



## The Ruby Country Partnership Ltd

Cookworthy Forest Centre,  
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### JOIN THE RUBY BUSINESS NETWORK 2011/12 AND HELP US UNLOCK OPPORTUNITIES FOR YOU.

The Ruby Business Network forms part of the work of the Ruby Country Partnership and is an increasingly beneficial way to do business and improve your businesses performance.

#### PURPOSE

**The primary purpose of the Ruby Business Network is to help you increase your income, whilst saving you time and money. Secondly you will be part of a network of like-minded businesses, meeting similar people to share ideas, experiences and join in with business and social events.**

#### FEATURES

The Ruby Business Network will help increase your income by;

- Increasing the exposure of your business by linking in with existing organisations such as North Devon+ and Dartmoor Partnership, which in turn link in to even larger national and international service providers. As a result many more potential customers will have direct access to your business
- Creating a full listing for your business on the Ruby Country and Ride the Ruby Country websites in as many categories as you wish
- Promote your business in the planned, new Ruby Business Directory and on any other web based services we may offer in the future
- Maximising exposure of the Ruby brand and developing this further with your help to make it more recognisable and trusted as a mark of quality, hard work and belonging to Ruby Country
- Allowing your business access to the facilities at Cookworthy Forest Centre to run your own courses and events at a reduced rate
- Creating opportunities for you to showcase your business to local people and visitors alike at regular events and at special events such as Ruby Country Business Showcase planned for early 2012.

The Ruby Business Network will save you money by;

- Taking on as much of your business marketing and publicity as you see fit. You may choose to use your membership as part of your overall strategy to increase your businesses visibility, or allow to carry out all such work on your behalf
- Providing free or subsidised training for your business in order to develop or refine the skills necessary to operate successfully and increase your income
- Opportunities to attend and be involved in events for free or at a reduced rate.

The Ruby Business Network will save you time by:

- Administering and co-ordinating the network on your behalf, allowing you the time to run your business and making it more successful.

In short the work of the Ruby Business Network is designed to unlock opportunities for your business whilst bringing you in contact with other local businesses for mutual benefit.

## BENEFITS

By being a member of the Ruby Business Network you will benefit in many more ways than those already mentioned. You will be able to:

- Attend monthly network meetings, to share ideas and experiences with others, raise concerns and hear the latest news from Ruby Country and Ride the Ruby Country Partnership
- Build relationships with other people through the work of the network and strengthening of the Ruby brand. It is widely accepted that people prefer to do business with and refer business on to people they know, like and trust
- Take part in events organised by Ruby Country Partnership free of charge at a discounted rate, depending upon the event
- Network online through the new Ruby Business Network Facebook pages and on Twitter
- Receive quarterly newsletter updated from Ruby Country Partnership and Ride the Ruby Country, which you have the right to unsubscribe from
- Use the Ruby Country logo to market your brand and help further promote and support the Ruby brand. You may also be entitled to a larger Ruby Country plaque further promoting sense of place
- Sponsor some Ruby Country events, or receive discounts from other Ruby Business Network members
- Attend certain Ruby Country social events free of charge, or at a reduced rate.

As a member of the Ruby Business Network the Ruby Country Partnership Ltd will provide a high quality, valuable service to you, with your business at the heart of the network and its work. Without your support it would not be possible for the Ruby Business Network to operate.

## RUBY COUNTRY PARTNERSHIP LTD

Ruby Country Partnership Ltd is not run for profit but for the benefit of local people. The focus of our work is on bringing businesses and communities together for mutual benefit, **“Unlocking Opportunities for All”**.

The aims of the Partnership include;

- encouraging the development of new business and services
- supporting existing businesses and encouraging growth
- marketing Ruby Country as a destination for sustainable tourism
- investigating alternative sources of funding to secure a self-supporting and secure future for all in Ruby Country
- working with communities and community groups to foster sound social principles for all projects being undertaken
- working with others to promote conservation of the distinctive landscapes, habitats and species of Ruby Country, including internationally rare culm grassland.

Operating throughout the 45 parishes around Holsworthy and Hatherleigh, the Ruby Country Partnership through the Ruby Business Network is committed to bringing about economic and social benefits to all through its work. As a community organisation the emphasis is on you and your future and with your support as a Ruby Business Network member we will be able to grow and develop our services for you in the future.

## JOINING

The cost of joining the Ruby Business Network is £45 per year. The price has been held at the same level as last year. It is up to you how you get the most out of your membership.

To join, fill in the attached application form and return it with your payment to Ruby Country Partnership Ltd, Cookworthy Forest Centre, Beaworthy, Devon. EX21 5UX. Please make cheques payable to Ruby Country Partnership Ltd.

If you have any questions about membership, or are not sure whether it is for you, contact [project@ridetherubycountry.co.uk](mailto:project@ridetherubycountry.co.uk) or call 01409 220009. If you have any feedback, please contact the Ruby Country Partnership using the same contacts.

We look forward to welcoming you into the network and helping make the future of Ruby Country secure and prosperous.

## Ruby Business Network membership application form 2011/12



Please complete this form and send it with your payment (cheques made payable to Ruby Country Partnership Ltd) to **Ruby Country Partnership Ltd, Cookworthy Forest Centre, Beaworthy, Devon. EX21 5UX.**

Title:			Surname:	
Business name:			Business description:	
Address:				Postcode:
Phone:			Mobile:	
Email:			Website:	
Please tick this box to confirm your agreement to your details being held on the Ruby Country Partnership Limited database				<input type="checkbox"/>
We may sometimes share information with other network members and organisations in order to progress the work of the network and develop our service to you. Do you give permission for us to share your details? This is not a regular occurrence.				<input type="checkbox"/>

Annual membership fee	£45
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<p>Please tell us about your business and how you would like the Ruby Business Network to operate for you.</p>	
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Upon receipt of your completed application form and membership fee, we will issue instructions on how to add details to the Ruby Business Directory and how you can best manage this information, making it work for you.

Thank you for your support