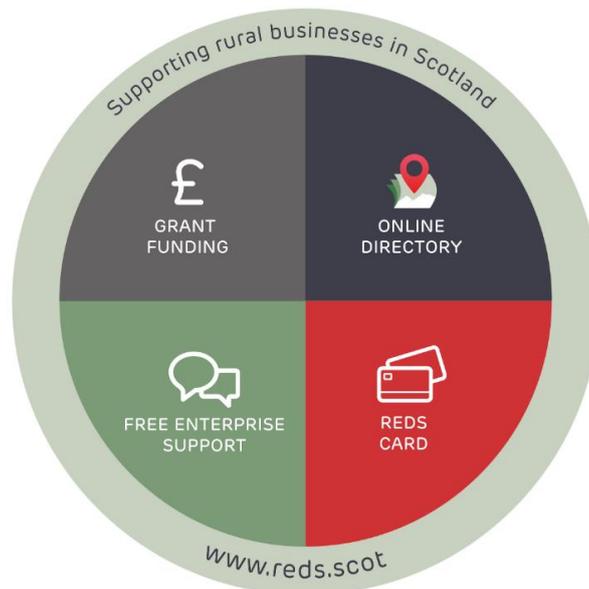




The key aims of the Rural Enterprise Directory Scotland project are to support and promote the rural economy, its businesses and social enterprises, and to stimulate connection between them.

Central to REDS is the comprehensive online Directory of small enterprises in rural Scotland, something that hasn't existed before. The aims of the directory are:

- To be a central reference point enabling customers, suppliers, and visitors to find businesses by geography and sector.
- To stimulate connection and collaboration between rural businesses that are spread far and wide across Scotland.
- To provide a platform for government, agencies, and supporting organisations to engage with smaller enterprises more effectively.



Membership Application Process

To apply, simply fill in the application form on the website: www.reds.scot/signup There is a link to a guidance document on that page and you can also check existing listings in the directory for an idea of the tone and content required.

Once your form has been submitted it will be checked by a GrowBiz advisor who will suggest any changes required. They will provide T&C and payment details and once these have been completed your listing will be made live on the site.

How much does it cost to join the REDS directory?

There is no up-front fee to join the directory for small businesses but there is a monthly listing subscription of £10 after the first month, to cover the costs of running the directory and ensuring it is kept live and up to date. This will include access to exclusive monthly REDS events and learning sessions as well as the other benefits of being a member.

Why isn't the directory free?

It is essential that the directory is kept live and current. This will require constant checking and maintenance, and support for directory subscribers will be available to keep their business information and images up to date. GrowBiz is a charity and must ensure that the costs incurred in maintaining the directory are covered. Local discounts or free listing may be available in some locations depending on the partnerships and collaborations GrowBiz develop (for example with local business associations).

How much information will be needed to apply?

We are aiming to keep the application process as simple as possible, just some basic information, including images, about yourself and your business will be required.

Benefits of joining the REDS Directory

Joining as a member of the Rural Enterprise Directory Scotland includes these benefits:

- Puts your business on the map and will help customers find you.
- Provides eligibility to apply for a REDS grant, once funding is in place, to help develop your business in collaboration with rural partners.
- Gives you access to practical business support from GrowBiz and its delivery partners.
- Includes two events per month exclusive to REDS members.
- Will give you the opportunity to join the REDS card programme which is in development: an innovative local currency scheme enabling REDS gift cards to be spent in your business, which also works as an additional promotional tool – at no additional cost to your business.
- Contributes to this national resource, increasing awareness of the role and importance of the rural economy.

If you have any questions relating to the Directory or other aspects of the Project, please don't hesitate to contact the project team: Connect@reds.scot