



Criteria for businesses
to achieve

**QUALITY ASSURED
GLAMPING**



Contents

- 1.0 Introduction
- 2.0 Quality is the key
 - 2.1 How the Assessment Scheme Works
 - 2.2 How do we measure quality?
 - 2.3 What will the assessors be looking at?
- 3.0 Legal and Safety
 - 3.1 Statutory Obligations/Minimum Entry Requirements
 - 3.2 Health, Safety and Security
- 4.0 Visit Wales Accreditation – What you need to provide
 - 4.1 Pre-Arrival and Arrival Information
 - 4.2 Exterior
 - 4.3 Beds
 - 4.4 Bathroom Facilities
 - 4.5 Kitchen
 - 4.6 Living Space
 - 4.7 Lighting & Heating
 - 4.8 Housekeeping & Cleanliness
- 5.0 Visit Wales Gold Award – What you need to provide
 - 5.1 Beds
 - 5.2 Bathrooms
 - 5.3 Kitchen
- 6.0 Sustainability: Doing Business Even Better
- 7.0 Making your Accommodation Accessible for All
- 8.0 Code of Conduct
- 9.0 Conditions for Participation
- 10.0 Change of Ownership
- 11.0 Signage
- 12.0 What To Do If You Disagree With The Star Rating Given

1.0 Introduction

Glamping or Glamorous Camping has captured the imagination of holiday makers over the last few years. The beauty and peace of the natural world experience from the comfort of a luxury tent, pod or hut has a strong appeal to customers of all ages. Visit Wales understands that quality is the key to success for all businesses in the tourism industry and the Glamping assessment standard is designed to promote and reward quality. Visit Wales assessors will offer objective feedback and advice as well as solutions that will help to give your business that competitive edge.

2.0 Quality is the Key

Our Commitment to You

Our professional assessors will work with you in order to maximise the potential of your business. The assessor will assess all aspects of your business in order to award the accreditation and provide you with detailed feedback on how further improvements might be made.

A verbal debrief will be offered immediately following the assessment visit. If this is not convenient, then a telephone debrief can be arranged. The verbal debrief is always followed up with a detailed written report.

Quality Assessment

Our assessors will grade each aspect of your business; website, the physical site and accommodation. The assessment is objective and will take into account the unique aspects of your business and what you are trying to achieve. It is not based on personal taste. The aim of the assessment is to highlight the strengths of your business and any areas that your customers might find disappointing. It is not about taking away any of the character, style or uniqueness of your business.

What is Quality?

Whatever the size, type or style of your glamping business, a high quality experience and memorable visit is what your customers will be looking for. Your assessor will assess all aspects of your customer facing business with a critical eye, but always with the intention of helping you improve your business.

2.1 How the Assessment Scheme Works

The assessment scheme is designed to ensure that guests can book glamping accommodation with confidence, knowing that there will be a certain standard of quality and that all of the basic amenities will be provided.

There will be two levels of recognition within the Glamping scheme: Visit Wales Accreditation and Visit Wales Gold Award.

Dispensations

Some sites or accommodation might not be able to provide all of the requirements in order to be accredited, due to the nature of the site and/or accommodation. It might be possible, in these cases, for Visit Wales to offer a dispensation. This will be considered on a case by case basis.

Visit Wales Accreditation

In order to achieve an accreditation and display the Visit Wales quality marque on your website you will need to provide all of the information, services and facilities needed and meet the required quality standard in all areas.

Visit Wales Gold Award

A Visit Wales Gold award will be given in recognition of exceptional quality and facilities. It is possible for a site to hold a Visit Wales Accreditation and for one or more of the individual units to be awarded the Gold award.

For example: A site might have a mix of safari tents, yurts and shepherd's huts. Only the safari tents offer 'private' bathroom facilities to each tent and meet the higher quality standards for a Gold award. The operator will be able to show both the Visit Wales Accreditation and Gold award signage, but only on the understanding that it is made very clear to potential guests, that only the safari tents have been awarded the Gold award.

2.2 How do we measure quality?

During the assessment visit, your assessor will make quality judgements across all aspects of your customer-facing business and will award a score from 0-5 for each element.

0 = unacceptable

1 = acceptable

2 = quite good

3 = good

4 = very good

5 = excellent

At the end of the visit the assessor can calculate a percentage score for the site and for any individual accommodation that might be eligible for an award. In order to achieve a Visit Wales Accreditation, the overall percentage score has to reach 60% or above.

