

VisitEngland ™

Glamping

Quality Standard





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Introduction

Glamping or Glamorous Camping has captured the imagination of holiday makers over the last few years. The beauty and peace of the natural world experienced from the comfort of a luxury tent, pod or hut has a strong appeal to customers of all ages. VisitEngland understands that quality is the key to success for all businesses in the tourism industry and the Glamping assessment standard is designed to promote and reward quality.

VisitEngland assessors will offer objective feedback and advice as well as solutions that will help to give your business that competitive edge. A VisitEngland accreditation is an internationally recognised quality marque.





Quality is the Key

Our Commitment to You

Our professional assessors will work with you in order to maximise the potential of your business. As a member of the Glamping scheme you will receive an annual assessment visit. The assessor will assess all aspects of your business in order to award the accreditation and provide you with detailed feedback on how further improvements might be made.

A verbal debrief will be offered immediately following the assessment visit. If this is not convenient, then a telephone debrief can be arranged. The verbal debrief is always followed up with a detailed written report.

Your assessor will be interested in finding out a little more about your business during the debrief. Are you as busy as you would like to be? Do you have quieter periods that you would like to promote? This information will allow your assessor to take a more focused approach and to offer suggestions that might benefit your business. Assessors will take in to account the expectations raised on your website and other marketing, to ensure guests would not be disappointed.

Quality Assessment

Our assessors will grade each aspect of your business; website, the physical site and accommodation. The assessment is objective and will take into account the unique aspects of your business and what you are trying to achieve. It is not based on personal taste. The aim of the assessment is to highlight the strengths of your business and any areas that your customers might find disappointing. It is not about taking away any of the character, style or uniqueness of your business.

What is Quality?

Whatever the size, type or style of your glamping business, a high quality experience and memorable visit is what your customers will be looking for. Your assessor will assess all aspects of your customer-facing business with a critical eye, but always with the intention of helping you improve your business.



1.1

How the Assessment Scheme Works

The assessment scheme is designed to ensure that guests can book glamping accommodation with confidence, knowing that there will be a certain standard of quality and that all of the basic amenities will be provided. The assessment scheme will not try to homogenise accommodation and stifle creativity and imagination. For example, mains electricity will not be a requirement, so light can be provided in whatever style suits the accommodation. However, hot water will be a requirement, either to the individual glamping accommodation or to the shared facilities.

There will be two levels of recognition within the Glamping scheme: VisitEngland Accreditation and VisitEngland Gold Award.

Dispensations

Some sites or accommodation might not be able to provide all of the requirements in order to be accredited, due to the nature of the site and/or accommodation. It might be possible, in these cases, for VisitEngland to offer a dispensation. This will be considered on a case by case basis.

1. VisitEngland Accreditation

In order to achieve an accreditation and display the VisitEngland quality marque on your website you will need to provide all of the information, services and facilities needed and meet the required quality standard in all areas.



2. VisitEngland Gold Award

A VisitEngland Gold award will be given in recognition of exceptional quality and facilities.

It is possible for a site to hold a VisitEngland Accreditation and for one or more of the individual units to be awarded the Gold award.

For example: A site might have a mix of safari tents, yurts and shepherd's huts. Only the safari tents offer 'private' bathroom facilities to each tent and meet the higher quality standards for a Gold award. The operator will be able to show both the VisitEngland Accreditation and Gold award signage, but only on the understanding that it is made very clear to potential guests, that only the safari tents have been awarded the Gold award.



1.2

How do we Measure Quality?

During the assessment visit, your assessor will make quality judgements across all aspects of your customer-facing business and will award a score from 0-5 for each element.

0 = unacceptable

1 = poor

2 = disappointing

3 = good

4 = very good

5 = excellent

At the end of the visit the assessor can calculate a percentage score for the site and for any individual

accommodation that might be eligible for an award. In order to achieve a VisitEngland Accreditation, the overall percentage score has to reach 60% or above. To be eligible for a Gold award the percentage score needs to be a minimum of 80%.

Assessment Rules

Any scoring area can be set to N/A if that scoring section is not applicable to your site and this will not affect the final percentage score. However, some sections such as, 'exterior look and condition of the unit' and 'quality and condition of beds' will always need to be scored.

Quality Assessment Sheet

	Marks awarded (out of 5)
Information & Arrival	
Pre-arrival information	4
Arrival information	4
Extra touches on arrival	5
Exterior	
Exterior look and condition of the unit	4
Grounds and setting	5
Beds	
Quality and condition of beds	4
Quality and condition of bedding. Also bed linen if provided.	4
Bathrooms	
Quality and condition of shower room/ bathrooms	4
Quality and condition of WCs - if separate	3
Kitchen	
Quality and condition of all cooking equipment	4
Quality and condition of all crockery, cutlery, glassware	4
Living Space	
Quality comfort and ease of use	5
Lighting & Heating	
All interior and exterior areas	4
Housekeeping & Cleanliness	
Grounds & gardens	5
General accommodation	5
Shower room/ bathrooms	5
Toilets (if separate)	4
Kitchen/ cooking areas	5
Total Score	78/90
% Score	87%
Pass Yes/No	Yes
Gold award Yes/No	Yes



1.3

Quality Assessment: What the assessor will be looking at

Information and Arrival

Pre-Arrival Information

Your assessor will review your website prior to the assessment visit taking place, and assess the content of the site in terms of information provided for guests. At the time of the assessment visit, the assessor will look at any information that is sent to guests post-booking.

