

Visit Lincolnshire  
 Beech House  
 Waterside South  
 LN5 7JH

# Online Information Survey

## Retail

Business and what

Please use this survey to give us as much up to date information about your business and what you have to offer visitors to Lincolnshire.

This information also feeds through to visitbritain.co.uk and enjoyengland.com websites.

**PLEASE NOTE: The information marked with a \* is essential for the details to feed through to Visit Britain and Enjoy England correctly.**

ESTABLISHMENT INFORMATION				
* Establishment Name				
Business Trading Name (if different from above)				
* Address 1				
Address 2				
Address 3				
* Town				
County		* Postcode		
* Establishment email address for enquiries				
* Establishment web site address				
* Business Phone Number	Area Code		Number	
Business Fax Number	Area Code		Number	
Second Business Phone e.g. Accounts	Area Code		Number	

* Business Postal Address - for written correspondence and invoicing (If different from above)	
* Address 1	
Address 2	
* Town	
County	* Postcode
Which is your Local Authority Area or District Council?	

Would you like your business details available for mailing?	Yes		No	
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<b>Establishment type:</b>  This should reflect the National Quality rating assigned to your product.  Please tick below up to 4 other categories which may also apply to your product.	*Please write your <b>PRIMARY CATEGORY</b> here.
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Auction House	<input type="checkbox"/>	Covered Market/Market Hall	<input type="checkbox"/>	Farmers Market	<input type="checkbox"/>	Outdoor Market	<input type="checkbox"/>	Boutique	<input type="checkbox"/>
Department Store	<input type="checkbox"/>	Factory Outlet	<input type="checkbox"/>	Factory Outlet	<input type="checkbox"/>	Farm Shop	<input type="checkbox"/>	Food & Drink Market	<input type="checkbox"/>
Food & Drink Shop	<input type="checkbox"/>	Garden Centre Shop	<input type="checkbox"/>	Golf/Pro Shop	<input type="checkbox"/>	Health & Beauty Shop	<input type="checkbox"/>	High Street Shop	<input type="checkbox"/>
Market	<input type="checkbox"/>	Shop	<input type="checkbox"/>	Shopping Centre	<input type="checkbox"/>	Speciality Gift Shop	<input type="checkbox"/>	Speciality Food Shop	<input type="checkbox"/>
Speciality Beverage Shop	<input type="checkbox"/>	Sport & Leisure Shop	<input type="checkbox"/>	Tack Shop	<input type="checkbox"/>	Tackle Shop	<input type="checkbox"/>		<input type="checkbox"/>

<b>*Do you have any other products?</b> A completed product survey will be required for each type of product you have. Let us know if you require another form. Email: <a href="mailto:online@visitlincolnhire.com">online@visitlincolnhire.com</a>	Attraction	<input type="checkbox"/>	Caravan & Camping	<input type="checkbox"/>	Self Catering Accommodation	<input type="checkbox"/>
	Sport & Leisure	<input type="checkbox"/>	Hostel	<input type="checkbox"/>	Serviced Accommodation	<input type="checkbox"/>
	Events	<input type="checkbox"/>	Place to Eat	<input type="checkbox"/>	Wedding/Conference	<input type="checkbox"/>

<b>CONTACTS</b>					
<b>* PRIMARY CONTACT</b>				Contact type e.g. Owner/ Manager/ Administrator etc.	
Title	First Name	Last Name			
*Telephone Number		Area Code		Number	
Fax Number		Area Code		Number	
Mobile phone number					
*Email					
<b>SECONDARY CONTACT</b>				Contact type e.g. Owner/ Manager/ Administrator etc.	
Title	First Name	Last Name			
Telephone Number		Area Code		Number	
Fax Number		Area Code		Number	

Mobile phone number			
Email			
<b>ADDITIONAL CONTACT</b>			Contact type e.g. Owner/ Manager/ Administrator etc.
Title	First Name	Last Name	
Telephone Number	Area Code		Number
Fax Number	Area Code		Number
Mobile phone number			
Email			

## \*IMAGES

You are entitled to **TWO** images on your entry. Send them by email to [images@visitlincolnshire.com](mailto:images@visitlincolnshire.com). If you would like us to use the existing images on your web site entry please tick the box.

**Please note:** Members of Visit Lincolnshire can choose up to **SEVEN** images.

Top Tip: This is your chance to shine against your competition. Send us a clear, strong exterior or interior image. Your image(s) should be landscape if possible and as high resolution as possible. Poor quality images do not encourage web visitors to look further. Please try to avoid people and cars as they date the image.



