

Name and address of pub: .....

Website address: .....

Mailing address of pub (if different): .....

Invoice address (the address to be shown on the invoice): .....

Managed:  Tenanted:  Franchised:  Independent:  Brewery and/or pub owner: .....

Primary contact at pub (the person who should receive the report, sent by email shortly after the visit):

Name: ..... Position: .....

Email address: ..... Telephone number: .....

Invoice contact (the person responsible for payment of the invoice, sent by email):

Name: ..... Position: .....

Email address: ..... Telephone number: .....

After the visit a debrief will be carried out to discuss the findings of the assessment. This can be done in person if a relevant member of staff is available, or over the phone if no one is present at the time of the visit. Please list below the people who should be contacted for the debrief, along with times when they are generally available (e.g. weekdays until mid-afternoon, evenings only).

Name	Availability	Telephone number
.....	.....	.....
.....	.....	.....
.....	.....	.....

The visit will be carried out at lunchtime or in the evening. Please list your food service times:

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1. Would you prefer to receive a visit **every year** or **every other year**?

**Visits every other year:** an annual fee is applicable to all participants, even if you choose to have a visit every other year. If you choose to have a visit every other year, you pay 30% less annually than those that choose to receive a visit every year.

I would like a visit **every year**  
An **annual** fee is applicable

I would like a visit **every other year**  
A reduced **annual** fee is applicable, even in the years your pub is not assessed

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2. Would you like a purchase order number to be included on your invoice(s)?

I would like a PO number on my invoice(s)

I do not need a PO number on my invoice(s)

If you would like a PO included, please record the number here: .....

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3. Using the enclosed fee scale, please confirm your annual fee and your joining fee.

My annual fee (excl. VAT) should be £.....  
plus VAT = £.....

My joining fee (excl. VAT) should be £.....  
(waived for BBPA members)  
plus VAT = £.....

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4. Where did you hear about the VisitEngland Pub Quality Scheme and what is your main reason for joining?:

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**Declaration**

I/We wish to participate in the VisitEngland Pub Quality Scheme. I/We understand that granting and subsequent use of accreditation is conditional upon:

- The pub continuing to comply with the VisitEngland conditions of participation.
- The pub continuing to meet the criteria of the accreditation.
- The payment of an initial Joining Fee, where applicable, and an appropriate Annual Participation Fee.

I/We understand that VisitEngland has the right to refuse to accept my/our application and to require us to cease using, in any form whatsoever, the accreditation granted to us. Participation fees are set annually by VisitEngland. All prices quoted are exclusive of VAT. **I/We understand that all Joining and Participation Fees are non-refundable.** I/We have read the legal statement listed opposite and hereby confirm that I/we understand and accept all these terms and conditions. I/We understand that VisitEngland accreditation must not be used until written confirmation has been received.

**Signed:** ..... **Name (BLOCK CAPITALS):** ..... **Date:** .....

**RESTRICTIONS ON USE OF INFORMATION** (please refer to 'Terms and Conditions for Use of Information' on the enclosed sheet).

The Tourism Promoters sometimes make their data available to carefully selected organisations whose products and services may be of interest to you. Please tick if you consent to your data being passed on in this way.

The Tourism Promoters sometimes make their data available to carefully selected organisations for inclusion in tourism related publications and websites for the purpose of **providing you with potential additional customers and/or sales leads.** Please tick if you consent to your data being distributed in this way.

If you consent to the Tourism Promoters passing the data you have supplied to persons and/or organisations located outside the European Economic Area, please tick this box

VisitEngland may sometimes wish to contact you regarding products and services which may be of interest. If you do **NOT** wish VisitEngland to contact you, please tick this box

Please return your completed form to [visitenglandattractions@theaa.com](mailto:visitenglandattractions@theaa.com) or  
VisitEngland Assessment Services, The AA, Fanum House, Basing View, Basingstoke RG21 4EA

