

# MEMBERSHIP APPLICATION PACK



Lochaber Chamber of Commerce

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[www.lochaberchamber.co.uk](http://www.lochaberchamber.co.uk)

[www.outdoorcapital.co.uk](http://www.outdoorcapital.co.uk)



## Foreword

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Welcome to Lochaber Chamber of Commerce and the many opportunities membership offers. Founded in 2015 by the realignment of several organisations to create a Chamber of Commerce which extends to cover the entire Lochaber area, our goal is to enhance and encourage economic growth and the creation of jobs. We are affiliated to the Scottish Chambers of Commerce and the extensive International Network of Chambers of Commerce which affords many additional wide-reaching benefits and opportunities.

We aim to help to develop new business in Lochaber by creating connections and offering a platform for all members to be able to have their say, share experiences and best practice, and ensure that the collective voice is heard by those decision makers who matter, both politically and in industry.

Our vision for our future together as outlined in our 2017 – 2020 plan, focuses on accurately representing all business, regardless of size or sector, in the key areas of connectivity, infrastructure (road, rail and sea), tourism, workplace development, education and public policy.

We acknowledge that tourism is crucial to the local economy in Lochaber, and as such we promote the area as a tourism destination under the Outdoor Capital of the UK brand in the belief that it is the best place in the UK for everyone to experience the outdoors. As well as attracting visitors to the area, it helps to develop local jobs and encourages sustainable economic growth.

Throughout the year we organise and host regular events aimed at networking, informing or educating, culminating in Lochaber Ideas Week with a series of seminars, workshops, competitions and events, including the Charles Kennedy Memorial Lecture and the Ideas Week Gala Dinner.

I and the team, look forward to answering any questions you might have and above all welcoming you as a new member to Lochaber Chamber of Commerce where you can help us shape our collective future.

All the very best



Lesley Benfield  
Chief Executive  
Lochaber Chamber of Commerce



# Membership Categories

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## Premium Membership

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Premium Lochaber Chamber of Commerce members are invited to participate in the Lochaber Business Forum and are offered various promotional advantages, including having their logos on the Lochaber Chamber of Commerce website.

Business Forum members will receive an invitation to the Forum Meetings where they will have the opportunity to meet key decision makers of the Scottish business community and senior Government officials. Business Forum members will also be able to take part in the planning and development of the activities of Lochaber Chamber of Commerce and have the possibility of being elected to the Board of Directors.

Premium Membership is open to all Lochaber Chamber of Commerce members.

**SUBSCRIPTION: General Membership + Business Forum Premium: £700 +VAT**

## General Membership

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General Membership enables ALL employees of the company to take advantage of the Membership Benefits including discounted event fees and opportunity to arrange events with the Lochaber Chamber of Commerce. Members benefit from being listed on the Lochaber Chamber of Commerce website and in the annual publication where individual businesses can be promoted at a discounted rate.

Upon joining, the company will be mentioned in the news section of the website, in the monthly newsletter and on the social media channels.

**SUBSCRIPTION: Membership rates based on employee numbers.**

## Corporate Membership

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Corporate Membership is for national and multinational organisations wishing to link to the Chamber of Commerce Network and who will typically join through the Scottish Chambers of Commerce.

Organisations which operate across Scotland and who are looking for membership of the Highland network and will typically join via one of the Highland Chambers of Commerce.

**SUBSCRIPTION: Standard Fee equivalent to the Membership rate for 50+ employees.**

## Under 25/Student Membership

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Lochaber Chamber of Commerce offers young business people aged under 25 years, or students, a discounted annual membership. These members gain access to the Chamber of Commerce network and attendance to events such as seminars, company visits and social gatherings at member fees. Lochaber Chamber of Commerce is committed to the work of the West Highland Developing the Young Workforce (DYW) and providing its junior members with tools for career development.

**SUBSCRIPTION: Standard Fee £35 +VAT**

# Membership Categories

Membership is annual and the rates (ex VAT) are based on the number of employees.