To be eligible for a Gold award the percentage score needs to be a minimum of 80%.

Assessment Rules

Any scoring area can be set to N/A if that scoring section is not applicable to your site and this will not affect the final percentage score. However, some sections such as, 'exterior look and condition of the unit' and 'quality and condition of beds' will always need to be scored.

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.

2.3 Quality Assessment: What will the assessors be looking at?

During the assessment visit, your assessor will make quality judgements across all aspects of your customer-facing business and will award a score from 0-5 for each element.

Information and Arrival

Pre-Arrival Information

Your assessor will review your website prior to the assessment visit taking place, and assess the content of the site in terms of information provided for guests. At the time of the assessment visit, the assessor will look at any information that is sent to guests post-booking.

Do guests have all the information they require before they set off? If the information is

comprehensive and well produced, then a score of 5 will be awarded. If there are omissions or improvements that could be made, then a lower score will be awarded and advice offered.

Arrival Information

This is scored as for pre-arrival information, but here it is the information provided on site that is being considered. This will include important information about the accommodation and site facilities, as well as extra information about the local area and its amenities.

Extra Touches on Arrival

Here the assessor is looking at all of those extra touches; the welcome pack, the on-site shop etc.

A wide range of extra touches will be considered depending on the site and what is provided by owners.

Exterior

Exterior Look and Condition of the Unit

For a score of 5, the fabric of the tent or wooden structure of the shepherd's hut will be in excellent condition, although an allowance will be made for the time of year that the assessment takes place.

Your assessor will also be looking at the quality and condition of exterior decking and any outside furniture.

Grounds and Setting

Your assessor will need to understand what you are trying to achieve with your location and setting. Is it a very natural setting or something different? Pathways, parking areas, grounds and gardens will all be taken into consideration. Are the units well positioned for privacy etc.

Beds

Quality and Condition of Beds

For glamping, the minimum standard we are looking for is high quality and comfortable beds for all guests. In order to score higher marks for beds, assessors will be looking at space, comfort and style. A score of 5 will be reserved for those special beds that offer luxury in terms of comfort and perhaps make a statement, exceeding guests' expectations.

Quality and Condition of Bedding

This includes the quality of the bed linen, mattress protection, pillows and bedding. And not just the quality of each of these items, but the presentation of the beds to guests.

Bathrooms

We understand that bathroom facilities will vary greatly in terms of size and style. The provision of hot water and lighting is important in all cases. Some facilities will offer privacy, but will be more open to the elements than others. Assessment judgements will be made, with the style of the room or unit taken into account.

Kitchen

Quality and Condition of all Cooking Equipment

Cooking equipment will come in many forms, from the open fire to full modern cooking ranges. All can offer excellence. The assessor will be looking at quality, condition and usability of the cooking equipment provided. This will include the cooking utensils as well as the main cooking equipment.

Quality and Condition of all Crockery, Cutlery and Glassware

This section takes into account not only the quality of the crockery, cutlery and glassware provided, but also the range of each of these items. It is appreciated that some sites will provide an alternative to glass.

Living Space

Quality, Comfort and Ease of Use

This is space that is not dedicated directly and solely to sleeping. Living space will be provided in all shapes and sizes. Some living space will be all outdoors, other living space might be internal and spacious. For example, a shepherd's hut will not be penalised for being small. The questions in the assessor's mind will be about how the space is arranged and used, for example how usable is any outdoor living space during the day and evening?

Lighting and Heating

All Internal and External Areas

This covers all of the lighting and heating on-site. Some glamping units will offer mains electricity for lights and many will not. This will not influence the score awarded either way. When assessing lighting, the questions in the assessor's mind will be about how effective and usable the lighting is in each area, such as in the sleeping areas and at bedsides. Is lighting provided at mirrors in bedrooms and bathrooms? Has thought been given to guests

that need to access less well-lit areas of the site at night? When assessing heating, the assessor will take into account which months of the year the accommodation is open for letting. Also, is there heating available inside and out? The heat source might also be the cooking source, but how effective and usable it is for one or both purposes? Additional heating may be available for those units that are open all year round.

Housekeeping and Cleanliness

This section covers all areas of the site and separate scores are awarded for each of the areas.

There will be different expectations based on the type of site. For example, shared bathrooms will need to be kept clean and tidy by staff during the day. For private bathroom facilities it is the servicing between lets that is assessed. Some of the questions assessors will be asking themselves are: Are the grounds and parking areas kept tidy and litter free? How clean are the bedrooms, bathrooms, cooking equipment, cooking utensils etc.?