Do guests have all the information they require before they set off? If the information is comprehensive and well produced, then a score of 5 will be awarded. If there are omissions or improvements that could be made, then a lower score will be awarded and advice offered.

Arrival Information

This is scored as for pre-arrival information, but here it is the information provided on site that is being considered. This will include important information about the accommodation and site facilities, as well as extra information about the local area and its amenities.

Extra Touches on Arrival

Here the assessor is looking at all of those extra touches; the welcome pack, the on-site shop etc. A wide range of extra touches will be considered depending on the site and what is provided by owners.

Exterior

Exterior Look and Condition of the Unit

For a score of 5, the fabric of the tent or wooden structure of the shepherd's hut will be in excellent condition, although an allowance will be made for the time of year that the assessment takes place.

Your assessor will also be looking at the quality and condition of exterior decking and any outside furniture.

Grounds and Setting

Your assessor will need to understand what you are trying to achieve with your location and setting. Is it a very natural setting or something different?

Pathways, parking areas, grounds and gardens will all be taken into consideration.

Beds

Quality and Condition of Beds

For glamping, the minimum standard we are looking for is high quality and comfortable beds for all guests.

In order to score higher marks for beds, assessors will be looking at space, comfort and style. A score of 5 will be reserved for those special beds that offer luxury in terms of comfort and perhaps make a statement, exceeding guests' expectations.

Quality and Condition of Bedding

This includes the quality of the bed linen, mattress protection, pillows and bedding. And not just the quality of each of these items, but the presentation of the beds to guests.

Bathrooms

Quality and Condition of Shower/Bathrooms

We understand that bathroom facilities will vary greatly in terms of size and style. The provision of hot water and lighting is important in all cases. Some facilities will offer privacy, but will be more open to the elements than others.

Assessment judgements will be made, with the style of the room or unit taken into account.

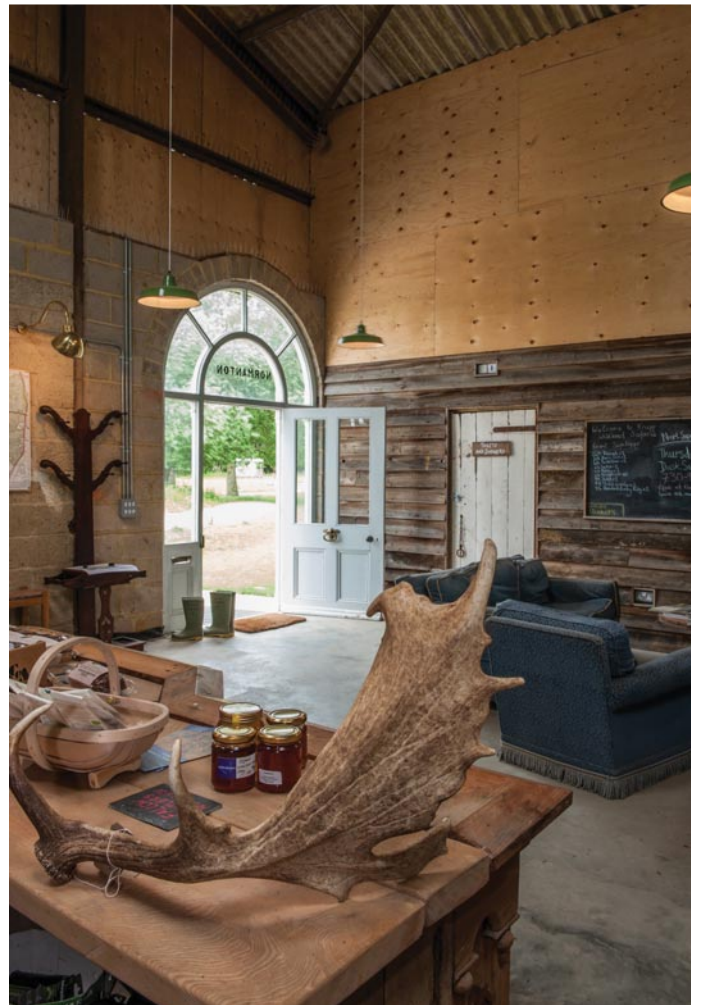
Kitchen

Quality and Condition of all Cooking Equipment

Cooking equipment will come in many forms, from the open fire to full modern cooking ranges. All can offer excellence. The assessor will be looking at quality, condition and usability of the cooking equipment provided. This will include the cooking utensils as well as the main cooking equipment.

Quality and Condition of all Crockery, Cutlery and Glassware

This section takes into account not only the quality of the crockery, cutlery and glassware provided, but also the range of each of these items. It is appreciated that some sites will provide an alternative to glass.



Living Space

Quality, Comfort and Ease of Use

This is space that is not dedicated directly and solely to sleeping. Living space will be provided in all shapes and sizes. Some living space will be all outdoors, other living space might be internal and spacious. For example, a shepherd's hut will not be penalised for being small. The questions in the assessor's mind will be about how the space is arranged and used, for example how usable is any outdoor living space during the day and evening?

