

SSDA MEMBERSHIP OVERVIEW

Membership of SSDA will bring a host of tangible benefits to individual businesses, local marketing groups, suppliers, events, and social enterprises. Our membership categories are listed below. Please select the membership best suited to your business / organisation.

You will benefit from:

- **Place Brand Marketing** - *(putting South of Scotland on the map through Scotland Starts Here and driving a sustainable increase of visitors to the area)*
- **Digital Improvement** – *(engage with your customers more effectively, maximising customer communication opportunities, meet evolving consumer expectation and reach audiences effectively including having excellent online visibility and bookability)*
- **Business & Product Development** *(fulfil business potential through innovation, collaboration, creativity, and diversification)*
- **Discounted Paid for Opportunities** – *(make increasingly informed business decisions by tapping into the range of activities being created by us, through listening to you and what is needed by you and our destination)*
- **Networking with Businesses, Suppliers, and Trade** *(to grow revenue through effective partnerships and collaborations)*

JOIN US

Any business can join SSDA and start receiving immediate benefits, but more importantly, sustainable, and substantial benefits across the long term. Our minimal monthly subscriptions and the joining fee of £30.00 are outlined below and on our website.

What to do:

- Please select which membership category you fall into
- This will take you to a page with specific details of that membership type.
- Select, where appropriate, which tier you fall into, and complete the form.
- By completing this form, you are committing to join SSDA as a member.
- You will be able to pay by Bacs / Online or arrange a monthly standing order for your membership.

There are 6 categories of Membership.

1. Individual Businesses and Operators
2. Destination and Sectorial Groups
3. Suppliers
4. Stand Alone Events / Event Organisers
5. Social Enterprises
6. Industry Partners (b2b & b2c - see below for difference)

1. INDIVIDUAL BUSINESSES & OPERATORS

(Category should be determined by 2019 figures)

- A. Small businesses (Less than 5 staff and / or less than 5000 visitors per year)
- B. Small Micro Multi site (less than 5 staff across more than 1 tourism business) *this will entitle you to all your businesses being listed on SSH.*
- C. Medium businesses (5 - 50 staff and /or between 5000-15,000 visitors per year)
- D. Large businesses (more than 50 staff and / or over 15,000 visitors per year). *If you are a large multi-site operator, please select this option which will entitle you to all your businesses being listed on SSH.*
- E. Non-Income Generating Tourism Products. *This category is for non-income generating Tourism Businesses / products / offerings that are open to the consumer and / or provide a tourism experience - For example Churches, Heritage Centre's etc.*

The specific benefits for businesses opting to join SSDA directly are:

General

- **Business listing on Scotland Starts Here App & Website** - a visible, go-to platform for the south with a marketing budget of £500,000 per year over the next 5 years.
- **Dedicated local SSDA Development Agent** for on the ground accessible support and engagement.
- **Be listed in our supplier directory** which will launch in 2021 and will strengthen the local supply chain.



- **Receive updates on Covid-19 recovery planning**, guidance, and opportunities to engage in training, networking, marketing, and product development to help boost your resilience and growth.

- **Reach audiences outside the scope of your regular marketing activity**, gaining wider exposure for your business through SSDA's greater resource.
- **Access to specific data, trends, and insights** allowing you to make more informed business decisions.
- **Use of SSH Logo** with brand guidelines enhancing your business profile through the SSDA platform.

Business & Product Development

- **Exclusive access to product development/FAM trips and networking events** (non-members pay), interactive speed networking with other tourism businesses in the destination to enhance local product knowledge which will encourage visitors to stay longer and spend more across the business network in your area.
- **Access to 1-2-1 product development advice** and opportunity to engage in design-led product development workshops for your sector to optimise the potential of your business through innovation and soundboard ideas.
- **Access to discounts from industry service providers** – providing you more resource to spend where you want to
- **Access to free/discounted business support and training** with 1-2-1 advice; supporting you to make more informed business decisions.
- **Opportunity to be involved in** regional PR, press trips and editorial referrals, Familiarisation trips and blogger campaigns which will viably elevate your business profile and accessing new audiences.
- **Visibility at national and international trade events** such as VS Expo through Scotland Starts Here - viably elevating your business profile and reaching new trade audiences that can increase visitor numbers.
- **Business to Business Portal** access for referrals, advice, sharing good practice – an opportunity to soundboard and benchmark your ideas to stay competitive.
- **Networking** with other tourism businesses and suppliers to optimise mutually beneficial collaborative opportunities

