

**Bright**  **Spells**  
*com*

39 Sale Drive, Baldock, Herts, SG7 6NS  
Tel. (01462) 49 10 30 Fax. (01462) 89 38 35

Dear Customer,

**Re: Hospitality Website - Gold Annual Package**

Thank you for downloading our *Hospitality Website - Gold Annual Package* order form. You can have any available name for your website address. Once we receive your order we will check availability of suitable website names including any you suggest and advise you accordingly so you can choose.

To ensure a continuous website service we ask you to setup a Standing Order using the form enclosed to cover the ongoing subscription. If setting up a Standing Order poses any problems then please discuss it with us.

Also enclosed is our Website Form which allows you to specify all the initial information you require on your website. You do not need to complete every section straight away, just fill in as much as you can and attach hard-copies, or email to [support@brightspells.com](mailto:support@brightspells.com), or fax to (01462) 893835, any other documents. If possible please send electronic documents to ensure the best quality of reproduction.

When we receive your completed standing order form we will order your domain name and your account will start from that date. On receipt of any initial information we will input that onto your website at no extra charge and the information will be available within just a few days.

**Please can you:**

1. Check the details of the enclosed Standing Order Mandate, and only fill in the red boxes where marked with an "X" (please do not complete the "starting from" box),
2. Fill in the Wizard Form with all your initial information (if required),
3. Return the completed Standing Order form (and your Wizard Form with attachments if applicable) and send to Bright Spells Ltd, 39 Sale Drive, BALDOCK, SG7 6NS.

Once your website is up and running, you can easily update your website using our very easy to use *Wizard* application whenever you like and at no extra charge. We will of course give you as much help and assistance with this as you need.

I would like to take this opportunity to thank you for your custom, and we look forward to meeting your long-term Web Marketing needs.

Finally, if I can be of any further assistance please contact me and we will do all we can to help.

Yours faithfully,

Adrian Johnson

Encl.: Standing Order Mandate  
Website Form

For payments into a Cater Allen Private Bank Account

# The Cater Allen

## Standing Order Mandate

Please complete in BLACK BLOCK CAPITALS **ONLY** where marked with an **X** and return to:

**Bright Spells Ltd, 39 Sale Drive, BALDOCK, SG7 6NS.**

**NOTE** Please **DO NOT** complete the "starting from" box as we will put your renewal date in based on the date your domain name is ordered or transferred. If you need any help to complete this form please call us on **(01462) 491030**.

### Details of account to which payments are to be credited to:

Please pay  Sort Code  -  -   
for the credit of  Account number   
using **Account Reference**   
commencing   
the sum of   
and thereafter  starting from   
the sum of   
until

**Please note that this instruction ONLY cancels any previous standing order in favour of the beneficiary named above with the SAME Account Reference (if any).**

### Details of account to which payments are to be debited from:

#### Your bank or building society

Name of bank or building society  X

Address of bank or building society  X  
 X  
 X

Special instructions (if applicable)  X

Account name  X Account number  X

Signature(s)  X  X

Date (day/month/year)  X Sort Code  -  -  X

**Note:** please ensure that this order is signed in accordance with the account mandate

Cater Allen  
Private Bank

### **Hospitality Website – Gold Package Order Form**

You can easily update your website whenever and as often as you like using the *Wizard* at no extra charge. However putting all the initial information onto your website can take a little time. This form enables you to specify all this information so that we can put it onto your website for you.

You can fill in as much or as little of this form as you would like. Also you can skip most sections by attaching and/or emailing us your menus, wine lists, events calendar, etc...

If you have any electronic copies of your menus, wine lists, pictures, etc. then it is much better to email them to us at [support@brightspells.com](mailto:support@brightspells.com) instead of printing out and attaching. This will improve the quality of your website and help to minimise copying errors. When emailing us files please remember to include the name of your establishment and postcode on the email. If you are sending several files then please send each file separately.

