



# Membership form 2010

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 <b>only</b> 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 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 am already an ETA member and I would like to now have an advert on the three websites <i>Please ensure you enclose photos with your application for your advert or email in jpeg form to secretary@exmoor.com</i>	£50	
d)	I would not like to join the ETA and am applying for web adverts <b>ONLY</b> <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.  <b>NB If you want to have a Stepping Stones inspection through the ETA then you will need to become an ETA basic member.</b>	£75	

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.....)		

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 (Accommodation providers only)		
a)	Please select from the following <b>room</b> 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 <b>establishment</b> 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 ..... )		

	<p><b>c)</b> Please select from the following <b>specialist</b> features:</p> <p><input type="checkbox"/> Provisions for cyclists    <input type="checkbox"/> Marketed as gay friendly</p> <p><input type="checkbox"/> Provisions for walkers    <input type="checkbox"/> Provisions for lone female travellers</p> <p><input type="checkbox"/> Marketed as green/environmentally friendly</p> <p><b>d)</b> Please select from the following <b>child-friendly</b> features:</p> <p><input type="checkbox"/> Accept Children (min age ..... )    <input type="checkbox"/> Cot available</p> <p><input type="checkbox"/> Children's indoor play area    <input type="checkbox"/> Food / Bottle warming available</p> <p><input type="checkbox"/> Children's outdoor play area    <input type="checkbox"/> Highchair available</p> <p><input type="checkbox"/> Facilities for children (Details.....)</p> <p><b>e)</b> Please select from the following <b>transport</b> features:</p> <p><input type="checkbox"/> Courtesy transport to airport Free / Charged (delete as appropriate)</p> <p><input type="checkbox"/> Off site parking Free / Charged (delete as appropriate)</p> <p><input type="checkbox"/> On site parking</p> <p><b>f)</b> Please select from the following <b>catering</b> features:</p> <p><input type="checkbox"/> Bar    <input type="checkbox"/> Cater for vegetarians    <input type="checkbox"/> Serve breakfast    <input type="checkbox"/> Serve lunch</p> <p>Special diets catered for:</p> <p>.....</p> <p>.....</p> <p>.....</p> <p><input type="checkbox"/> Serve evening meal    <input type="checkbox"/> Room service available</p> <p><b>g)</b> Please select from the following <b>leisure</b> features:</p> <p><input type="checkbox"/> Access to golf course    <input type="checkbox"/> Spa    <input type="checkbox"/> Outdoor Pool    <input type="checkbox"/> Indoor Pool</p> <p><input type="checkbox"/> Games room    <input type="checkbox"/> Gym    <input type="checkbox"/> Fishing    <input type="checkbox"/> Tennis</p> <p><input type="checkbox"/> Other sporting facilities (Details.....)</p> <p><b>h)</b> Please select establishment <b>payment methods</b>:</p> <p><input type="checkbox"/> All major credit cards accepted    <input type="checkbox"/> Euro's accepted</p> <p><input type="checkbox"/> Sterling travelers cheques accepted</p>		
<b>Step 6</b>	<p><b>Short Description</b></p> <p>25 word summary of what a client could expect at your establishment:</p> <div style="border: 1px solid black; height: 100px; width: 100%;"></div>		



	<p><b>cii)</b> I was last inspected ..... My grading certificate expires on.....</p> <p><b>ciii)</b> I have the following awards</p> <div style="border: 1px solid black; height: 50px; width: 100%;"></div> <p><b>civ)</b> Disability grading</p> <p><input type="checkbox"/> 1   <input type="checkbox"/> 2   <input type="checkbox"/> 3</p>		
<p><b>Step 10</b></p>	<p><b>Stepping Stones Local inspection Scheme</b></p> <p><b>This section is only required by those ticking box 9b</b></p> <ul style="list-style-type: none"> <li>Stepping Stones Inspections are provided by North Devon + and the main aim of Stepping Stones Inspections is to ensure that properties are clean, safe and fit for the purpose of holiday accommodation. The Inspections are friendly and intended to be advisory</li> <li>Stepping Stones Inspections are based on VisitBritain's (formerly know as the English Tourism Council) grading scheme. However, they are substantially cheaper and are mainly used by smaller accommodation providers who consider the official grading schemes too expensive</li> <li>Stepping Stones Inspections are valid for one year and are only acknowledged by North Devon + and Exmoor Tourist Association; it is not a nationally accredited scheme. A certificate is given to successful businesses to display</li> <li>Stepping Stones Inspections are necessary for accommodation that does not have an official rating but wishes to advertise within the websites and the North Devon+ &amp; Exmoor 2010.</li> <li><b>The inspector will require a copy of your brochure and any other promotional literature you would normally send to a guest as well as directions to the property (if not contained within the brochure). You will be contacted directly by the inspector for this information.</b></li> </ul> <p>Business Name:</p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div> <p>Type of Business:</p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div> <p>Postcodes of accommodation to be inspected:</p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div> <p>Contact Name for inspection:</p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div> <p>Contact Mobile and or telephone:</p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div> <p>Contact Email:</p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div> <p>Second Contact Name for inspection:</p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div> <p>Second Contact Mobile and or telephone:</p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div> <p>Website:</p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div> <p>Number of Units (SELF- CATERING ONLY)</p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div> <p>Number of Bedrooms (SERVICED ONLY i.e. B&amp;B etc)</p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div> <p><b>IF YOU HAVE BOTH SELF-CATERIJNG UNITS &amp; SERVICED ROOMS THERE MAY BE A REQUIREMENT FOR TWO REPORTS &amp; THEREFORE AN ADDITIONAL FEE – WE WILL CONTACT YOU BEFORE AN INSPECTION TO CLARIFY.</b> A North Devon + Stepping Stones inspector will be in contact with you to arrange an inspection. (NB: Inspections take approx. 1 to 2 hours between Mon – Fri, 9am – 5pm) Inspectors are very discrete and are able to inspect whilst visitors are staying. They never turn up unexpected. Please let them know when is convenient for you.</p>		