**TERMS AND CONDITIONS FOR USE OF INFORMATION**

1. The information your organisation (hereafter 'you') has entered on the form displaying these terms and conditions (together with any further information or amendments you may subsequently provide), including any personal details, will be held on the computer database of VisitEngland. For the purposes of the Data Protection Act 1998, the Data Controller will be VisitEngland, Sanctuary Buildings, 20 Great Smith Street, London SW1P 3BT.
2. The information you provide may be used by VisitEngland and their agents and your appointed local and regional tourism organisations (hereafter the 'Tourism Promoters') for the purposes of data collection, tourism marketing related activities such as inclusion in the Tourism Promoters publications and websites, providing information to those interested in the services you provide via tourist information centres, market research, statistical analysis and the promotion and sale of the Tourism Promoters' services and marketing opportunities which may be of interest to you.
3. The Tourism Promoters do not guarantee that the information you have supplied will be published or used either in the form submitted or at all. If it is, the Tourism Promoters will make every reasonable effort to ensure accuracy but will not accept liability of any kind arising from or in connection with the use or publication of the information, either by themselves or third parties, including as a result of any error or omission on the part of the Tourism Promoters.
4. The Tourism Promoters expressly reserve the right, at their absolute discretion, to refuse or withdraw your eligibility to participate in any of their marketing and/or publishing activities.
5. The information you provide may sometimes be made available to other carefully selected organisations in order that they may contact you about their products and services which may be of interest to you.
6. All of the provisions in these terms and conditions relating to how your information may be used and to whom it may be passed shall be subject to any elections you may make under the heading 'Restrictions on Use of Information' on the opposite page.
7. You warrant that the information you have provided is true and accurate and, if published, will not constitute an offence under the Trade Descriptions Act 1968 or the Consumer Protection Act 1987.
8. You agree to indemnify and keep indemnified the Tourism Promoters against any and all liability, loss, damage, costs and expenses which any of them may suffer as a result of a third party alleging that a Tourism Promoter's use of any information provided by you constitutes an infringement of such third party's intellectual property rights.
9. If you require any information with regard to the treatment of the information you have provided, please contact VisitEngland at Sanctuary Buildings, 20 Great Smith Street, London SW1P 3BT.

**CONDITIONS OF PARTICIPATION**

All businesses participating in the VisitEngland quality assessment schemes are required to:

- Observe the VisitEngland Code of Conduct (see below)
- Be assessed regularly, and in the event of complaints, by authorised representatives of VisitEngland
- Pay an annual participation fee
- Any participant disqualified from the VisitEngland Pub Quality Assessment Scheme for whatever reason will not be allowed to re-join for a minimum period of one year from the date of disqualification. Reapplication at an earlier stage may be considered by VisitEngland where it is felt special circumstances apply. In all cases, acceptance of re-application will be at the sole discretion of VisitEngland. Application to re-join the scheme will always incur an additional fee. If disqualification was on the basis of quality or the level of complaints, then it must be demonstrated that the areas of concern have been addressed. This may be done in the form of an advisory visit by a VisitEngland representative, for which an additional charge is likely to be made.

**CHANGE OF OWNERSHIP**

When a pub business is sold or the method of operation changed, e.g. contracted out, and the new owner does not continue participating in the VisitEngland Pub Quality Scheme, the existing accreditation cannot be transferred.

**CODE OF CONDUCT**

The owner / manager is required to undertake and observe the VisitEngland Code of Conduct:

- To welcome all customers courteously and without discrimination in relation gender, sexual orientation, disability, race, religion or belief.
- To maintain standards of customer care, cleanliness and service appropriate to the style of the operation.
- To deal promptly and courteously with all enquiries, requests, bookings and correspondence from customers.
- To ensure complaint handling procedures are in place and that complaints received are investigated promptly and courteously and that the outcome is communicated to the customer.
- To give due consideration to the requirements of customers with special need and to make suitable provision where applicable.
- To hold current public liability insurance and to comply with all relevant statutory obligations including legislation applicable to health and safety, planning and fire.
- To allow VisitEngland representatives reasonable access to the operation, on request, to confirm that the Code of Conduct is being observed or in order to investigate any complaint of a serious nature notified to them.
- To allow VisitEngland moderation assessors reasonable access to the operation, on request.
- When a business is sold or ceases to trade, every effort should be made to inform VisitEngland.