



A Guide to the  
Star Grading Scheme

**CAMPUS  
ACCOMMODATION**

# Contents

- 1.0 Introduction**
- 1.1 Definition of Campus Accommodation
- 1.2 Developing the standard
- 1.3 The assessment process
- 1.4 Access Statement
- 1.5 Accessibility Good Practice – Introduction
- 1.6 Sustainability Good Practice – Introduction
- 1.7 Sense of Place
- 2.0 The Quality Standard for Campus Accommodation**
- 2.1 Minimum Entry Requirements
- 2.2 Quality Assessment
- 2.3 Statutory Obligations
- 2.4 Cleanliness
- 2.5 Service and Hospitality
- 2.6 Bedrooms
- 2.7 Toilets, Bathrooms and Shower Rooms
- 2.8 Guest Meals
- 2.9 Public Areas
- 2.10 General Requirements
- 2.11 Kitchen (where marketed as self-contained units)
- 3.0 Campus Quality Guidance**
- 3.1 Quality Indicators
- 3.2 Exterior
- 3.3 Cleanliness
- 3.4 Booking and Information
- 3.5 Quality of Presentation of Guest and Tourist Information
- 3.6 Bedrooms – Quality and Condition
- 3.7 Furniture, Furnishings and Fittings
- 3.8 Flooring
- 3.9 Beds and Bedding
- 3.10 Lighting/Heating/Ventilation – Quality of Provision
- 3.11 Space, Comfort and Ease of Use
- 3.12 Bathrooms/En-suites/WCs – Quality and Condition
- 3.13 Decoration
- 3.14 Sanitary Ware and Fittings
- 3.15 Flooring
- 3.16 Lighting, Heating and Ventilation

- 3.17 Space, Comfort and Ease of Use
- 4.0 All Public Areas**
- 4.1 Decoration
- 4.2 Furniture, Furnishings and Fittings
- 4.3 Flooring – Quality and Condition
- 4.4 Lighting and Heating – Quality of Provision
- 4.5 Space, Comfort and Ease of Use
- 5.0 Dining Room or Restaurant – Quality and Condition**
- 5.1 Decoration
- 5.2 Furniture, Furnishings and Fittings
- 5.3 Flooring – Quality and Condition
- 5.4 Lighting and Heating – Quality of Provision
- 5.5 Space, Comfort and Ease of Use
- 6.0 Overnight Quality Assessments**
- 6.1 Booking Procedures and Prices
- 6.2 Hospitality and Friendliness
- 6.3 Breakfast Service
- 6.4 Breakfast – Quality and Presentation
- 6.5 Dinner/Evening Meal Service
- 6.6 Dinner (where provided) – Quality and Presentation
- 6.7 Table Appointments
- 7.0 Code Of Conduct**
- 8.0 Conditions for Participation**
- 9.0 Change of Ownership**
- 10.0 Signage**
- 11.0 What To Do If You Disagree With The Star Rating Given**

## 1.0 Introduction

Having a quality product within Wales is seen as the most important factor in order for Wales to be able to offer a world class experience to its visitors and to be able to compete in the global market place. Visit Wales recognises this and is committed to working with the industry in order to ensure that our accommodation, whatever the type and style, remains competitive.

Consumers do consider a star rating important when choosing somewhere to stay or visit and through Visit Wales' range of Quality Grading Schemes, any consumer will be assured that any property that is proudly displaying an official recommendation from Visit Wales will have been visited to "check it out", before you check in or visit.

Raising standards is crucial to the future development of tourism in Wales, so we would encourage you to work with Visit Wales through which ever of our grading schemes best suits your style and type of property.

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### 1.1 Definition of Campus Accommodation

Purpose built student residence offering accommodation, available primarily during holiday periods for families, individuals or groups with the option of letting accommodation either as room only, self catered or serviced B&B. Additional facilities may include food and beverage outlets, sports and/or conferencing facilities. These particular facilities may or may not be included in the tariff.

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### 1.2 Developing the standard

In order that visitors to Wales who want to stay at Campus accommodation can be assured that a certain standard is met, Visit Wales is offering a quality assessment scheme which results in a Star rating being awarded to the accommodation concerned.

While this type of accommodation may be available to visitors only at certain times of the year, Visit Wales recognises the value of and demand for this product.

Overnight assessments will be undertaken periodically, although frequency may increase in the event of consumer complaints or any other issue of concern that arises that Visit Wales feels necessitates another overnight stay. Aspects assessed whilst undertaking an overnight assessment are: Hospitality and friendliness,

service/efficiency of bookings arrival and checkout, assessment of meals service food quality and range.

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### 1.3 The assessment process

There are two aspects to the process:

- 1) The Quality Assessor (QA) checks that all minimum entry requirements\* (facilities and services) are fully satisfied, details of which are given in the first half of this guide, and then
- 2) The QA gives each section graded a quality score of between 1 and 5, which will result in an overall final percentage score, and this will determine the final Star rating. Details about this aspect start on page 9.

\*There are two instances where progression to a higher rating is dependent on provision of facilities above the minimum (as well as meeting the relevant quality percentage). These are:

#### 3 Stars – Beds – Size

Requirements for 3 stars and above:

- Single 190 x 90cm (6'3 x 3')
- Double 190 x 137cm (6'3 x 4'6) but
- The provision of beds of only the minimum bed size will prevent a final rating higher than 2 stars. See page 5 for minimum bed sizes.

#### 3 Stars – Bathrooms/En Suite/WC's

##### Minimum Entry Requirements

- At least one bath or shower room with wash hand basins for every 12 guests, but,
- For final rating of 3 stars or above there should be one bath or shower room with wash hand basin for every 6 residents.

Areas assessed for their quality are:-

- Exterior
- Cleanliness
- Booking and Information
- Bedrooms
- Bathrooms/en suite/WC's
- All Public areas
- Dining Room/Restaurant
- When timely overnight Quality assessments are duly made every three years usually
- Hospitality and Service
- Food Quality of all meals will be included and affect the final Star rating.

The numerical score given equates to a quality level description. So if something is of Excellent quality, it is given a score of 5. In order to remove any bias, our assessors are rigorously trained and follow set guidelines and

instructions. The different points value signify ascending levels of quality:

- Excellent quality – 5 points
- Very good quality – 4 points
- Good quality – 3 points
- Quite Good quality – 2 points
- Acceptable quality – 1 point

Once the report form is complete and scores have been allocated, they are totalled, and a percentage score for the quality of the whole business is calculated. By looking at the star banding percentage range, the Quality Advisor gets an indication at this stage of what the overall Star rating might be.

### Minimum overall quality score percentages required for each Star rating

Star Rating	Minimum %
★	35%
★★	44%
★★★	60%
★★★★	75%
★★★★★	85%

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## 1.4 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 graded 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](http://www.visitbritain.org/business-advice/make-your-business-accessible/create-accessibility-guide)  
<http://www.visitengland.org/access>

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## 1.5 Accessibility Good Practice – Introduction

While the Access Statement describes what is available at present, most businesses know that the Disability Discrimination Act 1995 (DDA) places a legal obligation on accommodation providers to, “where reasonable” remove barriers and improve accessibility for visitors. In many of the sections on the quality aspect

of the assessment we have included guidance notes to assist you in this objective. While certain suggestions will be more relevant to some than others, we are confident that you will find some achievable, no matter what the size of your business. Hopefully our suggestions will provide you with some practical guidance on becoming more inclusive but please remember that they are by no means exhaustive.

The good practice guidance will be placed in the quality guidance part of this book, at the most appropriate part of the section to which it applies.

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## 1.6 Sustainability Good Practice – Introduction

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.

As with the advice on access, this advice is not exhaustive and if you wish to benefit from further advice on this issue, please contact the Welsh Government’s business advisory service using the enquiry form found at <https://businesswales.gov.wales/tourism/sustainable-toolkit> or telephone 03000 6 03000

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## 1.7 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 The Quality Standard for Campus Accommodation

The Quality Standard will use a one to five star rating system, which reflects both the quality and facilities provided by the campus accommodation. Where there are differing styles and quality of accommodation, each accommodation block will be individually assessed and each could achieve an individual star rating.

