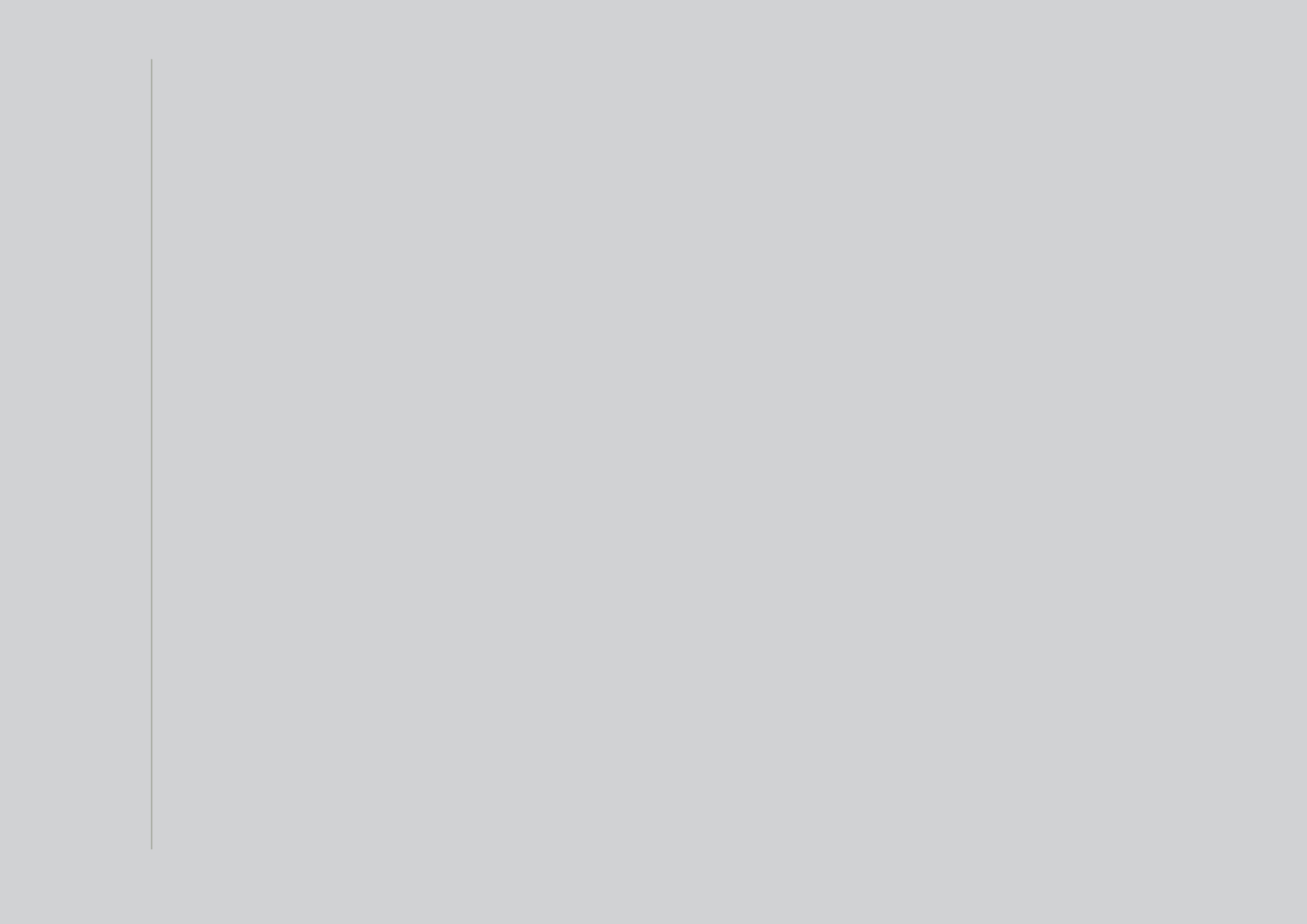




Criteria for businesses  
to achieve

**VISITOR ATTRACTION  
QUALITY STANDARDS**



# Contents

- 1.0 Core Criteria
- 2.0 Quality is the Key
  - 2.1 Our Commitment to You
  - 2.2 Quality Assessment
  - 2.3 What is Quality?
- 3.0 How do we Measure Quality?
- 4.0 Quality Assessment: What will your assessor be looking at?
  - 4.1 Pre-arrival
  - 4.2 Arrival
  - 4.3 The Attraction
  - 4.4 The Activity
  - 4.5 The Tour
  - 4.6 Cleanliness
  - 4.7 Toilets
  - 4.8 Catering
  - 4.9 Retail
  - 4.10 Staff
- 5.0 Making your Attraction Accessible for All
- 6.0 Sustainability: Doing Business Even Better

