right across the CNP in all sectors in order to bring a cohesive and strong business voice for the area. Our aim is to help you the business and strengthen your sector through increased demand and making the area a more sustainable place to work. A joined up private sector approach is also the most effective way of working with our public sector partners.

Your benefits at a glance

- save money with member benefits;
- be part of the fully searchable no commission area website portal;
- get your share of visitor click throughs to your business website each month;
- be part of the visitor enquiries forwarding service from the CBP office;
- be part of local marketing and PR campaigns that suit your business;
- be part of CBP businesses surveys and customer feedback programmes;
- receive advertising discounts in What's On and Park-i;
- be part of a Park wide business movement that will set the business agenda and provide the business voice for the Cairngorms National Park, speaking and acting on behalf of its members;
- maximise the business and marketing benefits of National Park status for both tourism and non-tourism related businesses;
- make new business contacts, stay informed and be connected;
- 'single voice' advocacy on your behalf;
- opportunity to access preferential Chamber of Commerce benefits; and
- regular newsletters and business updates.

visitcairngorms.com – how it works for you

www.visitcairngorms.com is innovative and one of the leading destination web portals in Scotland. The site is based around the customer experience and interest in the area. The role of the site is to build awareness of the area, the wide product offering and then to connect the customer with you, the business as quickly as possible. The site does not have a centralised booking system.

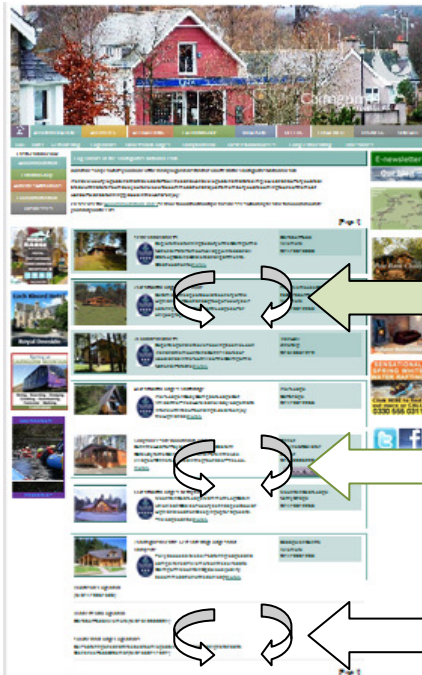


A business can be found by:

- Area
- Town or Village
- Sector
- Name
- Paid Advert
- Cross selling sector listings
- Events
- Special Offers
- Social media

The following outlines the main structures of a business presence on www.visitcairngorms.com.

Sector Listing



Sector page (example - Log Cabins)

Listings rotate in each category on a random basis.

Enhanced Business Listings: Always first group to show on page

Standard Business Listing: Second group to show, may be on second page depending on the number of Enhanced Business Listings

Non-member Business Listing: Third category to show, likely to be on second third or fourth pages of business listings

Standard Business Listing



- Summary text – self editing
- Quality grading display
- Address on display
- Book Now – direct link to your online booking page, if you have one
- Listing rotates randomly in second section

Enhanced Business Listing

3. Willowbank Guest House
 Warm, welcoming and Friendly. Great service and wonderful breakfast. We will be back!! These are the usual comments we receive from guests at Willow...[more >](#)

High Street
 Granttown on Spey
 t: 01479 872089
BOOK NOW

- As per Standard Business Listing plus
- Listing rotates randomly in first section
 - £40 per 12 month period

Non Member Business Listing

4. Grant Arms Hotel
 25 The Square, Granttown on Spey (tel. 01479 872526)

Business contact detail only – no web link

Business page

- Business Page Features**
- Direct link to you by email or weblink
 - Three images – self editing
 - Main body of text – self editing
 - Special offers – self editing
 - Cross selling in database
 - Automatic Trip Advisor Feed (Optional)
 - Google Map location and direction finder
 - Direct link to booking engine
 - Key services icon listed
 - Official Grading and VS schemes listed
 - At a glance services – self editing
 - Free with membership

Web Advertising Opportunities

- Box Advert** – located in left & right columns on all pages
- Direct link to your web site
 - Copy and format of advert fixed for duration of display
 - Assistance with design and layout of advert
 - One of any six available each calendar month
 - Displayed on all pages throughout site with the exception of Business Pages (over 1m pages views per year)
 - £80 per month (see below)

- Major Events**
- Link to What's On pages on visitcairngorms.com
 - Onward link to event website

Web 2.0 and how it works for you

We regularly update popular web2.0 communication channels. We are always keen to hear of newsworthy items to post via these sales channels.