Lighting and Heating

All Internal and External Areas

This covers all of the lighting and heating on-site.

Some glamping units will offer mains electricity for lights and many will not. This will not influence the score awarded either way. When assessing lighting, the questions in the assessor's mind will be about how effective and usable the lighting is in each area, such as in the sleeping areas and at bedsides. Is lighting provided at mirrors in bedrooms and bathrooms? Has thought been given to guests that need to access less well-lit areas of the site at night?

When assessing heating, the assessor will take into account which months of the year the accommodation is open for letting. Also, is there heating available inside and out? The heat source might also be the cooking source, but how effective and usable it is for one or both purposes?

Housekeeping and Cleanliness

This section covers all areas of the site and separate scores are awarded for each of the areas.

There will be different expectations based on the type of site. For example, shared bathrooms will need to be kept clean and tidy by staff during the day. For private bathroom facilities it is the servicing between lets that is assessed.

Some of the questions assessors will be asking themselves are: Are the grounds and parking areas kept tidy and litter free? How clean are the bedrooms, bathrooms, cooking equipment, cooking utensils etc.?

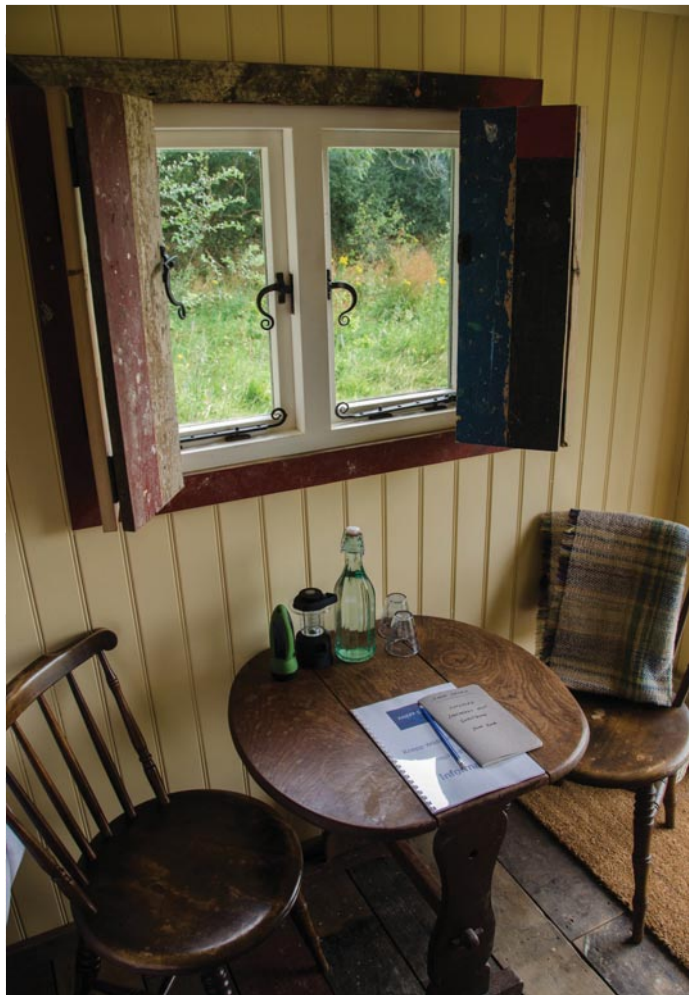
“This was our first time glamping, having been regular campers previously, but found it to be the perfect blend of outdoor luxury, family fun and tranquillity.”

TripAdvisor review

2.1

Legal & Safety





The VisitEngland Glamping scheme is a quality based assessment and the scores awarded should reflect the guest experience and the quality of the product and services offered by the accommodation and its staff. The assessment is underpinned by VisitEngland's Code of Conduct, a commitment to which is a requirement of participation in the scheme. This ensures that all glamping accommodation is operating to the minimum standards and meeting all statutory obligations.

VisitEngland's Code of Conduct can be found at the end of this booklet. This explains the criteria that needs to be met by all glamping accommodation taking part in the quality scheme.

2.1.1

Statutory Obligations/ Minimum Entry Requirements

These obligations will vary from business to business, dependent on the nature and scope of the accommodation. All accommodation businesses need to have adequate public liability insurance or comparable government indemnities, and in addition comply with all applicable planning, health, safety and fire regulations.