NOTES:

- Direct members will receive a 50% discount to events/ training / webinars which is a cost effect way to receive benefits.
- The paid for opportunities noted below will be sent to you directly as a member. You can decide what to take part in based on what is suitable / relevant to your business. At that time, you will be provided with the details and costs giving you the flexibility to only pay for what is relevant to you at the time.



- If you are a charitable trust you will receive a 20% discount on the Individual business / operator pricing depending on which tier you fall into.

2. DESTINATION AND SECTORIAL GROUPS

- A. Small Groups (0-50 members) **This would Include project and Initiatives that do not charge membership.*
- B. Medium Groups (50 - 150 members)
- C. Large Groups (More than 150 members)

SSDA Membership is available for destination and sectorial groups with three tiers depending on the size of membership base you have. Please see below what you as a tourism group/project/ initiative will receive in terms of benefits and in turn what your members will also receive / get access to.

The specific benefits for tourism groups / projects / Initiatives opting to join SSDA are:

- **Use of the SSH logo with brand guidelines** (for the group and your business members) – To show your members’ and their visitors that you engage with the common goals of the wider tourism network and destination.
- **Your business members will get a listing on Scotland Starts Here website and App** – to boost the value of membership to your group and put the South of Scotland on the map
- **An agreed point of contact for your tourism group / project / initiative** will be added to our contact database to receive updates on Covid-19 recovery planning, guidance, and opportunities to engage in training, networking, marketing, and product development. Providing you with clear regular comms regarding relevant opportunities for your members to build resilience and growth.
- **Destination/Sectorial feature on SSH** - Exposure to signpost to your own platforms under specific agreements and arrangements.
- **Reach audiences outside your regular marketing activity-** To gain wider exposure for your members business through SSDA’s resources.
- **Access to destination specific data, trends, and insights** - Equip your members to make more informed business decisions.
- **Discounted tickets for the annual Summit** for you and your members – A cost effective way to access benefits.
- **Opportunity to access the paid for opportunities** as noted below at a discounted rate to support your members business to make increasingly informed business decisions by tapping into the range of activities being created by us after having listened to you and in what your members need.
- **Discount for batch orders of SSH Merchandise In 2021** Enabling your members to cost effectively support the visible profile of the south of Scotland through a common message.



- **Access to discounts from professional industry service providers** – Adding great value for your members by providing them with resource – to spend their money elsewhere.
- **Networking with other tourism businesses and suppliers** - Offer your members broader access to mutually beneficial collaborative opportunities.

NOTES:

- Business members of tourism groups/projects/initiatives will receive a 25% discount to events/ training / webinars added value to your own membership.
- The paid for opportunities noted below will be sent to your nominated tourism group/project/initiative to cascade to your members. They can decide what to take part in based on what is suitable / relevant to their business. At that time, they will be provided with the details and costs.
- This does not preclude members of a tourism group/project/initiative from joining the SSDA as an individual member to take advantage of the additional benefits of an individual membership.

For individual business / tourism groups - discounted paid for opportunities I.e.:

- Be involved in regional PR, press trips and editorial referrals, media and travel trade FAM trips and blogger campaigns.
- Be featured in consumer and trade itineraries.
- Feature in Scotland Starts Here landing pages, blogs, social media, and campaigns.
- To feature in Scotland Starts Here curated content marketing and social media activity.
- To attend travel Trade workshops, trade education, trade sales and 1:1 surgeries with our travel trade specialist
- To have visibility at regional and national trade events such as VS EXPO
- To utilise partner consumer databases (subject to GDPR)
- To take part in or get digital improvement assessments for your business.
- To get discounted accredited online destination and customer service training for your staff.
- Attend training / workshops/ events - for example: business engagement education on 'being online bookable', digital training, product development and innovation workshops (1-2-1 / group sessions) etc.
- Get discounted tickets for conferences.

