

Details of the attraction:

Name:

Address:

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Website:

Mailing address of attraction (if different):

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Primary contact (the person who liaises with the assessor and receives the report):

Name: Position:

Email address: Telephone number:

Invoice contact (the person responsible for payment):

Name: Telephone number:

Email address (invoices will be sent by email):

Address to appear on invoice (if different from attraction address):

.....

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 attraction is not assessed

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, send it to VisitEnglandAttractions@theAA.com or record below:

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3. Annual Visitor Numbers and Admission Charge

The subscription fee is based on annual visitor numbers, the adult admission charge and whether the annual or biennial visit pattern is chosen. Please state your annual visitor numbers and adult admission charge (if any) below and then one of our team will contact you with the subscription fee. Please note: if you did not participate in the scheme in 2017, a joining fee is applicable, also based on these factors.

My annual visitor numbers are My adult admission fee is

4. Would you like your attraction to be considered for a family visit?

Please note: a family visit depends on the availability of a suitable assessor and there is no guarantee that a request for a family visit can be met. If a family visit is possible, the attraction must reimburse the cost of admission for one adult and up to three children at the debrief.

If possible, I would like a family visit I do not need a family visit

5. If there are any dates across the year when your attraction is closed, please list these below:

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6. Where did you hear about the scheme and what is your main reason for joining?:

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Declaration

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

- The attraction continuing to comply with the VisitEngland conditions of participation.
- The attraction 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.

Send your completed form to VisitEnglandAttractions@theAA.com or VisitEngland Assessment Services, Fanum House, Basing View, Basingstoke, Hampshire, 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 attractions participating in the VisitEngland quality assessment schemes are required to:

- Meet or exceed the VisitEngland minimum entry requirements for accreditation, including having public liability cover;
- Observe the National Code of Practice for Visitor Attractions (see reverse of this page);
- 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 Visitor Attraction Quality Scheme for whatever reason will not be allowed to re-join for a minimum period of one year from the date of disqualification. Re-application 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 an attraction business is sold or the method of operation changed, e.g. contracted out, and the new owner does not continue participating in the VisitEngland Visitor Attraction Quality Scheme, the existing accreditation cannot be transferred.

National Code of Practice for Visitor Attractions

The owner and management have undertaken:

1. To provide in promotional materials an accurate description of the amenities, facilities and services of the attraction.
 2. To indicate on all such promotional materials any requirements for pre-booking and any significant restrictions on entry.
 3. To welcome all visitors courteously and without discrimination in relation to gender, sexual orientation, disability, race, religion or belief. To respect the requirements of the Equality Act 2010 by making 'reasonable' adjustments to improve service for disabled people and make available an Access Statement describing the accessibility aspects of a visit to the Attraction.
 4. To describe accurately and display clearly:
 - a) Any charges for entry including service charges and taxes where applicable and any additional charges for individual attractions or special exhibitions.
 - b) Dates and hours of operation, both opening and closing.
 5. To provide in promotional materials for visitor enquiries a postal address, an e-mail address, a telephone number and a website address from which the detailed information specified in 1, 2, 3 and 4 can be obtained.
 6. To hold a current public liability insurance policy or comparable Government indemnity, and to comply with all applicable planning, health, safety, fire and other statutory requirements and regulations.
 7. To provide signage and orientation information as appropriate to the Attraction to assist visitors in understanding and enjoying the Attraction.
 8. To consider the needs of visitors for whom English is not their first language and, as appropriate to the Attraction, to make arrangements that enable them to be adequately informed to enjoy their visit.
 9. To manage the Attraction in such a way as to ensure visitor safety, comfort and service by sustaining a high standard of maintenance, customer care, courtesy and cleanliness.
 10. To ensure that all staff who meet visitors can provide information and guidance about the Attraction, and are readily distinguishable as staff, whether employees or volunteers.
 11. To have regard to the need to manage and operate the Attraction in a sustainable way.
 12. To provide, as appropriate to the nature, scale and location of the Attraction, coach, car, motorcycle and bicycle parking, adequate toilets, and catering facilities. If any of these requirements cannot be made available on site, to provide information at appropriate points on where they can be found locally.
 13. To deal promptly and courteously with all enquiries, requests, reservations, correspondence and comments from visitors and try to resolve any complaints on site at the time of the visit.
 14. To provide a facility on site for comments to be recorded and to advise clearly the name and contact details (address, telephone and e-mail) of the person to whom comments by visitors should be addressed.
 15. To display prominently the National Code of Practice Certificate.
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