Membership Categories	Under 25s & Students	Individual	1-5 Employees	6-10 Employees	11-20 Employees	21+ Employees	51+ Employees
<b>Fee Level @ 1st April 2017</b>	<b>£35.00</b>	<b>£95.00</b>	<b>£125.00</b>	<b>£155.00</b>	<b>£275.00</b>	<b>£365.00</b>	<b>£480.00</b>
<b>General Membership + Premium Membership</b>	<b>£735.00</b>	<b>£795.00</b>	<b>£825.00</b>	<b>£855.00</b>	<b>£975.00</b>	<b>£1,065.00</b>	<b>£1,180.00</b>
<b>BENEFITS</b>							
Lochaber Chamber of Commerce eNewsletter (10 per year)	/	/	/	/	/	/	/
Quarterly Business Scotland Magazine - Scottish Chambers of Commerce	/	/	/	/	/	/	/
Monthly Lochaber Chamber of Commerce networking events	/	/	/	/	/	/	/
Member to Member offers	/	/	/	/	/	/	/
Use of Lochaber Chamber of Commerce, Outdoor Capital of the UK, and DYW logos	/	/	/	/	/	/	/
Member listing on Lochaber Chamber of Commerce website	/	/	/	/	/	/	/
Priority opportunities in event sponsorship	/	/	/	/	/	/	/
Lochaber Chamber of Commerce Member Certificate	/	/	/	/	/	/	/
Lochaber Chamber of Commerce Business Forum	<b>Open to Premium Members only</b>						
Opportunity to host 'High Level' Business Meetings	<b>Open to Premium Members only</b>						
Free ticket allocation to selected events	<b>Open to Premium Members only</b>						
<b>ACCESS TO:</b>							
Training workshops/seminars	/	/	/	/	/	/	/
International Trade advice	/	/	/	/	/	/	/
Business mentoring	/	/	/	/	/	/	/
Business Digital Health Check/Workshops	/	/	/	/	/	/	/
High Street branding (banners)	/	/	/	/	/	/	/
Outdoor Capital of the UK website advertising opportunities	/	/	/	/	/	/	/

# Membership Benefits Summary

## Key Benefits

- ✓ Access to the cross sector business network in Lochaber and across Scotland
- ✓ Business details in Lochaber Chamber of Commerce online Membership Directory
- ✓ Free business networking events
- ✓ Opportunities to 'Show Case' your business
- ✓ Member only social events and gatherings
- ✓ Affiliate membership of Scottish Chambers of Commerce
- ✓ Access to Members Only area of the Lochaber Chamber of Commerce website
- ✓ Access to Chamber Tender Alert service
- ✓ Business link on the Lochaber Chamber of Commerce websites:  
[www.lochaberchamber.co.uk](http://www.lochaberchamber.co.uk) and [www.outdoorcapital.co.uk](http://www.outdoorcapital.co.uk)
- ✓ Single Product\* entry on the [www.outdoorcapital.co.uk](http://www.outdoorcapital.co.uk) website
- ✓ Use of the following logos on your website, letterhead and marketing materials: Lochaber Chamber of Commerce, Outdoor Capital of the UK and DYW
- ✓ Representation in local, national and UK Government on policy development
- ✓ Representation at National and International conferences (Travmedia, ATTA, Visit Scotland expo, Scottish Govt, HIE)

## CPD / Training / Seminars

- ✓ Free/discounted business seminars
- ✓ Input into infrastructure projects

## Discounts / Offers

- ✓ Opportunity to contribute special offers to Lochaber Chamber of Commerce Business to Consumer database
- ✓ Member discount on selected & managed 'ticketed' events
- ✓ Member to Member discount scheme

## Communication

- ✓ Quarterly Business Scotland magazine from the Scottish Chambers of Commerce
- ✓ Annual Lochaber Chamber of Commerce publication
- ✓ Regular notification of events & regular eNewsletter
- ✓ News bulletins from Scottish Chambers of Commerce

## Sponsorship Opportunities

- ✓ Advertising, Sponsor, Expo opportunities, to events and festivals.
- ✓ Lochaber Ideas Week

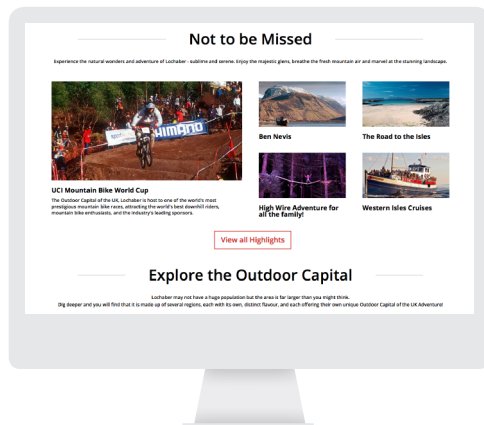
Because our membership fee is affordable you'll soon reap the return. With fees starting at **just £95** why not call us and our Membership & Events Officer will pay you a visit and explain all the benefits.