3. SUPPLIERS

Three categories of membership are offered:

1. South of Scotland based suppliers - Sole Traders
2. South of Scotland based suppliers - Businesses
3. National suppliers (on agreement only)

Suppliers can be from (but not limited to) the list below:

- Marketing, PR, research, and design agencies
- Entertainment and promotional agencies
- Financial legal and insurance companies
- Training and recruitment
- Photographers
- Computer/IT services and printers
- Caterers, food, and drink suppliers
- Food, Drink Producers and Makers and Creators (Artisan)
- Cleaning services
- Transport operators
- Accommodation booking agencies.

National suppliers are invited to contact us to agree an individually tailored patron package.

Suppliers will have access to a range of benefits including:

- **A listing in our supplier directory** to encourage and enhance the local supply chain - supporting a sustainable supply climate that will secure more local contracts for your business.
- **Opportunity to access our members via our communication channels** (e.g., B2B newsletters, local business events, roadshows, and workshops)- Raising the exposure and awareness of what your business can offer within a relevant and receptive market platform.

- **Opportunity to make member specific offers and provide discounts** - effectively market your offering through targeted incentivisation of key prospects.
- **Opportunity to have a presence and provide sponsorship at events** - Focused exposure to effectively engage with relevant and receptive prospective customers.

4. STAND ALONE EVENTS / EVENT ORGANISERS

Event Organisers / Stand-alone events will receive various standard benefits including:

- **Event to be listed on Scotland Starts Here.** Flagship events on the Scotland Starts Here website and 'ALL' events will be listed on the app - A key platform to gain exposure and reach to attract visitors to your event.
- **Dedicated local SSDA Development Agent** who can provide insight and context to support community and local business engagement with your event.
- **Be listed in our supplier directory** to encourage and enhance the local supply chain - Increase exposure to potential future collaborative partnerships and local contracts.
- **Access to Events Directory services** / support / how to deliver an event In the South of Scotland - Invaluable insight, context, and resource to guarantee you maximize the success of your event.
- **Promote your event/s to the tourism businesses in the South of Scotland** - Extend your promotional reach through the endorsement of member businesses to increase event attendance and support.
- **Opportunity to access our members via our communication channels** (e.g., B2B newsletters, local business events, roadshows, and workshops) - Raise the profile of your event within a membership who's endorsement can provide key exposure and to champion your event amongst their own markets to a wider audience.
- **Opportunity to make member specific offers and provide discounts** - Raise the profile of your event within a membership whose endorsement can provide key exposure and to champion your event amongst their own markets.
- **Opportunity to have a presence and provide sponsorship at events and local events** – Focused exposure to support the growth of your event attendance.
- **Reach audiences outside the scope of your regular marketing activity** – Extend your reach to support the growth of your event attendance.
- **Access to specific data, trends, and insights** – So you can make more informed business decisions.
- **Use of SSH Logo with brand guidelines** – Enhanced exposure by affiliation with SSH campaign activity.

We would also welcome discussions with individual event Organisers to explore how we can create a bespoke package to collaborate and promote both your events and the South of Scotland as a tourism Destination. Please email Jemma Reid, Project Manager jemma@ssdalliance.com

5. SOCIAL ENTERPRISES (TOURISM)

(Category should be determined by 2019 figures)

- A. Small tourism social enterprise (Less than 5 staff and / or less than 5000 visitors per year)
- B. Medium tourism social enterprise (5 - 50 staff and /or between 5000-15,000 visitors per year)
- C. Large tourism social enterprise (more than 50 staff and / or over 15,000 visitors per year)

Social Enterprises will benefit from a 50% discount on Membership Fees.

