

# Dingwall Business Association (DBA)

## Business Planning

DBA wished to find out how they could better engage with the local business community and how Dingwall could be improved to better meet the needs of the local community and attract more people from into the town from surrounding areas.

They obtained funding from Highland Council and Leader to undertake Market Research. This work out to competitive tender and SSB was successful in obtaining the contract.

SSB carried out market surveys both with the business community and the public. Face2 Face surveys were carried out in Dingwall, Beauly, Invergordon and Alness. On line and postal surveys were also carried out. As well as the business community and shopping public, a wide range of clubs, associations, community councils and politicians, local and national, were contacted for their input.

The outcome was that 386 replies were received, a higher than average for this type of survey. This provided DBA with the level of confidence that it reflected the views of the community. From the report they were able to produce a Business Plan with further help from SSB's Marketing Director, Lindsey Kelly.

*“The Plan is a professional document which will allow us to move forward and achieve our goals for the town. We would not have managed to produce anything comparable without your input.”*

**- Alison MacLeod, Secretary, Dingwall Business Association**