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### 2.1 Minimum Entry Requirements

The minimum entry requirements for eligibility are at One Star, combining both the provision and quality of facilities and services. This includes fixtures, fittings, furnishings, décor and any extra facilities.

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### 2.2 Quality Assessment

The Quality Indicators shown in this booklet indicate visitor expectations, but are neither definitive nor exhaustive.

Phrases such as 'acceptable', 'good', 'very good' etc. are used to signify ascending levels of quality in broad terms only. They are deliberately non-specific, recognising the wide variety of quality elements that could be included.

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### 2.3 Statutory Obligations

#### Minimum Entry Requirements

Fulfilment of the statutory obligations where appropriate, including:

- Fire Precautions
- Price Display Orders
- Food Safety/Hygiene
- Licensing
- Health and Safety
- Discrimination
- Trade Descriptions
- Data Protection
- Hotel Proprietors Act

Operators will be asked to provide evidence that Public Liability Cover is being maintained and that the above requirements are being fulfilled.

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## 2.4 Cleanliness

### Minimum Entry Requirements

Cleanliness is of paramount importance to guests, so a high standard of cleanliness must be achieved and maintained throughout the property. Particular attention must be given to kitchens, bathrooms, shower rooms and toilets and items involving direct contact for guests, such as bedding, linen, baths, showers, washbasins, WCs, flooring, seating, crockery, cutlery, glassware and kitchen equipment.

All bedrooms must be cleaned after each stay and weekly cleaning must be available for longer stays. Service at weekends may be reduced, but service standards should be published in a brochure or advised at the time of booking.

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## 2.5 Service and Hospitality

### Minimum Entry Requirements

#### Booking Procedures and Prices

The following requirements apply to information provided verbally, in brochures and on any website under the operator's control:

- To make clear to guests exactly what is included in the prices quoted for accommodation, meals and refreshments, including service charges, taxes and other surcharges.
- To describe fairly to all guests and prospective guests the amenities, facilities and services provided by the establishment, whether by advertisement, brochure, website, word of mouth or any other means.
- Details of any in-house policies, e.g. no smoking, should be communicated at the time of booking.
- To provide information on the proximity to public transport and include detailed directions.
- Details of charges for additional services or facilities available should be explained, including cancellation terms, if any.
- Arrival and departure times must be clearly explained and advertised along with any restrictions to access on arrival.
- Where accommodation is provided in blocks not connected to the main building, the walking time/distance from the blocks to the central services and facilities must be detailed in brochures and on websites so guests are able to see this prior to booking.



### Guest and Tourist Information

- Tourist information should be easily accessed at all reasonable times. It can be available in the bedrooms or a central location or both. Ideally this should include information for the local and adjacent area.
- Access Statement/information to be available.

### Guest Arrival and Access

- There should be staff on duty during guests' anticipated arrival and departure periods (normally from 2pm until 11pm and from 7am to 10am) and during meal times, if meals are served.
- To provide service appropriate to the location and style of accommodation and to deal promptly with all enquiries, requests, reservations, correspondence and complaints from guests.
- To provide the means for guests to summon attention of staff in an emergency. Location of the nearest payphone to be clearly detailed in reception when the desk is not manned.
- Once guests have registered, they should have access to the establishment and to their bedrooms at all times, unless restrictions were previously notified. (It is acceptable that the entrance may be locked and the guest may have to ring or knock for access or be given a key/keycard/entrance code. Guests should be made aware of any restrictions at the time of booking).
- Where payment is made on arrival an accurate receipt to be provided on request.
- Registration of all guests on arrival.

### Guest Departure (where paying on departure)

- To provide each visitor with details of payments due and a clearly detailed receipt, if required.
- A complaint handling procedure should be in operation with details of where to complain readily available.

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## 2.6 Bedrooms

### Minimum Entry Requirements

#### Comfort and Ease of Use

- All bedrooms and bathrooms having sufficient space to allow freedom of movement for guests.
- In assessing the acceptability of room size, assessors will take account of usable space available around furniture and fittings.

- Additionally, for a quality score higher than One Star, room sizes will need to be greater with significantly more useable space around furnishings and fittings.
- Drawers and doors should be able to be fully opened.

### Beds and Bedding – Size and Quality

Minimum bed size:

- Single 190cm x 76cm (6'3" x 2'6")
- Double 190cm x 122cm (6'3" x 4')

### The provision of beds of the minimum bed size only will preclude a final rating higher than Two Stars.

- All mattresses to be of sprung interior, foam or similar quality, modern and comfortable, with mattress protectors and/or under-blankets. (Plastic or rubber mattresses are not acceptable. All beds to be of sound condition).
- All bed linen, including duvet covers, to be poly cotton/cotton and changed at least weekly and for each new guest. Use of a top sheet does not negate this requirement.
- All bedding to be clean and in sufficient quantity, according to season and guests' needs. As a minimum, there should be two pillows per person in individual pillowcases, and either two sheets, two good quality blankets and a bedspread or one/two sheets and a duvet of suitable tog rating with cover.
- Spare blankets and pillows to be available on request.
- Cots, where provided, are to meet British Standards.

### Furniture, Furnishings and Fittings

- Desk/dressing table or equivalent provided.
- Mirror available. Can be provided in the bedroom or bathroom (for en-suite rooms).
- A chair or stool.
- A wardrobe or clothes hanging space with sufficient hangers per person. An alcove is acceptable, but hooks on walls or behind doors are not.
- Adequate drawer or shelf space available – minimum of two shelves/drawers.
- Acceptable quality opaque curtains, blinds or shutters should be provided on all windows, including glass panels to doors, fanlights and skylight windows to afford both privacy and exclusion of light.
- Where bedrooms are located on the ground floor, consideration should be given to providing additional privacy in the form of a net curtain or blind.

## Heating, Lighting and Ventilation

### Heating

- Adequate in-room heating provided at no extra cost.

### Lighting

- Bedrooms and bathrooms should be well lit.
- Adequate levels of illumination for the size of room.
- Main lighting controllable from within the room, by the bedroom door.
- All bulbs, unless decorative, should have a shade or cover.

### Ventilation

- At least one window with clear glass to provide natural light and adequate ventilation. If windows are sealed, air conditioning must be provided.

### Flooring

- Acceptable quality fully fitted carpets or alternative, e.g. vinyl, wood laminate, finished floorboards.

### Other Bedroom Facilities and Services

- If beverage making facilities are not provided in the bedroom or on request, facilities for beverage making must be available in a public area e.g. vending machines. A reasonable charge may be made.
- Where in-room facilities are provided, attention should be given to ensure that the kettle can be used safely above floor height.

### Telephone

- Where a payphone is provided on site its location must be clearly detailed.

### Miscellaneous

- Printed advice on how to obtain emergency assistance at night by means of a notice or indication within the room information. This requirement is in addition to the fire instruction notice.
- A waste paper container (non-flammable if smoking permitted).
- An ashtray (where smoking permitted in bedrooms) or the non-smoking policy clearly advertised.
- A drinking tumbler per guest provided in the bathroom or kitchen facility. This should be clear glass, or wrapped disposable.
- A towel rail or equivalent.
- Sufficient conveniently situated power sockets to allow for the safe use of all electrical equipment provided, e.g. suitably positioned at a mirror for the use of a hair dryer.

- Iron and ironing board available on request or available from a central location (subject to a returnable deposit if appropriate).
- The availability of laundry facilities which can be chargeable and may be centrally located.

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## 2.7 Toilets, Bathrooms and Shower Rooms

### Minimum Entry Requirements

#### General and En-suite Facilities

- All public bathrooms and en-suites cleaned daily for serviced B&B rooms only. (For self-catering, between lets or weekly as a minimum.) Particular attention should be given to items involving direct contact for guests, such as towels, baths, washbasins, WCs, flooring, seating and glassware.
- At least one bath or shower room with washbasins for every 12 resident guests.
- At least one WC for every six resident guests, separate from bath or shower room.
- There should be a washbasin in the WC for guest bedrooms without washbasins.
- Acceptable quality opaque curtains, blinds or shutters should be provided on all windows, including glass panels to doors, fanlights and skylight windows to afford privacy.

