



Discover  **Telford**

The **Visitor Economy Forum** is delivered by **Discover Telford** part of Telford & Wrekin Council



www.discovertelford.co.uk



Visitor Economy Forum

Your **Partner** in Tourism



Free to join

Win new business by joining our business network



www.discovertelford.co.uk



Contents

A new way to promote your business

Introducing the Visitor Economy Forum

Nationally recognised

What is the Visitor Economy Forum

Free membership benefits

Who can join, what to expect

Partnership Charter

Application form and T&Cs



A new way to promote your business



If you'd like to win new business, there has never been a better time. With more than £800 million invested in Telford and Wrekin's infrastructure in the last two years, this is the fastest growing town in the West Midlands.

And now Telford & Wrekin Council has launched a new initiative, the Visitor Economy Forum, to help promote businesses like yours by attracting more new and repeat visitors to the area. Joining the Forum brings worthwhile commercial benefits but membership is free.

The Visitor Economy Forum will help local businesses in the tourism, hospitality and retail sectors grow and succeed and undertake activity through the Discover Telford brand.

As a new and dynamic replacement for the Telford Tourism Partnership, the Forum empowers the Council and local businesses to work together under the Discover Telford campaign to promote Telford and the surrounding area as a vibrant visitor destination for domestic and international visitors.

Introducing the Visitor Economy Forum

"The Visitor Economy Forum will encourage more new and repeat business in our area by publicising what we offer visitors. Against the backdrop of the rolling Shropshire hills, including the Wrekin, we're lucky to have a lively urban town centre, charming historical market towns, and our very own UNESCO World Heritage Site. Our region's top class attractions, venues and accommodation could and should compete on a national level, and with the Visitor Economy Forum that's exactly what we're doing."

Cllr Shaun Davies, Telford & Wrekin Council Leader



"The Visitor Economy Forum is welcomed and endorsed by Telford Business Board and, as Chair of the Visitor Economy Forum; I encourage all tourism, hospitality, food and drink, retail companies, and service providers to join. By working together through this new and bespoke business network we will identify projects that help us unlock our destination's potential, as well as marketing our assets to attract more visitors and encourage local spend."

Anna Brennand Chief Executive - Ironbridge Gorge Museum Trust and Chair of the Visitor Economy Forum



Visitor Economy Forum

Discover Telford is **Nationally recognised**

Discover Telford is the destination's leading campaign led by the Destination Programme team at Telford & Wrekin Council – recognised as the official Destination Management Organisation for Telford and the surrounding area, the team and its programme is endorsed by Visit Britain.



What is the **Visitor Economy Forum**?



The new Visitor Economy Forum was established to generate greater business revenues in Telford and Wrekin by promoting the borough as a desirable destination. Discover Telford is the leading brand which helps to achieve this.

In Telford alone the visitor economy helps to attract more than 3.6 million trips to our region every year, generating £160m worth of expenditure and supporting over 6,000 local jobs.

www.discovertelford.co.uk

Now, through the Visitor Economy Forum, the Council is working in partnership with local businesses to make more of our cultural and environmental assets to attract greater numbers of local, regional and national visitors.

The Forum will take positive action to:

- Increase the stay-time of visitors
- Increase visitor spending
- Encourage more repeat visits
- Attract more business events
- Convince business visitors to return to the area

Free membership benefits



Promote your business and brand on the website
www.discovertelford.co.uk

Through investment in search engine optimisation, this appealing site pulls-in more than 500,000 site visitors every year.



Access to professional networking events and seminars

Friendly, formal and informal opportunities to share best practice from experts in leisure and business tourism, retail and hospitality.



Early notice of events and 'Festival Telford' opportunities



Exclusive access to our Members Only area to help you manage your membership and business listing online www.discovertelford.co.uk/getinvolved at your own convenience.



Exclusive access to our Destination PR tool kit to help you win new business and keep up to date with the latest sales tools for our destination.



Subscription to monthly E-newsletter Latest information about in destination issues, partner news, opportunities for your business and industry trends.



Inclusion in Social media reaching over 10,000 followers via our accounts ranked 5* by users Twitter, Instagram (@discovertelford) and Facebook (facebook:/discovertelford)
*Ironbridge businesses will also be featured on Twitter @visitironbridge (over 7000 followers).



Access to advertising your business online Via a free business listing for those tourism, retail and hospitality businesses in Telford and Wrekin or Shropshire.



Unlimited coverage of your events on our online What's on diary
www.discovertelford.co.uk/events



Access to Seasonal Leisure campaigns Targeting Day and Short Stay bookers*



Access to National market intelligence and invitation to the Visitor Economy Forum Annual General Meeting (AGM).

Who can join?

Businesses are welcome to join the Visitor Economy Forum free-of-charge.

Membership is open to commercial enterprises of all sizes in tourism, hospitality and retail. From large hotels to small B&Bs, from big tourist attractions to cosy coffee shops.

The Visitor Economy Forum is administered by the Destination Programme team at Telford & Wrekin Council. The Destination Programme team is charged with promoting Telford and the surrounding area on a regional, national and international stage. The team undertakes marketing and communications on behalf of the forum and delivers on the Destination Management plan. Discover Telford is the official tourist information organisation for Telford and the wider area.



Register today

It is easy to join and take advantage of all the benefits of the Visitor Economy Forum:

As a simple first step you can fill-in the form on page 13 of this leaflet and mail it to the address given at the bottom of the form.

What to **expect** when you join



When your application is confirmed, you will receive an email with your membership details and we will direct you to the Discover Telford website. There you will be able to follow simple step-by-step instructions so that your business gets listed on the site.

You can choose to have a free of charge listing with one image on the website for no cost, or you can choose to pay for an extended listing and additional benefits which will give your business further exposure to local residents, leisure and business visitors.

