



How to appeal

Occasionally, and arising from the participation of a business in one of Visit Wales' accreditation schemes, Visit Wales may reach a decision which the business may want to challenge.

For example, a business may be awarded a star rating lower than anticipated or accreditation might be completely withdrawn, thereby excluding the business from promotion by Visit Wales.

Such decisions might be reached either following a routine assessment visit or a visit arising from a complaint by a visitor.

These decisions will always be communicated in writing and the business will have a right of appeal. In the case of a decision that approval should be withdrawn or refused, eligibility for promotion by Visit Wales will be withheld pending the outcome of the appeal.

In the case of a decision that the business should have a revised star grade, eligibility for promotion will continue, but at the revised grade.

Informal route

This is the suggested first step:

Contact the Quality Assurance Department of Visit Wales within 10 working days of the Visit Wales letter of confirmation. Let them know your concerns.

They will respond to you within 10 working days from receipt, and will attempt to resolve matters without visiting your premises.

If a visit is deemed essential, then the formal route will need to be followed. The Quality Assurance Department will write to you, setting out the outcome of the informal route.

Formal route

Written notification of the appeal must be received by Visit Wales within 21 days of the official notification of Visit Wales' decision. In the case of an establishment that has taken the 'informal' route first, the period of 21 days commences with the issue of the decision letter by the Regional Quality Development Manager.

The written notification of appeal must include the following:

- brief reason/grounds for appeal
- the appeal fee, which corresponds to the standard Visit Wales assessment fee for the year in which the appeal is made (the appeal fee will be refunded in the event of the appeal being upheld).

Visit Wales will acknowledge receipt of the appeal and will ask the appellant to make a written submission within 30 days of the acceptance of the appeal. Should such a submission not be received, or if the submission is deemed to be invalid (for example, if solely issues unconnected to the quality standards are raised), the appeal will be dismissed.

Following receipt of all documentation and fee, Visit Wales will arrange for a Regional Quality Development Manager to visit the premises as soon as possible. This will be somebody that has not been directly involved in assessing the business. The visit may be unannounced.

The officer will prepare a report and a copy will be sent to the appellant, together with the decision. There will be no on site debrief or 'instant' decision made on the day.

If the appellant is still not satisfied with the decision, the appellant must make his or her further written submission of his or her case within a further 30 days of the decision. All recent reports, together with any further written submissions of the appellant and any independent witness will be considered by the Head of Quality Development Operations. If appropriate the Head of Quality Development Operations may approach the other UK Common Standards partners.

The Appeal will be dismissed if the further written submission is not submitted to Visit Wales within the specified period.

Where an appeal is upheld, the appeal fee will be refunded. Where an appeal is dismissed, the appeal fee will be retained. Visit Wales will officially notify the appellant in writing of the decision within 14 working days of receipt of all information.

The operator of an establishment whose approval has been withdrawn may apply for the establishment to be graded again after a period of 12 months from the date Visit Wales officially notifies the operator that approval has been withdrawn. In such cases, approval will not be granted until a further assessment visit has confirmed that the issues which led to the withdrawing of Visit Wales approval have been rectified. A charge will be made for this grading visit in the normal way.

Address to which appeals, together with the appropriate fee (payable to Welsh Government), should be sent:

Quality Assurance Department
Visit Wales
Welsh Government
Rhodfa Padarn
Llanbadarn Fawr
Aberystwyth
Ceredigion, SY23 3UR

Tel: 0845 010 8020



Llywodraeth Cymru
Welsh Government

Quality Assurance
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Rhodfa Padarn
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