**NB For a final rating of Three Stars or above there should be one bath or shower room with washbasin for every six residents.**

#### En-suite Bathrooms (where provided) – Fixtures and Fittings

##### What is an en-suite?

An en-suite facility consists of a bath or shower, WC and washbasin connected to a bedroom and entered directly from it. The WC is in its own properly ventilated room. It is acceptable for the washbasin and shower to be in the bedroom, as long as the WC is contained within a room of its own, within the bedroom. If the shower cubicle is situated in the bedroom then additional ventilation should be added to take account of this. Guests should be advised at the time of booking if the bath or shower cubicle is sited in the bedroom.

Bedrooms with shower cubicles sited in them are unlikely to achieve a high quality rating.

**NB Pod style shower/bathrooms are acceptable at any star rating level.**

- A bath or shower. If a shower is provided it must have a shower screen or curtain unless it is a wet room.



- Washbasin and mirror with light above or adjacent. The acceptability will also depend on the shape, position of taps etc and if within a pod style unit.
- Soap dish or equivalent.
- Lidded WC (pod style bathrooms exempt as lidded WCs are not standard).
- Toilet roll holder and toilet roll.
- Covered light.
- Adequate ventilation in the form of an extractor fan or window that opens.
- Any clear/opaque windows where overlooked require opaque curtains or blinds.
- Adequate heating (see below)\*.
- A hook for clothes.
- Towel rail or equivalent (a radiator is not acceptable but a towel ring/hook or hanging rack on a radiator is).
- Adequate water pressure with hot water available at all reasonable times.
- Electric razor point or adapter available within easy reach of the mirror. This may be located in the bedroom, bathroom or available from a central point.
- Internal lock or bolt.

\*Where there are no external walls/windows heat from the bedroom may be adequate. En-suites with an external window will require heating. A heated towel rail is acceptable.

### **Public Bathrooms (where provided) – Fixtures and Fittings**

The minimum entry requirements should be provided, as for en-suites, but additionally:

- All public bathrooms require adequate heating, unless size below 5.9 sq.m (20 sq.ft). Shower cubicles are exempt.
- Where there are external windows heating is required.
- Internal lock or bolt.

**NB Access to guest toilets or bath/shower rooms from a bedroom through public areas, e.g. lounge, dining room etc. is not acceptable.**

### **Public Toilets on Bedroom Corridors – Fixtures and Fittings**

- Lidded WC.
- Covered bin or open bin with sanitary disposal bags.
- Toilet roll holder and toilet roll.
- Washbasin to include hot water, soap/liquid soap and hand drying facilities.
- Covered light.

- Adequate ventilation in the form of an extractor fan or window that opens.
- Any clear/opaque windows where overlooked require opaque curtains or blinds.
- Internal lock or bolt.

### **Washbasins in Bedrooms**

- A towel rail or equivalent (a radiator is not acceptable but a towel ring/hook or a hanging rack on a radiator is).
- Hot water available 24 hours a day.
- Electric razor point or adapter available within easy reach of the mirror. This may be located in the bedroom, bathroom or available from a central point.

### **Towels and Toiletries**

- Clean hand and bath towel per person, fresh soap provided for each new let (liquid soap acceptable).
- Bath mat provided per person.

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## **2.8 Guest Meals**

### **Minimum Entry Requirements**

#### **Breakfast/Dining Room**

- Where meals are served, a dining room/ breakfast area is to be available.

#### **Breakfast (where provided as part of a package)**

- Where breakfast is available for guests it may be continental and/or pre-packed. If cooked breakfast is not available or it is pre-packed this must be advertised in the brochure or advised at the time of booking.
- The choices and costs of food items to be clearly displayed.
- Breakfast times to be clearly advertised but meals for groups may be served at a specific time.

#### **Lunch and Dinner (where provided)**

- Main courses should include hot dishes and a vegetarian option.
- Meals for groups may be served at a specific time, but for all other guests, dinner/lunch should be clearly advertised and dining facility opening times specified.

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## 2.9 Public Areas

### Minimum Entry Requirements

#### General

- Adequate levels of lighting for safety and comfort in public areas, including sufficient light on stairways and landings at night. Use of infra-red/timed switch is acceptable.
- Corridors and stairs should be in good repair and free from obstruction.
- Adequate levels of heating in all public areas.
- Public toilets in good repair and checked daily on a regular basis.

#### Public Toilets

All toilets equipped with:

- Adequate ventilation.
- Lidded WC.
- Covered light.
- Toilet paper plus spare.
- Sanitary disposal bin.
- Washbasin with soap/liquid soap.
- Adequate hand drying facilities.
- Internal lock or bolt for toilet cubicles.

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## 2.10 General Requirements

### Minimum Entry Requirements

#### Safety and Security

- The entrance should be clearly identified.
- A high degree of general safety and security maintained, including information on procedures in the event of an emergency to be displayed in bedrooms.
- Adequate measures provided for the security of guests and their property. There should be a means of securing bedroom doors from inside and out and a key available.

#### External Appearance

- Buildings, their fixtures, furnishings, fittings and exterior and interior décor must be maintained in a sound, clean condition and must be fit for the purpose intended.

#### Grounds and Gardens

- Gardens and/or open areas that are accessible to guests to be maintained in good order.
- Paths or passageways to all areas to be in good condition, well surfaced and adequately lit.

#### Parking (where applicable)

- Car park, where provided, should be adequately lit to ensure guests' safety.

- If parking is not available/provided or is a chargeable extra, this should be detailed in the brochure/website and guests must be advised at the time of booking.

### Accommodation Blocks

- Where an establishment has an annexe, the facilities provided in the annexe will be taken into account in the relevant area of the assessment, e.g. a games room within public areas and sleeping accommodation within bedrooms.

### Extra Facilities

- These are facilities which may be provided as part of the accommodation package. They are optional requirements, but if provided, the quality, presentation and ease of use will be taken into account in the assessment of the quality score.
- If the establishment has additional outdoor facilities e.g. tennis court, these will be taken into account in this area.
- Facilities to be signed.

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## 2.11 Kitchen (where marketed as self-contained units)

### Minimum Entry Requirements

#### General

- Signage clearly indicating non-smoking.
- There should be a clean and functioning cooker with an oven, a grill and at least four boiling rings that may be used simultaneously with the oven or grill.
- A microwave provided in addition to a cooker.
- There should be a clean and functioning refrigerator with an ice-making compartment (unless a freezer is also provided).
- A sink equipped with a draining board, dish drying rack, hot water and cold drinking water supply.
- At least one hygienic working surface.
- Provision for boiling water, e.g. kettle etc.
- An opening window or Local Planning Authority approved ventilation system.
- A covered waste disposal bin to be provided.
- Initial provision of washing-up liquid and dishcloths or washing-up brush.
- A fire blanket to be readily available. This should ideally be between the cooker and the door, and ideally wall mounted. Storage in a cupboard or over the cooker is not acceptable. It could be sited outside the kitchen, provided it is quickly and easily accessible.

- A combined dining room/self-catering kitchen is acceptable.
- Storage space suitable for food.
- Sufficient storage space for crockery, cutlery, kitchen and cleaning equipment provided.
- Kitchen fully equipped with adequate number of cooking utensils, crockery and tumblers allowing for the number of guests the accommodation can accommodate.

### Lighting

- Kitchens must be adequately lit and all lights must have shades or be suitably protected.

### Flooring

- All kitchens must have suitable floor finishes or coverings.