INFORMATION & ARRIVAL

- 1. Pre-arrival information
- 2. Arrival Information
- 3. Extra touches on arrival

EXTERIOR

- 4. Exterior look and condition of the Units
- 5. Grounds and settings

BEDS

- 6. Quality and condition of beds
- 7. Quality and condition of bedding.
Also bed linen if provided

BATHROOMS

- 8. Quality and condition of shower room/
bathrooms
- 9. Quality and condition of WC's -
if separate

KITCHEN

- 10. Quality and condition of all
cooking equipment
- 11. Quality and condition of all crockery,
cutlery, glassware

LIVING SPACE

- 12. Quality confort and ease of use

LIGHTING & HEATING

- 13. All interior and exterior areas

HOUSEKEEPING & CLEANLINESS

- 14. Grounds & Gardens
- 15. General accommodation
- 16. Shower room / bathrooms
- 17. Toilets (if separate)
- 18. Kitchen / cooking areas

Total Max	<input type="text" value="90"/>	Pass	<input type="text" value="Yes"/>
Total Score	<input type="text" value="82"/>	Accolade	<input type="text" value="Yes"/>
% Score	<input type="text" value="91%"/>		

The pass mark for Accreditation is 60%.
Accolades are awarded to individual units.
Any unit receiving an accolade must meet all of
the criteria on the accolade sheet.
Any unit receiving an accolade must also score
at minimum of 80%.

3.0 Legal & Safety

3.1 Statutory Obligations/ Minimum Entry Requirements

The Visit Wales Glamping scheme is a quality based assessment and the scores awarded should reflect the guest experience and the quality of the product and services offered by the accommodation and its staff. The assessment is underpinned by the Visit Wales Code of Conduct, a commitment to which is a requirement of participation in the scheme. This ensures that all glamping accommodation is operating to the minimum standards and meeting all statutory obligations.

The Visit Wales Code of Conduct can be found at the end of this booklet. This explains the criteria that need to be met by all glamping accommodation taking part in the quality scheme.

These obligations will vary from business to business, dependent on the nature and scope of the accommodation. All accommodation businesses need to have adequate public liability insurance or comparable government indemnities, and in addition comply with all applicable planning, health, safety and fire regulations.

Public Liability Insurance: whilst not a statutory requirement, it is a requirement for participation in the Visit Wales scheme. Proprietors may be asked to provide evidence that Public Liability insurance cover is being maintained and that the requirements below are being fulfilled.

Comply with all relevant statutory requirements including:

- Fire Risk Assessment: to comply with the Regulatory Reform (Fire Safety) Order 2005
- Provide a carbon monoxide detector in every unit where gas or oil is burnt. Also in spaces where there is an open fire or wood burner. A detector should always be placed in a kitchen unless all appliances are electric.
- An annual landlord's gas certificate is required if you have gas in your units.
- Regular Portable Appliance Testing (PAT Testing) will ensure appliances are safe, but don't forget that all aspects of any electricity supply need to be safe.
- Food Safety/Hygiene: register with the local Environmental Health department if providing any food.

- Health & Safety: operate safely with due regard to health and safety legislation and with evidence of consideration for the safety of guests and security of guests' property; supply clear information on how to contact proprietor/management in case of emergency. Supply multi-lingual instructions or diagram for fire evacuation procedure.
- Planning: comply with all local planning regulations.
- Licensing: comply with all local licensing regulations.
- Data Protection Act: comply with this Act.
- Prices & Payment: make clear to guests exactly what is included in all prices quoted for accommodation including taxes and any other surcharges; adhere to and not exceed prices quoted at the time of booking.
- Cancellation Policy: communicate clearly the cancellation policy to guests at the time of booking i.e. by telephone, fax or email.
- Consumer Protection from Unfair Trading Regulations 2008: comply with these regulations by describing accurately in any advertisement, brochure, or other printed or electronic media, the facilities and services provided.
- Equality Act 2010 (replaces the Disability Discrimination Act 1995/2005): All operators must comply with this act. Welcome all guests courteously and without discrimination in relation to gender, sexual orientation, disability, race, religion or belief. Make 'reasonable' adjustments to improve service for disabled customers.
- Produce an Access Statement – a description of facilities and services offered, specifically in relation to accessibility, to inform people with access needs.