After you have completed this form please ensure you have attached and/or sent to [support@brightspells.com](mailto:support@brightspells.com) all the necessary documents and return this form to Bright Spells Ltd, 39 Sale Drive, BALDOCK, SG7 6NS.

Finally, if I can be of any further assistance then please contact me on **(01462) 49 10 30** or at [support@brightspells.com](mailto:support@brightspells.com) and I will be happy to help.



**Facilities & Services** – Section 2 of 9 – Please tick the main facilities and services that apply to your establishment and add additional comments for your “*Facilities*” page where necessary. Try to tick no more than 14 to ensure that your website pages are not too crowded.

<b>Food &amp; Drink</b>	
<input type="checkbox"/> A la Carte Menu	
<input type="checkbox"/> Bar Snacks	
<input type="checkbox"/> Childrens Menu	
<input type="checkbox"/> Vegetarian Menu	
<input type="checkbox"/> Fine Wines	e.g. Wines by the glass and a wide selection of New World Wines.
<input type="checkbox"/> Real Ales	
<b>Entertainment Facilities</b>	
<input type="checkbox"/> Disco/Dance Floor	
<input type="checkbox"/> Juke Box	
<input type="checkbox"/> Live Entertainment	
<input type="checkbox"/> Pool Table	
<input type="checkbox"/> Snooker Table	
<input type="checkbox"/> Pub Games	
<b>Environment</b>	
<input type="checkbox"/> Baby Changing	
<input type="checkbox"/> Beer Garden	
<input type="checkbox"/> Childrens Play Area	
<input type="checkbox"/> Coach Parties Welcome	e.g. Please book in advance.
<input type="checkbox"/> Comfort Cooling	
<input type="checkbox"/> Disabled Access	
<input type="checkbox"/> Dogs Welcome	
<input type="checkbox"/> No Smoking Areas	
<input type="checkbox"/> Parking	
<b>Services</b>	
<input type="checkbox"/> Accomodation Available	e.g. We have 2 B&B rooms available - please book in advance.
<input type="checkbox"/> Internet Access	
<input type="checkbox"/> Post Office	

**Directions** – Section 3 of 9 – This section of your website can have a map/diagram and/or textual directions.

**Map Directions** – please tick as appropriate

- A map/diagram showing directions is attached so that it can be scanned in.
- A map/diagram showing directions has been emailed to support@brightspells.com.

**Textual Directions** – please provide written directions below

**Wine List** – Section 4 of 9 – please tick as appropriate

- Our wine list is attached.
- Our wine list has been emailed to support@brightspells.com

**Menus/Additional Pages** – Section 5 of 9 – please tick as appropriate (NOTE: You can have a total of 12 Menus or Additional Pages in the Gold Package)

- Our Menus/Additional Pages are attached.
- Our Menus/Additional Pages have been emailed to support@brightspells.com.

**Jobs** – Section 6 of 9 – If you currently have any job vacancies then please fill this section in.

<b>Job Vacancies</b>	
Job Title	Job Description
e.g. Waiting, Bar & Kitchen Staff	We are looking for professional, friendly people to work in our restaurant, bar and kitchen areas. Good rates of pay, uniform provided for Waiting and Bar Staff.

**Taxis** – Section 7 of 9 – Please enter any local Taxi firms that you would like on your website.

Tick if you would like us to add other local Taxi firms who advertise in the Yellow Pages, after the ones you have listed below (if any).

<b>Taxis</b>		
Company Name	Telephone Number	Address/Comments (Optional)
e.g. A to B Taxis	01462 490940	Town Based – won't go to suburbs after midnight!

**Events** – Section 8 of 9 – Please enter any events that you wish to publish on your website. Note that for each entry you must specify a value for the “Title” field but all other fields are optional. Alternatively just attach your events calendar and/or posters.

<b>Events</b>			
Date	Title	Sub-Note	Description
e.g. 05-Nov-2004	Eat & Dance Special	Tickets £25	Our popular “Eat & Dance Special” returns by popular demand and includes 4 course meal and dancing until midnight.  Please contact us for more details.

