



Original Kerry, Ireland

A Network for Craft Makers

MEMBERSHIP APPLICATION RENEWAL FORM 2013

RETURN THIS FORM TO **DEIRDRE JOHNSTON, ORIGINAL KERRY**, BALLINORIG WEST, TRALEE.
PLEASE MAKE CHEQUES PAYABLE TO **ORIGINAL KERRY**.

1. **Full Trading Name:**

2. **Contact Person:**

www.

Phone / Mobile:

3. **Trading address:**

4. **GPS Co-ordinates:** *These should be given to us by you and taken on location from your site position to ensure total accuracy.*

5. **CRO Number:** *(company or business registration number)*

6. **Included a Tax Clearance Certificate:**

Yes No (please tick)

You are required to provide a Tax Clearance Certificate annually to Original Kerry.

7. **Craft Trail Membership:**

Yes No (Please tick)

Applicants who are opening their premises for visits from the public as a member of Kerry Craft Trails must commit to a minimum opening of 30 hours per week in high season and are available by phone to take bookings for small groups. A recommended charge is provided here for you to consider if you get bookings...

1. Craft demonstrations €5.00 per person for a half hour demonstration of your craft making.
2. Hands-on craft making experience where you facilitate group members in some element of the process of craft-making €10.00 per person per group of 8. *(This is what really appeals to the public and please consider this element strongly in the Trail experience that you will provide).*

All bookings are made through you directly and not through Original Kerry. Any request to access your craft-making will be forwarded on to you directly by Original Kerry.

8. **Are you a Sole Trader?** Yes No (please tick)

9. **Have you a limited company?**

Yes No (please circle)

10. **If you have registered a limited company, please include full company title:**

11. **CRO Number:**

12. **PPS (Personal Public Service Number):**

SOME INFORMATION FOR US ON YOUR BUSINESS PLEASE

13. **How did you market your business in 2012?**

14. **How did membership of Original Kerry help your business in 2012?**



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15. How often in the year did you publicise your business via print and broadcast material?

16. Which aspect of the work of Original Kerry is relevant to your business?

1. Membership of Craft Trail:
2. Original Kerry direct trading events such as pop up shops or craft showcases?
3. Trade and retail events under the Original Kerry brand name:
4. Selling your work via the Original Kerry website?
5. Business development supports and contacts?
6. Marketing your business through Original Kerry?

17. As Original Kerry strengthens its online digital footprint this year and if we provide you with a more developed profile page would you be interested in updating your own content on the Original Kerry website yourself?

Yes No (please tick)

Would you require help with updating content online initially?

Yes No (please tick)

Would you like to access a digital mentor via Original Kerry to help your business in general?

Yes No (please tick)

Would you like to participate in a video story project with a filmmaker this year?

Yes No (please tick)

We intend to apply for funding to animate a series of short videos of makers and for maker's websites in 2013.

18. How was the trading year 2012 for you in comparison to 2011?

Poor Good Excellent (Please tick)

I hereby authorise Original Kerry to renew my application for membership for 2013 and agree to forward the necessary annual subscription of €45.00. Original Kerry will invoice me for this amount. I can confirm that all information provided on this form is an accurate reflection of my business. I have assessed health and safety risks at my premises and have developed a safety statement for my business.

Signature of applicant :

Date: