Dornoch Business Group Meeting 15/01/18

Comments made during the meeting

Late Night Shopping

Christmas lights not on and lack of gritting for first night. How about a start and finish event as it was a bit “dark”?

Kingcraig – Very quiet, would have made sales at full price anyway

Dornoch Stores – Best Saturday since August

The MFR advertising highlighted some of the shops yet everyone paid the same price for the advert

More thought in the planning of the St Andrews Fair to help with the Late Night Shopping

Paddy Murray also had a party that night so may have taken a few shoppers away

Christmas Tree Lights – Michael Banks has now retired but feels a bit aggrieved as he has not been recognised for the work he put into them over the years – nothing from the Community Council.

Museum had a good season, 45% up on footfall and 75% up on admissions fees. A lot of new ideas were tried to attract new visitors, which have worked, but not sure which ones! All the interpretative panels around the town are being replaced.

Kingcraig now in 4th year of trading has seen good growth in years 3 and 4 with increased footfall, due in a big part to the work of local groups.

HIE helped with funding for a piece of work with cruise ship ground handlers and the recent Dornoch video came out of it.

Cruise Ships – A Dornoch package, get them here for 4 hours, not just a stop on the way past. We want the high end and get them to stay longer.

Cocoa Mountain – had to get a permit for the late night shopping which cost £120. Is it possible to get a group one for all shops?

Hogmanay Street Party – We had to get a public entertainment licence this year and despite applying 3 months before conditions were requested just one week before Christmas which necessitated lots of work by Joan and Gerry. Cocoa Mountain were disappointed to be told so late.

More street events in the run up to the bells, say from 9pm and then more places open after midnight.

Generally, our 3 day New Year events are good for Dornoch and many other villages would like it.

Eagle Hotel does the fishing permits and leaflets about the lochs.

ATM – we need to have more of them, somehow! Eagle Hotel and Dornoch Stores give cashback and the Golf Club intend to install one.

World Host – Need to have refresher courses every three years to retain your accreditation, but they don’t have to be a World Host course – they can be any other customer service course as long as you can show that you have completed it.