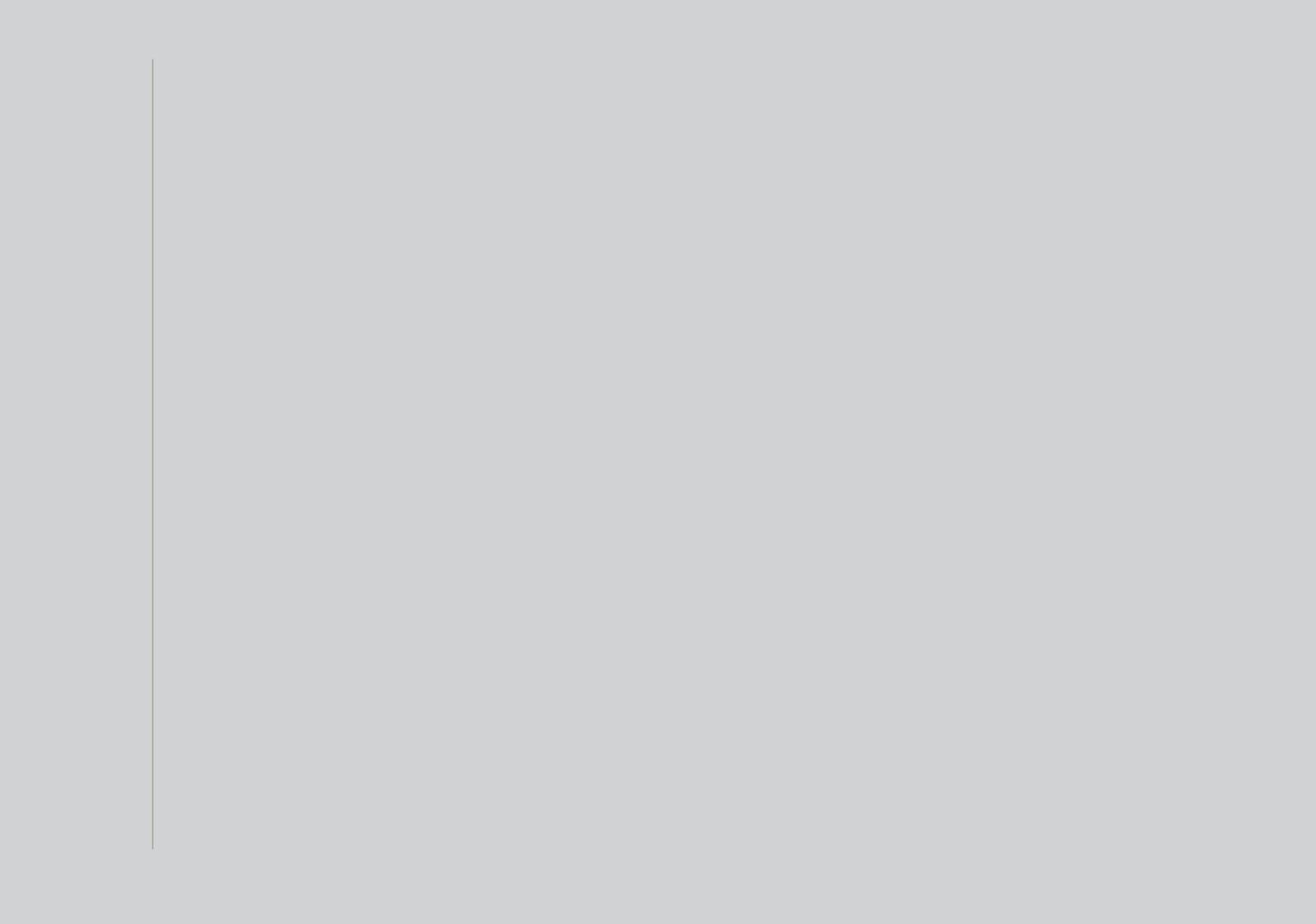


Criteria for businesses
to achieve

"APPROVED" STATUS



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1.0 Conditions Of Participation In The Visit Wales Approved Scheme

