

Discover Rutland



MEMBERSHIP SCHEME



**BE A PARTNER IN THE BIGGEST TOURISM MARKETING
CAMPAIGN FOR THE SMALLEST COUNTY AND
SURROUNDING AREA!**

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 £175 million to Rutland's economy annually, attracts 1.5 million visitors, and supports 1,500 full-time equivalent jobs (2024 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 local stakeholders 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."

Without Discover Rutland membership - there would be no Discover Rutland. Join us to support the visitor economy which underpins this wonderful county.



12 REASONS WHY YOU SHOULD BECOME A DISCOVER RUTLAND MEMBER

1. Network & Connect: Receive invitations to the Annual Tourism Forum and Tourism Talk & Tour events hosted by members (locations have included Rutland Vinyard, Rutland Belle, Barnsdale Gardens and Tolethorpe Hall).

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 and Visitor Guide circulation.

7. Engage Locally: Promote your business to Rutland residents through local events and campaigns.

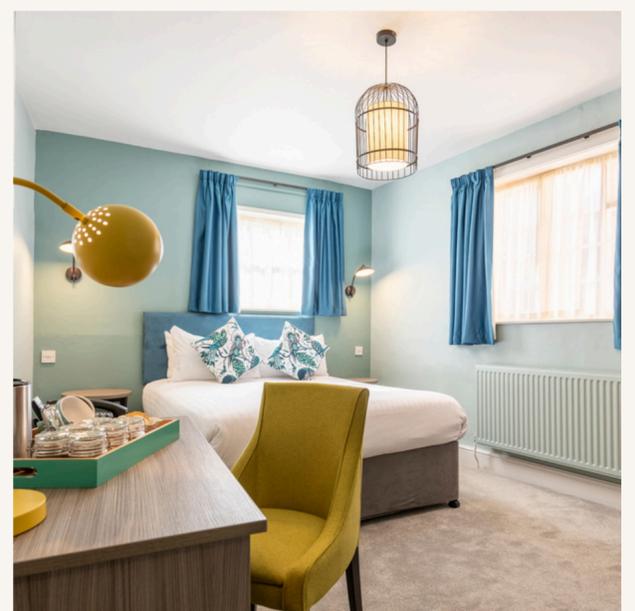
8. Stay Informed: Receive updates on industry news, scam warnings, workshops and funding opportunities.

9. Join the Discover Rutland Community: Gain support from the Tourism Lead, Committee, and fellow members.

10. Free Member Training: A range of webinars are available through your website login, plus campaign toolkits to support your business.

11. National Exposure: Be included in a roadshow of 2026 national events on the Discover Rutland exhibition van.

12. Amplify Rutland's Voice: Help this wonderful County be heard alongside other great British destinations



ANNUAL MEMBERSHIP OPTIONS

STANDARD MEMBERSHIP: £185 + VAT

- **Website listing:** Receiving around 20,000 monthly users
 - website listing in one category to include:
 - Up to 500-words
 - 5 images
 - Full business contact details
 - Booking button if applicable
 - Phone number connection
 - Links to website, email & social media
 - Opening times
 - Facility and Accessibility information
 - Grading and awards information
 - Directions with mapped location
 - Your businesses pricing information
 - Downloadable PDFs (i.e. brochures and menus)
 - Login access to update own business listings - PLUS upload special offers and events
 - Itinerary Planning facility linked to other pages on the website
 - 'What's Nearby' feature on your map
 - 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
- ***Tear-off Map Pad** - 15,000 distribution - free listing for places to eat and visit
- **Monthly E-Newsletter** - Relevant event inclusion, distributed to the rapidly growing Discover Rutland Database
- **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

ASSOCIATE MEMBERSHIP: £80 + VAT

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.

ADDITIONAL LISTINGS: £90 + VAT

Running multiple businesses like an eatery alongside accommodation 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 £185.00 for the hotel's profile and £90.00 for the restaurant listing. You can have as many additional listings as you need!

MEMBERSHIP ENHANCEMENT: £75 + VAT

Enhance your standard or associate membership to gain marketing benefits;

- Priority listing above standard members
- Become a 'highlighted' listing featured throughout the Discover Rutland website
- Double image & word count allowance

WWW.DISCOVER-RUTLAND.CO.UK

*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.

CONTACT THE DISCOVER RUTLAND TOURISM TEAM
01572 720921 | TOURISM@RUTLAND.GOV.UK



MEMBERSHIP ASSETS



Visitor Guide

The Discover Rutland Visitor Guide is produced and distributed bi-annually, providing a six month shelf 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.

Tear-off Map Pad

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

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 13,000 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 Team. 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.

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

THE OUTDOOR GUIDE - TOG

Passionate Rutlanders Julia Bradbury and her sister Gina have built a passionate community that trusts TOG for authentic storytelling and recommendations. 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

www.theoutdoorguide.co.uk/join-as-a-partner

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

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

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

[WWW.DISCOVER-RUTLAND.CO.UK](http://www.discover-rutland.co.uk)

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