\* Product: a sector specific business's goods or services listing eg accommodation

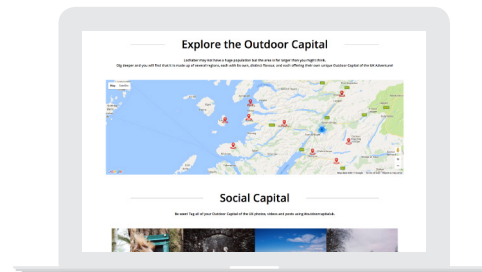
# Outdoor Capital of the UK website advertising opportunities

Website Advertising Opportunities on the Destination Marketing website: [www.outdoorcapital.co.uk](http://www.outdoorcapital.co.uk)

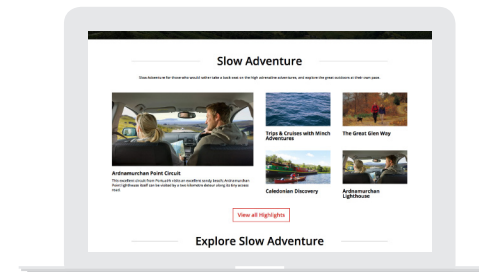
The whole philosophy of the website is to be content led, creating the opportunity for members to have their content pinned in prominent locations throughout the site.



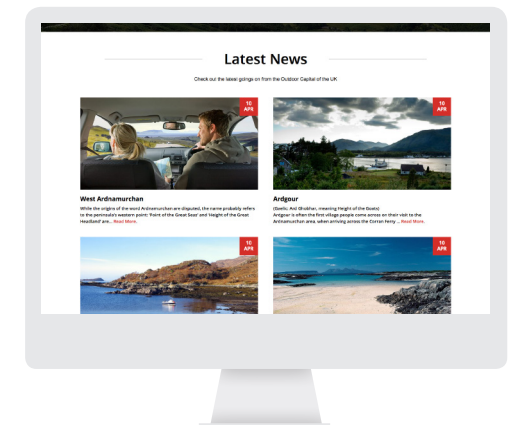
The **HIGHLIGHTED POSTS** can be pinned content from our members showcasing their businesses at cost of **£1000 per quarter**.



**HOME PAGE MAP.** Clicking on our predetermined locations on that map displays content that we've "pinned" to that area, videos on the left Listings on the right. We can pin the top 4 places for members on a sliding cost scale of **£300, £200, £100, £50 - per annum** with members who aren't pinned being randomised underneath



Each Subcategory has paid for **PINNED CONTENT** and remaining content randomised, subcategories would carry a lower price than the home page priced at **£150 per quarter** with the exception of Food and Drink, a specialised main content page which would carry a charge of **£250 per quarter**.



**NEWS ARTICLES.** Different pricing would be applied to news because of the dynamic nature and relevancy, **£50 per month**.

## What will it cost?

Homepage Content:	£1000 per quarter
Map Listing Priority:	£50 - 300 per year
Category Content:	£150 - 200 per quarter
News Content:	£50 per month

## How many people will see my advert?

Currently there are over 11k sessions a month (Feb 2017) on the Outdoor Capital of the UK website, this is expected to rise to 18k per month by the end of the year. This will be combined with a social media reach which is already over 500k per month.

For further details and the latest digital engagement figures for Outdoor Capital of the UK contact [social@lochaberchamber.co.uk](mailto:social@lochaberchamber.co.uk)

# Application Form

Contact Name

Business Name

Contact Address

Billing Address (if different)

Contact eMail

Contact Tel

Main business activity/sector (select)

- |  |   |   |
|--|---|---|
| <input type="radio"/> Agriculture, Fisheries, Forestry | <input type="radio"/> Arts, Culture, Media        | <input type="radio"/> Automotive Trade  |
| <input type="radio"/> Business & Professional Services | <input type="radio"/> Building & Construction     | <input type="radio"/> Public Sector     |
| <input type="radio"/> Education & Training             | <input type="radio"/> Engineering & Manufacturing | <input type="radio"/> Food & Drink      |
| <input type="radio"/> Healthcare & Biotech             | <input type="radio"/> Third Sector                | <input type="radio"/> Tourism & Leisure |

Other business sector(s) if applicable:

Business size (according to number of employees, as per membership matrix)

Standard Annual Fee (based on number of employees)

Premium Membership required (Additional £700 to membership fee)

What do you hope to get out of your membership? (open question)

Signature

By signing, you agree to be bound by the terms and conditions of membership

Name

Date

## What Happens Next

You will receive an invoice when your application form has been processed. All costs are subject to VAT. We will invite you to submit content and a member to member offer for your website listing(s). Please note, annual membership commences from the date of invoice

