



LOSSIEMOUTH

BUSINESS ASSOCIATION

Thank you for your interest in the Lossiemouth Business Association, the LBA.

In this leaflet, you'll find details on the organisation, our goals, and what this means for you, as a business owner in Lossiemouth.

About the LBA

Since its formation in 1998, the LBA has grown into a well-established organisation, providing a representative body and acting as a common voice for members.

We support and promote business within the town, and work to support the economic development of Lossiemouth.

About our members

We welcome any business with an interest in Lossiemouth and the immediate area.

Whether your customers are consumers or other businesses, whether they are resident in Lossie, local to Moray or visitors to the area, you can benefit as we seek to raise the profile of the town and the many shops and services therein.

Aims of the LBA

- > Promote Lossie as a great place to live, work and visit
- > Increase footfall and spend within the town
- > Encourage residents to use local shops and services
- > Connect local businesses through events, networking and collaborations
- > Support businesses by offering training or other development events
- > Act as a representative body of the collective businesses.

#LossieMeansBusiness

What's in it for you?

Marketing and promotion

Website Our website www.lossiemouth.org, is consistently the highest ranked site for searches on Lossiemouth. LBA members get a free listing with their full details.

Social media We employ a local digital marketer to promote Lossie and its businesses via Facebook. LBA members can use this service to promote their businesses, even if they don't use social media themselves.



Business directories In recent years we have created printed maps and business directories, something we'd like to do again. LBA members will be actively promoted over non-members.

Events

We run regular business and social events where you can meet other local business owners. These are opportunities for you to raise the profile of your business, perhaps you have a skill or service that you can share with other members, or you'd like our help to host a collaborative community event?



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Representation and affiliation

The LBA acts as a collective voice for the businesses in Lossiemouth. We have a representative on the Lossiemouth Community Development Trust and have good working relationships within Moray Council and other local bodies. We have affiliate group membership of the Moray Chamber of Commerce, allowing LBA members to attend MCC events at discounted rates.



Investing in the town



The LBA was closely involved in the community buyout of the lighthouse. We secured funding towards the reconstruction of the Ramsay MacDonald Memorial and the investment in James Square. We've constructed information boards and have helped fund surveys on the bridge.

Investing in our members

Promotion of LBA member businesses is a very important part of our objectives and any event that is organised or service that is required will be undertaken using LBA member businesses wherever possible.

Will you join us and support our town?

You can help by joining the LBA.

It's just £45 per year. You don't need to come to any events (although we hope you'll want to!) and membership entitles you to a raft of exclusive benefits, as overleaf.

Your money will help Lossiemouth prosper and enable us to work consistently to support your business and our town.

LBA membership includes:

- Free listing of your business on the website.
- Active promotion through our social media platforms.
- Affiliate membership of the Moray Chamber of Commerce.
- Display and use the LBA member logo on your website, social media, letterheads, business cards and other promotional material.
- Discounted rate at events.

How to Join

Go to www.lossiemouth.org/about for details.

Email LBA@Lossiemouth.org or just speak to Maureen in Unique.

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