

# Discover Rutland



## MEMBERSHIP SCHEME

Discover Rutland is the destination management organisation for the county, promoting Rutland and the wider area. Activity is managed by a committee of passionate volunteers from Rutland's tourism sector, aiming to ensure and develop a sustainable and thriving visitor economy. The sector contributes approximately £171 million to Rutland's economy annually, attracts 1.51 million visitors, and supports 1,500 full-time equivalent jobs (2023 STEAM data).

Discover Rutland is financially self-sustainable through this membership scheme and other fund-raising activity. Founded in 2007, we are pleased to have 140 business members throughout the county, and beyond, who recognise the value of our member benefits and the work we do. We work closely with VisitEngland through our connection with the Lincolnshire and Rutland Local Visitor Economy Partnership and sit within Rutland County Council.

Join us and reap the rewards of being part of an organisation that truly has Rutland at its heart and embodies our county motto, "Multum in Parvo" - "Much in Little."



# THE MEMBERSHIP SCHEME

Without Discover Rutland membership - there would be no Discover Rutland. Join us. Become partnered with the biggest tourism marketing campaign for the smallest county and surrounding areas.

## 12 REASONS WHY YOU SHOULD BE A MEMBER OF DISCOVER RUTLAND:

- 1. Network & Connect:** Receive invitations to the Annual Tourism Forum and Tourism & Talk events hosted by members (locations have included Rutland Vinyard, Rutland Belle, Barnsdale Gardens and Tolethorpe).
- 2. Maximise Visibility:** Be featured in our Visitor Guide and enjoy excellent discounts on advertising.
- 3. Top Priority in PR:** Get priority inclusion in press releases and PR visits.
- 4. Leverage Social Media:** Amplify your profile through dynamic social media activities and marketing campaigns.
- 5. Boost Your Online Presence:** Secure a full listing on Rutland's official tourism site.
- 6. Share Your News:** Highlight your offers, news, and events in our e-newsletters circulation of & Visitor Guide circulation.
- 7. Engage Locally:** Promote your business to Rutland residents through local events and campaigns.
- 8. Stay Informed:** Receive updates on industry news, scam warnings, and skill masterclasses.
- 9. Join the Discover Rutland Community:** Gain support from the Tourism Lead, Committee, and fellow members.
- 10. Free Member Training Courses:** Receive priority attendance with qualified trainers for business-related skills (for example, First Aid, Accessibility Statements).
- 11. National Exposure:** Be included in a roadshow of national events on the brand new Discover Rutland exhibition van (for 2025 includes The Game Fair, The Lincolnshire Show, Royal Norfolk Show, Global Bird Fair, Rutland County Show, Nottingham County Show).
- 12. Amplify Rutland's Voice:** Help this wonderful County be heard alongside other great British destinations.



To discuss what benefits a Discover Rutland membership could have for your business, please contact:  
Mary Copley - Tourism Lead, Discover Rutland: 01572 720921 | [tourism@rutland.gov.uk](mailto:tourism@rutland.gov.uk)

# MEMBERSHIP ANNUAL COSTS

## STANDARD MEMBERSHIP - £165.00

- **Website Listing** (20,000 median monthly users over the past 12 months at the time of writing):

- Up to 500-words and 5 images
- Full business contact details
- Links to website and emailing facilities
- Booking button if applicable
- Opening times
- Grading and awards information
- Directions with mapped location
- Your business' pricing information
- Downloadable PDFs (i.e. brochures and menus)
- Ability to upload own special offers and events
- An Itinerary Planning facility which is linked to other pages on the website
- 'What's Nearby' feature
- Profile link included on relevant pages within the Discover Rutland website

