

HOLIDAY, TOURING AND CAMPING PARKS

VisitEngland Gold award for Parks

Holiday, Touring and Camping Parks with no letting fleet

The new Gold award for Parks can be achieved by any four or five-star Holiday, Touring and Camping Park. If a Park achieves the required scores (below) for Camping and/or Touring Parks, (and Holiday Parks without a letting fleet) the Gold award is triggered automatically and only requires sign-off by one of the senior assessors from VisitEngland. As with VisitEngland's Silver, Gold and Breakfast awards, the scores have to be achieved at every annual visit, or the award will not be retained.



Star Rating	4 Star	5 Star
Cleanliness score	90%	90%
Toilet and Washing block score (if applicable)	80%	90%
Parks Grounds score	85%	90%
Parks Facilities score (if applicable)	80%	90%
Recreation score (if applicable)	80%	90%
Touring Facilities score (if applicable)	80%	87%
Reception score	80%	87%

Holiday Parks with letting fleet

Holiday Parks aiming to achieve a VisitEngland Gold award that have a letting fleet or any self-catering accommodation, such as yurts, tipis or pods, have to achieve the same minimum scores. If at the annual visit, the minimum scores are achieved, the Park will receive a second pre-booked follow-up visit from a senior assessor to review the interior of a sample of all the types of letting fleet. No charge will be made for this second visit. Prior to this follow-up visit, a senior VisitEngland assessor will review the website and any other marketing materials to see how the letting accommodation is described. To achieve a Gold award, the assessor will expect to see some 'flagship' examples, but it is quite acceptable for there to be a wide range of prices and styles. What is most important is that the descriptions are clear and do not mislead potential customers.

The assessors will be checking the quality of the fixtures and fittings in the fleet and most importantly the standards of housekeeping and maintenance.