### Kitchen Inventory

These should be provided per person:

- Bowl – cereal or dessert
- Fork
- Knife
- Mug
- Plate (large and small)
- Spoon (tea and dessert)
- Tumbler

This basic list of equipment should be considered and supplied as appropriate, per kitchen:

- Baking tray
- Basic clothes drying facilities
- Storage container
- Bread knife
- Chopping board
- Cafetière/coffee maker
- Cleaning agents/dishwasher tablets/liquid/powder (if dishwasher provided)
- Colander
- Condiment set
- Corkscrew and bottle opener
- Dishcloths
- Dustpan and brush
- Fish slice
- Floor cloth/mop and bucket
- Frying pan
- Grater
- Ice tray
- Kettle – automatic electric
- Kitchen scissors
- Ladle
- Measuring jug
- Milk jug
- Oven cloth
- Potato masher

- Potato peeler
- Saucepans (large, medium, small)
- Sugar basin
- Table cloth/place mats
- Tablespoon x 2
- Teapot
- Tea towels
- Tin opener
- Toaster
- Tray
- Vegetable dish x 2
- Vegetable knife
- Washing-up bowl/brush
- Washing-up liquid (eco-friendly)
- Water jug
- Wine glasses
- Wooden spoon

## 3.0 Campus Quality Guidance

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### 3.1 Quality Indicators

Examples are given of the level of quality expected to achieve a rating of One to Five Star for each area of the assessment. Phrases such as 'acceptable', 'good' and 'very good' are used to signify ascending levels of quality in broad terms only. They are deliberately non-specific because we recognise the wide variety of quality elements that can be included. The Quality Indicators represent typical expectations for condition and intrinsic quality and are neither definitive nor exhaustive.

### 3.2 Exterior

#### Buildings – Appearance and Condition Star Rating Quality Indicators

##### One Star

- Exterior of buildings maintained in a sound, clean condition.
- Adequately maintained property overall.

##### Two Star

- Overall tidiness, including window boxes, hanging baskets, tubs etc. where appropriate.
- Signs of ageing and defects limited to a small number of areas.
- Neat appearance of outbuildings.

##### Three Star

- Well maintained, some natural weathering may be present.

- Attractive use of window boxes, hanging baskets and tubs where appropriate.
- Where displayed, signs maintained in good condition.

#### **Four Star**

- Very good maintenance of stonework and paintwork, although some natural weathering is acceptable.

#### **Five Star**

- Excellent standards of external maintenance and well maintained paintwork including outbuildings and signs, allowing for the age of the building.
- No unsightly staining and stonework in older buildings.
- Addition of features such as flower tubs and window boxes where considered appropriate.
- Well illuminated and clearly signed.

#### **Grounds/Gardens/Frontage – Tidiness and Condition Star Rating Quality Indicators**

##### **One Star**

- An adequate first impression, e.g. refuse bins and storage areas discreetly positioned and tidily kept.
- Safe pathways.
- Adequately maintained driveways.

##### **Two Star**

- Refuse bins and storage areas kept discreetly positioned.
- Evidence of more effort made to make gardens more attractive, tidy and litter free.
- Pathways without trip hazards.

##### **Three Star**

- Well maintained and tidy grounds, driveways, footpaths etc.
- Effective lighting and signage where required e.g. long driveway.
- Easy access. Well maintained surface.

##### **Four Star**

- Dustbin area not visible and preferably screened.
- High standards of maintenance in the garden. Generally tidy flowerbeds, pathways and hedges with all trees and shrubs well tended.
- Evidence of some attention to detail e.g. well surfaced, pothole-free driveways and wide level pathways.

#### **Five Star**

- Attractively maintained, well tended borders or shrubs, tidy pathways and edges, lawns in good condition and well cut, hedges trimmed and an overall attempt to maintain a tidy appearance throughout the year.
- Excellent, well positioned lighting and signage.

#### **Car Parking (where provided) – Quality and Condition Star Rating Quality Indicators**

##### **One Star**

- Reasonably easy, safe and adequately maintained parking.
- A less formal provision of parking might be appropriate.

##### **Two Star**

- Some attempt to manage parking arrangements.

##### **Three Star**

- Good, easy access with signage as appropriate.
- Adequate lighting.
- A more structured approach to parking for establishments that receive non-residents.

##### **Four Star**

- Clear definition of parking area or spaces. Signage prevents confusion for guests on arrival. This may be informal.

##### **Five Star**

- Ample car parking spaces, clearly signed.
- Good, well positioned lighting.
- Consideration given to the security of the guests' cars.
- Paths and steps well lit at night.

#### **Accessibility Good Practice**

##### **Grounds, gardens, frontage and car parking**

Keep paths clear of, debris, moss, ice and fallen leaves and ensure that path surfaces are firm and well-maintained. All routes should be free from obstacles unless securely fixed. Provide clear signage from the main routes onto campus identifying parking and reception. Highlight speed bumps and in winter months, make grit/salt available for treating hazardous areas.

Provide designated spaces for disabled people where possible, on a firm, level and well-maintained surface close to the main entrance/reception and also to person's accommodation.

Alternatively, identify a drop-off or setting down point and a means for guests to contact you to signify their arrival and to let you know if they require assistance. Some people may be profoundly deaf so remember that they may not be able to hear you respond. Think about a visual means of acknowledging that you have heard them such as flashing a torch.

The route from the parking area to the accommodation or reception point, where present, should be a minimum 180cm wide and well illuminated.

Provide courtesy transport from reception to "distant" accommodation blocks for those requesting assistance. Provide free run/spend area within the grounds for assistance dogs.

### Sustainability Good Practice

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For grounds, gardens and frontages, consider using materials that are in keeping with the local environment and physical characteristics of the local geography and geology.

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## 3.3 Cleanliness

### Star Rating Quality Indicators

#### One Star

- All surfaces clean and free from dust.
- All rooms vacuumed and floors cleaned daily.
- Public/communal areas kept tidy.

#### Two Star

- A quite good standard overall, although some areas may be overlooked.

#### Three Star

- Some evidence of attention to detail, particularly high and low level dusting and areas which come into contact directly with the guests e.g. bedding and crockery, WCs and baths.
- Soft furnishings and carpets well maintained.
- All areas free from clutter.
- All areas smelling fresh and clean.

#### Four Star

- Clean and freshly polished surfaces. Soft furnishings and carpets regularly deep-cleaned.
- Greater attention to detail, with high overall standards.

#### Five Star

- Clearly a pristine finish.
- Gleaming surfaces. No smears or marks. Evidence of thorough cleaning.

- Spotless soft furnishings and carpets.
- Bedding visibly crisp and clean.

---

## 3.4 Booking and Information

### Telephone Enquiries

#### Star Rating Quality Indicators

##### One Star

- Telephone answered with establishment name and minimal guest details taken.

##### Two Star

- Competent telephone manner when talking to guests.

##### Three Star

- Willingness to help and organised approach for dealing with guest enquiries.

##### Four Star

- Competent and efficient staff dealing with enquiries in a professional and consistent manner.

##### Five Star

- Usually no more than five rings before telephone is answered.

### Quality of Website and Brochure Information

#### Star Rating Quality Indicators

##### One Star

- Brochure/website may be simple with basic information.
- Basic map/location included.

##### Two Star

- Brochure/website may include more detail.

##### Three Star

- Limited pictures may be included on brochure/website.

##### Four Star

- Brochure/website would contain colour photographs and details of things to do in the area.

##### Five Star

- Brochure/website produced to a high professional standard with lots of details about the accommodation and facilities on site and the things to see and do in the local area.

### Accessibility Good Practice

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It is important to remember that people have different preferences for communicating and not every potential customer has internet



access. Offer your guests the choice of how to book, e.g. by telephone, letter, email, type talk and mini com, and it is always good practice to enquire of all visitors if they have any access requirements. This is even more important these days with on-line booking facilities resulting in bookings being able to be made without verbal contact between you and the guest. Undertaking Disability Awareness Training will help make for a more responsive attitude to a guest's actual and perceived needs.

Information regarding additional services such as daily cleaning, meals, secretarial services and laundry/dry cleaning should be provided in a range of formats to satisfy different people's preferences, e.g. large print, Braille, photographs, MP3 downloads. Also, when you commission a new website or upgrade, make sure your designers are familiar with the web accessibility guidelines – <https://www.w3.org>

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### Sustainability Good Practice

Consider drafting your own environmental management policy, setting out the environmental and sustainable management actions taken; join a green tourism management scheme. Join or set up a voluntary visitor payback scheme where the colleges collects and donates funds to a local charity.

