

## STEP 4 BUSINESS DETAILS

In order that we can keep our records up to date, please provide your business details below.

BUSINESS NAME	
PROPRIETOR NAME	
BUSINESS ADDRESS & POSTCODE	CORRESPONDENCE ADDRESS & POSTCODE (IF DIFFERENT)
TELEPHONE	MOBILE
EMAIL	
WEBSITE	
TWITTER HANDLE	FACEBOOK PAGE
INSTAGRAM	

Please tick if you are interested in the Taste of Scilly Marque & Charter scheme

Please tick if you are interested in being showcased in our events

For our full Membership and Marketing Terms and Conditions please see [islandspartnership.co.uk](http://islandspartnership.co.uk).  
Hard copies available on request.

## STEP 5 TERMS AND CONDITIONS

'I (insert name of business).....hereby agree to the Islands' Partnership Membership and Marketing Terms and Conditions.'

Name .....

Signature .....

Date .....

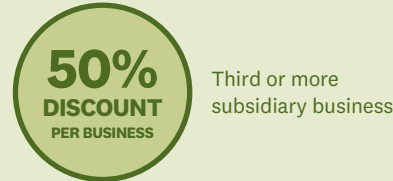
## MEMBERSHIP BENEFITS

Here's a quick summary of just some of the benefits of IP membership:

1. The opportunity to be featured in our marketing efforts (press, events, pocket map, guide, social media, etc).
2. Business support, mentoring and advice.
3. Free or discounted training and marketing support.
4. Reduced rates for events including Scilly Business Week and Supply Scilly.
5. Access to 'members only' portal on [islandspartnership.co.uk](http://islandspartnership.co.uk) and industry Facebook forum.
6. Access to data and the latest research.
7. Weekly email updates including industry news and opportunities.
8. Invitations to industry seminars and member networking events.
9. Links to and representation with Cornwall Chamber of Commerce, the LEP and Visit Britain.
10. Ability to feed in to tourism and economic agenda by contributing to IP-led discussions and surveys.
11. Opportunity to vote at the AGM and/or become a Director of the IP.
12. Support in applying for industry awards.
13. Access to the Isles of Scilly Approved Accommodation Scheme.
14. Access to brand, campaign and event toolkits.
15. Access to photography and video content.
16. Member to member benefits including reduced photography rates, airport parking and hotel rates.

### BUSINESS DISCOUNTS

Owners of more than one business registered with the IP may be eligible for the following discounts:



### CHARITIES



For any other non-standard membership packages, including corporate partnerships, clubs and societies etc., please contact the Islands' Partnership team to discuss further.

### NEED HELP?

The Islands' Partnership team is available to discuss your requirements and answer any queries.

If you'd like to talk through your options, call 01720 620601 or email [enquiries@islandspartnership.co.uk](mailto:enquiries@islandspartnership.co.uk)

Islands' Partnership Steamship House, Hugh Street, St Mary's, Isles of Scilly TR21 0LL  
t: 01720 620601 e: [enquiries@islandspartnership.co.uk](mailto:enquiries@islandspartnership.co.uk)



ST. MARY'S ♦ TRESKO ♦ ST. MARTIN'S ♦ BRYHER ♦ ST. AGNES

## STEP 1 SIZE OF BUSINESS

Tick the box applicable to your business.

TYPE OF BUSINESS	WHAT SIZE IS YOUR BUSINESS?		
	<input type="checkbox"/> Small	<input type="checkbox"/> Medium	<input type="checkbox"/> Large
	Under 10 FTE employees* and/or turnover that is under £500,000	Between 10 to 20 FTE employees** and/or turnover between £500,000 and £1M Membership rate: <b>£1,525</b> (EXC. VAT)	More than 20 FTE employees*** and/or turnover that is more than £1M Membership rate: <b>£2,450</b> (EXC. VAT)
	<b>CONTINUE TO STEP 2</b>	<b>SKIP TO STEP 3</b>	<b>SKIP TO STEP 3</b>

## STEP 2 TYPE OF BUSINESS

Food & Drink				
<input type="checkbox"/> Mobile Food Units/Roadside Stalls <b>£95</b> (EXC. VAT)	<input type="checkbox"/> Café/Tea Room (daytime only) <b>£200</b> (EXC. VAT)	<input type="checkbox"/> Bar/Pub/Restaurant Less than 50 covers <b>£285</b> (EXC. VAT)	<input type="checkbox"/> Bar/Pub/Restaurant 50 or more covers <b>£365</b> (EXC. VAT)	<input type="checkbox"/> Small Scale Farmer/Producer <b>£180</b> (EXC. VAT)
Retailer/Wholesaler		<input type="checkbox"/> <b>£175</b> (EXC. VAT)		
Attractions/Activities/Motorised Tours/Bike Hire etc.		<input type="checkbox"/> <b>£175</b> (EXC. VAT)		
Artist/craftsperson/musician/photographer				
Individual	<input type="checkbox"/> <b>£90</b> (EXC. VAT)	Studio/gallery	<input type="checkbox"/> <b>£170</b> (EXC. VAT)	
Walking Tour Guides		<input type="checkbox"/> <b>£140</b> (EXC. VAT)		
Transport Operators	<input type="checkbox"/> 1 Vehicle/Boat <b>£165</b> (EXC. VAT)	<input type="checkbox"/> Each additional vehicle/boat <b>£115</b> (EXC. VAT)		
Trade/Business Supplier (builders, plumbers, hairdressers, cleaners, web designers etc.)		<input type="checkbox"/> <b>£90</b> (EXC. VAT)		
Collective Not for Profit Organisations		<input type="checkbox"/> <b>£285</b> (EXC. VAT)		
Booking Agency/Property Management/Letting Agent/Travel Agent				
<input type="checkbox"/> Up to 25 properties <b>£305</b> (EXC. VAT)	<input type="checkbox"/> 26 – 50 properties <b>£435</b> (EXC. VAT)	<input type="checkbox"/> 51 + properties <b>£545</b> (EXC. VAT)		
Interested Parties (Individuals who do not own a business)		<input type="checkbox"/> <b>£50</b> (EXC. VAT)		

