



TOURISM ACCOMMODATION STANDARDS CHARTER

Dover District Council remains committed to both the National Quality Assurance Scheme run by Quality in Tourism for Visit England, The AA, Kent Accommodation Scheme and other accreditation schemes/guides like Alistair Sawday, Michelin etc. This independent view can provide valuable insight and excellent advice tools to assist you with running and developing your business. They also provide an award to use on your website and promotional materials.

In order to ensure quality is maintained by local accommodation businesses and recognised by our visitors, Dover District Council has developed an 'Accommodation Charter.' Any non-accredited district wide accommodation businesses should sign up to the Charter as a requirement to being promoted on the White Cliffs Country website and other potential promotional activities (advertising) undertaken by us. The Charter will also enable the districts Visitor Information Centre's to make bookings through you on behalf of their visitors. The Charter will cover important areas such as legal considerations, health and safety and good customer care practice.

There is also a complaints procedure which, together with the Charter, will provide a feedback mechanism for visitors who may be unhappy with their chosen accommodation.

As an advertiser and/or member of the Dover District Council Accommodation Standards Charter, I undertake:

1. To work positively with Dover District Council at all times and provide access to premises on request to ensure the Charter is being followed

Membership implies working collaboratively with the local tourism team and other members of the standards charter to improve the standing and profile of tourism across the district and Kent.

2. To provide promotion material or online entry, an accurate description of the quality, standard of facilities and services of the establishment

For this purpose, promotion material means any advertisement or brochure, printed, on line or other media. Pictorial images and descriptive text should accurately represent the establishment concerned.

3. To welcome all visitors courteously and without discrimination in relation to gender, sexual orientation, disability, race, religion or belief, gender reassignment and marriage and civil partnership.

This complies with the duty of the Equality Act 2010 which requires reasonable adjustments to remove barriers and improve services for those people with specific needs. The provision of an Access Statement should describe the accessibility credentials of the establishment. The Access Statement should be a clear and accurate written description of the facilities and services offered that enables a potential guest to make an informed decision as to whether the establishment meets their particular access needs.

Staff must understand the need for sensitivity when communicating with actual or potential guests with specific needs and make every effort to make them welcome and meet their needs.

4. To describe accurately and display clearly prices for the services being offered including any service charges and taxes where appropriate

This applies to prices listed in promotional material, on line and on site, packaged items and extra charges. This should also include a clear cancellation policy, checking in/out procedures.

5. To maintain good standards of service and cleanliness

Every business should be striving to deliver the best standards possible for the type of accommodation they are offering. However, high standards of cleanliness should apply to all.

6. To have a complaints policy that can be implemented speedily and effectively

This should be designed to enable any issues that may arise to be resolved by prompt, professional and polite action.

7. To maintain a fair and effective cancellations policy

This needs to be readily available for guests at each stage of their visit, from pre booking through to after departure.

8. To fulfil all legal obligations and responsibilities

This includes fire precautions, price display orders, food safety/hygiene, liquor licensing, health and safety laws, discrimination, trade descriptions, data protection, Hotel Proprietors Act, public liability cover and any other insurance necessary to comply with statutory requirements.

9. To manage the business in a way that supports the local environment and community

Changes in operation practice such as actively sourcing and using local produce, recruiting locally and taking an active role in community events can make a difference to local communities and reduce your carbon footprint. It also makes good business sense.

10. To provide current and up to date information about the district for visitors

Access to good quality information has the potential to enhance the visitor experience and to encourage them to explore more and stay longer. The council produces a wide range of printed information, some of which is multi-lingual, about the district. The tourism website is designed to be the one stop to accessing up to the minute information so by linking with it, enables visitors to access everything from accommodation, places to visit, events and inspirational ideas.

Terms and Conditions

- i. Dover District Council will monitor on-line reviews and any complaints relating to members that have signed the Standards Charter. After proper investigation and consultation with the proprietor, should complaints be deemed legitimate and sufficiently serious Dover District Council reserves the right to withdraw website membership without liability. This decision will be final with no right to appeal.
- ii. Upon termination of advertising/membership, Dover District Council will, as soon as reasonably possible, remove the details of the tourism business from the relevant websites and any marketing materials used in campaigns.

In signing the Charter I/we hereby confirm that we are authorised to do so on behalf of the business and agree on behalf of the business to observe the Dover District Council Accommodation Standards Charter and to be bound by these Terms and Conditions as a condition of promotion/membership.

Authorised signature

On behalf of the business

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Name printed

Tourism business

Address

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Please sign and return to:

Post - Dover Visitor Information Centre, Dover Museum, Market Square, Dover, CT16 1PH

Email – sandra.killick@dover.gov.uk