Accessibility Good Practice

Ensure the fire evacuation procedures are in place for disabled people. Consider fire safety for guests with hearing loss who may not hear the smoke alarm. Strobe light fire alarms or a domestic paging system may be appropriate.

Specific training courses are available on how to welcome all types of guests e.g. Welcome All and World Host Customers with disabilities. Consider learning to communicate in basic British Sign Language (BSL).

For advice on how to write an Access Statement, please visit: <http://www.visitengland.org/access>

Sustainability Good Practice

Consider drafting and promoting an environmental management policy, setting out the environmental and sustainable management actions taken by you for your business.

3.2 Health, Safety and Security

- A high degree of general safety and security maintained, including information on procedures in the event of an emergency.
- If the proprietor is not resident on site, his/her name, address and telephone number or that of his/her agent, to be prominently displayed, together with clear details of how to summon assistance in the event of an emergency.
- Prominently displayed printed details of how to summon the assistance of emergency services to be provided e.g. doctor, dentist, and location of nearest payphone and casualty unit and vets (if pets accepted).
- All units to be provided with suitable refuse disposal arrangements as required by the Local Authority. Dustbins, where provided, must have lids. Arrangements for refuse collection to be specified and prominently displayed.
- If appropriate, occupiers to be provided with a key to the entrance door of their unit, and any other relevant facilities.
- Adequate levels of lighting at night for safety and comfort in all public areas, including car parks and paths/steps to the units and any separate washing/toilet facilities at night, should be provided.
- Where electricity is not provided, this must be stated. Voltage to be stated if not on mains.
- Emergency lighting to be available, e.g. torch or night-lights. Candles are not acceptable for safety reasons. Rechargeable torches are useful, especially the type which flash in the event of a power cut.

4.0 Visit Wales Accreditation – What You Need to Provide

4.1 Pre-Arrival and Arrival Information

- To make clear to guests exactly what is included in the prices quoted for the

accommodation, e.g. electricity, fuel, logs, towels, cots etc. Where VAT is applicable, all prices to be shown inclusive of VAT at standard rate.

- Full details of accommodation, including sleeping arrangements and washing facilities (whether it is equipped with a bath or shower) provided on the website or printed form in advance of normal booking.
- Details of any in-house policies, e.g. no smoking, no pets etc. must be communicated at the time of booking, for example, clearly stated on website.
- Prospective guests should be made aware, prior to booking, of charges for additional services or facilities available, including cancellation terms, housekeeping and/or breakage deposits.
- Prices quoted at the time of booking not exceeded.

The following information to be readily available prior to booking:

- Full details of sleeping and bathroom arrangements for each unit.
- A clear policy about pets on site. Either no pets or clearly stating that pets are welcomed and under what conditions. Assistance dogs must always be accepted.
- Distance of unit from nearest pub(s), shop(s), public transport etc.
- Nature of water supply, if not mains (water supply must meet all statutory regulations for drinking water).
- Types of energy supply, if not electric.
- Electricity voltage, if not standard.
- Is Wi-Fi available?
- Is a good mobile signal available at the site?
- Any environmental and/or recycling policy detailed.
- A map and/or directions provided showing the location of the unit on booking or with brochure (this may be provided in more detail after booking).
- Possible check-in/check-out times.
- Car parking arrangements near unit.
- Full terms and conditions clearly stated.
- Access statement provided on the website.

Hints & Tips

Extra Touches

- Try to add as much value as possible by including extra touches within the price of the accommodation.
- A welcome pack is always appreciated.

- If wood is required for heating or cooking, then include it within the price. Guests will not want to go off site to buy wood.
- Think about providing equipment that might be useful to your guests and at your location. It might be wellies, body boards, binoculars, books etc.

Accessibility Good Practice

Offer your guests a choice of how to contact you e.g. telephone, fax, letter, email, text message.

Always ask if any of the guests in the party have any specific access requirements.

Promote your Access Statement.

Provide on request guest information in a range of formats e.g. large print, photographs, video, audio description and possibly Braille.

Sustainability Good Practice

If you have taken actions to improve your impact on the environment and local area, make sure this is mentioned on your website/leaflet – this will add to the appeal of your business. Consider taking part in a certification scheme to back up these credentials.

Include public transport options in promotional and booking information.

Pre-arrival information can promote options for local food delivery services and nearby shops so that guests do not feel the need to stock up before leaving home or ordering a supermarket delivery.