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## 3.5 Quality of Presentation of Guest and Tourist Information

### Star Rating Quality Indicators

#### One Star

- Scant information about the accommodation/site facilities may be contained on notice board in communal area.
- Limited tourist information may be on a notice board in a communal area or available from reception on request.

#### Two Star

- Greater amount of information readily available.

#### Three Star

- Easy access to some tourist information available for guests to read, could be leaflet rack or file in a central point.

#### Four Star

- Tourist information should be plentiful and readily available for guests to browse.

- Information about the accommodation and site facilities should be clear and well presented and is likely to be in each bedroom.

#### Five Star

- Well presented room information folder contained in each room with clear and well laid out information about the site and accommodation.
- Tourist information backed up by personal and local recommendations e.g. places to eat, shop and visit.

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### Accessibility Good Practice

As part of Guest Information, supply or make available layout plans of the campus in a range of formats – e.g. large print, Braille, audio.

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### Sustainability Good Practice

The tourist information is your opportunity to list nearby outlets that sell locally sourced food, drink and local crafts, together with some information about those local producers. You could provide suggestions for car free days out and give details of public transport timetables and contact numbers to encourage this. Give information on walking and cycling routes and details of any local cycle hire facilities.

---

## 3.6 Bedrooms – Quality and Condition

### Decoration

#### Star Rating Quality Indicators

#### One Star

- Functional decoration and limited co-ordination.

#### Two Star

- Decoration may be old, but not too damaged or scratched.

#### Three Star

- Co-ordinated decoration.
- Well finished walls and paintwork.

#### Four Star

- Very good standard of decoration.
- Some effort made to hide surface-mounted pipes and wires.

#### Five Star

- Decoration in excellent condition.
- Some use of pictures may be evident.



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## 3.7 Furniture, Furnishings and Fittings

### Star Rating Quality Indicators

#### One Star

- A sparing but adequate provision of furniture, furnishings and fittings. Some slight damage may be apparent but all items capable of use.
- Curtains may be unlined, but should meet in the middle. Blinds should run free.
- Lighting and heating fittings could be lacking intrinsic quality.
- Suitable seating in acceptable condition.

#### Two Star

- Furniture/fittings in a quite good condition with minimal wear evident. Possibly 'domestic' quality,
- Light and heating fittings of quite good standard.

#### Three Star

- Ample provision of furniture in each room. May be modest quality and/or flat pack.
- Good quality fittings and furniture in a sound and useable condition.
- Good use of co-ordination.
- Curtains to be full and effective in retaining heat/excluding light.
- The amount of furniture in proportion to the space available.

#### Four Star

- Quality furniture, not necessarily new, but which offers substantial comfort and space.
- Very good quality lighting and heating fittings maintained in a very good condition.
- Seating likely to be padded.

#### Five Star

- Excellent quality, of solid construction, virtually no signs of wear and tear.
- Well fitted window covering with ample width.
- High quality lighting and heating fittings.
- Full length mirror likely to be included.

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## 3.8 Flooring

### Star Rating Quality Indicators

#### One Star

- Adequate comfort to flooring. Some signs of wear and tear may be evident.
- Not necessarily professionally fitted.

#### Two Star

- Quite good quality flooring, but carpets may have a high man-made fibre content.

#### Three Star

- Well fitted, good quality flooring in sound condition and comfortable underfoot.
- Wooden floors in good condition.
- Some underlay for carpeting.

#### Four Star

- High quality flooring, but not necessarily new and may show signs of wear. Or more moderate quality but in pristine condition. Normally professionally fitted.

#### Five Star

- Professionally fitted, high quality carpeting with substantial underlay.
- Polished floorboards or high quality laminate with rugs.

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## 3.9 Beds and Bedding

### Star Rating Quality Indicators

#### One Star

- Acceptable quality, but mattresses may be thin and bases shallow. Clean, secure headboards or equivalent.
- Adequately presented beds with clean linen and bed covers in good repair.
- Adequate range of bedding, including sufficient blankets.

#### Two Star

- Beds and bedding of a quite good quality. Well maintained beds and mattresses.
- Bedding may be faded, but some attempt at co-ordination.

#### Three Star

- Good quality, comfortable beds. Sturdy mattresses and sound bases.
- Bed frames may be of older style, but in good condition.
- Well presented beds with linen and bedding all in good condition. Pillows should be substantial and mattress protectors likely to be in use.

#### Four Star

- Very good mattresses and sound bases. Headboards offer a degree of comfort if provided.
- Very good quality linen may well be co-ordinated with decoration theme.

### Five Star

- Excellent quality full-sized beds.
- Excellent quality duvets or weighty blankets with spares available.
- Any additional bedding provided in guest rooms to be wrapped.

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## 3.10 Lighting/Heating/Ventilation – Quality of Provision

### Star Rating Quality Indicators

#### One Star

- Adequate levels of lighting, appropriately positioned. Enough lighting for practical use.
- Adequate heating which should be effective for the full room during colder periods. Some form of free-standing heating should be available for the colder months if the bedrooms do not have fixed heating.
- Fresh air available via window which opens or air exchange system.

#### Two Star

- Quite good levels of lighting – may be main light and one other light, higher wattage than the minimum of 140w.
- Heating might be free-standing and may be automatic or thermostatically controlled.
- May be a mixture of heating systems, some fixed some moveable.
- Maintains good background temperature which can be boosted when required.

#### Three Star

- Good levels of controllable lighting in all bedrooms.
- There is likely to be more than one source of lighting. Ample natural light.
- Effective levels of heating providing overall uniform temperature.
- Properly fitted, automatic fixed heating which may be thermostatically controlled.

#### Four Star

- Very good levels of light with easy access to controls. Different types of lighting may be used e.g. wall lights and lamps.
- Properly fitted automatic fixed heating which may be thermostatically controlled.

#### Five Star

- Well positioned, high quality lighting, giving excellent levels of illumination for various purposes, e.g. reading and at the dressing table/writing desk.
- Would be desirable to have main light controlled from door and bed.

- Heating levels fully controllable at all times of day and night by the guest. Some older storage heaters may not meet this requirement.

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### Accessibility Good Practice

It is to everyone's benefit to screen exposed surfaces of heating equipment to protect occupants from burns, and radiators or other heating devices should be so sited so as not to reduce space when carrying luggage or using a walking frame or wheelchair.

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### Sustainability Good Practice

Improved insulation and greater use of thermostatically controlled heating and zoned heating can help save on energy use, and try to make as much use of natural light as possible.

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## 3.11 Space, Comfort and Ease of Use

### Star Rating Quality Indicators

#### One Star

- Doors and drawers should be able to be fully opened, without having to move other furniture.
- Room large enough to contain all necessary furniture, but little thought given to layout.
- Provides reasonable free movement not unduly restricted.
- Reasonable sound insulation with minimal intrusive noise from plumbing, corridors etc.

#### Two Star

- Room sizes will need to be larger with significantly more usable space around furnishings and fittings.
- Uncluttered rooms.
- Satisfactory seating for style of accommodation.

**NB Where double beds in rooms for two guests have access to one side only, a maximum rating of Two Stars only can be awarded.**

#### Three Star

- Sufficient space to allow free movement and a good degree of comfort.
- Easy use of all bedroom facilities.
- Convenient layout of furniture for practical use.
- TV, where provided, visible from sitting area or bed.
- Good access to both sides of a double bed.

- Practical, comfortable chairs.
- Ample socket provision for all provided equipment.

#### Four Star

- Well planned layout of furniture to maximise use of the free space. Rooms could be smaller, but considered planning means free space is just as useable.
- Very good access to both sides of a double bed.
- One chair per guest possibly provided.
- Spare and accessible sockets that are well placed for all uses.
- Minimal noise.

#### Five Star

- A spacious, well planned room with furniture in suitable convenient places to allow a high degree of comfort. Area available for luggage storage without cluttering the room and obstructing access.
- Easy and convenient use of facilities, e.g. use of surfaces without moving tea tray or TV (where provided), access to power points etc.
- Comfortable easy chairs.
- Generous access to both sides of a double bed.
- No intrusive noise.