Advertising with CBP

What's On

- Rate card and member discounts are available from the CBP

Park-i

- Rate card and member discounts are available from the CBP

Website

- Enhanced Business listing: £40 +VAT for 12 months
- Boxed Advert: £80 per month, maximum 6 month booking with only one slot in any single month. (size 125x125px). Ask for series month discounts. Campaign click through statistics supplied.

Cairngorms Business Partnership – Staff and Board

An interim board has been established in the first instance to oversee the CBP 2010 operational plan. The interim board will also be charged with developing the longer term ambitions and constitution of the Partnership. The board is made up with representatives from Cairngorms Chamber of Commerce, Aviemore and the Cairngorms DMO, Tomintoul & Glenlivet Highland Holidays, Cairngorms Hostels, Royal Deeside and the Cairngorms DMO, Cairngorms Farmers Market, Creative Cairngorms and Outdoor Angus Group. In the first instance the CBP staff team will consist of:

- Chief Executive
- Administrative Assistant
- Seconded from CNPA
- Marketing and Membership
- PR services are bought in as required

Choose what suits you

The CBP is keen to offer businesses a flexible approach to you getting aboard and making the most of the benefits that best suit your business.

Businesses join the CBP through the sector they are working in. This allows for a 'fair and level playing field' approach for each sector. Sector categories are each represented on a fully cross searchable database driven website – so giving each sector and area an even representation to customers.

Membership Categories

- Accommodation
- Eat, Drink & Shop
- To Do
- Local Services & Businesses

Each category heading splits down into further detailed sub categories (see the registration form on pages 10 and 11 for further details). In addition business can choose additional services over and above their basic membership.

The following table outlines the benefits and costs for 'add on options'. Those benefits showing a ✓ are automatically included in your membership.

	Benefits	Cost
Website	Business listing within trading sector, fully database searchable across website	✓
	Business feature listing including image and all self editing admin rights	✓
	Your own business page with self editing administrative rights	✓
	Enhanced searchable listing (per entry)	£40
	Either: Book Now/availability button with direct link to your online booking system	£20
	Or: Availability Button direct to your own availability webpage	£20
	Post last minute and special offers	✓
	Included in 'Search' function	✓
	Included in 'near to' cross-selling search feature	✓
	Discount to web advertising options	✓
	Ability to list grading and awards	✓
	Event and offer listings on face book per entry	✓
Customer Enquiries	Be part of the visitor enquiries forwarding service	✓
	Inclusion in Accommodation/Activity Finder enquiry email system	✓
	Discounted access to customer feedback programmes.	✓
Promotion	Be part of local and national marketing campaigns.	✓
	Regular consumer e-marketing	✓
	Participation in area PR and marketing initiatives	✓
	Preferential access to prime location pages in printed guides & promotional material	✓
Business Development	Inclusion in quarterly Business Barometer	✓
	Access to website statistics and research findings	✓
	Discount to Business Development workshops	✓
	Receive regular Business Update Bulletins	✓
Services	Business update newsletter	✓
	Preferential Rates to business meetings	✓
	Preferential Rates to Annual Business Conference	✓
	Opportunity to make new business contacts through networking events	✓
	Stay informed through presentations, talks and business meetings	✓
Advocacy	Representation on CNP Park Plan Delivery Group (Chair and members)	✓
	Seat on CNPA Brand Development Group	✓
	Representation on Community Planning Partnerships	✓
	Link to Scottish Tourism Forum services and member benefits schemes	✓
	National advisory panels with Visitscotland and public agencies	✓
	Representation on CNP Sustainable Tourism Forum	✓
<i>Coming soon – the CBP are working on your behalf to obtain Scottish and British Chamber of Commerce Benefits for our members</i>		

Charter Agreement

To clarify what you should expect from us and in return what we expect from you the following Charter Agreement has been drawn up.