The specific benefits for businesses opting to join SSDA directly are:

General

- **Business listing on Scotland Starts Here App & Website** – Visible, go-to platform for the south with a marketing budget of £500,000 per year over the next 5 years.
- **Dedicated local SSDA Development Agent** for accessible on the ground support and engagement.
- **Be listed in our supplier directory** which will launch in 2021 and will strengthen the local supply chain – Grow collaborative partnerships through relevant exposure of your business offering.
- **Receive updates on Covid-19 recovery planning**, guidance, and opportunities to engage in training, networking, marketing, and product development – To help boost your resilience and support the achievement of your goals.
- **Reach audiences outside the scope of your regular marketing activity** – gaining wider exposure for your social enterprise through SSDA's greater resources.
- **Access to specific data, trends, and insights** – allowing you to make more informed business decisions.
- **Use of SSH Logo with brand guidelines** – enhancing your profile through SSDA affiliation.

Business & Product Development

- **Exclusive access to product development/FAM trips and networking events** (non-members pay), interactive speed networking with other tourism businesses in the destination to enhance local product knowledge – which will encourage visitors to stay longer and spend more money across the business network in your area and help spread awareness of your work/goals.
- **Access to 1-2-1 product development advice** and opportunity to engage in design-led product development workshops for your sector – to optimise the potential of your business through innovation and to soundboard ideas.
- **Access to discounts from industry service providers** – more resource to spend where you want to
- **Access to free/discounted business support and training with 1-2-1 advice** – supporting you to make more informed business decisions.
- **Networking with other tourism businesses and suppliers** – access to mutually beneficial collaborative opportunities.

6. INDUSTRY PARTNERS

There are 2 categories for Industry Partners. (Please select which is appropriate for your membership as the benefits are different.

- a. Business to Consumer Facing - Whereby your organisation has tourism product / properties open to the consumer (Collection)
- b. Business to Business Facing - Whereby your organisation interacts with tourism businesses/ suppliers in the destination.

INDUSTRY PARTNERS (Business to Consumer Facing)

- A. Small Collection (0-10 tourism properties / products in the South of Scotland)
- B. Medium Collection (11 - 30 tourism properties / products)
- C. Large Collection (31 plus tourism properties / products)

SSDA Membership is available for our industry partners with three tiers depending on the size of your collection. Please see below what you as an industry partner will receive in terms of benefits and each of the properties you represent.

The specific benefits for Industry Partners B2C opting to join SSDA are:

- **Use of the SSH logo with brand guidelines** (for the use on your b2c channels / communications) – To show your visitors that you engage with the common goals of the wider tourism network and destination.



• **Your collection will get a listing on Scotland Starts Here website and App** – to boost the value of membership to your group and put the South of Scotland on the map. *Each property in the South of Scotland in your collection will have its own listing and be managed by yourself.

- **An agreed point of contact for your Collection** will be added to our contact database to receive updates on Covid-19 recovery planning, guidance, and opportunities to engage in training, networking, marketing, and product development. Providing you with clear regular comms regarding relevant opportunities to build resilience and growth.
- **Reach audiences outside your regular marketing activity**- To gain wider exposure for your members business through SSDA's resources.
- **Access to destination specific data, trends, and insights** - Equip your members to make more informed business decisions.
- **Discounted tickets for the annual Summit** for you and your collection – A cost effective way to access benefits.
- **Opportunity to access the paid for opportunities** as noted below at a discounted rate to support your members business to make increasingly informed business decisions by tapping into the range of activities being created by us after having listened to you and in what your collection of properties / products need.
- **Discount for batch orders of SSH Merchandise In 2021** Enabling to cost effectively support the visible profile of the south of Scotland through a common message.
- **Access to discounts from professional industry service providers** – Adding great value for collection by providing each of them with resource – to spend their money elsewhere.
- **Networking with other tourism businesses and suppliers** - Offer your staff broader access to mutually beneficial collaborative opportunities.

NOTES:

- Staff members of tourism groups/projects/initiatives will receive a 25% discount to events/ training / webinars added value to your own membership.
- The paid for opportunities noted below will be sent to your nominated contact to cascade where appropriate. They can decide what to take part in based on what is suitable / relevant to that site. At that time, they will be provided with the details and costs.

Paid for opportunities could include I.e.:

- Be involved in regional PR, press trips and editorial referrals, media and travel trade FAM trips and blogger campaigns.