- Public Liability Insurance: whilst not a statutory requirement, it is a requirement for participation in VisitEngland's scheme. Proprietors may be asked to provide evidence that Public Liability insurance cover is being maintained and that the requirements below are being fulfilled.
- Comply with all relevant statutory requirements including:
- Fire Risk Assessment: to comply with the Regulatory Reform (Fire Safety) Order 2005; supply evidence that a Fire Risk Assessment has been carried out annually, for guidance refer to: www.visitengland.org/fire. It is likely that this review will result in installation of smoke detectors.
- Provide a carbon monoxide detector in every unit where gas or oil is burnt. Also in spaces where there is an open fire or wood burner. A detector should always be placed in a kitchen unless all appliances are electric. People die every year in accidents caused by carbon monoxide. Your Fire Risk Assessment may also lead to installation of one or more smoke detectors.
- An annual landlord's gas certificate is required if you have gas in your units.
- Regular Portable Appliance Testing (PAT Testing) will ensure appliances are safe, but don't forget that all aspects of any electricity supply need to be safe.
- Food Safety/ Hygiene: register with the local Environmental Health department if providing any food.
- Health & Safety: operate safely with due regard to health and safety legislation and with evidence of consideration for the safety of guests and security of guests' property; supply clear information on how to contact proprietor/management in case of emergency. Supply multi-lingual instructions or diagram for fire evacuation procedure.
- Planning: comply with all local planning regulations.
- Licensing: comply with all local licensing regulations.
- Data Protection Act: comply with this Act.
- Prices & Payment: make clear to guests exactly what is included in all prices quoted for accommodation including taxes and any other surcharges; adhere to and not exceed prices quoted at the time of booking.
- Cancellation Policy: communicate clearly the cancellation policy to guests at the time of booking i.e. by telephone, fax or email.
- Consumer Protection from Unfair Trading Regulations 2008: comply with these regulations by describing accurately in any advertisement, brochure, or other printed or electronic media, the facilities and services provided.
- Equality Act 2010 (replaces the Disability Discrimination Act 1995/2005): All operators must comply with this act. Welcome all guests courteously and without discrimination in relation to gender, sexual orientation, disability, race, religion or belief. Make 'reasonable' adjustments to improve service for disabled customers.
- Produce an Access Statement – a description of facilities and services offered, specifically in relation to accessibility, to inform people with access needs; for guidance and free tool refer to: www.visitengland.org/accessstatements.
- Welcome assistance dogs (legal obligation). Many disabled people rely on assistance dogs to provide independence. See the dog as being part of the person. Read VisitEngland's 'Take the Lead' booklet online at www.visitengland.org/access.

Good Practice

Accessibility

- Ensure the fire evacuation procedures are in place for disabled people. Consider fire safety for guests with hearing loss who may not hear the smoke alarm. Strobe light fire alarms or a domestic paging system may be appropriate, see 'Listen Up!' guide www.visitengland.com/access
- Specific training courses are available on how to welcome all types of guests e.g. Welcome All and WorldHost Customers with disabilities. Consider learning to communicate in basic British Sign Language (BSL).

Good Practice

Sustainability

- Consider drafting and promoting an environmental management policy, setting out the environmental and sustainable management actions taken by you for your business. If you need help drafting a policy, go to the Resource Zone on VisitEngland's Green Start website at www.better-tourism.org (you will need to register, but it's free).
- Join, or set up a voluntary visitor payback/gifting scheme where a business collects and donates funds to a local charity. Or make a donation to a local environmental charity.

2.1.2

Health, Safety and Security

- A high degree of general safety and security maintained, including information on procedures in the event of an emergency.
- If the proprietor is not resident on site, his/her name, address and telephone number or that of his/her agent, to be prominently displayed, together with clear details of how to summon assistance in the event of an emergency.
- Prominently displayed printed details of how to summon the assistance of emergency services to be provided e.g. doctor, dentist, location of nearest payphone and casualty unit and vets (if pets accepted).
- All units to be provided with suitable refuse disposal arrangements as required by the Local Authority. Dustbins, where provided, must have lids. Arrangements for refuse collection to be specified and prominently displayed.
- If appropriate, occupiers to be provided with a key to the entrance door of their unit, and any other relevant facilities.
- Adequate levels of lighting at night for safety and comfort in all public areas, including car parks and paths/steps to the units and any separate washing/ toilet facilities at night, should be provided.
- Where electricity is not provided, this must be stated. Voltage to be stated if not on mains.
- Emergency lighting to be available, e.g. torch or night-lights. Candles are not acceptable for safety reasons. Rechargeable torches are useful, especially the type which flash in the event of a power cut.

Hints & Tips

Safety

- If you take children, are garden ponds fenced?
- Do you have a handrail fitted to any stairways?
- If you plan to survey your guests after or during their stay, you could ask them if there is anything they thought unsafe or potentially dangerous.
- Finally, be sure to cover yourself with a good public liability insurance policy. Consider insurance against accidental damage too.

2.2

VisitEngland Accreditation – What You Need to Provide



2.2.1

Pre-Arrival and Arrival Information

- To make clear to guests exactly what is included in the prices quoted for the accommodation, e.g. electricity, fuel, logs, towels, cots etc. Where VAT is applicable, all prices to be shown inclusive of VAT at standard rate.
- Full details of accommodation, including sleeping arrangements and washing facilities (whether it is equipped with a bath or shower) provided on the website or printed form in advance of normal booking.
- Details of any in-house policies, e.g. no smoking, no pets etc. must be communicated at the time of booking, for example, clearly stated on website.
- Prospective guests should be made aware, prior to booking, of charges for additional services or facilities available, including cancellation terms, housekeeping and/or breakage deposits.
- Prices quoted at the time of booking not exceeded.
- The following information to be readily available prior to booking:
 - Full details of sleeping and bathroom arrangements for each unit.
 - A clear policy about pets on site. Either no pets or clearly stating that pets are welcomed and under what conditions. Assistance dogs must always be accepted.
 - Distance of unit from nearest pub(s), shop(s), public transport etc.
 - Nature of water supply, if not mains (water supply must meet all statutory regulations for drinking water).
 - Types of energy supply, if not electric.
 - Electricity voltage, if not standard.
 - Is WiFi available?
 - Is a good mobile signal available at the site?
 - Any environmental and/or recycling policy detailed.
 - A map and/or directions provided showing the location of the unit on booking or with brochure (this may be provided in more detail after booking).
 - Possible check-in/ check-out times.
 - Car parking arrangements near unit.
 - Full terms and conditions clearly stated.
 - Access statement provided on the website (see page 17).

