



WESTER ROSS BRAND APPLICATION FORM

NAME: ADDRESS:

..... POST CODE.....

TEL: E-MAIL:

TYPE OF BUSINESS: SIGNATURE DATE.....

- I wish to join the Wester Ross Brand scheme and enclose payment by cheque in the amount of **£10.00** for my initial annual fee payable to **"Celtic Fringe"**.
- ****1** understand that the preferred method of payment of fees for second and subsequent years is by **Bank Standing Order** and have completed and signed the mandate below. I understand that this is **not** a Direct Debit and that I retain full control over the mandate, including the ability to cancel it if I wish.**
- I agree to abide fully by the Brand Criteria as outlined on Page 2 of this document.

When returning this form we would be most grateful if you would please agree to complete the standing order mandate below. The comparatively low pricing of the brand means that we need to minimise the overhead costs of sending out annual reminders or invoices as far as we possibly can. We will be very grateful for your co-operation in this respect. **N.B. please leave "our ref" blank to enable us to allocate a reference number.**

*** Please delete as appropriate ***

Bank Standing Order Mandate – Wester Ross Brand

To My Bank:-

Would you please accept this as my instruction to make regular payments as follows to the account of Celtic Fringe.

My Bank Details:-

Name of Bank:- Bank Address:-

..... Post Code:-

Account No.:- Sort Code:-

Payment Details:-

Amount:- **£ 10.00 (Ten pounds)** Frequency:- **Annually** Start Date:- **1st November**

Period:- **Until further notice** Please quote our ref:- **BRAND/** Payee:- Celtic Fringe Wester Ross

Bank Address:- Bank of Scotland, Lochcarron, IV54 8YD Sort Code:- 80-08-84 Account No.:- 06000411

My Name & Address:-

Name:- Address:-

..... Post Code:-

Signature:- Date:-

Please return the completed form to the Celtic Fringe treasurer:- James Mould, Tigh Charrann, Croft Rd, Lochcarron, Strathcarron, IV54 8YA. Tel/Fax:- 01520 722992. Email:- james.mould@btinternet.com



The Brand Criteria: What do YOU have to do to be able to use this?

1. You must be a business either based in Wester Ross OR carry out at least 70% of your activities in the area, meeting all necessary statutory obligations
2. Each business in a multi – business concern shall be treated as a separate applicant/user.
3. **All those using the brand should strive to be knowledgeable about the area, its facilities and its products. They must be willing to work with others in collaborative initiatives to raise standards of customer service**
4. Businesses using the brand are encouraged to be in membership of an appropriate and nationally recognised quality assurance scheme, and be working towards the National Hospitality Assured Scheme (see: www.bha.org.uk)
5. Businesses should be aware of the appropriate sectoral code of conduct, such as those for outdoor activity and/or wildlife operators. In particular, businesses are encouraged to meet the criteria of the national “Walkers Welcome” scheme (see: <http://walking.visitscotland.com/welcome>).
6. All those displaying the Wester Ross brand logo must be encouraged to demonstrate their commitment to the protection of the environment by (for instance) membership of the Green Tourism Scheme and/or participation in some other national scheme (e.g. The Scottish Golf Environment Group Initiative)
7. Any business or event displaying the brand must have the appropriate licences and insurance and meet all statutory requirements.
8. Community bodies and associations using the brand should be able to demonstrate their commitment to the Wester Ross brand values through encouragement of member quality, high levels of hospitality and positive action for the environment.
9. Businesses should demonstrate their commitment to maintaining and enhancing the natural and built environment of Wester Ross by following Highland Council’s guidelines on design for sustainability (Included in this CD).
10. Finally, all those who use the brand must meet the agreed fee in order to support the brand and associated programmes or initiatives.

Note: It is felt that item (3) of the above criteria is a vital part of the area’s future development.

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