

Cairngorms Business Partnership

Promotion Development Advocacy

Membership Application Form

www.visitcairngorms.com

Cairngorms Business Partnership
Inverdrue House
Aviemore
Cairngorms National Park
PH22 1QH

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Charter Agreement

To clarify what you should expect from us and in return what we expect from you, the following Charter Agreement has been drawn up.

What you can expect from the CBP:

1. To take a proactive lead in the economic development of the area.
2. To promote businesses across the Cairngorms National Park in a fair and equitable manner.
3. To distribute customer enquiries in a fair and equitable manner.
4. To provide strong leadership and direction.
5. Publish throughout the year the *'What's On'* magazine and *'Park-i'*.
6. Provide a range of fair and open advertising opportunities.
7. Encourage more businesses to join the CBP and participate in our programmes.
8. To promote the agenda of improving the customer experience.
9. To represent the best interests of local businesses in all that we do.
10. To support community and business initiatives whenever appropriate.
11. To set and apply a fair fee structure.
12. Operate in a responsible manner seeking to celebrate the natural environment of the area.
13. Non payment of invoice on 90 days will result in a member business being taken off the website.
14. We reserve the right to refuse/cancel access to membership and resultant benefits if a business acts in a manner or carries out activities that are counter-productive to the aims of the CBP or brings the area into disrepute.
15. During the year we will:
 - a. communicate to member businesses through a series of newsletters;
 - b. provide open and transparent reporting systems to all businesses;
 - c. host business meetings and an annual conference; and
 - d. host Sector and Area Group meetings.

What the CBP expects from you:

1. Be a business within, or that derives turnover from consumers who visit, the Cairngorms National Park.
2. CBP supports national quality assurance schemes and ask that you are registered with a quality assurance scheme appropriate for the sector, if one exists. If you are not a member of the scheme we seek that within one year you will have made some visible move to join such a scheme or have sought to attend business improvement programmes or training seminars.
3. To, at all times, support the agenda of improving the customer experience and enhancing the reputation of the areas as a place to live, visit and to do business.
4. Whenever possible support and recognise the benefits of purchasing supplies from local sources.
5. Participation in the CBP Business surveys.
6. Sign up to the CBP Code of Conduct appropriate to your sector.
7. To keep your content on the CBP website up to date with accurate and relevant information.
8. Not to pose as a customer on customer feedback sites or web based comments boards.
9. Respect other businesses by joining the CBP at the level that fairly reflects your category.
10. Pay fees and advertising invoices within 30 days of receipt of invoice.

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Please print this form, complete all sections and post to the Cairngorms Business Partnership. If you need any assistance in completing the form please email us at office@visitcairngorms.com or call 01479 810200 or 01479 780539.

Part A – Your Business Details	
Contact Name	
Contact Address (including postcode)	
	Postcode
Contact Email	Contact Phone
How did you hear about us?	
Business Activities - If you have multiple activities within your business (e.g. cafe and shop) which you wish to include in your membership please list each one here separately. Continue on a separate sheet if necessary.	
Name of Business Activity 1	
Business Address (if different from above)	
	Postcode
Business Email	Business Phone
Business Website	Business Awards e.g. Grading/GTBS/ Welcome Schemes etc. (to be used on your web- listing)
Description of your business (this text will be used to set up your web listing – continue on a separate sheet if necessary)	
Name of Business Activity 2	
Business Address (if different from above)	
	Postcode
Business Email	Business Phone
Business Website	Business Awards e.g. Grading/GTBS/ Welcome Schemes etc. (to be used on your web- listing)
Description of your business (this text will be used to set up your web listing – continue on a separate sheet if necessary)	
Name of Business Activity 3	
Business Address (if different from above)	
	Postcode
Business Email	Business Phone
Business Website	Business Awards e.g. Grading/GTBS/ Welcome Schemes etc. (to be used on your web- listing)
Description of your business (this text will be used to set up your web listing – continue on a separate sheet if necessary)	

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Part B – Calculate Your Annual Fee

Instructions (please read these before completing the form)

- Column A – Identify the type of business that best describes your business activity.
- Column B – Enter a number as appropriate.
- Column C – Multiply the figure in Column B by the Figure in Column C, enter the result in Column D. If your business activity falls within the 'Local Business' sector, please note the banded fees for this sector.
- If you have only one business activity:**
 - If the fee you have calculated for your activity is less than £75, you will pay the minimum fee of £75.
 - If the fee you have calculated exceeds £75, you will pay the higher fee as calculated up to a maximum of £6,000.
 - Please enter the fee calculated at the bottom of the table where it says 'Total Annual Fee' then proceed to Part C.
- If you have more than one business activity**
 - Repeat steps 1 to 3 for each activity within your business.
 - If at least one of the fees you have calculated exceeds £75, add all the fees together and enter the total at the bottom of the table in Column D where it says 'Total Annual Fee' then proceed to Part C.
 - If none of the fees calculated exceeds £75, identify the highest of the fees that you have calculated. This fee will be charged at £75. Please alter Column D to show this.
 - Add together all of the fees as identified in Column D and enter it at the bottom of the table in Column D where it says 'Total Annual Fee' then proceed to Part C. The maximum fee payable is £6,000.

