



Membership form 2010 ^(v2)

Please complete the form and make your cheque payable to: **Exmoor Tourist Association** then post to:
Rachel Kelly, ETA, Woodcock Cottage, 5, Capton, Near Williton TA4 4LX

Any queries then please contact by email: secretary@exmoor.com or telephone: **01984 633 782**

Exmoor Tourism Association is a founding member of the Exmoor Tourism Partnership and is committed to working together to help Tourism on Greater Exmoor.



Step 1 Contact Information

Business Name:

Type of Business:

Proprietors:

Contact Telephone:

Contact Mobile:

Contact Email:

Correspondence Address:

Postcode:

Address of Business (if different):

Postcode:

Website:

Step 2	Membership of ETA	Cost	
a)	I would like to join the ETA and access the basic membership benefits only Benefits listed at end of form. You only need to complete step 1 and step 11.	£18	
b)	I would like to join the ETA and have an advert on the three websites in one section (i.e. Accommodation OR Food /Drink) [3 adverts] Benefits listed at end of form <i>Please ensure you enclose photos with your application for your advert or email in jpeg form to secretary@exmoor.com</i>	£68	
c)	I would like to join the ETA and have an advert on the three websites in two sections (i.e. Accommodation AND Food /Drink) [6 adverts] Benefits listed at end of form <i>Please ensure you enclose photos with your application for your advert or email in jpeg form to secretary@exmoor.com</i>	£78	
d)	I would not like to join the ETA and am applying for web adverts ONLY on one section (i.e. Accommodation OR Food /Drink) [3 adverts] <i>Please ensure you enclose photos with your application for your advert or email in jpeg form to secretary@exmoor.com</i> Please note – it is cheaper to join the ETA and take out the adverts than to not join the ETA and take out adverts.	£75	
e)	I would not like to join the ETA and am applying for web adverts ONLY on two sections (i.e. Accommodation AND Food /Drink) [6 adverts] <i>Please ensure you enclose photos with your application for your advert or email in jpeg form to secretary@exmoor.com</i> Please note – it is cheaper to join the ETA and take out the adverts than to not join the ETA and take out adverts.	£85	
<i>NB You will need to be inspected by either VB / AA or local inspection scheme LIST to appear on the websites</i>			

Step 3	Business Type						
a)	Please select from the following accommodation types. (If not accommodation provider then jump to step 3b): <input type="checkbox"/> Hotel <input type="checkbox"/> Guest House <input type="checkbox"/> B&B <input type="checkbox"/> Self-catering <input type="checkbox"/> Pub/Inn <input type="checkbox"/> Farmhouse <input type="checkbox"/> Country House <input type="checkbox"/> Caravan / Camping <input type="checkbox"/> Restaurant with rooms b) If you have not ticked any boxes in 3a please select from the following: <input type="checkbox"/> Fishing <input type="checkbox"/> Riding <input type="checkbox"/> Cycling <input type="checkbox"/> Walking <input type="checkbox"/> Pub <input type="checkbox"/> Restaurant <input type="checkbox"/> Attraction (Details.....) <input type="checkbox"/> Other (Details.....) c) If you are applying to have an advert on the Food & Drink pages please give your Scores on the Doors / Food Scores rating: Awarding Council: AND please give two local food producers as a reference: <table border="1" data-bbox="180 1771 1283 1906"> <tr> <td data-bbox="180 1771 807 1906">Supplier:</td> <td data-bbox="807 1771 1283 1906">Telephone:</td> </tr> <tr> <td data-bbox="180 1906 807 2007">Supplier:</td> <td data-bbox="807 1906 1283 2007">Telephone:</td> </tr> </table>	Supplier:	Telephone:	Supplier:	Telephone:		
Supplier:	Telephone:						
Supplier:	Telephone:						