Establishments participating in Visit Wales schemes are required to:

- Observe the Visit Wales Code of Conduct.
- Meet the minimum entry level requirements of the “Approved” criteria.
- To allow a representative from or on behalf of Visit Wales to have reasonable access to the business, on request, to ascertain that the requirements of “Approved” status and “Code of Conduct ” are being fully observed.
- Provide an access statement/accessibility guide.
- All businesses must meet their Statutory Obligations.
- Any business offering accommodation to Department for Work and Pensions residents or operating as a refuge hostel cannot participate in the scheme.
- Visit Wales Branding. Where an establishment, for whatever reason, ceases to participate in the Visit Wales Approved scheme, all relevant certificates and Visit Wales associated logos and text on printed material must be removed immediately. Failure to observe these conditions will result in the establishment becoming ineligible to display or use the Visit Wales endorsement in anyway whatsoever.

1.1 Access Statement

What is an Access Statement? It is a clear, accurate and honest account of the services and facilities that disabled visitors can expect NOW, giving them the choice to be able to select the location that most suits their lifestyle.

NOTE: As a condition of being approved by Visit Wales, all businesses must develop an access statement and describe the levels of accessibility throughout the premises. It should be kept up to date to reflect changes that are made over time, and be available to potential guests. Making the Access Statement available on line is usually a good idea.

For advice on how to write an Access Statement, please visit: www.visitbritain.org/business-advice/make-your-business-accessible/create-accessibility-guide

1.2 Improving your Accessibility

Many people have access needs such as those with hearing and visual impairments, wheelchair users, less mobile people and people with pushchairs.

The accessible tourism market is growing due to an ageing population.

By making some small adjustments to your facilities, providing information on your accessibility and understanding the needs of disabled people and your business will appeal to a wider range of visitors and attract a core business. Currently disabled accommodation outstrips the current demand.

Find out how other tourism businesses are benefitting from this loyal market, then visit www.visitengland.org/access

1.3 Sustainability

Protecting and preserving our planet from the destructive effects of our modern lifestyle on the natural environment concerns a growing number of people. We want to invite you to consider (if you are not already doing so) how you might incorporate small changes in the way that you run your business so you can show visitors that you are adopting a sustainable management approach to green issues. Such an approach can help improve the experience of your paying guests and at the same time help the local economy in which you operate. It can make good business sense, by reducing your costs and increasing your profits.

1.4 Sense of Place

Whilst quality never goes out of style, adding a Sense of Place to the visitor experience will go a long way to make their stay a truly memorable one.

It can be something simple, like adding signage, a product, or a feature to your business to add a touch of local flavour. Or discover some interesting information about your area that adds to your regional knowledge, and pass it on to your visitors. A simple ‘croeso’ also makes a delightfully distinctive first impression.

We’ve pulled together an overview on the Wales brand and some guidance on our sense of place. Hopefully these tools will provide you with some ideas on how to create an unforgettable visitor experience.

Visit <https://businesswales.gov.wales/tourism/other-useful-links> for further information.

2.0 Accommodation

2.1 Serviced Accommodation

To include hotels, guest accommodation, serviced hostels, Campus and Holiday Village.

General

In order to meet consumer expectations for tourist accommodation that is “fit for the purpose” for which it is intended, Visit Wales requires full compliance at all times with all the requirements listed below and those included in the Code of Conduct.

Housekeeping/cleanliness

- Cleanliness is of paramount importance to guests in every type of establishment. Accommodation must achieve a high standard which must be consistent throughout all areas of the property.

Maintenance

- The accommodation must be well maintained. Interior and exterior aspects of the property are to be in a sound condition with no signs of dampness/disrepair.

Management

- Management/proprietors must be available for guests’ arrival or alternative arrangements for access communicated to them beforehand.
- Management/proprietors to be available for guests’ arrival, departure and at all meal times.
- Guests must be provided with details on how to summon assistance in case of emergency, especially at night.

Public Areas

- All public areas need to be well maintained.