- **\*Visitor Guide** - 83,000 distribution - free directory listing & discounted advertising rates
- **\*Handy Map** - 80,000 distribution - discounted advertising rates
- **\*Mini Guide** - 25,000 distribution - free directory listing
- **\*Tear-off Map Pad** - 15,000 distribution - free directory listing
- **\*Food & Drink Map** - 10,000 distribution - free directory listing - *Food & Drink members only*
- **E-Newsletter** - Relevant event inclusion on monthly E-Newsletter, distributed to the Discover Rutland Database of 21,050 (at the time of writing) and growing rapidly
- **Social Media Exposure** - Relevant inclusion on Discover Rutland's Facebook & Instagram
- **E-Shots & Comms** - Regular updates on courses, opportunities, scam alerts & Discover Rutland information
- **Digital Asset Library** - A stacked inventory of tourism films & images for your use
- **Branded Window Sticker** - Highlighting our partnership to your customers
- **Brochure Ordering Service** - To top up printed assets (subject to availability)
- **3rd Party-Offerings** - Discounted rates on services from RJ Photographic, Rutland Merchandising, Rutland & Stamford Sound and Nimble Media Ltd

Running multiple businesses like an eatery alongside accommodation, a shop, or an attraction? You can add **additional listings** for your various ventures without doubling your membership fees. For instance, a hotel with a restaurant would pay £165.00 for the hotel's profile and £90.00 for the restaurant listing.

## ASSOCIATE MEMBERSHIP - £70.00

We **LOVE** to highlight all local businesses in the area! Associate membership includes a **Website listing**, a **Visitor Guide listing**, **access to the Digital Asset Library**, **E-Shots & Comms**, **listed third-party Offerings**, and, of course, a **Branded Window Sticker**.

(Not applicable for accommodation, eateries or attractions).

## ENHANCEMENT - £75.00

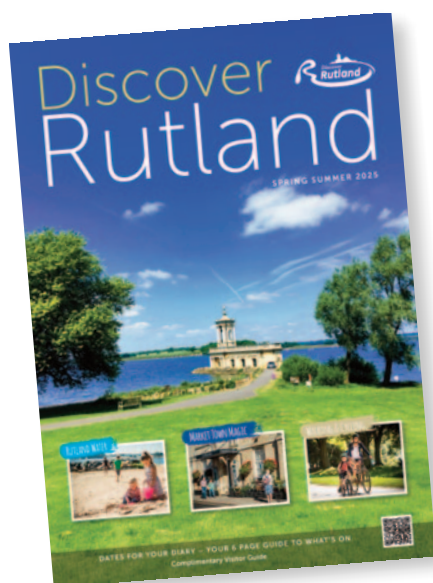
**Enhance** your membership to gain priority over standard listings and become a **'highlighted'** feature on the website. This enhancement doubles your profile's word count and image allowance to **1,000 words**, plus **10 images per page**.



*\*Available in print and digital formats (a URL is also included to point readers to advertisers' websites in the Visitor Guide and Handy Map). All distribution figures are based on the national average readership scheme.*



# MEMBERSHIP ASSETS



## Visitor Guide

The Discover Rutland Visitor Guide is produced and distributed bi-annually, providing a six month self life and seasonal content. Available locally through high-footfall outlets and nationally via IVisit.

A fully responsive and interactive digital version is produced with embedded URLs in adverts and editorials. Members are prioritised for editorial inclusion in relevant articles. To advertise your business, please contact the team at Nimble Media.

## Handy Map

The Handy Map is distributed within a 2-hour radius of Rutland. It is designed to encourage visitors to spend more time in the county's beautiful market towns and surrounding countryside by promoting the area as the perfect weekend or midweek getaway destination. To advertise your business, please contact the team at Nimble Media.

## Mini Guide

The Mini Guide is distributed locally within a 1-hour radius of Rutland to showcase all members. It provides a 'one-stop-shop' for all things Rutland.'

## Tear-off Map Pad

The Tear-off Map Pad is utilised by hotel reception desks and visitor information services throughout the county to provide visitors with a list of places to eat, drink and visit highlighting members.

## Food & Drink Map

The Food & Drink Map is distributed locally and highlights places to eat, drink, shop and explore within the foody theme.

## E-Newsletter

The Discover Rutland E-newsletter is distributed monthly to a rapidly growing audience across the UK. It showcases members' events and features direct links to the Discover Rutland website listings for Things to Do, Places to Stay, and Food & Drink.