## 1.0 Core Criteria

The Visit Wales Visitor Attraction Quality Scheme is a quality based assessment and the accreditation reflects the visitor experience and the quality of the product and services offered by the attraction and its staff. The assessment is underpinned by the Visit Wales National Code of Practice, a commitment to which is a requirement of participation in the scheme. This ensures that all attractions are operating to the minimum standards. The Visit Wales National Code of Practice for Visitor Attractions can be found on page 2. This explains the criteria met by every attraction taking part in the quality scheme.

### Statutory Obligations

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

### Hints & Tips

#### Safety

- A wide range of health and safety legislation applies to the attraction industry due to the diverse nature of the attractions within it. Are you up-to-date and fully compliant?
- Are you aware of the rules that apply to your type of attraction?
- Do you have up-to-date fire risk assessments for the buildings within your attraction?
- Do food handlers receive training and appropriate supervision?
- Do you carry out regular health and safety audits?
- Be sure to cover yourself with a good public liability insurance policy.

### National Code of Practice for Visitor Attractions

The owner and management have undertaken:

1. To provide in promotional materials an accurate description of the amenities, facilities and services of the Attraction.
2. To indicate on all such promotional materials any requirements for pre-booking and any significant restrictions on entry.
3. To welcome all visitors courteously and without discrimination in relation to gender, sexual orientation, disability, race, religion or belief. To respect the requirements of the Equality Act 2010 by making 'reasonable' adjustments to improve service for disabled people and make available an Access Statement describing the accessibility aspects of a visit to the Attraction.
4. To describe accurately and display clearly:
  - a) Any charges for entry including service charges and taxes where applicable and any additional charges for individual attractions or special exhibitions.
  - b) Dates and hours of operation, both opening and closing.
5. To provide in promotional materials for visitor enquiries a postal address, an e-mail address, a telephone number and a website address from which the detailed information specified in 1, 2, 3 and 4 can be obtained.
6. To hold a current public liability insurance policy or comparable Government indemnity, and to comply with all applicable planning, health, safety, fire and other statutory requirements and regulations.
7. To provide signage and orientation information as appropriate to the Attraction to assist visitors in understanding and enjoying the Attraction.
8. To consider the needs of visitors for whom English or Welsh is not their first language and, as appropriate to the Attraction, to make arrangements that enable them to be adequately informed to enjoy their visit.
9. To manage the Attraction in such a way as to ensure visitor safety, comfort and service by sustaining a high standard of maintenance, customer care, courtesy and cleanliness.
10. To ensure that all staff who meet visitors can provide information and guidance about the Attraction, and are readily distinguishable as staff, whether employees or volunteers.
11. To have regard to the need to manage and operate the Attraction in a sustainable way.
12. To provide, as appropriate to the nature, scale and location of the Attraction, coach, car, motorcycle and bicycle parking, adequate toilets, and catering facilities. If any of these requirements cannot be made available on site, to provide information at appropriate points on where they can be found locally.
13. To deal promptly and courteously with all enquiries, requests, reservations, correspondence and comments from visitors and try to resolve any complaints on site at the time of the visit.

14. To provide a facility on site for comments to be recorded and to advise clearly the name and contact details (address, telephone and e-mail) of the person to whom comments by visitors should be addressed.

## 2.0 Quality is the Key

### 2.1 Our Commitment to You

Our professional assessors will work with you in order to maximise the potential of your business or organisation. This visit will look at all aspects of your visitor facing business, from viewing your website and social media channels through to visitor departure. Each assessment visit will be followed by a verbal debrief and a detailed written report. Both of these tools are designed to help you improve the visitor experience.

The visit will be carried out without any of your staff or volunteers knowing that an assessor is on site. If your attraction is seasonal and you want the attraction to be seen when it is busy, then a suitable arrangement can be made.