### Accessibility Good Practice

#### Bedrooms should be available on the ground floor where possible.

Freestanding furniture and, where possible, zip and link beds allow for greater flexibility of the room layout which is sometimes needed to accommodate a carer travelling with a disabled person or to suit a visually impaired person's navigation of the room.

Have some blocks available so that bed heights can be adjusted.

Ensure the bedroom provides clear space to walk around without bumping into furniture. Can the windows and curtains be reached by your guests and are they easy to open and close?

Enable lighting levels to be adjusted using a dimmer switch and/or make additional bedside/dressing table lamps available.

Where access is available to a wheelchair user allow 120cm turning circle and provide a level entry shower/bath with hoist or seat.

To assist visually impaired people consider having the door frames in a contrasting colour to the wall. Avoid high gloss finishes.

Where bunks are provided, allow a minimum of 120cm between rows.

Ensure that all guests know how to display subtitles on the TV via the remote control. This will benefit not only the hearing impaired but also foreign language speaking guests.

## 3.12 Bathrooms/En-suites/WCs – Quality and Condition

### En-suite Provision Star Rating Quality Indicators

#### One Star

- Possibly no en-suite or private facilities.

#### Two Star

- Some bedrooms with en-suite or private facilities.

#### Three Star

- Likely to be at least 40% of bedrooms with en-suite or private facilities.

#### Four Star

- Likely to be at least 60% of bedrooms with en-suite or private facilities.

#### Five Star

- Likely to be at least 80% of bedrooms with en-suite or private facilities.

## 3.13 Decoration

It is acknowledged that many operators make use of the "pod" style bathrooms which are moulded in resin/plastic as one piece. These are acceptable and where decoration and tiling are mentioned in this section, this also covers the integral walls/ceiling of these types of units.

### En-suite Provision Star Rating Quality Indicators

#### One Star

- Decoration in an acceptable condition, some aged or damaged areas with marks or wear evident, some flaking paint but mostly sound.
- Any cracks or damage to tiling or finish is minimal.
- Sealant and grouting showing discolouration.

#### Two Star

- Quite good quality and condition of decoration, but may show signs of wear.

### Three Star

- Good quality decoration with minimal wear. May be functional, but fresh looking and well maintained.
- Tiling will be sound throughout, although perhaps not pristine.
- Sealant and grouting showing some discolouration.

### Four Star

- A very good standard of decoration. May be a relatively simple finish e.g. emulsion or bathroom paint, but is executed and maintained in an excellent condition.
- Tiling may be extensive and uniformly of a very good standard. Standards maintained through all bathroom areas with very little if any visible marks or damage.
- Some effort made to hide surface-mounted pipes and wires.

### Five Star

- All of excellent quality and condition. Walls will be very nearly or all tiled or a combination of finishes and all in excellent condition. Sealant and grouting immaculate.

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## 3.14 Sanitary Ware and Fittings

It is acknowledged that many operators make use of the “pod” style bathrooms which are moulded in resin/plastic as one piece. These are acceptable for any star rating level in this scheme.

### Star Rating Quality Indicators

#### One Star

- Sanitary ware and fittings of an acceptable quality and condition but may be dated.
- There should always be a reasonable supply of hot water.
- Correctly fitted, appropriate window covering.
- Provision of flat surface for guests’ belongings.
- Adequate quality lighting and heating fittings.
- Adequate, but sparing towel rail provision.

#### Two Star

- Sanitary ware and fittings of a quite good quality, but may be a little dated or worn.
- Sanitary ware may not be matching and may include plastic washbasins, shower trays etc.
- Washbasins may be small and shower fittings may be of a basic quality.
- Plenty of hot water at peak times.

### Three Star

- Efficient showers with properly set temperature or effective controls, standard-sized washbasins, all in good condition.
- No small baths or undersized showers with awkward access.
- Good quality light and heating fittings.
- Well fitted window covering, with sufficient width and height to draw completely across the window.
- Good shelf space for guests’ belongings.

### Four Star

- Very good quality, well made fixtures and fittings. Fully controllable and powerful flow in showers. Shower screen or high quality shower curtain all fresh looking.
- Very good quality bath and shower trays – probably ceramic/enamel or composite.
- High quality taps and towel rings/rails with few obvious signs of wear.

### Five Star

- High quality, solid, well made fittings in excellent condition, all in matching style.
- Sturdy cast iron or steel and enamel bath. High quality shower cubicles or screens.
- Plenty of hot water at all times.
- Generous amount of towel rail space.
- Heated towel rail, or towel rail fitted above radiator.

---

## 3.15 Flooring

### Star Rating Quality Indicators

#### One Star

- Best practice suggests that washable flooring is more hygienic than carpeting.
- Adequate comfort to flooring of a practical standard. Some signs of wear and tear may be evident.
- Possibly not fitted professionally.

#### Two Star

- Quite good condition flooring, but may be of modest quality. Some wear may be evident.

#### Three Star

- Well fitted, good quality flooring in sound condition and comfortable underfoot.
- Wooden floors in good condition.
- Well sealed edges and seams.

#### Four Star

- High quality flooring, but not necessarily new and may show signs of wear or more moderate quality but in pristine condition.

- Normally professionally fitted.

#### Five Star

- Professionally fitted, high quality tiles, vinyl or laminate, for example.
- Where the flooring is tiled, grouting and sealant is in excellent order.

---

### 3.16 Lighting, Heating and Ventilation

#### Star Rating Quality Indicators

##### One Star

- Adequate lighting levels for the style, size, and shape of the bathroom. May be a centre light only with little or no lighting at the washbasin.
- Adequate heating for size of room at all reasonable times, may not be automatic, but should be fixed for safety.
- Effective ventilation. Possibly window only.

##### Two Star

- Quite good levels of lighting. Possibly main light only.
- Heating offering a suitable level of heat which might be automatic or thermostatically controlled.
- Ventilation may be via limited mechanical means.

##### Three Star

- Well positioned lights giving good levels of illumination particularly by the mirror. Ample natural light.
- Comfortable heating levels, appropriate to the room size and providing overall uniform temperature.

##### Four Star

- Well positioned lighting effective for all purposes especially over or next to the mirror.
- Different types of lighting possibly used for practical or aesthetic reasons, e.g. halogen downlighters.
- Properly fitted, automatic, thermostatically controlled heating.
- Ventilation systems able to cope with busy periods.

##### Five Star

- Well positioned, good quality lights giving good levels of illumination for various purposes, e.g. shaving, applying make-up etc.

- Responsive, thermostatically controlled, automatic heating. Some older storage heaters possibly don't meet this requirement. Heating source possibly a heated towel rail.
- Where there is a window, an extractor fan as well as the window will be expected.

---

### 3.17 Space, Comfort and Ease of Use

#### Star Rating Quality Indicators

##### One Star

- Adequate-sized facilities but perhaps rather restricted in places.
- Adequate water pressure and satisfactory drainage.
- Limited flat surface available for guests' belongings.

##### Two Star

- Quite good levels of comfort and spaciousness. Possibly limited space but guests should be able to use facilities comfortably with convenient access to bath, shower and WC.
- Standard-sized shower cubicles.

##### Three Star

- Good-sized bathrooms with sizable shower cubicles, ample changing/drying space.
- Fixtures and fittings well placed for ease of use.

##### Four Star

- Well planned layout of sanitary ware fittings to maximise convenience and ease of use.
- Very good provision of shelf space for guests' toiletries etc.

##### Five Star

- Ample space in well planned facilities allowing easy access for all needs.
- Plenty of provision for laying out toiletries, shaving equipment and hanging up clothes.
- Minimal noise from plumbing.

---

#### Accessibility Good Practice

Providing equipment such as bath seats, toilet seat height raisers and shower chairs can be beneficial to many guests as can support rails for the toilet and bath/shower.

To assist visually impaired people, the toilet, sink and bath should be a contrasting colour to the bathroom walls and floor and the towels should also contrast in some way. Also consider having the door frame in a contrasting colour.



When refurbishing your bathroom, hot water supply should have at each fitting a mixer valve, limiting water to a maximum of 41C to prevent scalding. Also provide lever taps or lever attachments on the wash basin and bath and ideally the shower too.