## Social Media Exposure

The Discover Rutland Facebook and Instagram profiles boast over 11,000 followers combined. As a member, you are given priority inclusion in our postings to promote your products, services, and events.

## E-Shots & Comms

Stay in the know with our regular E-Shots and Communications, curated by our dedicated Tourism Lead, Mary Copley. These updates provide you with the latest happenings in Rutland and its neighbouring areas. Look out for opportunities to engage, such as free business training courses and essential scam alerts to ensure your safety.

## Digital Asset Library

We have a folder stacked with images and tourism films for your use. Taken professionally by RJ Photographics, you can use our resources for your marketing, social media posts and website.

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Mary Copley - Tourism Lead, Discover Rutland: 01572 720921 | [tourism@rutland.gov.uk](mailto:tourism@rutland.gov.uk)

# THIRD-PARTY OFFERINGS

The Discover Rutland committee has worked with a number of third-party suppliers to negotiate discounted rates for members - offers include:

## RJ Photographics

Richard at RJ Photographics has supported Discover Rutland in providing images for the Visitor Guide for many years, including some of our members.

Professional images are important wherever used for social media, websites, or printed/digital literature. Richard comes highly recommended if you are considering a photoshoot to showcase your business, products, services, people in situ, food and drink.

**DR Member offer: Please quote that you are a DR Member to receive a 20% discount on hourly/half and full-day rates.**

In addition, Richard is also willing to pass the discount on to your customers if you are hosting an event or wedding at your venue.

 [www.rjphotographics.com](http://www.rjphotographics.com)

## Rutland Merchandising

Rutland Merchandise Ltd supports Discover Rutland in providing branded clothing and is already known to some of our members.

Their offering includes personalised printed clothing and workwear from their factory in Rutland. They undertake a full range of garment customisation techniques, including Embroidery, Screen Printing, DTG printing (Direct to Garment), DTF (Direct to Film), or Vinyl Transfer printing.

**DR Member offer: Please quote that you are a DR Member to receive a 10% discount on all orders over a value of £50.00 + VAT.**

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



All prices are plus VAT.

## Rutland & Stamford Sound

Rutland & Stamford Sound are the only independent Community Radio Station for the local area, led by Rob Persani, and its reach targets a daily audience of 75,000 every day.

Their offering includes spot advertising campaigns and feature sponsorship. Advertising through local radio builds essential credibility and trust in your brand, delivering an authentic rapport with your audience.

**DR Member offer: Please quote that you are a DR Member to receive a 10% discount on all campaigns.**

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

## Nimble Media Ltd

A full-service multi-media agency based in Ashwell, Rutland, Nimble has a wealth of experience and ensures that all customers, regardless of size, receive the same level of service.

Nimble has worked with Discover Rutland for over 10 years, providing services including advertising support, design, print, copywriting, marketing, and digital communications.

**DR Member offer: Please quote that you are a DR Member to receive a 20% discount on digital marketing services.**

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

## The Outdoor Guide

The Outdoor Guide (TOG) is born from a deep love of the outdoors. Passionate Rutlanders Julia Bradbury and her sister Gina have built a passionate community that trusts TOG for authentic recommendations and storytelling. Recognised as a leading voice in the outdoor community, TOG provides an abundance of mapped trails and routes, including Rutland's own Heritage Walks with top tips on places to eat and stay.

**DR Member offer: Please quote that you are a DR Member to receive a bespoke Rutland Partner package at the discounted rate of £250.00 per year (RRP £1,500.00).**

- A Partner Page on TOG website
- A welcome social media post across five platforms with a combined following of over 41,000
- Inclusion in 2 newsletters per annum, reaching a highly engaged audience of 38,000 and increasing
- Inclusion in a competition with shared data for email entries hosted on TOG website

 [theoutdoorguide.co.uk/join-as-a-partner](http://theoutdoorguide.co.uk/join-as-a-partner)

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