Hints & Tips

Extra Touches

- Try to add as much value as possible by including extra touches within the price of the accommodation.
- A welcome pack is always appreciated.
- If wood is required for heating or cooking, then include it within the price. Guests will not want to go off site to buy wood.
- Think about providing equipment that might be useful to your guests and at your location. It might be wellies, body boards, binoculars, books etc.

Good Practice

Accessibility

- Offer your guests a choice of how to contact you e.g. telephone, fax, letter, email, text message and find out about Next Generation Text (NGT) Service used by people with hearing loss at www.ngts.org.uk
- Always ask if any of the guests in the party have any specific access requirements. Promote your Access Statement.
- Provide on request guest information in a range of formats e.g. large print, photographs, video, audio description and possibly Braille.

“The fresh flowers, eggs and welcome card were all a lovely additional touch.”

TripAdvisor review

Good Practice

Sustainability

- If you have taken actions to improve your impact on the environment and local area, make sure this is mentioned on your website/ leaflet – this will add to the appeal of your business. Consider taking part in a certification scheme to back up these credentials.
- Include public transport options in promotional and booking information.
- Pre-arrival information can promote options for local food delivery services and nearby shops so that guests do not feel the need to stock up before leaving home or ordering a supermarket delivery.

Hints & Tips

Website Information

- Think carefully about the pre-arrival information that you offer to potential guests. Glamping will still be new to many people and addressing the fears and concerns that some people might have will help you to sell your accommodation.
- Good photography will do much of the work for you, but think about what questions potential guests might have. For example:
 - Will I be warm enough?
 - Is there plenty of hot water?
 - Is the site peaceful?
 - What wildlife might I see?
 - Is the site easy to find?
 - What do I need to bring with me?

Hints & Tips

The Welcome

- You want your guests to feel comfortable and relaxed as soon as they arrive at the accommodation.
- Perhaps stay for a night in your own accommodation and think about what information and provisions might be useful to you.
 - How do I light that fire?
 - Where is the local shop?
 - Where is the pub?
 - How do I get to the beach from here?
- Consider providing a welcome pack. Tea, coffee and milk are obvious provisions, but try to offer something unique to your location. You might be able to promote other local businesses by providing samples of their goods.
- Tourist information is just as important. Provide local tourist information leaflets and menus for local pubs, restaurants and take-aways.
- A simple ‘Guest Notebook’ might also be provided. By making the first entry about how much you enjoyed a local restaurant or tourist attraction, you will soon find that many more recommendations follow.
- Consider providing a local Ordnance Survey map, and information on self-guided walks.
- Provide plenty of torches.



2.2.2 Exterior

Good Practice

Accessibility

- Ensure guests identifying themselves as being disabled, e.g. those with visual impairment, are offered a familiarisation tour.
- Provide a vibrating alarm clock for guests with hearing loss.
- Remember to include basic accessibility information for local pubs and attractions or access statements where available.

Good Practice

Sustainability

- Promote any actions being taken by the business to improve the impact of guests' stays and ideas for how they can join in to make a difference.
- Recycling arrangements should be clearly communicated.

- Grounds and outside living space that are part of the unit maintained in good order.
- Where outside living space is available then garden furniture should be provided.
- Exterior fabric of the accommodation unit/s in good repair.
- All exterior furniture and fittings appropriate to the style of the units and in good condition.
- If the unit has ancillary areas, the facilities provided will be taken into account in the assessment of the establishment, where under the control of the operator. They should be well surfaced, in good condition and adequately lit.

Hints & Tips

Outside Space

- Be sure to have enough outside seating for all guests.
- Guests may appreciate furniture in keeping with the environment, rather than plastic.
- Barbeques are very popular with guests. Ensure it is safe, but make it a high quality and an easy experience for them. The equipment should always be cleaned between lettings, so factor this in to your cleaning schedule. Do you provide charcoal?
- Consider providing good quality plastic crockery and wine glasses etc. for outside use.

Good Practice

Accessibility

- For assistance dogs, provide within the grounds or identify nearby, a free run/spend area.
- Ensure paths are kept clear of obstacles, debris, moss, ice and fallen leaves and have firm, well-maintained surfaces. Ensure that any permanent features en-route are securely fixed e.g. flower pot arrangement.

Good Practice

Sustainability

- Consider adding small features to encourage wildlife such as bird boxes and use of wildlife-friendly and/or local varieties of plants that will add interest for guests (you could even provide some information on what they should look out for).