<b>Step 11</b>	<b>Declaration</b> I / We confirm that all information provided about my/our establishment on this form (or via email) is correct  <b>Signed:</b> .....  <b>Print Name:</b> .....  <b>Date:</b> .....  <b>Establishment Name:</b> .....  <b>Postcode:</b> .....		
<b>Step 12</b>	<b>Images for adverts</b> <input type="checkbox"/> I have enclosed / emailed images for my advert <i>(you may send several images for Visit_Exmoor and ActiveExmoor sites)</i>		
<b>Step 13</b>	<b>Payment methods:</b>  <u><b>Please enclose a cheque:</b></u>  made payable to <b>Exmoor Tourist Association</b> and send to <b>Rachel Kelly,</b> <b>ETA, C/O Woodcock Cottage,</b> <b>5, Capton,</b> <b>Near Williton, Somerset, TA4 4LX</b>  <u><b>Or via internet banking to:</b></u>  Account <b>31134337</b> Sortcode <b>40-33-07</b> Bank <b>HSBC</b> – please quote your <b>business name as transaction reference</b> if paying directly into our bank account and email <a href="mailto:secretary@exmoor.com">secretary@exmoor.com</a> to inform us of payment.		<b>Total</b>
<b><i>N.B. Only establishments inspected by Quality in Tourism (Visit Britain) or the AA or Local inspection scheme Stepping Stones are eligible to advertise on Exmoor.com, Visit-Exmoor.co.uk and ActiveExmoor.com.</i></b>			

FOR OFFICE USE ONLY – Application received \_\_\_\_\_

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



# 2010 Membership

## 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](http://www.exmoor.com), [www.visit-exmoor.co.uk](http://www.visit-exmoor.co.uk), [www.activeexmoor.com](http://www.activeexmoor.com)
- Discount rates for Exmoor Exchange (ETA networking event and leaflet exchange held in the spring)
- Access to Stepping Stones Scheme (Local Inspection scheme)
- ETA organise Food Festival & support the Walking Festival
- ETA powerful voice for lobbying and all members have a right to put themselves forward as potential committee members
- 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

## Potential benefits ETA negotiating to add:

- Access to Photo database
- Business to Business opportunities (reciprocal deals between members)

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## Fees:

### Basic ETA membership

(ETA discount card, 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

(ETA discount card, 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](http://www.exmoor.com), [www.visit-exmoor.co.uk](http://www.visit-exmoor.co.uk) and [www.activeexmoor.com](http://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/SS*

### ETA membership and web advert & stepping stones

(ETA discount card, 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](http://www.exmoor.com), [www.visit-exmoor.co.uk](http://www.visit-exmoor.co.uk) and [www.activeexmoor.com](http://www.activeexmoor.com) and stepping stones inspection). Members with web advert can have a free advert in one ETA e-newsletter.

**£126.75** (incl.15% vat)

Cost during 2010 will be over £126.75 (incl.17.5% vat) depending on rise in Stepping Stones fee TBC

### Web advert only and NOT ETA member

(Basic web adverts on one, two or all three websites [www.exmoor.com](http://www.exmoor.com), [www.visit-exmoor.co.uk](http://www.visit-exmoor.co.uk) and [www.activeexmoor.com](http://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 Stepping Stones with this option.  
**£75 - need to be graded/inspected VB/AA/SS**

#### Stepping Stones

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

**£58.75** (incl.17.5% vat) -*please note that this will rise in cost during 2010*

#### ETA membership for other Tourism Groups

(ETA discount card, ETA newsletter, Free help lines, Access to Press & PR, discount on ETA events such as Exmoor Exchange. NB - No access to Stepping Stones as individual properties need to be a member of ETA) Basic members can also take out an advert in the ETA e-newsletter at a cost of £25 per newsletter.

**£25** – *No need to be graded/inspected*

Membership type	Quarterly e-newsletter	Advert in an e-newsletter	Three help lines	Advert on 3 websites	Discount on Exmoor Exchange stall	ETA Discount card	Stepping Stones	Eligible for ETA committee	Attend ETA AGM	Access to Press & PR via ETA (PR Matters)	Must be graded/inspected by VB, AA or SS (if accommodation provider)	Membership type fee
Basic	✓	Additional cost of £25	✓		✓	✓	Additional cost of £58.75	✓	✓	✓		£18
Web	✓	✓	✓	✓	✓	✓	Additional cost of £58.75	✓	✓	✓	YES	£68
Web & Inspection	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	YES	£126.75*
Non ETA Web		Additional cost of £35		✓							YES	£75
Established Tourism Group	✓	Additional cost of £25	✓		✓	✓		✓	✓	✓		£25

\* due to increase during 2010