What you can expect from the CBP

1. To take a proactive lead in the economic development of the area.
2. To promote tourism across the Cairngorms National Park in a fair and equitable manner.
3. To distribute customer enquiries in a fair and equitable manner.
4. To provide strong leadership and direction.
5. Publish throughout the year the 'What's On' magazine and 'Park-i'.
6. Provide a range of fair and open advertising opportunities.
7. Encourage more businesses to join the CBP and participate in our programmes.
8. To promote the agenda of improving the customer experience.
9. To represent the best interests of all businesses in all that we do.
10. To support community tourism and business initiatives
11. To set and apply a fair fee structure.
12. A business will be limited to one boxed advert on the website at any one time with these being sold in a maximum slot of 4 continuous months.
13. Operate in a responsible manner seeking to celebrate the natural environment of the area.
14. Non payment of invoice on 90 days will result in business being taken off the website.
15. We reserve the right to refuse access to the website and marketing activities if a business lets the rest of the area down through poor customer service or brings the area into disrepute.
16. During the year we will:
 - a. Communicate to members businesses through a series of newsletters.
 - b. Provide open and transparent reporting systems to all businesses.
 - c. Host business meetings and an annual conference.
 - d. Work with a wide range of partners to deliver targeted business improvement programmes.
 - e. Host Product Group meetings to assist in furthering the interests of the product group member businesses.

What the CBP expects from you

1. Be a business based within, or that derives turnover from consumers who visit, the National Park.
2. CBP supports national quality assurance schemes and ask that you are registered with a quality scheme appropriate for the sector, if one exists. If you are not a member of the scheme we seek that within one year you will have made some visible move to join such a scheme or have sought to attend business improvement programmes or training seminars.
3. To, at all times, support the agenda of improving the customer experience.
4. Whenever possible support and recognise the benefits of purchasing supplies from local sources.
5. Participation in the CBP Business Barometer survey.
6. Participation in the CBP Visitor Survey.
7. Sign up to the CBP sector specific Code of Conduct appropriate to your business.
8. To keep your content on the CBP website up to date with accurate and relevant information.
9. Not to pose as a customer on customer feedback sites or web based comments boards.
10. Respect other businesses by joining at the level that fairly reflects your category.
11. Paying fees and advertising invoices within 30 days of receipt of invoice.
12. Operate in a responsible manner seeking to celebrate the natural environment of the area.

Cairngorms Business Partnership - Membership Registration Form

Please print this form (4 pages), complete all sections and post to the Cairngorms Business Partnership. If you need any assistance in completing the form please email us at office@visitcairngorms.com or call 01479 810200 or 01479 780539.

Part A – Your Business Details	
Name of Company	
Business Address (including postcode)	
	Postcode
Contact Name	
Contact Address (if different from above)	
	Postcode
Business email	Contact email
Business phone	Contact phone
Website	How did you hear about us?
Description of your business (this text will be used to set up your web listing – continue on a separate sheet if necessary)	
Please state business awards/Visitscotland grading/GTBS/Welcome Schemes (to be used on your web- listing)	

Instructions for Part B – Calculate your Annual Fee <i>(please read these before completing the form)</i>
<ol style="list-style-type: none"> 1. Column A – Identify the type of business that best describes your business. 2. Column B – Enter a number as appropriate. 3. Column C – Multiply the figure in Column B by the Figure in Column C, enter the result in Column D. 4. Column D – If the figure that you have calculated at 3 above, is less than the minimum level (£75) then enter £75 where it says 'Total to Pay for this sector'. If the figure exceeds £75 then enter the higher figure where it says 'Total to Pay for this sector'. (Do not add the two figures together). 5. If you have only one business please enter the figure in 'Total to Pay for this sector' into Column D at the bottom of the table where it says 'Total Annual Fee' then proceed to Part C. 6. If you have more than one business then repeat steps 1 to 4 above for each business. If you have more than one business in the same sector then add together the two fees and enter it in Column D where it says 'Total to Pay for this sector'. 7. Add together the total to pay for each sector and enter it at the bottom of the table in Column D where it says 'Total Annual Fee' then proceed to Part C.
Instructions for Part C – Select your options
<ol style="list-style-type: none"> 1. Column A - Lists additional benefits available to CBP members to purchase. 2. Column B – Identifies the additional cost to members of purchasing each benefit. 3. Column C - If you wish to buy an additional benefit you should enter the cost of that benefit into Column C. 4. Add together the total cost of your additional options and enter it at the bottom of the table in Column C where it says 'Total cost of additional benefits' then proceed to Part D.
Instructions for Part D – Calculate your total subscription package
<ol style="list-style-type: none"> 1. Enter your annual fee as calculated in Part B and the cost of your additional benefits as calculated in Part C then add them together to calculate your total subscription. If you are interested in finding out more about purchasing any AGGC, SCC or BBC benefits then please place a tick in Column C then proceed to Part E. Please note that all costs are subject to VAT.