Hints & Tips

Website Information

- Think carefully about the pre-arrival information that you offer to potential guests. Glamping will still be new to many people and addressing the fears and concerns that some people might have will help you to sell your accommodation.
- Good photography will do much of the work for you, but think about what questions potential guests might have. For example:
 - Will I be warm enough?
 - Is there plenty of hot water?
 - Is the site peaceful?
 - What wildlife might I see?
 - Is the site easy to find?
 - What do I need to bring with me?

Hints & Tips

The Welcome

- You want your guests to feel comfortable and relaxed as soon as they arrive at the accommodation.
- Perhaps stay for a night in your own accommodation and think about what information and provisions might be useful to you.
 - How do I light that fire?
 - Where is the local shop?
 - Where is the pub?
 - How do I get to the beach from here?
- Consider providing a welcome pack. Tea, coffee and milk are obvious provisions, but try to offer something unique to your location. You might be able to promote other local businesses by providing samples of their goods.
- Tourist information is just as important. Provide local tourist information leaflets and menus for local pubs, restaurants and take-aways.
- A simple 'Guest Notebook' might also be provided. By making the first entry about how much you enjoyed a local restaurant or tourist attraction, you will soon find that many more recommendations follow.
- Consider providing a local Ordnance Survey map, and information on self-guided walks.
- Provide plenty of torches.

Accessibility Good Practice

Ensure guests identifying themselves as being disabled, e.g. those with visual impairment, are offered a familiarisation tour.

Provide a vibrating alarm clock for guests with hearing loss.

Remember to include basic accessibility information for local pubs and attractions or access statements where available.

Sustainability Good Practice

Promote any actions being taken by the business to improve the impact of guests' stays.

Recycling arrangements should be clearly communicated.

4.2 Exterior

- Grounds and outside living space that are part of the unit maintained in good order.

- Where outside living space is available then garden furniture should be provided.
- Exterior fabric of the accommodation unit/s in good repair.
- All exterior furniture and fittings appropriate to the style of the units and in good condition.
- If the unit has ancillary areas, the facilities provided will be taken into account in the assessment of the establishment, where under the control of the operator. They should be well surfaced, in good condition and adequately lit.

Hints & Tips

Outside Space

- Be sure to have enough outside seating for all guests.
- Guests may appreciate furniture in keeping with the environment, rather than plastic.
- Barbeques are very popular with guests. Ensure it is safe, but make it a high quality and an easy experience for them. The equipment should always be cleaned between lettings, so factor this in to your cleaning schedule. Do you provide charcoal?
- Consider providing good quality plastic crockery and wine glasses etc. for outside use.

Accessibility Good Practice

For assistance dogs, provide within the grounds or identify nearby, a free run/spend area.

Ensure paths are kept clear of obstacles, debris, moss, ice and fallen leaves and have firm, well-maintained surfaces. Ensure that any permanent features en-route are securely fixed e.g. flower pot arrangement.

4.3 Beds

Beds might not be traditional, but all must offer good space and comfort for sleeping. Adequate mattress protection, quality pillows and bedding is recommended.

Hints & Tips

Beds and Bedding

- Glamping should take the pain out of camping and comfortable beds are essential.
- A great location and quirky accommodation with a hard camp bed might suit some, but won't be most people's definition of glamping.

- Make sleeping as comfortable as possible with the best mattresses that you can afford and excellent pillows. Consider hypoallergenic bedding.
- Make beds up for guests and include bed linen in the price of the holiday.

Hints & Tips

Privacy

- Beautiful views might be one of the main selling points for your glamping units, but always be mindful of the privacy of your guests.
- Quality is partly about choice and the option as to whether or not to pull a curtain or blind adds to that personal choice.
- Bathrooms without opaque window covers may make guests feel uncomfortable.
- All windows within the unit should be fitted with a curtain or blind.

4.4 Bathroom Facilities

- If bathroom facilities are shared:
 - Showers/baths minimum 1:15 guests
 - WC minimum 1:15 guests
 - Washbasins minimum 1:15 guests
- Toilets will be fully flushing or compost.
- Facilities might be basic and rustic, but all will be in good repair and serviceable.
- Bolts should be fitted to interior of shower door and WC if facilities are shared.
- Hot water at all times.
- Adequate lighting provided.
- Adequate heating provided, when required.

