



GREAT  
WEST WAY®





# THE GREAT WEST WAY<sup>®</sup> TO GROWING YOUR BUSINESS.

## A TOURING ROUTE LIKE OURS, NEEDS BUSINESSES LIKE YOURS

Based on one of the first Great Roads commissioned by the Kings of England, the **Great West Way<sup>®</sup>** winds its way through lush green landscapes, where extraordinary history rubs shoulders with everyday life.

Thanks to £1 million of funding secured from the Discover England Fund, the Great West Way is now becoming a reality. This new touring route, the first of its kind in England, will follow a 125-mile route linking London with Bristol.

Our vision is to create one of the great touring routes of the world, which can be explored by road or by rail, by boat, by cycle or on foot. The Great West Way offers a curated concentration of authentic English experiences not found in any other part of the country. The Great West Way Ambassador Network is central to the success of this unique touring route as it will connect these inspirational experiences for curious travellers searching for the essence of England.

There are real benefits to joining our Ambassador Network. The key one being that you'll be promoted as a trusted Great West Way Ambassador. This will increase the visibility and awareness of your destination or business, unlock significant additional and longer-term funding (TEAM Tourism Consulting: Product Development Challenges and Opportunities) and secure a sustainable legacy for the route.

We've come up with three tiers of opportunities, which we think will suit all sizes of destination or business and, as importantly, budget. You'll find information on each one in the enclosed leaflets. We're delighted to offer those lucky enough to be on this remarkable route the chance to be a part of creating a new chapter in its story. If there is anything you would like to know that hasn't been covered by this pack, don't hesitate to get in touch with us. We look forward to taking you on this exciting journey with us.

# GREAT WEST WAY®

## GATEWAY AMBASSADOR

### Consumer Promotion and Business Benefits

#### Official Great West Way Ambassador Recognition

Boost your credibility and prove your official Ambassador status by utilising the exclusive visual identity.

- Permission to use Great West Way branding in line with brand guidelines
- Great West Way brand/marque in JPEG and PDF format (by e-mail)
- Free copy of the brand toolkit which includes official messaging, photography and templates businesses can utilise
- Great West Way Window
  - 1 x Great West Way Gateway Ambassador vinyl window sticker
  - 4 x Great West Way Gateway Ambassador car stickers

#### Official Great West Way Visitor Guides and Maps

- Listing in relevant Great West Way publications
- Included in thematic itineraries and editorial
- Great West Way Ambassadors will be given priority as stockists of the Great West Way publications as well as the ability to advertise on these popular resources
- 25% discount off hard copies of Great West Way publications

#### Ambassador Listing on Great West Way Website

- Receive a dedicated listing on our official website
- Priority search ranking for your area / business type
- Ambassador listing on Interactive Map
- Promote your offers and events
- Great West Way Ambassadors will be identified with a star icon on the Interactive Map with the official Gateway Ambassador accreditation
- Opportunity to submit promotional copy (Max 300 words) and a photo gallery of 8 images to showcase your business

#### Social Media

- Direct link to your own business social media feed

#### Priority List for PR, Bloggers, Influencers and Marketing

Great West Way Ambassadors on the priority list will automatically be considered or recommended first for any PR, influencer or consumer enquiry. Raising awareness, visibility and generating of bookings.

#### Expert Marketing Assets and Reach

- 50% discount off rate card for Great West Way 'Pathway' add-on marketing activity (ask for more information)
- Access to official photography library. Save your marketing budget with free access to our high-quality Great West Way images. Download exclusive Great West Way based imagery from our dedicated photography library, available to publish across your channels

#### Great West Way Ambassador Passport Schemes

- Feature in our upcoming Certificate and Passport Scheme, which will encourage Great West Way visitors to your business, thereby increasing trade. You will receive a "stamp", which can be used on Great West Way visitors' certificates and/or passports (provided to visitor's as part of their Great West Way pack)