For the benefit of all users it is important that bathroom floors are non-slip. Consider providing an emergency pull cord connected to an audible/visual external alarm.

Where wheelchair access is available a wet room incorporating a wash basin, WC and a level entry shower will also benefit those using a walking aid.

### Sustainability Good Practice

Use can be made of water saving devices such as "Hippos" in toilet cisterns and providing shower facilities can help reduce water consumption.

## 4.0 All Public Areas

(Including quality and condition of lounges, bars, halls, stairs, landings and public WCs and all areas of self-contained units if available).

### 4.1 Decoration

#### Star Rating Quality Indicators

##### One Star

- Functional decoration and limited co-ordination.

##### Two Star

- Decoration may be old, but not too damaged or scratched.

##### Three Star

- Co-ordinated decoration.
- Well finished walls and paintwork.

##### Four Star

- Very good standard of decoration.
- Some effort made to hide surface-mounted pipes and wires.

##### Five Star

- Decoration in excellent condition.
- Some use of pictures may be evident.

### 4.2 Furniture, Furnishings and Fittings

#### Star Rating Quality Indicators

##### One Star

- A sparing but adequate provision of furniture, furnishings and fittings. Some slight damage may be apparent but all items capable of use.
- Lighting and heating fittings could be lacking intrinsic quality.
- Suitable seating in acceptable condition.

##### Two Star

- Furniture/fittings in a quite good condition with minimal wear evident. Possibly 'domestic' quality.
- Light and heating fittings of quite good standard.

##### Three Star

- Ample provision of furniture in each area. Good quality fittings and furniture in a sound and useable condition or may be modest quality and/or flat pack. Some minor signs of wear and tear.
- Curtains or blinds of good quality.
- The amount of furniture in proportion to the use of the area and the space available.

##### Four Star

- Quality furniture, not necessarily new, but which offers substantial comfort and space.
- Seating likely to be padded and in sufficient quantity for the number of guests.
- Very good quality lighting and heating fittings maintained in a very good condition.

##### Five Star

- Excellent quality, of solid construction, virtually no heavy signs of wear and tear.
- High quality lighting and heating fittings.

### 4.3 Flooring – Quality and Condition

#### Star Rating Quality Indicators

##### One Star

- Adequate comfort to flooring. Some signs of wear and tear may be evident.
- Not necessarily professionally fitted.

##### Two Star

- Quite good quality flooring, but carpets may have a high man-made fibre content.



### Three Star

- Well fitted, good quality flooring in sound condition and comfortable underfoot.
- Tiling and wooden floors in good condition.
- Some underlay for carpeting.

### Four Star

- High quality flooring, but not necessarily new and may show signs of wear or more moderate quality but in pristine condition. Normally professionally fitted.

### Five Star

- Professionally fitted, high quality carpeting, (e.g. high percentage wool content, in excellent condition) with substantial underlay.
- Flooring may be used to create impact in an entrance hall or reception area.

---

## 4.4 Lighting and Heating – Quality of Provision

### Star Rating Quality Indicators

#### One Star

- Adequate lighting levels for the style, size, and shape of the room.
- Effective heating in all areas at all reasonable times.
- Heating levels appropriate to the size of the room. Possibly not automatic or fixed.

#### Two Star

- Quite good levels of lighting.
- Heating may be free-standing, but might be automatic or thermostatically controlled.

#### Three Star

- Well positioned lights giving good levels of illumination.
- Effective levels of heating providing overall uniform temperature.
- Properly fitted, thermostatically controlled heating.

#### Four Star

- Very good levels of light, where different types of lighting may be used for practical, aesthetic and ambience reasons e.g. halogen downlighters, standard lamps or picture lights.
- Properly fitted, automatic heating which may be thermostatically controlled.

#### Five Star

- Variety of types of lighting giving good levels of illumination for all practical purposes, and may be used for emphasis in certain areas.

- A positive effort made to ensure that heating meets the guests' needs. Back-up source for heat for very cold weather.

---

## 4.5 Space, Comfort and Ease of Use

### Star Rating Quality Indicators

#### One Star

- Space for all necessary furniture but limited thought might be given to layout.
- Acceptable environment for guests without disturbing levels of noise etc.

#### Two Star

- Uncluttered spaces with significantly more usable space.
- The degree of comfort for guests could be improved upon.

#### Three Star

- Reception area of a big enough size to accommodate guests and their luggage.
- Sufficient space to allow a good degree of comfort for guests.

#### Four Star

- Well planned layout to maximise use of the free space.
- Minimal intrusive noise.

#### Five Star

- Spacious, well planned rooms with furniture in suitable, convenient places. Easy and convenient use of facilities. Ample space.
- Fresh and airy atmosphere.

---

## 5.0 Dining Room or Restaurant – Quality and Condition

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### 5.1 Decoration

#### Star Rating Quality Indicators

##### One Star

- Functional decoration and limited co-ordination.

##### Two Star

- Decoration possibly old but not damaged, scratched or torn. Free from food splashes.

### Three Star

- Well finished, good quality wall coverings and paintwork with wall and ceiling coverings well applied.

### Four Star

- Very good standard of decoration with use of high quality pictures and prints where applicable.
- Some effort made to hide surface-mounted pipes and wires.

### Five Star

- Excellent decoration, with high attention to detail. Thoughtful co-ordination of patterns, colours and textures.
- Attractive use of pictures, prints and other decorative relief.

---

## 5.2 Furniture, Furnishings and Fittings

### Star Rating Quality Indicators

#### One Star

- Furniture and furnishings adequate in terms of quality and range. Limited co-ordination. Dining furniture possibly not matching.
- Light and heating fittings of acceptable quality and safety for the style, size, and shape of the room.
- All window coverings correctly fitted.

#### Two Star

- Furniture, furnishings and fittings of quite good quality, sound and fit for the purpose. Alternatively, furniture may have been excellent quality but now showing signs of age, wear and tear.
- Lighting and heating fittings of a quite good quality and in a sound condition.

#### Three Star

- Furniture of good quality and condition. Size and amount of furniture in proportion to the space available.
- Good use of co-ordination.
- Good quality light fittings and shades, free from scorch marks.

#### Four Star

- High quality furniture, furnishings and fittings in very good condition. Furniture not necessarily new but still offering substantial comfort.
- Full curtains, possibly with additional embellishments such as tiebacks.

### Five Star

- All furniture of high quality and in excellent condition.
- Excellent quality light fittings of various types.
- Heating fittings in excellent condition.

---

## 5.3 Flooring – Quality and Condition

### Star Rating Quality Indicators

#### One Star

- Adequate comfort to flooring. Some signs of wear and tear may be evident.
- Not necessarily professionally fitted.

#### Two Star

- Quite good quality flooring, but carpets may have a high man-made fibre content.

#### Three Star

- Well fitted, good quality flooring in sound condition and comfortable underfoot.
- Tiling and wooden floors in good condition.
- Some underlay for carpeting.

#### Four Star

- High quality flooring, but not necessarily new and may show signs of wear or more moderate quality but in pristine condition. Normally professionally fitted.

#### Five Star

- Professionally fitted, high quality carpeting, with substantial underlay.
- Polished floorboards or high quality laminate.

---

## 5.4 Lighting and Heating – Quality of Provision

### Star Rating Quality Indicators

#### One Star

- Adequate lighting levels for the style, size and shape of the room. Needs to be good enough for reading menus etc.
- Effective heating in all areas at all reasonable times.
- Heating levels appropriate to the size of the room. Possibly not automatic or fixed.

#### Two Star

- Quite good levels of lighting. Heating may be free-standing, but might be automatic or thermostatically controlled.

#### Three Star

- Well positioned lights giving good levels of illumination.

- Effective levels of heating providing overall uniform temperature.
- Properly fitted, thermostatically controlled heating.

#### Four Star

- Very good levels of light, where different types of lighting may be used for practical, aesthetic and ambience reasons e.g. halogen downlighters, standard lamps or picture lights.
- Properly fitted, automatic heating which may be thermostatically controlled.

