



## APPLICATION FORM

# Approved Accommodation Scheme

Accredited by VisitEngland

For office use only

Staff

Initials

### Establishment details

Establishment name:

Full postal address:

Postcode:

Tel no:

Email:

Website:

Twitter:

### Primary Contact details (If different from above)

Title:  Name:

Company name (If applicable):

Full postal address:

Postcode:

Tel no:

Email:

Mobile:

### Ownership details

Are you a new owner Yes  No

(if yes) Did the property have a VisitEngland rating under the previous owner? Yes  No

### Accommodation type:

Please fill out the section relevant to your accommodation

Self catering  Budget hotel  Hotel

Guest accommodation  Holiday village  Park

Serviced Apartments  Hotel boat  Hostel

University/campus  Glamping  Chalet

Individual Caravan  Other

### Additional information

Price per night based on single occupancy: £

Do you welcome (please tick): Cyclists  Families   
Walkers  Pets

Are you accessible to (please tick):

NAS Mobility  NAS Hearing  NAS Visual

Please note: Participation in these schemes carries an additional charge

Please TICK method of payment.

BACS  Card  Cheque  Direct Debit

Total Fee (Incl VAT) £

**CHEQUE** Please make payable to VisitEngland. Please quote your invoice number on reverse of the cheque, or return with this invoice.

**CARD payments please contact credit control:**  
01256 492222 or visitenglandassessmentpayments@theAA.com.  
**DIRECT DEBIT:** please complete direct debit mandate and return it to the address overleaf.

**BACS:** please remit to AA Media Limited VE Assessments  
Account No. 73452972 Sort Code: 20-05-00

### Declaration

I/We wish to participate in the VisitEngland Approved Accommodation Scheme. I/We understand that granting and subsequent use of the national ratings are conditional upon:

- The property continuing to comply with the VisitEngland conditions for participation.
- The property continuing to meet the criteria of the rating(s) granted.
- The payment of an initial Joining Fee 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 national rating granted to us. Participation fees are set annually. I/We understand that all Joining and Participation Fees are non-refundable.

I/We have read the legal statement and hereby confirm that I/we understand and accept all these terms and conditions.

I/We understand that a VisitEngland rating must not be used until written confirmation has been received.

**Please sign overleaf.**

Please fill out the section relevant to your accommodation

## Self catering

Type of unit	No. of units	Name of unit(s)	Occupancy
Chalets/Villa			
Studio apartment			
Apartment			
House			
Bungalow			
Cottage			
Other			
Total			

### Guest Accommodation

Total No. of bedrooms	
Number with ensuite bath/shower and W/C	
Number with private bath/shower and W/C	
Number without ensuite, private bathroom	

### Hostel

Number of beds

### University/Campus

Number of rooms

### Hotel

Total No. of bedrooms	
Number with ensuite bath/shower and W/C	
Number with private bath/shower and W/C	

### Hotel Boat

Number available

### Budget Hotel

Total Number of bedrooms	
Number with ensuite bath/shower and W/C	
Number with private bath/shower and W/C	

### Holiday Village, Touring & Camping Parks Accommodation

Number of pitches/vans/lodges

### Individual Caravan

Number available

### Serviced Apartments

Number of unit(s)	
Name of unit(s)	
Occupancy per unit	

### Chalet/Van/Alternative/Glamping

Number available

Name (BLOCK CAPITALS) ..... Signature & Date .....

Restrictions on use of information (please refer to the 'Terms and Conditions for Use of Information')

- 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.

VisitEngland Assessment Services

The AA, Fanum House, Basing View, Basingstoke, RG21 4EA

E: visitenglandassessmentservices@theaa.com • T: 01256 491111

# LEGAL STATEMENT - for submission of information to tourism promoters

## 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's agent The AA. 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 Assessment Services, Fanum House, Basing View, Basingstoke, RG21 4EA.

## 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 for 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 all 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 confirm that the Code of Conduct is being observed or in order to investigate any complaint of a serious nature notified to them;
- When a business is sold or ceases to trade, every effort should be made to inform VisitEngland.

## 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 nonrefundable 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 after as before judgement) at a rate per annum of 4% above the base rate from time to time of Barclays 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 reapplication 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 of these criteria are met then the current (outgoing) owners may be entitled to a prorata refund for any complete remaining months paid for in the current participation year.