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England’s Creative Coast is a Discover England funded project, led by Turner Contemporary and Visit Kent (Go To Places) and incorporates four regional partners; Essex, Kent, East Sussex and West Sussex. England’s Creative Coast aims to increase tourists to the coastal region of the South East by creating an innovative and immersive new visitor experience driven by the region’s exceptional art and culture.

Targeted at French and Dutch visitors, the project will create a new arts and cultural trail through Essex, Kent, East Sussex and West Sussex with bookable itineraries linking world-class art galleries and venues along the coastline of South East England. Along the route, visitors will be able to find new artworks created by internationally-renowned artists along the route, and book experiences in each of the destinations such as tours and artists talks.

**About your business**

The information below is required by the England’s Creative Coast project to enable your business to be sold in the Dutch and French market. Your business must complete this information in order to be included in the itineraries and itinerary builder that is being developed as part of England’s Creative Coast project.

For the purpose of completing the information below, be aware that the target audiences are Dutch and French visitors and that you need to ensure you are selling your business accordingly.

Please complete as much of this information and as accurately as possible.

|  |  |  |  |
| --- | --- | --- | --- |
| **Business name** |  | | |
| **Website** |  | | |
| **Social media channels (please link)** |  | | |
| **Address line 1** |  | | |
| **Address line 2** |  | | |
| **City/ town/ village** |  | | |
| **Postcode** |  | | |
| **County** |  | | |
| **Public email address** |  | | |
| **Phone number** |  | | |
| **About your business** | We need to know the key selling reasons for buying your product – this is your chance to shine! | | |
| Which category(s) does your business fall under? Please tick, or make visible under the yes/no table. | Type of business | Yes | No |
| Accommodation |  |  |
| Cafe |  |  |
| Experiences |  |  |
| Galleries |  |  |
| Public Spaces |  |  |
| Pubs |  |  |
| Restaurants |  |  |
| Tours |  |  |
| Other |  |  |
| Short description/ summary of your product or service (c. 100 words max) |  | | |
| Longer description of your business (c. 250 words) |  | | |
| Details of your product offering in bullet points  (i.e. rooms, attractions, special experiences, VIP tours, gallery tours and special exhibitions etc.) |  | | |
| 3 key Unique Selling Points (USPs) – with short supporting paragraph (e.g. based on value, availability, unique etc.) | 1.  2.  3. | | |
| If applicable, frequency of availability (daily, weekly, bespoke etc.). |  | | |
| Opening times, including seasonal variations |  | | |
| Your visitor season (e.g. April to October) |  | | |
| Any restrictions you may have on the product/ service being offered – such as filming etc. Further, exact details can be collected later. |  | | |
| Facilities available to visitors at your business. Please tick or mark ‘y’ if available. | |  |  |  |  | | --- | --- | --- | --- | |  | *Pets welcome* |  | *Accessible parking* | |  | *Guided tours* |  | *Facilities for hearing impaired* | |  | *Audio tours* |  | *Facilities for visually impaired* | |  | *Groups welcome* |  | *Guide dogs welcome* | |  | *Coach parking* |  | *Baby changing facilities* | |  | *Accessible toilets* |  | *Restaurant / cafe / tea shop / catering facilities* | |  | *Accessible by public transport* |  | *Free car parking* | |  | *On street parking* | | | | | |
| Does your product/ service have any accreditations? Please list.  For accommodation providers, please state your star rating. |  | | |
| **Audiences** | | | |
| Is your offering suitable for individuals (couples etc.)? |  | | |
| Is your offering suitable for groups? |  | | |
| What is the minimum group size you can accommodate? |  | | |
| What is the maximum group size you can accommodate? |  | | |
| If your product/ service is not already available for groups, can it be made available for groups? |  | | |
| **Markets** | | | |
| Do you currently promote to the Dutch or French market ***Yes/No***. |  | | |
| If you've answered yes to the above - do you currently work with Dutch or French tour operators or UK incoming? ***Yes/No***  (*if Yes, please list their names*) |  | | |
| Do you provide materials or aspects of your offer in languages other than English?  (This includes information, tour guides, interpretation, audio guides, pamphlets etc.) |  | | |
| Who are your primary focus market(s)? E.g. families, over 50’s etc. |  | | |
| Who are your secondary focus market(s)? E.g. families, over 50’s etc. |  | | |
| **Booking information** | | | |
| How do you take bookings?  What are the ticketing options? Paper, E-ticket, other |  | | |
| Can bookings be taken online? |  | | |
| Do you provide open/annual or dated tickets? |  | | |
| What are your booking terms and conditions?  If available online, please provide a link to it. |  | | |
| What is your cancellation policy?  If available online, please provide a link to it. |  | | |
| Do you offer any exclusive products/services?  This could include guided tours with a head brewer or gardener or perhaps a chef experience. |  | | |
| **Selling direct to consumer** | | | |
| Is the product available for consumers to book direct?  ***Yes / No*** |  | | |
| Selling price (or from – to) of your offering(s)? Applicable to entry prices, courses, tours etc. |  | | |
| Do you offer special rates for group bookings/ travel trade?  Please specify. |  | | |
| What is the website address for bookings and ticket sales? |  | | |
| **Supporting tools** | We want to gather supporting collateral for your product for training and promotional purposes e.g. social media  **Please note we can’t promote your business if you don’t send us images** | | |
| Do you have images or video content that you are happy for us to use in the marketing of your product/service?  Please also advise if any of this work needs crediting outside of your business name. The images supplied need to be in either JPEG or PNG format and be hi-res and shot within the past few years.  Please send the above to ([Caitlin.Minter@visitkent.co.uk](mailto:Caitlin.Minter@visitkent.co.uk) via WeTransfer, with the name of your business visible) |  | | |
| Do you offer any other incentives for trade? i.e. Free drink voucher for drivers, free coach parking (for groups) |  | | |
| Would you be willing to provide complimentary or reduced rates for familiarisation visits with tour operators? |  | | |
| **Contact** | | | |
| Name of commercial/ trade contact who can work with the travel trade |  | | |
| Job title |  | | |
| Email |  | | |
| Phone |  | | |
| Address |  | | |
| **Additional information** | Anything else you’d like to include … please tell us about any VIP immersive / special experiences or opportunities that could be available. | | |
|  |  | | |

By completing this information, you are agreeing that the business contact details provided here can be uploaded on the England’s Creative Coast website, you agree that your information can be shared with tour operators and other business partners of the DEF England’s Creative Coast project.

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| --- | --- |
| **Tick below to agree to receiving communications from Turner Contemporary and Visit Kent (Go To Places) and your participating destination management organisation regarding England’s Creative Coast Trails and other opportunities** | |
|  | *Please mark ‘y’ here if you agree* |
| **I confirm that in return for my listing, I will provide a link to the England’s Creative Coast website on my own site** | |
|  | *Please mark ‘y’ here if you agree* |
| **I confirm that I have read the information supplied and warrant that the information provided is true and accurate and if published will not constitute an offence under The Consumer Protection From Unfair Trading Regulations 2008.** | |
|  | *Please mark ‘y’ here if you agree* |
| **I confirm that I have acquired the relevant consent and/or permission to publish the images included as part of this submission** | |
|  | *Please mark ‘y’ here if you agree* |

Please find Go To Places’ full privacy policy [here](http://www.gotoplaces.co.uk/privacy-policy/).

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