#### Official Merchandise

- Priority access to buy official Great West Way merchandise

#### Travel Trade

- Enhanced listing for Great West Way Ambassadors
- Opportunity to buy into enhanced Travel Trade activity
- Enhanced listing in Travel Trade Directory
- Access to a programme of travel trade activity including familiarisations visits, trade newsletters, and trade itineraries

#### Networking

- Exclusive invitations to Great West Way Ambassador networking events. We plan to hold an event in each area which will include talks on making the most of Great West Way branding, the story behind the Great West Way, speaking to your local destination representative and also talks from guest speakers, including VisitBritain and top national brands
- Discounted entry to the Great West Way annual conference
- Invitation to the Great West Way Ambassador

#### Knowledge and Insights

- Regular Great West Way newsletter including: summary of press coverage, social media insights, website insights, enquiry summary and marketing insights
- Upcoming marketing and business opportunities

#### Training

- 50% discount on Great West Way training courses and workshops

# GREAT WEST WAY®

## DESIGNATED AMBASSADOR

### Impact Promotion and Exclusive Benefits



Invest as a Great West Way 'Designated' Destination or Attraction Ambassador. You're already a destination of choice, capitalise on that with an official 'Designated' Great West Way status, designed to deliver new and valuable visitor impact recognition. Gateway Ambassador Benefits are as standard. Talk to us about accessing a bespoke and impressive array of business-enhancing resources along Great West Way. Including:

#### Priority List for PR, Bloggers, Influencers and Marketing

Great West Way 'Designated' Destinations or Attractions on the priority list will automatically be considered or recommended first for any PR, influencer or consumer enquiry. Raising awareness, visibility and generating of bookings.

#### Consumer Print

Great West Way 'Designated' Status for your destination or attraction within Great West Way print publications and future unique publications.

#### Great West Way Map(s)

Great West Way 'Designated' Status inclusion on the official printed and digital maps.

#### Priority Access International Events and Exhibitions

Boost your profile and generate sales by joining Great West Way 'Designated' Status at global trade shows or on Great West Way national sales missions. Save time, resource and money by being part of the official Great West Way stand at international trade shows. We organise all the pre, during and post-show sales, marketing and logistics to ensure you meet the right people and get the best return from your involvement. Discounted entry to Great West Way Showcase trade event.

#### Travel Trade Guide

Great West Way 'Designated' Status within the Travel Trade Guide.

#### Great West Way Conference

Great West Way discounted rate to the conferences.

#### 'Designated' Status Level Promotion

Great West Way 'Designated' Status activity online including:  
- Up to 20 images  
- Video feature

To talk to us about this bespoke collaboration or to know more about which Ambassador opportunity would best benefit your business, please contact [ClaireMargetts@GreatWestWay.co.uk](mailto:ClaireMargetts@GreatWestWay.co.uk)



# TOGETHER WE ARE CREATING ONE OF THE WORLD'S LEADING TOURING ROUTES



## Great West Way® Ambassador Network

A touring route like ours, needs businesses like yours

Name of Business \_\_\_\_\_

Main Contact Name \_\_\_\_\_ Job Title \_\_\_\_\_

Direct Email \_\_\_\_\_ Direct Line \_\_\_\_\_

Additional Contact Name \_\_\_\_\_ Job Title \_\_\_\_\_

Direct Email \_\_\_\_\_ Direct Line \_\_\_\_\_

Business Billing Address \_\_\_\_\_

Postcode \_\_\_\_\_

Telephone Number \_\_\_\_\_ Mobile Number \_\_\_\_\_

Business Email \_\_\_\_\_ Website \_\_\_\_\_

Facebook
  Twitter
  Instagram

### Quality

Please say which tourism groups, associations or quality schemes you are a member of

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

No. of Employees \_\_\_\_\_

I am a member of an official Great West Way® Destination Partner

YES Please indicate which Partner Destination (DMO) \_\_\_\_\_

## Great West Way Ambassador Pricing

Great West Way® Gateway Ambassador  
SMEs can join from as little £150 per year

Great West Way® Gateway Ambassador	Founding Ambassador (Fixed 3 year fee; no annual increase)	1 Year Ambassador	25% Discounted Rate for Partner DMO Members	Please Select
1-8 employees or <6k population	£600	£200	£450/£150	<input type="checkbox"/>
9-30 employees or 6k-50k population	£1,200	£400	£900/£300	<input type="checkbox"/>
30+ employees or 50k+ population	£1,800	£600	£1,350/£450	<input type="checkbox"/>