#### Five Star

- Variety of types of lighting giving good levels of illumination for all practical purposes such as reading menus etc.
- May be used for emphasis in certain areas.
- A positive effort made to ensure that heating meets the guests' needs. Back-up source for heat for very cold weather and maybe fans in hotter weather.

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## 5.5 Space, Comfort and Ease of Use

### Star Rating Quality Indicators

#### One Star

- Room of adequate size, but little thought given to layout.
- Tables adequate size with acceptable circulation space.
- Some intrusive noise may be noticeable.

#### Two Star

- Room size will need to be larger with significantly more usable space around tables and other furniture. Room possibly smaller but considered planning means free space is just as useable.

#### Three Star

- Good layout and adequate circulation space to allow staff and customers to pass without inconvenience.
- Appropriate table and chair heights. Practical, comfortable chairs.

#### Four Star

- Well planned layout of furniture to maximise use of free space.

#### Five Star

- A spacious, well planned room with furniture in suitable, convenient places.
- High degree of comfort, well spaced comfortable chairs, spacious tables.

## 6.0 Overnight Quality Assessments

When an overnight stay is made as part of the grading, the following aspects will also be assessed and feedback will be provided on these areas. The scoring for these areas will form part of the overall, final Star rating.

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### 6.1 Booking Procedures and Prices

#### Star Rating Quality Indicators

##### One Star

- The minimum guest details taken.

##### Two Star

- Competent taking of bookings.

##### Three Star

- Organised approach for dealing with reservations, correspondence, complaints etc.
- Some kind of confirmation offered.
- Willingness to help guests on arrival.

##### Four Star

- Competent and efficient booking procedure with directions offered.
- Confirmation via email, text or letter.
- Staff should give an indication of public areas, or a site map should be re issued.

##### Five Star

- A booking handled in a professional manner that makes the guest feel welcome and gives confidence that details have been accurately recorded.
- Confirmation letter and directions sent by post or email.
- Guests shown to rooms with luggage assistance offered. Explanation of accommodation and bedroom facilities
- Appropriate use of guest's name.
- Offer of refreshment on arrival as appropriate.

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### 6.2 Hospitality and Friendliness

#### Star Rating Quality Indicators

##### One Star

- Limited guest contact and interaction. Staff may be unskilled in customer interaction.

##### Two Star

- All guests dealt with promptly and in a courteous and helpful manner.

### Three Star

- A positive and friendly attitude from cleanly attired management and staff.
- Good first and last impression with a welcoming smile.

### Four Star

- Attentive, more personalised service with very good levels of customer care such as use of guest's name.
- Proactive approach to guests with effort made at social interaction and conversation.
- Where an evening meal is not served, help is provided, on request, to find a place to eat/drink.
- Guests made to feel very much at home with a warm cheerful welcome on arrival.

### Five Star

- Guests personally greeted on arrival.
- Awareness and anticipation of individual guest's needs with nothing being too much trouble.
- Where an evening meal is not served, detailed information and/or menus about local dining options provided.
- An offer of additional services such as fresh milk, use of the telephone, information on the locality and recommendations for eating out etc.
- Excellent first and last impression.

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## 6.3 Breakfast Service

### Star Rating Quality Indicators

#### One Star

- Adequate social and service skills.
- Tables laid appropriately or cutlery easily accessible.

#### Two Star

- Competent service with helpful attitude.

#### Three Star

- Buffet items kept topped up.
- No undue delays.

#### Four Star

- More attentive service such as prompt table clearing.

#### Five Star

- Staff with excellent service skills and a proactive approach.
- Efficient service with no queues and plates etc. cleared promptly.

- Where beverages and or toast are served at the table there should be prompt service and satisfaction checks made.
- Clear descriptions of dishes available and prices.

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## 6.4 Breakfast – Quality and Presentation

### Star Rating Quality Indicators

#### One Star

- Possibly a set menu with, for example, juice, cereal, bacon and egg, toast, coffee and tea. May be continental only.
- All hot food properly cooked and presented.
- Care taken to ensure that juices are chilled, toast is crisp and tea and coffee are freshly made.

#### Two Star

- Food served at the correct temperature, on a hot or cold plate as appropriate.
- Limited choice available.
- Food prepared with a quite good level of care.

#### Three Star

- A choice of good quality items available, e.g. fruit, choice of cereals, sausage, tomato, brown or white toast and a range of preserves.
- An attractive buffet (if provided).
- Freshly cooked items served at the correct temperature.
- Particular attention to food quality rather than an extensive choice.

#### Four Star

- Greater choice of items available, possibly including 'house specials'. Eggs cooked to order.
- Obvious use of fresh ingredients cooked and presented with a high level of care and attention to detail.

#### Five Star

- High quality, fresh ingredients and a wide choice of items, e.g. fruit juices, freshly ground coffee, choice of teas, cheeses and cold meats and high quality bakery items.
- Good use of fresh local/home-grown produce and regional specialities where available.

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## 6.5 Dinner/Evening Meal Service

### Star Rating Quality Indicators

#### One Star

- Adequate social and service skills.
- Tables laid appropriately for dinner/evening meal or cutlery easily accessible.

#### Two Star

- Competent service with helpful attitude.
- Reasonable food and drink knowledge.

#### Three Star

- Where an evening meal is served, verbal or written explanation of dinner dishes available.
- Buffet items kept topped up.
- Good food and drink knowledge.
- A well paced meal service.

#### Four Star

- A high standard of food and drink knowledge.
- More attentive service such as prompt table clearing and satisfaction checks.

#### Five Star

- Staff with higher skill levels and a proactive approach to providing an efficient service.
- Comprehensive descriptions of dishes available and where it is table service there should be good judgement in timing of serving the different courses.
- Staff able to provide guests with advice on menu, and wine list (where provided).

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## 6.6 Dinner (where provided) – Quality and Presentation

### Star Rating Quality Indicators

#### One Star

- Possibly a set menu but with an alternative available on request.
- Limited garnishes or decoration. Buffet and carvery simply presented.
- Vegetarian choice available.

#### Two Star

- Food served at the correct temperature, on a hot or cold plate as appropriate.
- Limited choice available.
- Meals prepared with a quite good level of care.

#### Three Star

- Well presented food freshly cooked from good quality ingredients. Evidence of some fresh ingredients being used.

- Particular attention to food quality rather than an extensive choice.

#### Four Star

- Obvious use of fresh ingredients cooked with a high level of care and attention to detail.

#### Five Star

- Excellent cooking with an emphasis on fresh, seasonal, local ingredients and cooked with skill.
- Strong emphasis on consistent food quality.
- Obvious care and attention to detail and appearance making the food look attractive.
- Greater range of dietary choices available.

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## 6.7 Table Appointments

### Star Rating Quality Indicators

#### One Star

- Table appointments of an acceptable standard e.g. lightweight, stainless steel and single-ply paper napkins.
- Menus, where provided, possibly handwritten on a card or blackboard, but clean and giving basic information.

#### Two Star

- Crockery and cutlery generally matching and a better quality napkin. Basic breakfast items such as milk and sugar available on the table/s and in sufficient quantities for the numbers seated.
- Full salt and pepper containers on tables at all meals.

#### Three Star

- Well laid tables with matching cutlery and crockery.
- Good quality paper napkins.
- Menus, where provided, clean and well presented.

#### Four Star

- Very good quality of crockery and cutlery. Cloth or high quality paper napkins and tablemats and/or tablecloth.
- Flowers or other appropriate decoration on tables.

#### Five Star

- Table appointment of the highest standard, quality accessories and glassware.
- Attractively presented menus etc using clear, informative layout and helpful descriptions.



## 7.0 Code Of Conduct

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.
- 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.

## 8.0 Conditions for Participation

Establishments participating in Visit Wales schemes are required to:

- Observe the Visit Wales Code of Conduct.
- 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 "Assessed" 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.

## 9.0 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.

## 10.0 Signage

Signage, Certificates and Electronic Logos. Where an establishment, for whatever reason, ceases to participate in the Visit Wales Quality grading scheme applicable to their type of business, then all relevant display signs/ 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.







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