Bedrooms

- A clean and well maintained bed.
- Clean bed linen must be provided for each new let. Mattress protectors to be provided. For best practice we suggest that you also use pillow protectors. NB – 100% man-made fibre sheets are not acceptable.
- Adequate heating and lighting provided.
- At least one easily accessible power point.
- At least one openable window or an appropriate ventilation system in place for non-openable windows.
- Flooring to be well maintained and presented.

- Curtains, blinds or shutters provided on all windows.
- Wardrobe/clothes hanging space provided.

Bathrooms

- There must be at least 1 bath or shower room with wc, toilet roll holder/paper, wash hand basin and a supply of hot and cold water at all times. All private bathrooms must have their own key issued.
- Hook for clothes and a mirror.
- Windows fitted with blinds, shutters or curtains.
- All internal en-suites/bathrooms without an openable window require a ventilation system.
- All en-suites/bathrooms which have an openable window require heating.
- Adequate lighting with bathroom approved light fittings.
- An internal lock or bolt.

2.2 Self-Catering Accommodation

As well as traditional cottages and apartments to also include self-catered hostels, bunkhouse, campus and holiday village.

General

In order to meet consumer expectations for tourist accommodation that is “fit for the purpose” for which it is intended, Visit Wales requires full compliance at all times with all the requirements listed below and those included in the Code of Conduct.

Housekeeping/cleanliness

- Cleanliness is of paramount importance to guests in every type of establishment. Accommodation must achieve a high standard which must be consistent throughout all areas of the property.

Maintenance

- The accommodation must be well maintained. Interior and exterior aspects of the property are to be in a sound condition with no signs of dampness/disrepair.

Management

- Management/proprietors must be available for guests’ arrival or alternative arrangements for access communicated to them beforehand.
- Guests must be provided with details on how to summon assistance in case of emergency, especially at night.

Public Areas

- Sufficient table and seating facilities for the maximum number of advertised occupants.
- Chairs and/or sofa provided, sufficient for the maximum number of advertised occupants.
- Adequate heating and lighting needed.

Bedrooms

- A clean and well maintained bed.
- Clean bed linen must be provided for each new let. Mattress protectors to be provided. For best practice we suggest that you also use pillow protectors. NB – 100% man-made fibre sheets are not acceptable.
- Adequate heating and lighting provided.
- At least one openable window or an appropriate ventilation system in place for non-openable windows.
- At least one easily accessible power point.
- Flooring to be well maintained and presented.
- Curtains, blinds or shutters provided on all windows.
- Wardrobe/clothes hanging space provided.

Bathrooms

- There must be at least 1 bath or shower room with wc, toilet roll holder/paper, wash hand basin and a supply of hot and cold water at all times.
- Hooks for clothes and a mirror.
- Windows fitted with blinds, shutters or curtains.
- All en-suites/bathrooms which have an openable window require heating.
- All internal en-suites/bathrooms without an openable window require a ventilation system.
- Adequate lighting with bathroom approved light fittings.
- An internal lock or bolt.

Kitchen

- Means of cooking, fridge, food storage space, work-space for food preparation and washing up facility provided.
- Refuse disposal facility.
- Appropriate kitchen crockery and utensils sufficient for the maximum number of advertised occupants.
- Adequate lighting and ventilation.

2.3 Holiday Caravan, Touring, Camping Parks And Glamping Sites

General

In order to meet consumer expectations for tourist accommodation that is “fit for the purpose” for which it is intended, Visit Wales requires full compliance at all times with all the requirements listed below and those included in the Code of Conduct.

There must be an appropriate site license/ planning consent for the type of site being operated or official proof from relevant authority/body of exemption from the need to have a site license.

All caravan holiday homes for hire on the park must comply with European Standard EN 1647 or the British Standard BS 3632, be of a proprietary make, and provide all of the requirements for Caravan Holiday-Homes for Hire as stated in next section.

Management

- Management/proprietors must be available for guests’ arrival or alternative arrangements for access communicated to them beforehand.
- Guests must be provided with details on how to summon assistance in case of emergency, especially at night.