Hints & Tips

Bathroom Provision

- A private bathroom, either within the accommodation or adjacent to the accommodation, is ideal.
- A cold eco-shower might be a novelty on a hot day, but there needs to be ample hot water provision for all guests.
- Consider providing towels as an extra option (chargeable?) as this will be appreciated by guests travelling by public transport or hiking/cycling.

Accessibility Good Practice

Provide a support rail by the shower attachments.

Provide towels that contrast in colour to the walls and floor to assist visually impaired guests.

Sustainability Good Practice

Aerated shower heads, which mix air with the water to provide power with less water, can be used to improve water efficiency. Aerated basin taps mix air with the water to provide a 'foamy' flow of water which is more efficient than a standard tap fitting.

4.5 Kitchen

- Cooker – might consist of simple log burning cooking/heating stove/high quality bbq or more conventional equipment.
- Washing-up. Adequate facility with hot and cold water available.
- Sufficient good quality crockery, cutlery, kitchenware and utensils.

Hints & Tips

Cooking Equipment

- Buy the best quality items you can, especially if you only have space for one frying pan, one saucepan, two mugs etc. Remember this is glamping, but not cheap and cheerful camping!
 - Equip as fully as you can, given space available, ideally with luxury items.
 - Provide tea towels.
-

4.6 Living Space

- Space might be limited, but should be adequate for the number of guests catered for.
- All interior furniture and fittings appropriate to the style of the units and in good condition.

Accessibility Good Practice

Ensure windows and curtains can be reached by your guests and are easy to open and close.

4.7 Lighting and Heating

- Adequate means of heating must be available at all times, even if only open during main season, which will mean heating is needed in living areas (free standing paraffin and Calor gas heaters are discouraged for safety reasons).
- Where there is a wood burner, provide suitable equipment e.g. poker, tongs, shovel etc.

Sustainability Good Practice

Regular maintenance of electrical, gas and oil fired equipment will help ensure the equipment is working efficiently, keeping your fuel bills down as a result.

Halogen downlights can be replaced by LED equivalents that use up to 10 times less energy and last 10 times longer.

4.8 Housekeeping & Cleanliness

- Cleanliness is of paramount importance to guests, so a high standard of cleanliness must be maintained throughout the unit. Particular attention must be given to kitchens, bathrooms, shower rooms and toilets and items involving direct contact with guests, such as bedding, linen, towels, baths, showers, washbasins, WCs, flooring, seating, crockery, cutlery, glassware, kitchen utensils and equipment.
- It is the proprietor's responsibility to ensure that all units are thoroughly cleaned throughout, before each new let, irrespective of whether the guests have cleaned it prior to departure.
- Any broken or damaged items should be replaced between lettings.
- Each unit must be fully serviced between each let.
- If bathroom/shower and WC facilities are shared, they must be fully cleaned and serviced during the day and regularly if there is high usage.
- If cooking facilities are shared, they must be fully cleaned and serviced at least daily.
- Grounds, gardens and parking areas must be well maintained and well presented at all times.
- Refuse and recycling areas need to be clearly signposted, clean and well maintained.

Hints & Tips

Housekeeping

- It is, of course, essential that your accommodation is thoroughly cleaned and prepared for in-coming guests.
- There should be no evidence of the previous guests.
- Housekeeping is probably the single most important part of the letting process; there are more customer complaints about cleanliness than any other area.
- Remember, it's not just about the cleaning. The general presentation of the

accommodation also needs to be good, including the beds and the contents of the kitchen area, for example.

Sustainability Good Practice

Consider using low impact and chlorine free cleaning products, including microfiber cloths that reduce the amount of cleaning liquid required.

5.0 Visit Wales Gold Award – What You Need to Provide

In order to be considered for a Visit Wales Gold Award all of the facilities required for Visit Wales Glamping accreditation must be provided and can only be achieved if the quality of the facilities also matches the required standards.

5.1 Beds

- Beds to provide high quality sprung or foam mattresses for all guests. (Alternative styles of beds will be assessed on their quality and comfort.) Minimum 3' single beds and 4'6" doubles for adults.
- Children's beds might be smaller.
- Beds to be made-up for guests on arrival, with good quality bedding, pillows and linen.

5.2 Bathrooms

- The unit to have its own private bathroom. This might be within the unit or very close to the unit. For example, a bathroom for a shepherd's hut would sit adjacent to, or behind the hut.
- Guests would not be expected to pass any other accommodation en-route to their bathroom.
- Minimum 1 shower/bath, WC and washbasin for every 8 guests.
- Shower must be hands-free and provide good water pressure.