2.2.3

Beds

- Beds might not be traditional, but all must offer good space and comfort for sleeping.
- Adequate mattress protection, pillows and bedding is recommended.

Hints & Tips

Beds and Bedding

- Glamping should take the pain out of camping and comfortable beds are essential. A great location and quirky accommodation with a hard camp bed might suit some, but won't be most people's definition of glamping.
- Make sleeping as comfortable as possible with the best mattresses that you can afford and excellent pillows. Consider hypoallergenic bedding.
- Make beds up for guests and include bed linen in the price of the holiday.

Hints & Tips

Privacy

- Beautiful views might be one of the main selling points for your glamping units, but always be mindful of the privacy of your guests.
- Quality is partly about choice and the option as to whether or not to pull a curtain or blind adds to that personal choice.
- Bathrooms without opaque window covers will make guests feel uncomfortable. All windows within the unit should be fitted with a curtain or blind.

2.2.4

Bathroom Facilities

- If bathroom facilities are shared:
 - Showers/baths minimum 1:10 guests
 - WC minimum 1:10 guests
 - Washbasins minimum 1:10 guests
- Toilets will be fully flushing or compost.
- Facilities might be basic and rustic, but all will be in good repair and serviceable.
- Bolts should be fitted to interior of shower door and WC if facilities are shared.
- Hot water at all times.
- Adequate lighting provided.
- Adequate heating provided, when required.

Hints & Tips

Bathroom Provision

- A private bathroom, either within the accommodation or adjacent to the accommodation, is ideal.
- A cold eco-shower might be a novelty on a hot day, but there needs to be ample hot water provision for all guests.
- Consider providing towels as an extra option (chargeable?) will be appreciated by guests travelling by public transport or hiking/ cycling.

Good Practice

Accessibility

- Provide a support rail by the shower attachments.
- Provide towels that contrast in colour to the walls and floor to assist visually impaired guests.

Good Practice

Sustainability

- Aerated shower heads, which mix air with the water to provide power with less water, can be used to improve water efficiency. Aerated basin taps mix air with the water to provide a 'foamy' flow of water which is more efficient than a standard tap fitting.





2.2.5 Kitchen

- Cooker - might consist of simple log burning cooking/heating stove or more conventional equipment.
- Washing-up. Adequate facility with hot and cold water available.
- Sufficient good quality crockery, cutlery, kitchenware and utensils.

Hints & Tips

Cooking Equipment

- Buy the best quality items you can, especially if you only have space for one frying pan, one saucepan, two mugs etc. Remember this is glamping, but not cheap and cheerful camping!
- Provide tea towels.
- Equip as fully as you can, given space available, ideally with luxury items.

2.2.6 Living Space

- Space might be limited, but should be adequate for the number of guests catered for.
- All interior furniture and fittings appropriate to the style of the units and in good condition.

Good Practice

Accessibility

- Ensure windows and curtains can be reached by your guests and are easy to open and close.

2.2.7 Lighting & Heating

- Adequate means of heating must be available at all times, even if only open during main season, which will mean heating is needed in living areas (free standing paraffin and Calor gas heaters are discouraged for safety reasons).
- Where there is a wood burner, provide suitable equipment e.g. poker, tongs, shovel etc.

Good Practice

Sustainability

- Regular maintenance of electrical, gas and oil fired equipment will help ensure the equipment is working efficiently, keeping your fuel bills down as a result.
- Halogen downlights can be replaced by LED equivalents that use up to 10 times less energy and last 10 times longer.

2.2.8 Housekeeping & Cleanliness

- Cleanliness is of paramount importance to guests, so a high standard of cleanliness must be maintained throughout the unit. Particular attention must be given to kitchens, bathrooms, shower rooms and toilets and items involving direct contact with guests, such as bedding, linen, towels, baths, showers, washbasins, WCs, flooring, seating, crockery, cutlery, glassware, kitchen utensils and equipment.
- It is the proprietor's responsibility to ensure that all units are thoroughly cleaned throughout, before each new let, irrespective of whether the guests have cleaned it prior to departure. Any broken or damaged items should be replaced between lettings.
- Each unit must be fully serviced between each let.
- If bathroom/shower and WC facilities are shared, they must be fully cleaned and serviced during the day and regularly if there is high usage.
- If cooking facilities are shared, they must be fully cleaned and serviced at least daily.
- Grounds, gardens and parking areas must be well maintained and well presented at all times.
- Refuse and recycling areas need to be clearly signposted, clean and well maintained.

Hints & Tips

Housekeeping

- It is, of course, essential that your accommodation is thoroughly cleaned and prepared for in-coming guests.
- There should be no evidence of the previous guests (no left-over food, clothes, rubbish, old newspapers and of course no hairs from the dog or human guests).
- Housekeeping is probably the single most important part of the letting process; there are more customer complaints about cleanliness than any other area.
- Remember, it's not just about the cleaning. The general presentation of the accommodation also needs to be good, including the beds and the contents of the kitchen area, for example.
- Don't skimp on the hours allocated for the cleaning. Allow enough time for those (hopefully) rare occasions when the outgoing guests leave the unit in a real mess.
- Do not leave anything to chance. Ask your customers for feedback to ensure that they are happy with the presentation of your accommodation.