Maintenance

- The whole caravan park/site including central facilities such as leisure suites, bars, play areas etc. must be well maintained. Interior and exterior aspects of all buildings on the caravan park/site are to be in a sound condition with no signs of dampness/disrepair.

Housekeeping/cleanliness

- Cleanliness is of paramount importance to guests in every type of caravan camping park and glamping site and must achieve a consistent high standard of cleanliness throughout all areas.

Toilet/Shower Facilities

- If available, these must be clean, well maintained, adequately lit and have an adequate supply of hot and cold water. All toilet/shower facilities must have the following provided:
 - Hooks for clothes.
 - Toilet roll holder and paper.
 - Sanitary disposal facility within each amenity block (ladies).

- Wash hand basins with plugs.
- Hand drying facilities.
- Door and/or shower curtain fitted to all shower cubicles.

Park Facilities

- The intended use of all facilities on the park must be clearly indicated by signage.
- Adequate provision for refuse disposal and recycling should be encouraged.
- Chemical waste disposal where appropriate provided with a tap and hose to wash cassettes.
- A drinking water tap to be provided.
- A clean and well maintained pot wash facility, where provided, must have an adequate supply of hot and cold water.

Glamping Accommodation

- A clean and well maintained bed/sleeping area.
- Clean bed linen must be provided for each new let. Mattress protectors to be provided. For best practice we suggest that you also use pillow protectors. NB – 100% man-made fibre sheets are not acceptable.
- Where cooking, pot washing food storage facilities are provided these must be well maintained.
- Toilet/Shower facilities must be clean, well maintained and adequately lit.

2.4 Letting Caravan Holiday Home

Applicable to letting accommodation provided in static caravans e.g. Individual caravans situated on a farm or near private residence, privately owned caravans on Visit Wales graded and "Approved" caravan parks.

General

In order to meet consumer expectations for tourist accommodation that is "fit for the purpose" for which it is intended, Visit Wales requires full compliance at all times with all the requirements listed below and those included in the Code of Conduct.

Management

- Management/proprietors must be available for guests' arrival or alternative arrangements for access communicated to them beforehand.
- Guests must be provided with details on how to summon assistance in case of emergency, especially at night.

Housekeeping/cleanliness

- Cleanliness is of paramount importance to guests in every type of establishment. Accommodation must achieve a high standard which must be consistent throughout all areas of the caravan holiday home.

Maintenance

- The accommodation must be well maintained. Interior and exterior aspects of the caravan/holiday home are to be in a sound condition with no signs of dampness/disrepair.

All caravan holiday homes for hire on the park must comply with European Standard EN 1647 or the British Standard BS 3632, be of a proprietary make and provide all of the following requirements:-

- Occupancy no more than manufacturers design.
- Be set on a level secure base with well-maintained steps to each door.
- Have adequate heating, lighting and ventilation.
- Have an internal bathroom with bath and/or shower, WC (toilet roll holder/paper), wash basin and a supply of hot and cold water at all times.
- Have a means of cooking food, making hot drinks and provide cooking utensils and crockery, sufficient for the maximum number of advertised occupants.
- Cooker with oven, grill and minimum three cooking rings.
- Have a fridge with icebox, washing up area, refuse disposal facility and storage area for food.
- Have openable windows with curtains or blinds.
- A clean and well maintained bed.
- Clean bed linen must be provided for each new let. Mattress protectors to be provided. For best practice we suggest that you also use pillow protectors. NB – 100% man-made fibre sheets are not acceptable.
- Must be provided with all mains services drainage, water, electricity and gas (either mains or bottled).
- Be connected to a suitable foul water drainage system.