## Great West Way® Designated Ambassador

Great West Way® Designated Ambassador	Founding Ambassador (Fixed 3 year fee; no annual increase)	1 Year Ambassador	Please Select
1-8 employees or <6k population	£3,750	£1,250	<input type="checkbox"/>
9-30 employees or 6k-50k population	£7,500	£2,500	<input type="checkbox"/>
30+ employees or 50k+ population	£15,000	£5,000	<input type="checkbox"/>

All prices are excluding VAT and subject to Terms & Conditions

Cost of Ambassador Network Package excluding VAT £ \_\_\_\_\_

Add VAT at the current rate (20% at the time of going to press) £ \_\_\_\_\_

Total payment due £ \_\_\_\_\_

## How to Pay

Cheques made payable to VisitWiltshire Ltd

<b>Post to</b>	<b>By BACS</b>	<b>By Phone</b>
VisitWiltshire	Account number:	Call 01722 323036
Bourne Hill	51444050	
Salisbury	Sort code:	
Wiltshire	40-19-16	
SP1 3UZ		

I have read and agreed with the Great West Way® trademark license terms and conditions.

Name of authorised representative \_\_\_\_\_

Signature of representative \_\_\_\_\_ Date \_\_\_\_\_

Details subject to change. Great West Way has very significant Common Law rights in the words GREAT WEST WAY and does not permit use of the term in either business or product name(s). The development of alternative brands / logos which include the term 'Great West Way' and / or similar component parts to any part of the trademark so as to constitute an infringement of our trademark, is not permitted.

# GREAT WEST WAY ACCOMMODATION CHARTER

For accommodation that hasn't already signed up to a quality charter

Great West Way has developed this Charter to recognise accommodation businesses that agree to the minimum standards of providing clean, safe and legal accommodation for our visitors and who wish to be a Great West Way Ambassador.

## Legal Requirements

To meet and maintain all current legal obligations and responsibilities (food safety/hygiene; fire precautions and risk assessment; price display orders; licensing; health & safety; discrimination; trading standards; data protection; Hotel Proprietors Act; public liability cover).

## Cancellations

To maintain a Cancellations Policy that is accessible to guests at each stage of the process, from pre-booking to post-departure.

## Quality and Standards

To maintain high standards of service and cleanliness.

## Customer Satisfaction

To have a Complaints Policy and to implement it in a timely and effective manner; to resolve any issues that may arise by prompt, professional and polite action.

## Information

To provide accurate, appropriate and accessible information on facilities, location, prices, taxes, methods of payment, packaged items and extra charges.

## Accessibility

To give due consideration to the requirements of visitors with disabilities and their access needs and to maintain an Access Statement.

## Discrimination

To welcome all guests courteously and without discrimination in relation to gender, sexual orientation, disability, race, religion or belief.

## Working in Partnership with Great West Way

To work positively and pro-actively in partnership with the Board, staff and representatives of Great West Way; to provide access to my premises upon request and the necessary evidence to verify the Charter is being adhered to.

As an Ambassador of Great West Way, I agree to meet the requirements of the Great West Way Accommodation Charter at all times and understand that I will be asked to renew this commitment annually.

Name (Block Capitals) \_\_\_\_\_ Title \_\_\_\_\_

Business Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Great West Way reserves the right to cancel an Ambassadorship, without refund, if the terms of this Charter are not met.

## Some useful info

For further information about the Accommodation Charter and the Great West Way Ambassador Network contact [info@greatwestway.co.uk](mailto:info@greatwestway.co.uk)

## Access Statements

[www.visitengland.com/accesstatements](http://www.visitengland.com/accesstatements)

## Fire Risk Assessments

[www.fire-assessments.co.uk](http://www.fire-assessments.co.uk)

## Accommodation Know How

[www.accommodationknowhow.co.uk/](http://www.accommodationknowhow.co.uk/)

## Environmental Health/Health & Safety

See your local destinations environmental provision.