- Be featured in consumer and trade itineraries.
- Feature in Scotland Starts Here landing pages, blogs, social media, and campaigns.
- To feature in Scotland Starts Here curated content marketing and social media activity.
- To attend travel Trade workshops, trade education, trade sales and 1:1 surgeries with our travel trade specialist
- To have visibility at regional and national trade events such as VS EXPO
- To utilise partner consumer databases (subject to GDPR)
- To take part in or get digital improvement assessments for your business.
- To get discounted accredited online destination and customer service training for your staff.
- Attend training / workshops/ events - for example: business engagement education on 'being online bookable', digital training, product development and innovation workshops (1-2-1 / group sessions) etc.
- Get discounted tickets for conferences.

INDUSTRY PARTNERS (Business to Business Facing)

A: Small Groups (0-50 members)

B: Medium Groups (50 - 150 members)

C: Large Groups (More than 150 members)

SSDA Membership is available for b2b industry partners. Please see below what you will receive in terms of benefits and in turn what your members will also receive / get access to as we build an alliance and partnership with you to help businesses in the South of Scotland.

The specific benefits opting to join SSDA are:

- **Use of the SSDA Logo for b2b channels only showing you are a member / associated with the SSDA.**
- **SSH logo with brand guidelines for b2c channels only** (for the group and your business members) – For your members that have consumer facing tourism websites / online channels for them to demonstrate they engage with the common goals of the wider tourism network and destination.

- **An agreed point of contact for your lead contact within your organisation** - They will be added to our contact database to receive updates on Covid-19 recovery planning, guidance, and opportunities to engage in training, networking, marketing, and product development. Providing you with clear regular comms regarding relevant opportunities for your members to build resilience and growth.
- **Access to destination specific data, trends, and insights** - Equip your members to make more informed business decisions.
- **Discount for batch orders of SSH Merchandise In 2021** Enabling your members to cost effectively support the visible profile of the south of Scotland through a common message.
- **Access to discounts from professional industry service providers** – Adding great value for your members by providing them with resource – to spend their money elsewhere.
- **Networking with other tourism businesses and suppliers** - Offer your members broader access to mutually beneficial collaborative opportunities.

NOTES:

- Business members of your organisation will receive a 25% discount to events/ training / webinars added value to your own membership where appropriate.
- The paid for opportunities noted below will be sent to your nominated contact to cascade to your members where appropriate. They can decide what to take part in based on what is suitable / relevant to their business. At that time, they will be provided with the details and costs.
- This does not preclude members of a tourism group/project/initiative from joining the SSDA as an individual member to take advantage of the additional benefits of an individual membership.

Discounted paid for opportunities (where relevant and providing they are a tourism business / product / service not already linked with SSDA and another local tourism group.) I.e.:

- Be involved in regional PR, press trips and editorial referrals, media and travel trade FAM trips and blogger campaigns.
- Be featured in consumer and trade itineraries.
- Feature in Scotland Starts Here landing pages, blogs, social media, and campaigns.
- To feature in Scotland Starts Here curated content marketing and social media activity.
- To attend travel Trade workshops, trade education, trade sales and 1:1 surgery with our travel trade specialist
- To have visibility at regional and national trade events such as VS EXPO
- To utilise partner consumer databases (subject to GDPR)



- To take part in or get digital improvement assessments for your business.
- To get discounted accredited online destination and customer service training for your staff.

- Attend training / workshops/ events - for example: business engagement education on 'being online bookable', digital training, product development and innovation workshops (1-2-1 / group sessions) etc.
- Get discounted tickets for conferences.

