



DESTINATION WORCESTERSHIRE MEMBERSHIP APPLICATION FORM

Destination Worcestershire is the official Destination Marketing Partnership for the county of Worcestershire. We welcome applications for membership from organisations, businesses and individuals whose main activity is concerned with visitors to the county and / or the marketing of the county as a visitor destination.

This form should be completed with reference to the current Membership scheme documentation including the membership rates. These are available online at www.visitworcestershire.org.

Section 1 :

Name of person completing this form : Title: _____ First / initial: _____ Surname: _____
Are you the main contact for this business? YES () NO()

If NOT, please give details of who should be the contact for correspondence and marketing opportunities :

.....

Business name: Business address:

..... Postcode:

Is this the address of the property / location from which the business operates? YES () NO ()
If NOT, please give location / address of business to which customers should be directed :

.....

Contact Tel No: Contact Fax No:

Contact email :

If you have your own website please give address www.

Nature of business (eg: Hotel / B & B / attraction / restaurant)

Short description of business (20 words)

.....

On behalf of the business detailed above I wish to apply for membership of Destination Worcestershire

Signed : Date :

Print name : Designation (eg: Director / owner)

Please refer to the current Membership Rates when completing this part of the form for details of membership classes, benefits, terms and costs

Section 2 : IN COUNTY or NOT?

At the business location are the rates / council tax paid to a Worcestershire council? YES () NO ()
(If YES the business can apply for membership at the "In County" rate. If NO the "Out of County" rate applies)
Are you applying for : In County membership () Out of County membership ()

Section 3 : GRADE OF MEMBERSHIP

What grade of membership do you want? Basic () Standard () Premium ()
If you have only ONE business on the ONE site, proceed to Section 5

Section 4 : MULTIPLE BUSINESSES / OUTLETS ON ONE SITE

If you have more than one business on the same site eg: B&B and self catering; do you want to pay one membership and have only ONE of these businesses represented on www.visitworcestershire.org? YES () NO ()

If YES – please state name & nature of business to be in membership :

If you want ALL businesses on a single site to have their own details on www.visitworcestershire.org, choose your MAIN business and each additional outlet will be charged at 25% of the fee applicable to the main business.

Main business : Additional businesses :

Section 5 : TYPE OF BUSINESS

Please tick your single business or your MAIN business as chosen in Section 4 :

Attractions / venues / theatres / events

Free admission 50,000 £t less () 51,000 – 100,000 () 100,001-200,000 () 200,001+ ()
Paid Admission 50,000 £t less () 51,000 – 100,000 () 100,001-200,000 () 200,001+ ()

Accommodation

Awaiting inspection () If you are inspected – current rating eg: 3 star ()
Guest Accommodation 1-2 rooms () 3 – 7 rooms () more than 7 rooms ()
Hotel 7 - 20 rooms () 21 – 50 rooms () 50+ rooms ()

Self catering/camp sites/boats

Less than 4 units / 10 pitches () 5-10 units / 10 – 20 pitches ()
10 – 20 units / 20 – 50 pitches () Over 20 units / 50 pitches ()

Food & drink

Restaurant () Pub / tea room / takeaway ()
Food & drink producer ()

Services

Tourism Assoc. / town () Blue Badge guide () Taxi / car hire ()
Coach operator () Tour operator () Event / conference support ()

Section 6 : FULL BUSINESS DETAILS

We will contact you later to update your details in full for our records, the website & England.net. Do you wish to provide this information : **Online** () Or by us sending you a paper form to complete and return **by post** ()

Section 7 : COST - To calculate refer to current Membership Rates and the choices you have made in Sections 3, 4, & 5

Single business : £
Or MAIN business £
Plus ____ additional outlets @ 25% of main business fee each £
Total £

Please make cheques payable to : Worcestershire County Council, and send together with this completed form to :