Businesses wishing to take full advantage of the Forum's wide-reaching business and marketing benefits will have additional opportunities at low costs. To find out more about additional benefits contact our team on: 01952 385523 or email vef@telford.gov.uk

Partnership Charter

The Visitor Economy is not just about hard facts and figures, it keeps rural and urban areas vibrant. It supports services, skills, employment and business growth.

Through the Visitor Economy Forum we have developed this charter to continue to improve Telford and the surrounding area.

02

We will work with partners and Intermediaries to...

Lobby and find new funding opportunities and seek out collaboration projects that grow our industry. We will ensure our offer is current and competitive and that Telford and region is recognised as a great place to live, work, visit and invest.

01

We will work with you to...

We will package our destination assets and unlock our potential through sharing information and celebrating our success. We will seek our opportunities to win business investment and support growth setting achievable and ambitious targets.

03

Be an active champion of our Destination...

We want you to put ideas forward, provide feedback on performance and ours. Inform the direction of the Visitor Economy Forum and use the tools we provide to their full potential. Continue to invest in our destination and help us to sustain the programme.

Visitor Economy Forum

Application Form

Please complete details in CAPITAL LETTERS.

Membership Details

For administration use only:

Registered company name

Contact name

Job title

Personal email address

Personal direct telephone number

I have read and understood the terms and conditions (P 14,15) and would like to register my business/organisation. **Please sign.**

To claim your free listing on discovertelford.co.uk Please supply the following details, also supply one image to be displayed

Business name (for public promotion)

Business email (for public promotion)

Business address

Business telephone number

Business website address

Business social media

Mail to: Destination Programme Team,
Wellington Civic Centre, PO Box 457,
Wellington, TELFORD, TF1 1LX.

Terms and Conditions of Membership

Under the Discover Telford brand, the Visitor Economy Forum is a professional, not for profit organisation owned by Telford & Wrekin Council. Its main interest is working with and promoting like-minded companies and businesses that adhere to a high standard of service and professionalism. In order to ensure that we achieve this, we require members to subscribe to the following terms and conditions.

General Business

1. Discover Telford expects all members to maintain the highest standards of service and professionalism at all times and to enhance the reputation of Telford (and its surrounding areas) as a tourist destination.
2. Members of the Visitor Economy Forum should maintain and operate their premises/operations in accordance with all relevant statutory requirements.

Quality

1. Discover Telford is committed to and promotes quality and where it's appropriate we recommend that businesses seek to gain a national accreditation (such as the stars scheme from Visit England (administered by Quality In Tourism) or the AA for accommodation; VAQAS for visitor attractions and eating out venues which is widely recognised by visitors when deciding upon accommodation.
2. As a minimum we require all of our accommodation providers to sign up our Accommodation Quality Charter and If the business falls within the scope of the FHRS rating scheme must have achieved a minimum 3 star food hygiene rating (FHRS).

Membership

1. Organisations accepted into Visitor Economy Forum membership of Discover Telford will be notified by email after submission of their joining application via post or vef@telford.gov.uk
2. Discover Telford is not obliged to accept any application for membership or give any reason for refusal.
3. Membership of Discover Telford is free of charge with annual charges for membership packages which will run from 1st January until 31st December each year. Additional Terms and Conditions will be provided for these activities within our standard credit terms.
3.1 Membership of Discover Telford is not transferable and non-refundable (it is the business that is in membership, not an individual).
3.2 Membership of the Visitor Economy Forum is on a rolling opt-out basis. Should a member cancel its membership this will take two working weeks for the Discover Telford team to process.
3.4 Members are provided with the services laid out by Discover Telford at Telford & Wrekin Council in the description of membership benefits which will be released annually in January of each year. Members may be charged a fee for such services they opt into and be subject to additional terms and conditions. Discover Telford reserves the right to refuse or remove such services without assigning any reason.
4. If membership is cancelled for any given reason, businesses agree to remove any reference to membership of Discover Telford and the Visitor Economy Forum, such as logos and window stickers, immediately from all publicity materials and public areas.
5. Discover Telford reserves the right to carry out an inspection of any premises in membership and request feedback and information to support evaluation from its members.

6. Discover Telford reserves the right to expel from membership any organisation which fails to comply with these terms and conditions or to expel any member that has, in the reasonable opinion of Discover Telford, repeatedly failed to meet their customers' reasonable expectations. For example a member will have been deemed to have failed to have met their customers' reasonable expectations should Discover Telford have received, investigated and upheld three legitimate complaints against a member. To clarify this condition applies to ALL members, including both those accommodation providers in a national accreditation scheme and to those signed up to Discover Telford's Quality Charter.
7. Payment must be in full of all invoices within 30 days of the date of invoice. Members who fail to settle their accounts with Telford & Wrekin Council by the designated invoice date may at the sole discretion of the company be removed from membership.

Members should:

1. Welcome all customers without discrimination, meet the minimum standard requirements of the Equality Act, ensuring Telford and Wrekin is accessible to all; and so far as practicable in the circumstances.
2. Give due consideration to access for people with limited mobility and others with special needs.
3. Accept email information and news alerts from the Discover Telford Team and Telford & Wrekin Council.

Other

1. All sightseeing tour companies, activity companies and ground handlers must comply with the necessary statutory requirements for each of their sectors.



Need help registering?

Should you require further support, you can contact the Destination Programme team, Telford & Wrekin Council on **01952 385523**. We aim to respond to all member enquiries within 48 working hours. Members who use the online registration tools provided are likely to gain quicker response times.

Alternatively email: vef@telford.gov.uk or write to us: **Destination Programme Team, Wellington Civic Centre, PO Box 457, Wellington, TELFORD, TF1 1LX.**