

Welcome  
to **Y**orkshire  
[yorkshire.com/  
membership](http://yorkshire.com/membership)



**Y**  
membership.

**Let's  
work  
together.**

Join Welcome to Yorkshire and  
see what we can achieve when  
we work together.



# Good for you and your business. Good for Yorkshire.

There's never been a better time to be in the tourism industry in Yorkshire. Tourism here is outperforming much of the UK and growing strongly. For those businesses lucky enough to be based here, our membership scheme enables us to help you go further and do more as you tap into our own expertise and share best practice.

A county like ours, needs businesses like yours. With your help and support, Welcome to Yorkshire can continue to lead the way internationally in promoting our county and most importantly the businesses that make it special – you. Membership is your chance to play your part in the whole county's future growth and prosperity too.

We look forward to working with you.

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## What do our members say?



### Nick Mead

#### Lady Teal Boutique Hotel Boat

We joined Welcome to Yorkshire unsure what benefit we would get. We have found them to be very proactive and the relationship has led to increased media coverage, and most importantly bookings that we would not otherwise have received.



### John and Angela Foster

#### Field House Farm, Bridlington

One of the real bright spots in these difficult times is that WTY is so successfully promoting Yorkshire. We were all very anxious when the austerity cuts threatened your future and so are delighted to know that it is 'business as usual'.



### Cheryl Williams

#### Yorkshire Wildlife Park, Doncaster

When Yorkshire Wildlife Park opened we had a major challenge ahead to raise awareness in the region. Our membership gave us many benefits including access to the award winning WTY website which is an important source of traffic to our own website.

# What's in it for you?

## Promote your business on yorkshire.com and in marketing campaigns.

yorkshire.com receives 11 million page views per year. As a member, you can benefit from being part of it:

- A dedicated page on yorkshire.com to promote your business and supplier members will get a page on our industry website.
- Add offers and events.
- Potential to be included editorially throughout yorkshire.com in our inspiration sections and in our printed marketing guides.
- The opportunity to take out additional paid for advertising on yorkshire.com in our popular e-newsletters with over 100,000 subscribers and in our printed campaigns.
- Interact with us. Our social media accounts have a reach of over 700,000 followers.

## Working together.

- Invitations to free and discounted social, networking and training events across Yorkshire.
- Attend key annual events such as our Y Conference, Y Hub and Literature Exchange.
- Free entry to the White Rose Awards - the largest tourism awards in the UK.
- Access to use out Visitor Information Charter and Cycling Charter.

## Benefit from our internationally recognised branding.

- Display our internationally recognised Welcome to Yorkshire plaque with pride, you will also receive a window sticker and logo to use on your promotional materials.
- Receive an official Y badge to wear with pride.
- Order free Welcome to Yorkshire magazines and leaflets to display in your business.

## Advice and support.

- Specialist in-house workshops on topics such as PR and social media.
- Advice and support from your membership account manager.
- Access to our award winning in-house digital, marketing and PR teams.
- Receive our monthly e-newsletter and Dates For Your Diary to keep you up to date.
- Advertise your job vacancies free on yorkshire.com/jobs.
- Access to our exclusive members only online portal for further advice and support.

## Read all about it.

Benefit from Yorkshire press coverage and support. Each year we receive £125m worth of media coverage nationally and internationally for Yorkshire to raise the profile of the region and in turn your business.

- Opportunity for press releases to be uploaded to our new online Y press room.
- Potential to be included in regional and national press trips to Yorkshire.
- Free guide to writing a press release.
- Free access to our image library.
- Free PR workshops and advice from our award-winning PR team.

## Save Money

- Benefit from your **my Y card** - discounts and offers from Yorkshire attractions and accommodation.
- Take advantage of competitive rates for accepting credit and debit card payments.
- Free initial legal helpline consultation and discounted rates thereafter.
- Free accountancy, customer service and financial consultations.
- Savings and offers from Welcome to Yorkshire supplier members.

# Sign up today or join online.

Choose your level. Set according to the size and type of business.

## Level 1

Please tick here if you would like to become a member at this level

- Attractions with up to 19,999 visitors per year
- Individual restaurants, retailers, pubs and bars
- Theatres and small scale events and festivals
- Self catering accommodation providers up to 3 properties
- Hotels and guest houses with up to 10 rooms
- Touring caravan and camping sites with up to 99 pitches
- Conference and events venues with largest room capacity of up to 250 theatre style

**£20.58**/month  
(£24.70 inc. VAT)

**£247**/year  
(£296.40 inc. VAT)

## Level 2

Please tick here if you would like to become a member at this level

- Attractions with 20,000 – 99,999 visitors per year
- Small groups of up to five restaurants, retailers, pubs and bars
- Larger festivals and events
- Self catering accommodation providers with 4–10 properties
- Hotels and guest houses with 11–30 rooms
- Touring caravan and camping sites with 100+ pitches
- Conference and events venues with largest room capacity of 251–500 theatre style

**£34.33**/month  
(£41.20 inc. VAT)

**£412**/year  
(£494.40 inc. VAT)

## Level 3

Please tick here if you would like to become a member at this level

- Attractions with 100,000+ visitors per year
- Self catering accommodation providers with 11+ properties
- Hotels and guest houses with 31+ rooms
- Accommodation booking agencies
- Corporates and larger retail and restaurant groups
- Conference and events venues with largest room capacity of 500+ theatre style

**£59.58**/month  
(£71.50 inc. VAT)

**£715**/year  
(£858 inc. VAT)

## Supplier

Please tick here if you would like to become a member at this level

### Members include:

- Marketing, PR, research and design agencies
- Events, entertainment and promotional agencies
- Financial, legal and insurance companies
- Photographers
- Training and recruitment agencies
- Computer services
- Printers
- Food and drink suppliers
- Cleaning services
- Transport operators

**£27.33**/month  
(£32.80 inc. VAT)

**£328**/year  
(£393.60 inc. VAT)

1

## Your personal details (Complete in black ink using block capitals)

Contact name

Company name

Company address

Website

Telephone number

Contact email address

Invoice email address

I agree to the terms and conditions of the Welcome to Yorkshire membership scheme and the Quality Charter on reverse. These can also be found in your Member Handbook. (please tick box and sign below)

Signature

Date

## 2

## Payment method

I would like to pay by direct debit (annually). Please complete the direct debit form below. 5% discount for payment by annual direct debit.