5.3 Kitchen

- The unit to have its own cooking facilities. As with the bathroom this will either be part of the unit or positioned adjacent to the unit. There might well be outside cooking facilities, but there needs to be a full range of cooking equipment in the covered kitchen.

- Sufficient cooking capacity to cater for all guests.
- Hot and cold running water with washing-up facilities.
- High quality cooking equipment, utensils, crockery, cutlery and glassware.

General

Whatever the style of the accommodation, the quality of furniture and fittings and finish will be to the highest standard, within the context of the style of accommodation offered.

6.0 Sustainability: Doing business Even Better

Visit Wales Can Help

We believe that taking a sustainable approach makes business sense as well as improving the impact of the tourism sector.

As well as the introductory advice you will find here, we have developed some resources to help you which can be found at: <https://businesswales.gov.wales/tourism/sustainabletoolkit> or telephone 03000 6 03000.

7.0 Making Your Accommodation Accessible for All

Visitor accommodation can present a range of challenges for disabled people and others with access needs. In response to this, many operators have been making improvements to their accessibility over recent years to ensure they can safely and warmly welcome disabled people.

They have been doing this by not only providing for wheelchair users wherever possible, but also for those with a hearing loss or sight loss, older visitors, people with a hidden disability or individuals with a learning disability.

One key element of meeting the needs of this vast audience is by providing accurate information in advance that will enable disabled people, their families, friends and carers to decide whether or not to visit you. This can be provided in the form of an Access Statement.

Another is by making sure that if you have your own website it is easy to use for all customers, including the facility to change font sizes etc.

NOTE: As a condition of being assessed 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: <https://www.visitbritain.org/business-advice/make-your-business-accessible/create-accessibility-guide>

Legal Obligations

All businesses have obligations under the Equality Act 2010. This legislation requires businesses to anticipate and provide for disabled people and others with 'protected characteristics'.

By making reasonable adjustments to your information provision, staff training and physical accessibility, including alternative arrangements where necessary, you will not only be helping to meet your obligations, but will be making your accommodation more accessible to all.

8.0 Code of Conduct

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

- To maintain standards of guest care, cleanliness and service appropriate to the type of establishment.
- To accurately describe in any advertisement, brochure or other printed or electronic media, the facilities and services provided.
- To make clear to visitors exactly what is included in all process quoted for accommodation, including taxes and any other surcharges. Details of charges for additional services/facilities should also be made clear.
- To give a clear statement of policy on cancellations to guest at the time of booking i.e. by telephone, fax, 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 and other services.
- To advise visitors 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 each visitor on request details of payments due and a receipt, if required.
- To deal promptly and courteously with all enquiries, requests, bookings and correspondence from visitors.
- 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 give due consideration to the requirements of visitors with disabilities and visitors with special needs, and to make suitable provision where applicable.
- To provide Public Liability insurance or comparable arrangement and to comply with all applicable planning, safety and other statutory obligations in force.
- To allow a Visit Wales representative reasonable access to the establishment, on request, to confirm that the Code of Conduct is being fully observed.

9.0 Conditions for Participation

All establishments participating in the Visit Wales quality assurance schemes are required to:

- Meet or exceed the Visit Wales minimum entry level requirements both in Facilities/ Services and quality in the relevant accommodation sector.
- Observe the Visit Wales Code of Conduct.
- Be assessed, and in the event of complaints, by an authorised representative of Visit Wales.
- Pay an annual participation fee.
- Provide an access statement.

10.0 Change of Ownership

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

11.0 Signage

Where an establishment, for whatever reason, ceases to participate in the Visit Wales quality assurance scheme, all relevant display signs and print material must be removed immediately.

Any listing in a Visit Wales publication/website is conditional on continued participation in the Visit Wales quality assurance scheme.

Failure to observe these conditions may result in the establishment becoming ineligible to display or use the Visit Wales endorsement in any way whatsoever.

12.0 What To Do If You Disagree With The Star Rating Given

If you feel you have reason to disagree with the Star rating given to your property, or disagree with certain aspects of the Quality Assessor’s report, then please get in touch with us as soon as possible after you receive your written report.

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

Notes





Llywodraeth Cymru
Welsh Government

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

Tel enquiries: 0845 010 8020

Fax: 0300 062 2081

E-mail: quality.tourism@gov.wales