# GREAT WEST WAY

## TRADE MARK LICENCE AGREEMENT

Trade mark licence agreement between (1) VisitWiltshire Limited, (the "Licensor"), a company incorporated in England and Wales, whose registered number is 07458523, whose registered office is at Bourne Hill, Bourne Hill, Salisbury, England, SP1 3UZ  
(2) The Great West Way Ambassador Network ("Ambassador Network") member, (the "Licensee"); and together referred to as the "Parties".

### BACKGROUND

- A. The Licensor is the proprietor of, or the Applicant to register, the Trade Marks listed within Schedule 1 to this Agreement.
- B. The Licensee is a member of the Ambassador Network.
- C. The Licensor has agreed to grant a licence to the Licensee to use the Ambassador Network Trade Marks (the "Trade Marks") in Schedule 1, only in accordance with the terms and conditions of this Agreement.

### THE PARTIES AGREE

#### 1. Authorisation to use

- 1.1. From the first day of the Licensee's paid membership to the Ambassador Network ("the Effective Date"), the Licensor hereby grants the Licensee a limited, non-exclusive, non-transferable, revocable licence to use the Trade Marks, subject to the terms and conditions of this Agreement and current paid membership to the Ambassador Network.
- 1.2. The Licensor reserves the right to use and to license others to use the Trade Marks.

#### 2. Licensee's obligations

- 2.1. The Licensee agrees:
  - 2.1.1. to only use the Trade Marks:
    - (a) for the purpose specified in this Agreement (and the Brand Toolkit); and
    - (b) in strict accordance with the Brand Toolkit which is available at link as updated by the Licensor from time to time;
  - 2.1.2. to provide copies of all proposed advertising copy and marketing materials featuring the Trade Marks to the Licensor for approval, prior to their publication or use;
  - 2.1.3. not to commence use and/or to immediately cease use of any materials which the Licensor does not approve within fourteen days of the request made under clause 2.1.2;
  - 2.1.4. not to use the Trade Marks in any way that may adversely affect the goodwill or reputation of the Trade Marks or in a way which will, or is likely to, tarnish, damage or diminish the Trade Marks; and
  - 2.1.5. not to jeopardise or invalidate any registration or application for the Trade Marks.
- 2.2. For the avoidance of doubt, the Licensor does not consent to the use of the Trade Marks in any form or for any purpose other than the form and purpose set out in this Agreement.

### 3. Intellectual property rights

- 3.1. The Licensee acknowledges that the Licensor is the absolute owner of the Trade Marks. The Licensee shall not make any representation or undertake any acts which indicate that the Licensee has any right, title or interest in or to the Trade Marks other than under the terms of this Agreement.
- 3.2. The Licensee acknowledges and agrees that is the intention of the parties that any and all goodwill generated through use of the Trade Marks shall accrue automatically to the Licensor.
- 3.3. The Licensee agrees to:
  - 3.3.1. promptly notify the Licensor if it identifies any potential infringements of the Trade Marks, and agrees that any and all actions relating to the Trade Marks (including any settlement or negotiations) shall be carried out and determined by the Licensor in its sole discretion;
  - 3.3.2. provide all reasonable assistance required by the Licensor to protect, maintain or enforce the Trade Marks and shall execute all documents or other materials reasonably required by the Licensor to protect, maintain or enforce the Trade Marks, or, in the event that goodwill is deemed to vest in the Licensee contrary to the parties intentions, to vest the goodwill accrued in the Trade Marks in the Licensor and to evidence the ownership of such goodwill if required; and
  - 3.3.3. apply clearly to any and all items and materials in respect of which the Trade Marks are used pursuant to this Agreement, written notification identifying the Licensor as the owner of the Trade Marks and indicating that the Trade Marks are used under consent.