Good Practice

Sustainability

- Consider using low impact and chlorine free cleaning products, including microfiber cloths that reduce the amount of cleaning liquid required.



“Wonderful combination of the great outdoors and the luxury of clean luxurious facilities.”

TripAdvisor review

2.3

VisitEngland Gold Award – What You Need to Provide





In order to be considered for a VisitEngland Gold Award all of the facilities required for VisitEngland Glamping accreditation must be provided and can only be achieved if the quality of the facilities also matches the required standards (please see pages 9 and 10), plus the following must be provided:

2.3.1 Beds

- Beds to provide high quality sprung or foam mattresses for all guests. (Alternative styles of beds will be assessed on their quality and comfort.)
 - Minimum 3' single beds and 4'6" doubles for adults.
- Children's beds might be smaller.
- Beds to be made-up for guests on arrival, with good quality bedding, pillows and linen.

2.3.2 Bathrooms

- The unit to have its own private bathroom. This might be within the unit or very close to the unit. For example, a bathroom for a shepherd's hut would sit adjacent to, or behind the hut.
- Guests would not be expected to pass any other accommodation en-route to their bathroom.
- Minimum 1 shower/bath, WC and washbasin for every 8 guests.
- Shower must be hands-free and provide good water pressure.

2.3.3 Kitchen

- The unit to have its own cooking facilities. As with the bathroom this will either be part of the unit or positioned adjacent to the unit. There might well be outside cooking facilities, but there needs to be a full range of cooking equipment in the covered kitchen.
- Sufficient cooking capacity to cater for all guests.
- Hot and cold running water with washing-up facilities.
- High quality cooking equipment, utensils, crockery, cutlery and glassware.

General

- Whatever the style of the accommodation, the quality of furniture and fittings and finish will be to the highest standard, within the context of the style of accommodation offered.

3.0

Sustainability: Doing Business Even Better





Green tourism and sustainability practices in your business are one and the same thing; it's all about taking small steps that enable you to do business even better, not differently. Small changes will not only save money, improve employee relations, enhance profitability and provide a richer experience for customers, but over time you will also improve your business' impact on the local economy, community and environment. 'Going green' does not have to be a chore and is just as applicable to businesses in a city centre as a rural location.

VisitEngland can help

VisitEngland is committed to promoting the adoption of sustainability practices among all tourism businesses. For further information on how to enhance your business to be more sustainable, including case studies on the benefits of adopting sustainable practices, please visit www.visitengland.org/green.

Sustainable tourism certification

If your business is already a successful sustainable business and you wish to demonstrate this to new or existing customers, you may wish to join one of the certification schemes that exist in England. These schemes are not operated by VisitEngland, but by independent organisations which have been verified to ensure they are offering a rigorous and well-founded sustainable certification scheme that will allow you to confidently promote your green credentials. Visit www.visitengland.org/green for more information.

Throughout this standards booklet, suggestions are included on how you can improve the sustainable performance of your business. These are not compulsory but are recommended if you wish to make a positive impact on your business and also save money.

4.0

Making Your Accommodation Accessible for All





Visitor accommodation can present a range of challenges for disabled people and others with access needs. In response to this, many operators have been making improvements to their accessibility over recent years to ensure they can safely and warmly welcome disabled people.

They have been doing this by not only providing for wheelchair users wherever possible, but also for those with a hearing loss or sight loss, older visitors, people with a hidden disability or individuals with a learning disability. After all, almost 1 in 5 people in England are disabled in some way.

The accessible tourism market is worth around £12bn to tourism businesses in England and is growing due to an ageing population.

It is important to provide information on the accessibility of your facilities and services. This can be achieved by producing an Accessibility Guide (an improved format that replaces Access Statements), which is a requirement for all scheme members. To produce and publish an Accessibility Guide go to www.visitengland.org/accessibilityguides.

Another is by making sure that if you have your own website it is easy to use for all customers, including the facility to change font sizes etc.

VisitEngland has produced some helpful guidance on how to meet the needs of disabled and older visitors, and how to attract this lucrative market at www.visitengland.org/access.

Legal Obligations

All businesses have obligations under the Equality Act 2010. This legislation requires businesses to anticipate and provide for disabled people and others with 'protected characteristics' (see VisitEngland's Pink Book).

By making reasonable adjustments to your information provision, staff training and physical accessibility, including alternative arrangements where necessary, you will not only be helping to meet your obligations, but will be making your accommodation more accessible to all.

Code of Conduct and Conditions for Participation

Code of Conduct

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

Prior to booking

- To describe accurately in any advertisement, brochure, or other printed or electronic media, the facilities and services provided;
- To make clear to guests in print, in electronic media and on the telephone exactly what is included in all prices quoted for accommodation, including taxes and any other surcharges. Details of charges for additional services/facilities should also be made clear, for example breakfast, leisure etc.;
- To provide information on the suitability of the premises for guests of various ages, particularly the elderly and the very young;
- To allow guests to view the accommodation prior to booking if requested.