B2B Opportunities

- Be listed in our Supplier directory to encourage local supply chain.
- Opportunities to exhibit at events.
- Sponsorship opportunities
- Collaboration opportunities
- Feature in the SSDA Newsletter / website and social media channels.

| Membership Categories and Costs | Monthly Direct Debit (Ex-Vat and min 12 months) Year 1 (2021-22) | Annual Amount (Ex-Vat) Year 1 (2021-22) |
|--|---|--|
| 1. INDIVIDUAL BUSINESS & OPERATORS | | |
| A - Small businesses (Less than 5 staff and / or less than 5000 visitors per year) | £10.00 | £120.00 |
| B: Small Micro Multi Site Operator (less than 5 staff across more than 1 tourism business / product) | £15.00 | £180.00 |
| C- Medium businesses (5 - 50 staff and /or between 5000-15,000 visitors per year) | £25.00 | £300.00 |
| D- Large businesses (more than 50 staff and / or over 15,000 visitors per year) | £50.00 | £600.00 |
| E: Non- Income Generating Tourism Products | £0.00 | £0.00 |

| 2: DESTINATION & SECTORIAL GROUPS (Tourism Groups/ Projects/Initiatives) | | |
|--|-------------|--------------|
| A - Small Groups (0-50 members) <i>*This would include project and initiatives that do not charge membership</i> | £20.00 | £240.00 |
| B - Medium Groups (50 - 150 members) | £50.00 | £600.00 |
| C - Large Groups (More than 150 members) | £75.00 | £900.00 |
| 3: SUPPLIERS | | |
| Sole Trader Local Suppliers in the South of Scotland <i>(National Suppliers to email info@ssdalliance.com to make a bespoke agreement)</i> | £5.00 | £60.00 |
| Local Suppliers in the South of Scotland <i>(National Suppliers to email info@ssdalliance.com to make a bespoke agreement)</i> | £20.00 | £240.00 |
| 4: STAND-ALONE EVENTS / EVENT ORGANISERS | | |
| Stand-alone events / Event Organisers membership | £20.00 | £240.00 |
| 5: SOCIAL ENTERPRISES | | |
| Discounted Rates for Social Enterprises with a 50% discount for the benefits. Depending on the size of your organisation the discount will apply based on the above. Or contact us for more information. | From £10.00 | From £120.00 |
| 6: INDUSTRY PARTNERS (B2C & B2B) | | |
| A - Small | £20.00 | £240.00 |
| B - Medium | £50.00 | £600.00 |
| C - Large | £75.00 | £900.00 |

All prices subject to VAT at the standard rate. Minimum signup period is 12 months and there will be an annual increase as delivery grows by 5% each year. Social Enterprise / Charities eligible for 50% discount on membership.

SSDA BENEFITS COMPARISON TABLE

**DIRECT
MEMBER** **TOURISM GROUP**

GENERAL

| | | |
|---|---|---|
| Use of SSH logo with brand guidelines | ✓ | ✓ |
| Business listing on Scotland Starts Here App & Website | ✓ | ✓ |
| Dedicated SSDA Development Agent for support, engagement, and collaboration | ✓ | |
| Reach audiences outside the scope of your regular marketing activity | ✓ | ✓ |
| You will be added to our contact database to receive updates on Covid-19 recovery planning, guidance, and opportunities to engage in training, networking, marketing, and product development | ✓ | ✓ |
| Be listed in our supplier directory which will launch in 2021 which will strengthen the local supply chain | ✓ | ✓ |
| Access to specific data, trends, and insights | ✓ | |
| Opportunity to access the paid for opportunities as noted below at discounted rates | ✓ | ✓ |
| Discounted tickets for the annual summit (50% for direct members, 20% for members through a tourism group/project/initiative) | ✓ | ✓ |
| Destination/Sectorial Feature on SSH | | ✓ |

BUSINESS AND PRODUCT DEVELOPMENT

| | | |
|--|---|--|
| Exclusive access to product development/FAM trips and networking events (non-direct members pay) including interactive speed networking in the destination to enhance local product knowledge. | ✓ | |
| Access to 1-2-1 product development advice within SSDA and opportunity to engage in design-led product development workshops for your sector | ✓ | |
| Opportunity to be involved in regional PR, press trips and editorial referrals, Fam trips and bloggers | ✓ | |

| | | |
|---|---|---|
| Visibility at national and international trade events such as Expo through Scotland Starts Here | ✓ | |
| Access to discounts from professional industry service providers | ✓ | ✓ |
| Access to free/discounted business support and training, and relevant SSDA 'how to' guides with 1-2-1 advice as well as discounted prices to attend webinars / workshops and training | ✓ | |