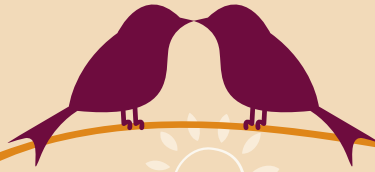


Bath
WEDDINGS

join us as an approved premise for...



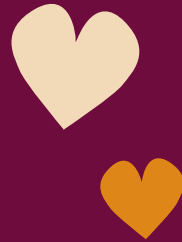
MARRIAGES



**Bath & North East
Somerset Council**



ARE YOU INTERESTED IN SIGNIFICANTLY
INCREASING YOUR BUSINESS REVENUE?
THE WEDDING INDUSTRY IN BATH, IN
ACCORDANCE WITH NATIONAL TRENDS,
BROUGHT APPROXIMATELY £15 MILLION
TO THE LOCAL ECONOMY IN 2012.



Joining us as an Approved Premise for Marriages enables you to tap into this revenue stream, and will provide you with a whole new range of business avenues and marketing opportunities.

Our long experience in the Wedding Industry gives us the advantage of knowing what couples are looking for when they want to marry in a civil setting. Our Registrars are very professional, experienced, and customer focussed. We are always honoured to be part of a couple's special day. With our expert knowledge and your enthusiasm, we can work together to make your new venture successful as an Approved Premise.

“We initially decided to obtain a wedding licence as another revenue source on top of primarily being a full-time cinema. With many couples wanting a wedding with a difference; we are currently reaching our maximum amount of bookings per year and have been flooded with enquiries. We are extremely fortunate that the Bath Register Office team have been with us every step of the way, supporting us, and, generally being a marvellous and friendly team. We have not looked back since gaining our licence”.

Thomas E J Clayton Wedding Director, Duty Manager and Projectionist, Little Theatre Cinema

BENEFITS

ACCESS TO NEW CUSTOMERS

We are always pleased to **welcome** new venues for Marriages, more venues means more choice for couples.

Wedding guests may be looking for a **venue** for their own ceremony or a place for their next holiday itinerary. If the guests aren't looking for themselves, you can be sure that they will know someone who is!

This is your **opportunity** to show new potential customers, first hand, what you can offer and how accommodating you can be.

GREATER MARKETING OPPORTUNITIES

As an Approved Premise, you will automatically be listed on the B&NES Council **website**, with a link directly to your own website.

We'll also work hard to bring **additional opportunities** to you in supporting your wedding offer, including our new consumer facing brand '**Bath Weddings**'.

Bath Weddings is a promotional **partnership** between Bath's Registrars and Bath Tourism Plus; the destination marketing organisation for Bath and its surrounding areas. We aim to highlight Bath as the **perfect wedding destination**; not only for couples who live in the area, but for those from regions throughout the Country and overseas. As a licensed venue, you will have opportunities to tap into this **additional business** by marketing your wedding packages to interested couples and wedding planners through our website, targeted emails and brochure. For more details, contact Bath Tourism Plus: bathweddings@bathtourism.co.uk.

INCREASED REVENUE

In May 2013, The Guardian reported that the average cost of a wedding in the UK was **£18,000**.

On average, we conduct **1,000** ceremonies a year. We have exciting plans to **grow** this year on year and want **you** to be part of this. The benefit to the local economy will be **considerable**. Couples want to keep their **wedding experts** in one area. Once they have decided on their venue, they look at **local companies** to provide photographs, cakes, invitations etc. The result of this is a **continuing strengthening of the local economy** which, will create **considerable business growth** and further business opportunities within our District.

Being an Approved Premise places you in a prime position to **profit** from early access to this **wedding expenditure** as well as benefitting from additional sums spent by wedding guests.

CUSTOMER SATISFACTION

There is nothing like a good wedding! Cliché? Yes, but true. Having a **fantastic ceremony** hosted at a **wonderful venue** ensures everyone enjoys their day. We would like you to experience this with us and **enjoy** all of the other benefits that come from being an Approved Premise.

Couples look for **diversity**. Whether you are a traditional, unique, large or intimate venue, you have something that a bride and groom are looking for.

HOT OFF THE PRESS

Recent changes in law now enables couples to marry at any time, day or night. Therefore you can plan your ceremonies at times which suit you as a business and as an approved premise.

FREQUEN

“The ceremony exceeded our expectations. The venue was impressive and well decorated. The music was appropriate and the staff were lovely.”

Richard Watson and Amparo Navalon Montes

How much does the licence cost and how long is it for?

The licence currently costs £1500 and is renewable after 3 years.

How do I know that my venue is eligible for licensing?

Providing the venue is a dignified permanent structure with a roof, it will be eligible for licensing.

Do I have to have a separate licence for each room?

No. Providing all of the rooms and permanent structures are within the same grounds, they can be included as part of one licence.

Do I have to have a music licence?

No. The music is ancillary to the Ceremony taking place and, as such, would not require a licence for this purpose.

Do I have to offer a reception?

What you offer in your wedding package is entirely your choice. Some venues just offer room hire for ceremonies. Others will offer a whole wedding package.

RECENTLY ASKED QUESTIONS

How much can I charge?

Again, this is entirely your choice. We would strongly recommend that you talk to other venues or visit the websites of Approved Premises similar to your own establishment, and compare pricing structures.

How long does the Ceremony take?

We recommend that the room is ready an hour before the ceremony takes place and is available for the half hour after the ceremony. Approximately two hours in total.

Would I have to obtain Change of Usage or Planning Permission?

No. The licence is granted for 3 years and can be renewed thereafter.



What support will we receive when we become an Approved Premise?

We have a dedicated **Approved Premise Liaison Manager** who is on hand to offer ideas and on-going support **throughout** your licence period.

Will you offer any additional support to our couples?

Yes. Our registrars are **always available** to discuss ceremony requirements with couples. Their **wealth of experience** will support you and the couple to ensure they have a **wonderful** wedding.

I WANT TO LICENCE, WHAT DO I DO NOW?

Please phone or email The Register Office to speak to our Superintendent who will answer any questions you may have and arrange for one of our Registrars to come and visit to offer detailed advice and guidance.

We have a wealth of experience and can advise on what couples look for in selecting their ceremony venue. As one of our Approved Premises we will be pleased to share our knowledge to make our new partnership a great success.

Telephone 01225 477234

Email register_office@bathnes.gov.uk

At the back of this brochure, you will find the following information:

- Guidelines on how to become an Approved Venue
- Application form for Licensing as an Approved Venue