At the time of booking

- To clearly describe the cancellation policy to guests i.e. by telephone, fax, internet/email as well as in any printed information given to guests;
- To adhere to and not to exceed prices quoted at the time of booking for accommodation and other services;
- To make clear to guests if the accommodation offered is in an unconnected annexe or similar, and to indicate the location of such accommodation and any difference in comfort and/or amenities from accommodation in the establishment.

On arrival

- To welcome all guests courteously and without discrimination in relation to gender, sexual orientation, disability, race, religion or belief.

During the stay

- To maintain standards of guest care, cleanliness, and service appropriate to the type of establishment;
- To deal promptly and courteously with all enquiries, requests, bookings and correspondence from guests;
- 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 guest.

On Departure

- To give each guest, on request, details of payments due and a receipt, if required/requested.

General

- To give due consideration to the requirements of guests with special needs, and to make suitable provision where applicable;
- To ensure the accommodation is prepared for the arrival of guests at all times when the establishment is advertised as open;
- To advise guests, at any time prior to their stay, if there are any changes in what has been booked;
- To have a complaints handling procedure in place to deal promptly and fairly with guest complaints;
- To hold current public liability insurance and to comply with all relevant statutory obligations including legislation applicable to fire, health and safety, planning and food safety;
- To allow VisitEngland representatives reasonable access to the establishment, on request, to conform that the Code of Conduct is being observed or in order to investigate any complaint of a serious nature notified to them.

Conditions for Participation

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

- Meet or exceed the VisitEngland minimum entry requirements for a rating in the relevant accommodation sector;
- Observe the VisitEngland Code of Conduct;
- Be assessed annually, and in the event of complaints, by authorised representatives of VisitEngland;
- Pay an annual participation fee and agree that the annual participation fee, however payable, whether made in one payment or by direct debit, is non-refundable by VisitEngland, and relates to and is payable for the VisitEngland national quality assessment scheme participation, services and benefits that you and your establishment receive throughout the applicable participation year. The VisitEngland national quality assessment scheme participation will automatically renew on 1 April each participation year and an invoice for the participation fee will be despatched accordingly, unless VisitEngland receives at least 28 days' notice in writing from you that you no longer wish to participate in the VisitEngland national quality

assessment scheme before the 1 April of the new participation year. VisitEngland shall be entitled to charge you interest on any overdue sum from the date when payment is due until the date of actual payment (as well as before judgment) at a rate per annum of 4% above the base rate from time to time of Barclay's Bank Plc. Such interest shall accrue from day to day and shall be paid subject to any withholding tax;

- You give permission to VisitEngland or its representatives to enter your establishment site at any time to take and create photographs of your establishment. The copyright and all other intellectual property rights, title and interest in and in respect of such photographs shall vest in VisitEngland;
- On termination of participation, howsoever caused, you shall immediately, and no later than within 28 days, at your own expense, remove all references to the VisitEngland rating from websites promoting your establishment and from all other media channels utilised by you to promote your establishment and remove all signs displaying the VisitEngland logo from your establishment site and return to VisitEngland's signs manufacturer Alpen Signs, Central House, Marlow Road, Leicester LE3 2BQ. If, after 28 days following termination of the VisitEngland recognition for your establishment, you have not complied with its obligations to removal of signage, you shall allow the employees, agents or representatives of VisitEngland such access as they require to your establishment site to remove all signs displaying the VisitEngland logo displayed on your establishment. You shall pay to VisitEngland all costs and expenses thereby incurred;
- Any participant disqualified from the VisitEngland national quality assessment schemes 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.

Anti-Corruption & Anti-Bribery

- You shall not, and shall procure that your directors, employees, agents, representatives, contractors or sub-contractors shall not engage in any activity, practice or conduct which would constitute an offence under any anti-bribery and anti-corruption laws, regulations and codes, including but not limited to the Bribery Act 2010, as may be amended or replaced from time to time.
- You shall have in place adequate procedures designed to prevent any person working for or engaged by you or any other third party in any way connected to this agreement, from engaging in any activity, practice or conduct which would infringe any anti-bribery and anti-corruption laws, regulations and codes, including but not limited to the Bribery Act 2010, as may be amended or replaced from time to time.
- Breach of this Clause shall entitle VisitEngland to terminate this agreement by written notice with immediate effect.

Change of Ownership

When an accommodation business is sold or the method of operation changed e.g. contracted out, and the new owner does not continue participation in the VisitEngland national quality assessment scheme, the existing rating cannot be transferred. If a property is sold as a going concern, for continued use to accommodate guests and details of the new owners are provided to VisitEngland, the rating may be continued under the following circumstances:

- The current (outgoing) owners have made all payments due to date for the current participation year. If payment is made by Direct Debit this should remain active until the change of ownership process is completed.
- The current (outgoing) owners provide forwarding details for themselves along with full contact details for the new (incoming) owners to VisitEngland's appointed assessment contractor.
- The current (outgoing) owners provide the expected completion/transfer date to VisitEngland's appointed assessment contractor.
- The new (incoming) owners apply and pay for participation in the VisitEngland national quality assessment scheme within 28 days of the completion/transfer date.

If all these criteria are met then the current (outgoing) owners may be entitled to a pro-rata refund for any complete remaining months paid for in the current participation year.