This image is effective because

- The pottery is the focal point
- Shows individuality / is appealing



This image is effective because

- The attractively dressed window is the focal point
- Variety and colour
- No obstructions

## DESCRIPTIONS

Do you require any changes to your visitlincolnshire.com description?	Yes		No		Would you like us to use the details from your current Visit Lincolnshire Guide advert?	Yes		No	
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### \*SHORT DESCRIPTION - Use up to 40 words.

**This is important as it is the first information seen on visitbritain.co.uk. It will also be the first paragraph of your long description**

**Top Tip:** For maximum impact try and cover these 5 fundamental areas in your description.

**Type:** Art studio   **Location:** Central Lincoln   **Experience:** Small art gallery

**Unique Selling Point:** Individual commissions available   **Clients:** Appeal to individuals with style

**Could translate into-** “ *Contemporary art gallery located in the heart of historic Lincoln displaying unique pieces by local artists. Commissions wel*

### LONG DESCRIPTION - Use up to 200 words.

**Top Tip:**

- Entice your customers
- Expand your short description
- Describe more fully the experience you can offer your customers.
- Try to keep your description to 3 or 4 paragraphs of essential information

Do you have comments from your guests? You will get an opportunity later to say what amenities you have.

**This description will be seen on both visitlincolnshire.com, visitbritain.co.uk and enjoyengland.com**

**ROAD DIRECTIONS – Use up to 200 words**

**Top Tip:**

- Which is your nearest main road?
- Use short, easy to use directions

**PUBLIC TRANSPORT DIRECTIONS – Use up to 200 words**

**Top Tip:**

- Which is your nearest train/bus station?
- Use short, easy to use directions

**FACILITIES**

Please tick and tell us which of the following you can provide for your visitors. Additional notes or comments can also be added at the side. You must choose at least 2 facilities

<b>Provider Preferences</b>	<b>Tick</b>	<b>Additional notes</b>
In countryside		
In town/city centre		
Out of town		
<b>Children &amp; infants</b>		
Baby changing facilities		
Children's play area		
Creche/childcare facilities		
Kiddie car hire		
<b>Parking &amp; transport</b>		
Coach parking		
Frequent bus services		
Off site parking		
On site parking		
Park and ride		
Station nearby		
Taxi rank nearby		
<b>Catering</b>		
Bar		
Café		
Picnic site		
Restaurant		
<b>Payment methods</b>		
Maestro		
Mastercard		
Solo		
Visa		
<b>Establishment features</b>		
Cash machines		
Currency exchange service		
Gift vouchers		
Lift		
Lockers available		

Lost property		
Personal shopper		
Public telephone		
Public toilets		
Tax free shopping		
Visitor information		
<b>Accessibility</b>		
All areas accessible to disabled visitors		
Designated parking for disabled visitors		
Shopmobility		
Toilets for disabled visitors		
Wheelchair hire		

OPERATING SCHEDULE									
<b>Days of Operation</b>									
All Days	<input type="checkbox"/>	Sunday	<input type="checkbox"/>	Monday	<input type="checkbox"/>	Tuesday	<input type="checkbox"/>	Wednesday	<input type="checkbox"/>
Thursday	<input type="checkbox"/>	Friday	<input type="checkbox"/>	Saturday	<input type="checkbox"/>	Week Days	<input type="checkbox"/>	Weekends	<input type="checkbox"/>
<b>Opening Times</b>									
Closed Christmas			<input type="checkbox"/>	Closed New Year			<input type="checkbox"/>		

**I agree to:**

Be contacted by

Visit Lincolnshire	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Visit Britain	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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Allow Visit Britain to advertise my business in publications and other partner organisations

<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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Pass on my data to and / or be contacted by other carefully selected organisations

<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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**DECLARATION**

I hereby agree to the information contained within this survey to be held and used by Visit Lincolnshire and other Local Government Authorities staff and for it to be published through visitlincolnshire.com and other associated web sites and other media as part of the Visit Lincolnshire Destination Management System.

The information I have provided within this survey is true and accurate to the best of my knowledge. I have read the 'Terms and Conditions for Use of Information' associated with this survey and hereby confirm that I understand and accept all these terms and conditions.

Visit Lincolnshire's Terms & Conditions can be found by clicking on the following link  
<http://www.visitlincolnshire.com/corporate/marketing/advertising-and-opportunities/online>

SIGNED

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NAME (block capitals)

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POSITION

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DATE

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