Step 4	Location Please select no more than two from the following: <input type="checkbox"/> Coastal <input type="checkbox"/> Country <input type="checkbox"/> Town <input type="checkbox"/> Village		
Step 5	Features – please tick boxes for relevant sections a) Please select from the following room features: <input type="checkbox"/> Radio/CD player <input type="checkbox"/> TV <input type="checkbox"/> Freeview/Sky <input type="checkbox"/> DVD <input type="checkbox"/> Four posters <input type="checkbox"/> Hairdryers <input type="checkbox"/> Internet <input type="checkbox"/> Smoking available <input type="checkbox"/> Telephone <input type="checkbox"/> Tea / coffee making facilities <input type="checkbox"/> Ground floor bedrooms available b) Please select from the following establishment features: <input type="checkbox"/> Available for wedding receptions <input type="checkbox"/> Licensed for civil marriages <input type="checkbox"/> Garden / Patio <input type="checkbox"/> Pets accepted <input type="checkbox"/> Real log / coal fires <input type="checkbox"/> Ironing facilities <input type="checkbox"/> Welcome single sex groups <input type="checkbox"/> Accept coach parties <input type="checkbox"/> Staff fluent in foreign Languages (Please specify) c) Please select from the following specialist features: <input type="checkbox"/> Provisions for cyclists <input type="checkbox"/> Marketed as gay friendly <input type="checkbox"/> Provisions for walkers <input type="checkbox"/> Provisions for lone female travellers <input type="checkbox"/> Marketed as green/environmentally friendly d) Please select from the following child-friendly features: <input type="checkbox"/> Accept Children (min age) <input type="checkbox"/> Cot available <input type="checkbox"/> Children’s indoor play area <input type="checkbox"/> Food / Bottle warming available <input type="checkbox"/> Children’s outdoor play area <input type="checkbox"/> Highchair available <input type="checkbox"/> Facilities for children (Details.....) e) Please select from the following transport features: <input type="checkbox"/> Courtesy transport to airport Free / Charged (delete as appropriate) <input type="checkbox"/> Off site parking Free / Charged (delete as appropriate) <input type="checkbox"/> On site parking f) Please select from the following catering features: <input type="checkbox"/> Bar <input type="checkbox"/> Cater for vegetarians <input type="checkbox"/> Serve breakfast <input type="checkbox"/> Serve lunch Special diets catered for: <input type="checkbox"/> Serve evening meal <input type="checkbox"/> Room service available g) Please select from the following leisure features: <input type="checkbox"/> Access to golf course <input type="checkbox"/> Spa <input type="checkbox"/> Outdoor Pool <input type="checkbox"/> Indoor Pool <input type="checkbox"/> Games room <input type="checkbox"/> Gym <input type="checkbox"/> Fishing <input type="checkbox"/> Tennis		

h)	<input type="checkbox"/> Other sporting facilities (Details.....) Please select establishment payment methods : <input type="checkbox"/> All major credit cards accepted <input type="checkbox"/> Euro's accepted <input type="checkbox"/> Sterling travelers cheques accepted		
Step 6	Short Description 25 word summary of what a client could expect at your establishment: <div style="border: 1px solid black; height: 80px; width: 100%;"></div>		
Step 7	Long Description 150 word description of the whole establishment and area. This is your opportunity to really paint a picture of what it would be like to visit your establishment. <div style="border: 1px solid black; height: 240px; width: 100%;"></div>		
Step 8	Room Tariffs – accommodation providers only Please give details of your room rates for the 2010 season - or attached on a separate sheet if you require more space. <div style="border: 1px solid black; height: 70px; width: 100%;"></div> <input type="checkbox"/> I have enclosed details of my room rates for the 2010 season <input type="checkbox"/> I am not taking an advert or I do not want room tariffs listed on my adverts		
Step 9	Grading – accommodation providers only If you are an accommodation provider you will need to be inspected to advertise on the websites. Please complete the following details of your grading or inspection. a) <input type="checkbox"/> I am not an accommodation provider and / or I am not taking out an advert b) <input type="checkbox"/> I am not currently graded /inspected and would like to apply for LIST. <i>We will send your details to North Devon + who administer LIST. They will send you the relevant forms and</i>	Cost	

arrange inspection and request payment. Your advert will go live as soon as we receive payment for your membership and show you are awaiting inspection. This will be changed to LIST inspected once you have had your inspection.