### 4. Right to terminate

- 4.1. This Agreement shall commence on the Effective Date and, unless terminated earlier under this clause 5, shall continue in full force and effect for the duration of the Licensee's paid membership to the Ambassador Network (the "Licence Term").
- 4.2. The Licensor has the right to terminate this Agreement:
  - 4.2.1. at any time by giving a minimum of three [3] months' notice in writing to the Licensee;
  - 4.2.2. with immediate effect upon written notice to the Licensee of any material breach of the terms of this Agreement which are not remedied within 14 [fourteen] days of notice or are not capable of remedy;
  - 4.2.3. with immediate effect upon written notice to the Licensee if the Licensee becomes insolvent, has a resolution passed for its winding up, has a freezing order made against it, has a receiver or administrator appointed over its assets or income, is unable to pay its debts or becomes the subject of a voluntary arrangement under the Insolvency Act 1986; or
  - 4.2.4. if the Licensee undergoes a change in ownership.
- 4.3. If the Licensee becomes aware that an event has occurred which may entitle the Licensor to terminate this Agreement, it shall immediately notify the Licensor in writing.
- 4.4. In the event of termination of this Agreement, or on expiry of the Licence Term the Licensee shall:
  - 4.4.1. immediately cease all use of the Trade Marks;
  - 4.4.2. remove the Trade Marks from any materials held by the Licensee; and
  - 4.4.3. upon request, provide the Licensor with a written assignment of any and all rights created by the Licensee (or its affiliates and subsidiaries) by using the Trade Marks, including all goodwill generated in the Trade Marks.

### 5. Notices

- 5.1. Notices under this Agreement shall be in writing and sent to the email address (with a delivery and read receipt) provided below:
  - 5.1.1. In the case of notices made to the Licensee: the email address associated with the Ambassador Network Membership
  - 5.1.2. In the case of notices made to the Licensor: info@greatwestway.co.uk and shall be deemed received on receipt of the delivery return email.

### 6. No warranties or representations

The Licensee acknowledges and agrees that no warranties or representations are provided as to the validity, enforceability or otherwise of the Trade Marks and that no other warranties or representations have been made or are made by the Licensor in relation to the Trade Marks.

### 7. Limitation of Liability

The Licensor shall have no liability for any consequential, indirect or special losses, including loss of profit, loss of revenue, loss of business, loss of opportunity, harm to reputation, or loss of goodwill.

### 8. Indemnity

The Licensee shall indemnify the Licensor against any and all liabilities, costs, expenses, damages or losses (including all direct, indirect or consequential loss and any loss of profit or reputation and all professional costs and expenses) suffered or incurred by the Licensor or its affiliates and subsidiaries as a result of, or arising from, the Licensee's use of the Trade Marks or any breach of the terms of this Agreement.

### 9. Costs, charges and expenses

The Parties shall be responsible for their own legal, accountancy and other costs, charges and expenses incurred in connection with the negotiation, preparation, execution and implementation by it of this Agreement and any document referred to in it.

### 10. Variation

No variation of this Agreement shall be valid or effective unless it is in writing, refers to this Agreement and is duly signed or executed by, or on behalf of, each party.

### 11. Governing law

This Agreement and any dispute or claim arising out of, or in connection with, it, its subject matter or formation (including non-contractual disputes or claims) shall be governed by, and construed in accordance with, the laws of England and Wales.

### 12. Jurisdiction

The parties irrevocably agree that the courts of England and Wales shall have jurisdiction to settle any dispute or claim arising out of, or in connection with, this Agreement, its subject matter or formation (including non-contractual disputes or claims).

**AGREED by the Parties on the Effective Date  
Signed by David Andrews for and on behalf  
of Chief Executive VisitWiltshire Limited**

The Trade Marks comprise the following:

#### Description of mark

ENGLAND'S GREAT WEST WAY (words)

#### Registration number and date of registration

UK00003231548

#### Description of mark

THE GREAT WEST WAY (words)

-and-

GREAT WEST WAY (words)

#### Registration number and date of registration

App. No. UK 00003254423

**Ambassador Network – Permitted Master Marque (logo)**





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