## Data Protection Act 1998 Statement:

The information you are providing will be used for administration and analysis in connection with your organisation's membership of Lochaber Chamber of Commerce. This will be used by Chamber staff to manage your membership, inform your names contacts with relevant information and newsletter updates via our regular eNewsletters. Your company details will be displayed on the Lochaber Chamber of Commerce website (and OCUK website, if appropriate) to provide a searchable business listing and for other opportunities that Lochaber Chamber of Commerce may undertake to promote your business. We will send information to you regarding membership, services and benefits, marketing opportunities, renewals and meetings. On occasion we may send information to key contacts regarding Policy information, and this may be on behalf of Scottish Chambers of Commerce or from our own team. We will not share your information with any third party other than the information listed on our website.

# Membership Agreement / Terms & Conditions

The following outlines what you can expect from us as an organisation, and in return from you as a member of Lochaber Chamber of Commerce:

## What You Can Expect From Us:

1. To promote, foster and represent commerce, industry, trade, tourism and ancillary services in Lochaber and elsewhere in the United Kingdom for the benefit of the wider business community;
2. To provide information, advice and assistance to the business community;
3. To undertake, or encourage members to undertake, joint activities and arrangements for mutual support and promotion of the interests of the business community;
4. To promote and foster Lochaber as “the Outdoor Capital of the UK” and as such the “best area in the UK in which to enjoy the outdoors”;
5. To act as the destination organisation for Lochaber;
6. To lead the promotion of Lochaber as a destination for visitors;
7. To facilitate a managed programme of events and festivals throughout the year, including the support of groups in order to secure marketing and fund raising opportunities;
8. To provide and develop business services to members;
9. To promote and protect the collective business interests of the members and to stimulate interest in, promote, support or oppose legislation or policies (whether local, municipal, regional, national or international) affecting the interests of commerce, industry, trade or ancillary services;
10. To promote high standards of business and the recognition and use of national and international standards;
11. To develop and foster working relationships to achieve the greatest prosperity for Lochaber and its people, and to stimulate public awareness of wider business interests.

## Terms & Conditions of Membership

It is the aim of Lochaber Chamber of Commerce (the Chamber) to ensure that you and your business has a positive experience throughout your time in Membership. You are encouraged to take advantage of the networking events, and opportunities to contribute, so that we may accurately represent your views. The following terms and conditions are intended to set out expectations you should have of your membership.

1. Membership of the Chamber is open to any individual, business or organisation operating in the Lochaber area that has an interest in commerce, industry, trade and economic development.
2. Chamber membership applies to the business, and all employees of the member business are entitled to engage with the Chamber and take advantage of any special offers.
3. Attendance from each company to free of charge events is limited to 2 employees, however additional places may be booked subject to availability.
4. Membership is valid for 12 months from the first Membership subscription invoice issue date. Invoices are raised as soon as practicably possible following receipt of a completed and signed membership application form.
5. Members will automatically be invoiced each year for membership, unless notice is received in writing no less than one month prior to the end of the 12 month membership period.
6. Membership is not refundable or transferable. Exceptional circumstances may be considered by the Chamber.
7. The Chamber regularly communicates with members by e-mail and telephone (occasionally by post). By entering into membership, you agree to be contacted by the Chamber with regular communications. You can request termination of the communication at any time in writing.
8. Members’ data is used solely by the Chamber for communication purposes and will not be passed on to any third party without prior consent in writing.
9. Membership benefits may be subject to change without notice.
10. Membership fees are set by the number of employees a business has.
11. By submitting an application to join the Chamber, you are entering a legal agreement. You may cancel the agreement in writing within 14 days of the date of agreement.
12. The Chamber reserves the right to terminate membership without notice for the following reasons:
  - a. Outstanding fees remaining unpaid for a period of three months after the payment is due;
  - b. Conduct towards chamber staff or individual members which is considered to be inappropriate;
  - c. Bringing the Chamber or its reputation and good standing into disrepute through your actions
13. You are responsible for informing the chamber of changes in contact details or other information retained by the chamber and used for the purposes of delivering chamber services. The Chamber accepts no responsibility for incorrect details being held where evidence of notification is absent.
14. Applications for membership from businesses who are based outwith the Lochaber area, and have no direct employees in the area, will be subject to approval by the Board of Directors.
15. If, for any reason, you are unhappy with any aspect of your Chamber membership, please get in touch to discuss your concerns in the first instance.





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