	<p>ci) I am graded / inspected by</p> <p><input type="checkbox"/> Visit Britain and my grade is (1 to 5) and I am designated as (Hotel / B&B / Self catering etc)</p> <p><input type="checkbox"/> AA and my grade is and I am designated as (Hotel / B&B / Self catering etc)</p> <p>cii) I was last inspected My grading certificate expires on.....</p> <p>ciii) I have the following awards</p> <div style="border: 1px solid black; height: 50px; width: 100%;"></div> <p>civ) Disability grading</p> <p><input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3</p>		
<p>Step 10</p>	<p>Declaration</p> <p>I / We confirm that all information provided about my/our establishment on this form (or via email) is correct</p> <p>Signed:</p> <p>Print Name: Date:</p> <p>Establishment Name: Postcode:</p>		
<p>Step 11</p>	<p>Images for adverts</p> <p><input type="checkbox"/> I have enclosed / emailed images for my advert (you may send several images for Visit_Exmoor and ActiveExmoor sites)</p>		
<p>Step 12</p>	<p>Payment methods:</p> <p><u>Please enclose a cheque:</u></p> <p>made payable to Exmoor Tourist Association and send to Rachel Kelly, ETA, C/O Woodcock Cottage, 5, Capton, Near Williton, Somerset, TA4 4LX</p> <p><u>Or via internet banking to:</u></p> <p>Account 31134337 Sortcode 40-33-07 Bank HSBC – please quote your business name as transaction reference if paying directly into our bank account and email secretary@exmoor.com to inform us of payment.</p>		<p>Total</p>
<p><i>N.B. Only establishments inspected by Quality in Tourism (Visit Britain) or the AA or Local inspection scheme LIST are eligible to advertise on Exmoor.com, Visit-Exmoor.co.uk and ActiveExmoor.com.</i></p>			

FOR OFFICE USE ONLY – Application received _____

Entered on Dbase		Brochure		Pictures		Date LIST request sent to ND+	
Paid to ETA (note whether chq or internet)		Sent Welcome pack		Room rates incl		Date sent to ETA & AE webmasters	



2010 Membership summary

Current Overall benefits available:

- Quarterly e-newsletter (and potential to advertise your business to all ETA members)
- Three help lines (Insurance, Legal and Accounting)
- Potential to advertise on 3 websites: www.exmoor.com, www.visit-exmoor.co.uk, www.activeexmoor.com
- Discount rates for Exmoor Exchange (ETA networking event and leaflet exchange held in the spring)
- Access to LIST Scheme (Local Inspection scheme)
- ETA organise Food Festival & support the Walking Festival
- ETA powerful voice for lobbying & all members can be considered for committee membership
- ETA part of Exmoor Tourism Partnership
- Partake in ETA AGM and forum meetings
- Access to Press and PR via ETA (Pat Edgar or PR matters – currently reached over 22.5M audience / reflects a potential advertising budget of over £220K)
- Opportunities for Journalist familiarization visits

Basic ETA membership

(ETA newsletter, Free help lines, discount on ETA events such as Exmoor Exchange and other relevant ETA offers).Basic members can also take out an advert in the ETA e-newsletter at a cost of £25 per newsletter.

£18 – No need to be graded/inspected

ETA membership and web advert in one section (i.e accommodation OR Food/Drink)

(ETA newsletter, Free help lines, discount on ETA events such as Exmoor Exchange and other relevant ETA offers & basic web adverts on all 3 websites www.exmoor.com, www.visit-exmoor.co.uk and www.activeexmoor.com)

Members with web advert can have a free advert in one ETA e-newsletter.

£18 + from £50 – need to be graded/ inspected VB/AA/LIST

IF YOU REQUIRE THE SAME ADVERT LISTING ON TWO SECTIONS IE ACCOMODATION AND FOOD AND DRINK JUST ADD £10 TO FEE DUE.

Web advert only and NOT ETA member

(Basic web adverts on one, two or all three websites www.exmoor.com, www.visit-exmoor.co.uk and www.activeexmoor.com).If you choose this option you are eligible to advertise in the ETA e-newsletter at a rate of £35 per advert. You are not eligible to apply for LIST with this option.

£75 - need to be graded/inspected VB/AA/LIST

LIST

can be arranged through the ETA for ETA members **only**.

FROM £95.00 (incl.17.5% vat) for SCC 1-4 units or Serviced 1-6 rooms

Your details will be forwarded to North Devon + who will contact you with the relevant forms and request payment.

Membership type	Quarterly e-newsletter	Advert in an e-newsletter	Three help lines	Advert on 3 websites – 3 adverts in total	Advert secondary section – 6 adverts in total	Discount on Exmoor Exchange stall	LIST	Eligible for ETA committee	Attend ETA AGM	Access to Press & PR via ETA (PR Matters)	Must be graded/inspected by VB, AA or LIST (if accommodation provider)	Membership type fee
Basic	✓	Additional cost of £25	✓			✓	Available to you via North Devon +	✓	✓	✓		£18
Web	✓	✓	✓	✓	Additional cost of £10	✓	Available to you via North Devon +	✓	✓	✓	YES	£68
Non ETA Web		Additional cost of £35		✓	Additional cost of £10						YES	£75