

# MoorRewards Scheme 2017

Name of establishment / attraction / facility

.....

Type of facility (e.g. café, attraction, pub, gallery, shop, etc)

.....

Contact name .....

Address.....

.....website.....

Telephone number (your contact number) .....

Telephone number (for enquiries by the public) .....

**Your offer:** (e.g. free drink with any meal; 2-for 1 offer, 15% off, other ideas? )

.....

.....

Or, if you charge admission:-

Normal admission price:

Moorsbus Member admission price:

Adult .....

.....

Over 60's .....

.....

Child .....

.....

*Please note: in the interest of good customer care, and an understandable system for your staff, please make the offer as straightforward as possible!*

Brief description of facility (no more than thirty words please):

.....

.....

.....

Opening days and hours (in 2017) .....

Signed ..... Name.....Date .....

Please return as soon as possible to: Moorsbus CIC, 4 Foundry Cottages, Wrelton, Pickering YO18 8PF

**MOORSBUS COMMUNITY INTEREST COMPANY ([www.moorsbus.org](http://www.moorsbus.org))**

**MoorRewards Scheme 2017** (Please keep this information page)

MoorRewards is a new special offer scheme for the summer 2017 season. It is a partnership between Moorsbus Community Interest Company and local tourist attractions or businesses.

The application form gives Moorsbus CIC information about your offer, and we will use key bits of the information on our website to tell potential customers about you.

The aims of the MoorRewards Scheme are:-

1. to attract more customers for local attractions and businesses,
2. To attract more passengers for Moorsbus and Members for Friends of Moorsbus

The benefits are:-

- 3 Increased revenue from tourism
- 4 Increased support and funds for the Moorsbus network, which will enable its expansion
- 5 Decrease in car use, leading to less congestion ,less pollution, lower carbon footprint,
- 6 Better access to the North York Moors and surrounding area for those without a car,
- 7 Days out and access to the countryside for all, to reduce health problems and loneliness

When you return the application form to us, we will provide a MoorRewards triangle (our logo) for you to display, to tell potential customers that you are taking part in MoorRewards. The MoorRewards scheme is only open to Friends of Moorsbus Members, so they will need to show your staff their Membership Card to get whatever special offer you offer for the MoorRewards scheme.

The card looks like this:-



The MoorRewards scheme operates on or near our four Moorsbus routes on Sundays and Bank Holiday Mondays from 1<sup>st</sup> May 2017 until the end of September. The routes are on [www.moorsbus.org](http://www.moorsbus.org), and in our timetable leaflets.

MoorRewards also operates on Mondays and Saturdays on or near two routes only: York-Malton-Pickering-Kirkbymoorside-Hutton-le-Hole, Castleton-Danby and Thornton-le-Dale to Helmsley.

2017 is the first year of MoorRewards, so somewhat of an experiment! We will visit you at the end of the season to get your comments and feedback, and to collect your MoorRewards triangle. Thank you very much for supporting Moorsbus CIC with this new scheme, we hope it works well for you.

Eden Blyth, Helen Gundry, Bill Breakell

Moorsbus Community Interest Company, 4 Foundry Cottages, Wrelton, Pickering YO18 8PF  
Telephone 01751 477216 email [friendsofmoorsbus@outlook.com](mailto:friendsofmoorsbus@outlook.com)