Part B – Calculate Your Annual Fee (please refer to the instructions above)

Column A - Sectors	Column B	Column C	Column D
Accommodation			
Self-Service Accommodation	N ^o . of Beds	Rate per bed	Fee
Hostel		£5	£
Self catering & letting		£7.50	£
Serviced Accommodation	N ^o . of Beds	Rate per bed	Fee
B&B/Guest House/Hotel		£15	£
Camping & Caravanning	N ^o . of pitches	Rate per pitch	Fee
Tent Pitches		£5	£
Caravan Pitches		£5	£
To Do			
Activity	Turnover	Rate	Fee
Percentage of turnover excluding VAT	£	0.10%	£
Attractions	Turnover	Rate	Fee
Percentage of turnover excluding VAT	£	0.10%	£
Eat, Drink & Shop			
Restaurant / Bar	N ^o . of covers	Rate	Fee
Cafe/Bar		£3	£
Restaurant		£4	£
Shop	Turnover	Rate	Fee
Percentage of turnover excluding VAT	£	0.05%	£
Local Services & Local Businesses			
Local Services	N ^o . of Businesses	Flat Fee	Fee
Advisory		£75	£
Health Services		£75	£
Local Government		£75	£
Local Facilities		£75	£
Transport - Public		£75	£

...continued on the following page

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Fees for businesses falling into the Local Business sector below are based on the number of Full Time Equivalent (FTEs) employees operating within the Cairngorms National Park as per the following bands.			
Band A, 1 to 3 FTE - £75	Band B, 4 to 10 FTE - £130	Band C, 11 to 20 FTE - £150	Band D, 21 to 30 FTE - £180
Band E, 31 to 40 FTE - £210	Band F, 41 to 50 FTE - £260	Band G, 51+ FTE - £330	
Local Businesses	Nº. FTE Employees (operating in CNP)	Band (see note above)	Fee
Manufacturing & Wholesale			£
Agricultural			£
Business Services			£
Media			£
Professional Services			£
Trades			£
Transport – Private			£
Total Annual Fee (see steps 4 and 5 in the instructions)			£
Affiliate membership is available by arrangement with the Cairngorms Business Partnership			

Part C – Select Your Additional Website Benefits (optional)			
Instructions (please read these before completing the form)			
<p>1. These additional benefits are an optional extra for any business member. Please refer to the information pack for further details of each of the benefits.</p> <p>2. Column A – Identify the type of additional benefit you would like to purchase.</p> <p>3. Column B – Enter a number as appropriate.</p> <ul style="list-style-type: none"> If you only have a single business activity you will only require one of each of the additional benefits. If you have multiple business activities please identify how many of these activities you require the additional benefits for and then list which activities they are for in the row below as indicated. <p>4. Column C – Identifies the additional cost to members of purchasing each benefit.</p> <p>5. Column D - Multiply the figure in Column B by the Figure in Column C, enter the result in Column D.</p> <p>6. Add together the total cost of your additional options and enter it at the bottom of the table in Column D where it says 'Total cost of additional benefits' then proceed to Part D.</p>			
Column A	Column B	Column C	Column D
Additional Website Benefits			
Benefit	No. Required*	Cost per Entry	Total Cost
Enhanced Searchable Listing		£40	£
*Please identify which business activities you require this benefit for as per Part A of this form			
For each business activity <u>either</u> : Book Now/Availability button with direct link to your online booking system		£20	£
*Please identify which business activities you require this benefit for as per Part A of this form			
For each business activity <u>or</u> : Availability Button direct to your own availability webpage		£20	£
*Please identify which business activities you require this benefit for as per Part A of this form			
Total cost of additional benefits			£

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Part D – Calculate your total subscription package *(please note that all fees are subject to VAT)*

Annual Fee <i>Your total annual investment for your activities as calculated in Part B</i>	£
Additional Benefits <i>Your total cost of additional benefits as calculated in Part C</i>	£
Total Subscription Package including Annual Fee and Options	£

The CBP intends to send or supply any documents and information to you in electronic form by email to the email address of the Principal Contact or such other email address as you may intimate to us, and/or by making them available on the CBP website. By signing below you are also indicating your consent to receiving information electronically as described.

Please tick here if you do not wish to receive information by email/in electronic form:

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All CBP members must agree to the terms and conditions of membership as per the Charter Agreement on page 2 of this application form. By signing this form you are indicating your agreement with these terms and conditions.

Please tick here if you agree to the terms and conditions of CBP membership:

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Data Protection Act 1998:

The information you are providing will be used for administration and analysis in connection with your company's membership. This will be used by the CBP staff to manage your membership, inform your named contacts with relevant information and newsletter updates via our eNewsletter. Your company's details will be used on the CBP website (www.visitcairngorms.com) to provide a searchable business listing and for other opportunities that the CBP might undertake to promote your business. We will send information to you regarding membership, services and benefits, marketing opportunities, renewals and meetings. We may on occasion send information to key contacts regarding Policy information, this may be on behalf of the British Chambers of Commerce, Scottish Chambers of Commerce or our own team. We may on occasion send members information to key contacts by post. We will not be sharing information held for your company with any third party other than the information used on our website, the new members section of the CBP member eNewsletter and for the purposes of business surveys undertaken by third party suppliers as directed by the CBP.

Part E – Please print, sign and date your form

Print Name	
Signature	(Authorised Signatory)
Date	

Please post to:

Cairngorms Business Partnership, Inverdrue House, Aviemore, Cairngorms National Park, PH22 1QH

What Happens Next?

- An invoice will be raised on receipt of your registration form. Please note that all costs are subject to VAT.
- We will set up your web listing and email instructions to you for editing your business page.

Thank you for registering to join the Cairngorms Business Partnership.