**Creative Trails – Northern Ireland
Application form for creative businesses in the SEED region (South East Economic Development)**

**Section A
(Determining how your business will be featured and showcased on the app throughout the marketing campaign)**

1. What is the name of your creative business?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Website (if the only website for the busienss is a profile on facebook, linkedIn or another platform pleave give the full URL and don‘t just indicate that your business in on a specific platform) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Which of the following councils areas do you fall into: (please tick)

|  |  |
| --- | --- |
| Ards and North Down Borough Council |  |
| Armagh City, Banbridge and Craigavon Borough Council |  |
| Newry Mourne and Down District Council |  |

1. Who is the representitive of you business Creative Momentum should be in contact wtih?

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Phone number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Which of the following do you currently offer to visitors to your premises? **(Please tick)**

|  |  |
| --- | --- |
| Shop that sells creative works |  |
| Opportunity for the public to view the creative process in action |  |
| Opportunity for the public to take part in a creative process (ie. Workshops, wood turning/glass blowing/clay throwing) |  |
| Information/reading area where the visitors can learn about the products/services, the process involved and where applicable the history and wider significance of the creative business |  |
| Café |  |
| Parking for customers/visitors/clients |  |
| Further incentives to attract and engage with the visitors to the region. Please give more info where appropriate |  |
| Other, please give details |

1. Which of the following do you not offer to the public but have plans to do so? **(please tick)**

|  |  |
| --- | --- |
| Shop that sells creative works |  |
| Opportunity for the public to view the creative process in action |  |
| Opportunity for the public to take part in a creative process (ie. Workshops, wood turning/glass blowing/clay throwing) |  |
| Information/reading area where the visitors can learn about the products/services, the process involved and where applicable the history and wider significance of the creative business |  |
| Café |  |
| Parking for customers/visitors/clients |  |
| Further incentives to attract and engage with the visitors to the region. Please give more info where appropriate |  |
| Other, please give details |

**Section B
(this information will be used to create your actual profile on the mobile app promoting your business to visitors and tourists to the area)**

1. Please provide a brief 60 word (approx) overview of your business as you would like it to appear on the app to visitor and tourists. This will be used as a shourt overview to encourage the user of the app to click on your profile for more information.

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1. Pleast provide a more detailed description of your business that is between 120 to 150 words. This should inform the user of the app of the main reasons as to why they should want to visit your premised.

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1. Please provide at least 3 and not more that 10 images that represent your business. These should either be JPEG or PNG format. These should be emailed with your application form to Niall.Drew@ArmaghBanbridgeCraigavon.gov.uk

Where possible applicants should endeavor to adhere to the following dimensions :

* At least one 717 pixels wide by 465 pixels in height
* At least one 717 pixels wide by 1920 in height

**Section C
(This section is not mandatory and businesses who would like to be featured as part of the marketing campaign to connect creative businesses with visitors and tourists are not obliged to be avail of the professional photgraphic opportunity)**

In order to ensure the creative businesses from Northern Ireland are best representing themselves on the creative trails app Creative Momentum is offering participating businesses on this Creative Momentum activity (Creative Trails) the chance to have a professional photographer come out to their premises and take some photographs that will be used on the app. These photos will be passed to the businesses as well for thier own promotional purposes relating to their busiensses.

The shots will aim to capture the following:

* The Creative Business in it‘s rural or urban location, showcasign it‘s surroundings where possible
* The creative process or processes at work
* The creative products or where relevant the creatve service being delivered

|  |  |  |
| --- | --- | --- |
|  | Yes | No |
| Would you like to avaiil of this photographic opportunity? |  |  |

Please note that indicating that you would like to receive photoghraphic services does not preclude you from having to comply with Section B point 3.

This application form should be returned along wtih the requried photos (as indicated in Section B point 3) to Niall.Drew@ArmaghBanbridgeCraigavon.gov.uk by 11:59pm on Sunday the 21st May 2017