Part B – Calculate your Annual Fee (please refer to the instructions)			
<i>Column A - Sectors</i>	<i>Column B</i>	<i>Column C</i>	<i>Column D</i>
Accommodation			
Self-Service Accommodation	N ^o . of Beds	Rate per bed	Fee
Hostel		£5	£
Self catering & letting		£7.50	£
Minimum Level (see step 4 in the instructions)			£75
Total to Pay for this sector			£
Serviced Accommodation	N ^o . of Beds	Rate per bed	Fee
No Evening meals (i.e. B&B & Guest Houses)		£15	£
Evening Meals Provided (i.e. Guest Houses & Hotels)		£20	£
Minimum Level (see step 4 in the instructions)			£75
Total to Pay for this sector			£
Camping & Caravanning	N ^o . of pitches	Rate per pitch	Fee
Tent Pitches		£5	£
Caravan Pitches		£5	£
Minimum Level (see step 4 in the instructions)			£75
Total to Pay for this sector			£
To Do			
Activity	Turnover	Rate	Fee
Percentage of turnover excluding VAT	£	0.10%	£
Minimum Level (see step 4 in the instructions)			£75
Total to Pay for this sector			£
Attractions	Turnover	Rate	Fee
Percentage of turnover excluding VAT	£	0.10%	£
Minimum Level (see step 4 in the instructions)			£75
Total to Pay for this sector			£
Eat, Drink & Shop			
Restaurant / Bar	N ^o . of covers	Rate	Fee
Cafe/Bar		£3	£
Restaurant		£4	£
Minimum Level (see step 4 in the instructions)			£75
Total to Pay for this sector			£
Shop	Turnover	Rate	Fee
Percentage of turnover excluding VAT	£	0.05%	£
Minimum Level (see step 4 in the instructions)			£75
Total to Pay for this sector			£
Local Services & Businesses			
Local Services	N ^o . of Businesses	Flat Fee	Fee
Advisory		£75	£
Health Services		£75	£

Local Government		£75	£
Local Facilities		£75	£
Transport - Public		£75	£
Minimum Level (see step 4 in the instructions)			£75
Total to Pay for this sector			£
Manufacturing & Wholesale	Turnover	Rate	Fee
Percentage of turnover excluding VAT	£	0.05%	£
Minimum Level (see step 4 in the instructions)			£75
Total to Pay for this sector			£
Local Business	N ^o . of Businesses	Flat Fee	Fee
Agricultural		£75	£
Business Services		£75	£
Media		£75	£
Professional Services		£75	£
Trades		£75	£
Transport – Private		£75	£
Minimum Level (see step 4 in the instructions)			£75
Total to Pay for this sector			£
Total Annual Fee (see steps 5 to 7 in the instructions)			£

Part C – Select Your Additional Benefits (please refer to the instructions)

Column A Additional Benefits	Column B Cost	Column C Insert Cost
Website		
Enhanced searchable listing (per entry)	£40	£
Either: Book Now/availability button with direct link to your online booking system	£20	£
Or: Availability Button direct to your own availability webpage	£20	£
Total cost of additional benefits (see step 4 in the instructions)		£

Part D – Calculate your total subscription package (please refer to the instructions)

Annual Fee Your total annual investment for your activities as calculated in Part B	£
Additional Benefits Your total cost of additional benefits as calculated in Part C	£
Total Subscription Package including Annual Fee and Options (see step 3 in the instructions)	£

Part E – Please print, sign and date your form	
Print Name	
Signature	<i>(Authorised Signatory)</i>
Date	

Please post to:

Cairngorms Business Partnership, Top Floor, Inverdrue House, Aviemore, PH22 1QH

What Happens Next?

- An invoice will be raised on receipt of your registration form. Please note that all costs are subject to VAT.
- If you have indicated that you are interested in finding out more about AGCC, SCC and BCC benefits and services then we will contact you shortly.
- We will set up your web listing and email instructions to you for editing your business page.

Thank you for registering to join the Cairngorms Business Partnership.