An invoice will be issued by the Islands' Partnership upon receipt of your membership application/renewal forms and in respect of your marketing requirements.

**NB** For mainland businesses who have close connections with the Isles of Scilly e.g. suppliers, or accommodation in South West England etc.; please enquire directly for current discounted rate.

\* Any business that employs under 10 employees on a FTE basis for more than 4 months of the year

\*\* Any business that employs 10 to 20 employees on a FTE basis for more than 4 months of the year

\*\*\* Any business that employs 20 or more employees on a FTE basis for more than 4 months of the year

## STEP 3 MARKETING OPPORTUNITIES

Let us know which marketing opportunities you are interested in. Your Non-Accommodation membership includes a **FREE LISTING** on visitislesofscilly.com — promote your business further by selecting other opportunities on offer or choose a bundle for the best value.

Advert in 2020 Visit Isles of Scilly Guide	
<input type="checkbox"/> Advertorial Listing in the front end of the 2020 Guide including image. (approx. 30 words, contact details) <b>£245</b> (EXC. VAT)	<input type="checkbox"/> Please use my existing Advertorial* <input type="checkbox"/> Please can I have a new advert*
<input type="checkbox"/> Full or Half Page using own ad artwork <b>Price on application</b>	<input type="checkbox"/> Please use my existing advert* <input type="checkbox"/> Please can I have a new advert*
Website (visitislesofscilly.com)	
One free website listing for non-accommodation members	
<input type="checkbox"/> Featured Business for one month <b>£150</b> (EXC. VAT)	
Pocket Map Guide	
<input type="checkbox"/> Advertorial Listing (with image) <b>£150</b> (EXC. VAT)	<input type="checkbox"/> Please use my existing Pocket Map Guide advert* <input type="checkbox"/> Please can I have a new advert*
Email Marketing	
<input type="checkbox"/> Featured business in our monthly newsletters to the Visit Isles of Scilly database <b>£175<sup>PM</sup></b> (EXC. VAT)	<input type="checkbox"/> Solus Email (E-newsletter takeover) From <b>£600</b> (EXC. VAT)
Social Media	
<input type="checkbox"/> Social Media Package: 3 posts on your choice of platform including one pinned post for 3 days From <b>£150</b> (EXC. VAT) Bespoke packages also available, <b>price on application</b>	
Tourist Information Centre	
<input type="checkbox"/> Advertising Package (Member) <b>£125</b> (EXC. VAT)	<input type="checkbox"/> Advertising Package (Non Member) <b>£260</b> (EXC. VAT)

### DIGITAL BUNDLE

- 2 e-newsletter features
- Featured business for one month on visitislesofscilly.com
- Social media package/takeover

**£445** (EXC. VAT)

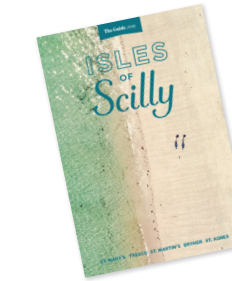
### COMBO BUNDLE

- Featured business for one month on visitislesofscilly.com
- Advertising via the TIC (Leaflets, Weekly What's On / Things to Do etc)
- Advertorial in 2020 Visitor Guide;
- Listing on 2020 Pocket Map;

**£495** (EXC. VAT)

+ The Islands' Partnership will provide you with the advertising forms to be completed on receipt of your signed membership & marketing form

**PM** per month  
**PN** per newsletter  
**PQ** per quarter



### VISIT ISLES OF SCILLY GUIDE

28,000 print-run – targeted nationwide distribution – plus a further 10,000+ views online.

Our surveys show that up to 42% of visitors use the Isles of Scilly brochure when planning their trip (including 64% of first timers).

42%

### VISITISLESOFSCILLY.COM

Over 750,000 views a year

Over **half a million** unique visitors

81% of whom are looking for ideas of things to do and places to stay – make sure they find you!

**No. 1** in Google for all relevant searches.

More than a third of visitors cite visitislesofscilly.com as being the most useful source of information when booking or planning their visit.

750,000  
VIEWS  
PER YEAR

### OFFICIAL POCKET MAP GUIDE

Proved incredibly popular with visitors in getting around and planning their days out.

Bundle packages available meaning minimal advertising costs.

### EMAIL MARKETING

Reach up to 80,000 fans of Scilly every month.

Create a mini editorial feature to sell your business or a particular seasonal promotion.

Open rates of our emails are significantly higher than industry averages - up to 30%.

Click-throughs to advertisers can also be several hundred per newsletter.

80,000  
CUSTOMERS  
REACHED

### TOURIST INFORMATION CENTRE

Make sure our thousands of visitors know about your business.

Save money by purchasing a “bundled” advertising package that includes the TIC.