2.5 Code of Conduct for Accommodation

The proprietor/management is required to undertake and observe the following Code of Conduct:

- To have Public Liability insurance or a comparable arrangement and to comply with all applicable planning, safety and other statutory obligations in force.
- To maintain acceptable standards of guest care and service appropriate to the type of establishment.
- Must meet, or exceed minimum standards for food and catering products provided in the accommodation.
- The business must achieve a high standard of cleanliness which must be consistent throughout all areas of the property.
- To accurately describe in any advertisement, brochure or other printed or digital marketing content/media the facilities and services provided.
- To make clear to guests exactly what is included in all processes and procedures quoted including taxes and any other surcharges. Details of charges for additional services/facilities must also be made clear at time of booking.
- To give a clear statement of policy on cancellations to guests at the time of booking i.e. by telephone, email as well as information given in a printed format.
- To adhere to and not to exceed prices quoted at the time of booking for accommodation, entry fees and other services.
- To advise guests at the time of booking and subsequently of any change, if the accommodation is offered in an unconnected annex or similar and to indicate the location of such accommodation and any difference in comfort and/or amenities from accommodation in the establishment.
- To give guests on request details of payments due and a receipt, if required.
- To deal promptly and courteously with all enquiries, requests, bookings and correspondence from guests.
- Ensure complaint handling procedures are in place and that complaints received are investigated promptly and courteously and that the outcome is communicated to the guests.
- To give due consideration to the individual requirements of guests with disabilities and to make suitable provision where applicable.

3.0 Visitor Attractions

The Visit Wales definition of an attraction must firstly be satisfied. This is:

“A permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education, rather than being primarily a retail outlet or a venue for sporting, theatrical or film performance. It must be open to the public without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists.” In the case of a Tour or Activity then pre booking is acceptable.

Secondly, as well as complying with the above definition, the proprietor/management is required to undertake and comply with all of the following Code of Conduct.

3.1 Attractions, Tours, Activities

General

In order to meet consumer expectations for tourist accommodation that is “fit for the purpose” for which it is intended, Visit Wales requires full compliance at all times with all the requirements listed below and those included in the Code of Conduct.

Housekeeping/cleanliness

- Cleanliness is of paramount importance to visitors in every type of attraction, all areas accessible to the visitors must have a high level of cleanliness.

Maintenance

- Attractions, grounds, buildings and facilities must be well maintained.
- Any equipment or apparatus used by visitors must be in good working order.
- If provided retail outlets, toilets and catering facilities must be well maintained.

Visitor Information

- The attraction, experience/activity or tour must have sufficient visitor information.
- Interpretation, either verbally or communicated through signage/display panels etc. must be well presented in order to enhance the visitors’ experience.

3.2 Code Of Conduct for Attractions

- Statutory obligations will vary dependent on the nature of the attraction. All attractions need to have Public Liability insurance or comparable arrangement and to comply with all applicable planning, safety and other statutory obligations in force.
- To maintain acceptable standards of guest care and service appropriate to the attraction. Must meet, or exceed, minimum standards for food and catering products/ outlets provided at the operation.
- All areas must achieve a high standard of cleanliness which must be consistent throughout all areas of the attraction.
- To describe accurately to all visitors and prospective visitors the amenities, facilities and services provided on brochure or other printed or digital marketing content/media the facilities and serviced provided and to indicate on all such promotional material any significant restrictions on entry.
- To give a clear statement of policy on cancellations to visitors at the time of booking i.e. by telephone, email as well as information given in a printed format.
- To adhere to and not to exceed prices quoted at the time of booking for the experience and other services.
- To deal promptly and courteously with all enquiries, requests, bookings and correspondence from visitors.
- To display clearly at public entry points any charges for entry/participation including service charges and taxes (where applicable) and whether there are any additional charges or individual attractions.
- To give due consideration to the individual requirements of visitors with disabilities and to make suitable provision where applicable.
- Ensure complaint handling procedures are in place and that complaints received are investigated promptly and courteously and that the outcome is communicated to the visitor.
- To deal promptly professionally and courteously with all enquiries, requests, bookings and correspondence from visitors.

4.0 Change of Ownership

When an establishment is sold, the existing rating cannot be transferred to the new owner. The new owner is required to make an application for participation in the Visit Wales star grading scheme.

5.0 What To Do If You Disagree With The Decision Given

If you feel you have reason to disagree with the decision given to your business.

You can telephone our Aberystwyth team on 0845 0108020 or email us at quality.tourism@gov.wales and we will try to resolve your concerns.

Alternatively, you may wish to write to us at:

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

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