I would like to pay by direct debit (monthly). Please complete the direct debit form.

I enclose a cheque made payable to Welcome to Yorkshire.

I would like to pay by card. Please call 0113 322 3529 to arrange payment.

I would like to pay by BACS. Details will be displayed at the bottom of the invoice.

## 3

## Paying by Direct Debit

### Instruction to your bank or building society to pay by Direct Debit

Name and address of your Bank or Building Society

To: The Manager

Bank/Building Society:

Address

Postcode



Originator's Identification Number

     

Reference number

**FOR WELCOME TO YORKSHIRE USE ONLY.**

This is not part of the instruction to your Bank or Building Society.

         

### Instruction to your Bank or Building Society

Please pay Welcome to Yorkshire of the UK Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with Welcome to Yorkshire and, if so, details will be passed electronically to my Bank/Building Society.

Name of account holder

Account Number

       

Sort Code

     

Signature

Date

## 4

## Return your form

Please return to: **Welcome to Yorkshire, Dry Sand Foundry, Foundry Square, Holbeck, Leeds LS11 5DL (Do not return to your bank)**

Please tick if you have read and understood the Welcome to Yorkshire privacy policy on reverse.

## Welcome to Yorkshire Membership terms and conditions

By joining Welcome to Yorkshire as a member, you agree to abide by the following terms and conditions:

1. Welcome to Yorkshire expects all members to maintain the highest standards of service and professionalism, and to enhance the reputation of Yorkshire as a tourist destination.
2. Members should maintain and operate their premises and/or business in accordance with all relevant statutory requirements.
3. All members must pay an annual subscription as determined by Welcome to Yorkshire, payment is due upon receipt of invoice or via monthly or annual direct debit.
4. The minimum period of membership is 12 months, members will receive a letter in the post the month before renewal notifying of the 14 day renewal period. After this time your membership will automatically be renewed and payment due, unless we receive notice in writing that you do not wish to renew.
5. After the initial 12 months membership and after the renewal period has passed, members are required to give three months notice in writing to terminate their membership – a cancellation fee to the value of the three months will be payable.
6. Membership is not transferrable.
7. Upon cessation of membership no part of any subscription paid shall be repayable to the former member.
8. Welcome to Yorkshire may choose to terminate the membership of any member that:
  - fails to pay their subscription or fee to Welcome to Yorkshire within three months of it becoming due;
  - ceases trading or is dissolved;
  - is deemed likely to bring Welcome to Yorkshire into disrepute;
  - fails to provide an adequate standard of accommodation, thereby generating complaints that are to the detriment of Yorkshire's hospitality industry.
9. Welcome to Yorkshire is not obliged to accept any application for membership or give any reason for refusal.
10. Members are provided with the services laid out by Welcome to Yorkshire in the description of the membership benefits. Members may be charged a fee for such services and be subject to additional terms and conditions. Welcome to Yorkshire reserves the right to refuse or remove such services without assigning any reason.
11. Members providing accommodation must agree to sign up to the Welcome to Yorkshire Quality Charter which can be found on [yorkshire.com/membership](http://yorkshire.com/membership)
12. Only current membership plaques and stickers should be displayed. If membership lapses, plaques, stickers and logos must be removed from display.

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## The Direct Debit Guarantee



- This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits
- If there are any changes to the amount, date or frequency of your Direct Debit Welcome to Yorkshire will notify you 10 working days in advance of your account being debited or as otherwise agreed. If you request Welcome to Yorkshire to collect a payment, confirmation of the amount and date will be given to you at the time of the request.
- If an error is made in the payment of your Direct Debit, by Welcome to Yorkshire or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society - If you receive a refund you are not entitled to, you must pay it back when Welcome to Yorkshire asks you to.
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.

Welcome to Yorkshire takes your privacy seriously and will only use your personal information to administer your membership. We will not pass your information on to third parties without your permission.

However, as part of your membership benefits we may contact you on topics of interest to you such as free and discounted events, courses, offers, services, and competitions.

If you do not consent to us contacting you for this purpose or wish to withdraw from any further membership marketing campaigns at any time please inform us at [membership@yorkshire.com](mailto:membership@yorkshire.com) or call on 0113 322 3564, however if you do opt out of this it will mean that we will not be able to contact you regarding opportunities which may be of interest to you. This consent only applies to membership marketing and is separate to our e-newsletters which can be unsubscribed to within each one.



[welcometoyorkshire](https://www.facebook.com/welcometoyorkshire)



[@wtymembership @welcome2yorks](https://twitter.com/wtymembership)

Call us today on **0113 322 3564** or sign up online at [yorkshire.com/membership](http://yorkshire.com/membership)

Alternatively complete the enclosed application form and get your winning partnership with Welcome to Yorkshire underway.