### 2.2 Quality Assessment

Our assessors will grade each aspect of your attraction, based on visitor expectations of quality and best practice at attractions throughout Wales. The assessment is objective and judgement will not be made on any aspect of your attraction based on personal taste. The aim of the assessment is to add quality without taking away any of the character, style or uniqueness of your attraction.

### 2.3 What is Quality?

Whatever the type or theme of your attraction, a high quality experience and memorable visit is what your visitors and our assessors will be looking for.

Your assessor will be looking at areas such as those highlighted below with a critical eye, but always with the intention of helping you improve your attraction.

#### The Welcome

- The initial welcome at an attraction gives a very important first impression to visitors and can set the tone for the rest of their visit.
- As well as the welcome on arrival, the assessor will also check the welcome from other staff throughout the attraction, including those in the café, restaurant and shop.

#### Presentation of the Attraction

- The general presentation of the attraction, from entry to departure.

- In addition to the main attraction, think car parking areas, toilets, picnic areas etc. Are they kept clean and tidy throughout the day?

#### How You Tell Your Story

- Is the interpretation clear and easy to understand?
- Has the story been told in a way that visitors can easily understand?
- Is interpretation accessible to all? Are subtitles, British Sign Language and audio-description included wherever possible? Do you offer large print guides?

#### Catering and Retail

- How attractive and enticing is the food and drink on offer in the café or restaurant?
- Is the café or restaurant easy for customers to move around?

#### Staff Efficiency, Customer Care and Knowledge

- How well trained and knowledgeable are your staff?
- Do they fully demonstrate their knowledge?
- Are staff customer focused and do they provide service with a smile?
- Have customer-facing staff been trained in disability and equality awareness?

#### 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.

#### Hints & Tips

##### The Assessment Process

- The assessment is about help and advice. The style, subject matter and character of your attraction are what make it unique. Your assessor is there to enhance that, not to change it.
- Ask your assessor questions, lots of questions! Our assessors see attractions of all shapes and sizes across Wales and they are able and willing to offer help and advice. They are also looking to identify and spread best practice within the industry.

## 3.0 How do we Measure Quality?

During your visit, your assessor will make quality judgements across all aspects of your attraction and award a score from 0 to 5 for each element.

0 = unacceptable

1 = acceptable quality

2 = quite good quality

3 = good quality

4 = very good quality

5 = excellent quality

At the end of the visit they can calculate a percentage score for the overall attraction and for each section of the attraction. In order to achieve Visit Wales Visitor Attraction accreditation, the overall percentage score has to reach 60% or above.

Additionally, seven of the eight sectional scores must also reach 60% or above. These seven key sections are: **Arrival, The Attraction, Cleanliness, Toilets, Catering, Retail and Staff.**

By requiring a minimum score in each of the key sections, Visit Wales and your visitors can be sure that the attraction offers a consistent level of quality throughout.

We understand that not all attractions will provide all of the services and facilities listed above. Where this is the case, the relevant scoring areas will be removed from the assessment process with no detrimental effect on the overall outcome.

### Assessment Example

In the assessment example, Attraction X provides all of the Core Criteria facilities and services and meets the percentage score requirements in order to be accredited by Visit Wales. Accreditation requires a minimum overall score of 60% and a minimum of 60% for each key section. These scores are met, but in two sections the scores are borderline and there is a concern that they might fall below the required level at the next visit if action is not taken.

The scores show that the weaker areas in the catering section are the first impressions and decoration, furniture and fittings, both of which are disappointing in terms of their quality. The assessor will detail the reasons for this at the verbal debrief and in the written report, with suggestions as to how the situation might be improved. The arrival section is also borderline,

but all individual elements have been scored as good or above. Advice will be offered across the section about how the overall percentage score might be improved.

### Activities and Tours

The Visitor Attraction Quality Scheme offers accreditation to all types of attraction, including those that specialise in Activities or Tours. For those attractions that provide an activity as the primary focus of their business, such as a zip wire ride, an activity based assessment will be carried out by the assessor. A tour assessment is for those businesses that offer a tour as their primary or sole experience. Any type of tour can be scored, including bus tours, walking tours and boat tours.

The assessment process will be largely the same for activities and tours as it is for visitor attractions, and in all cases the assessor will check the elements relating to Pre-Arrival, Arrival, Cleanliness, Toilets, Catering, Retail and Staff as appropriate to the activity or tour. However, each type of attraction has its own scoring criteria in the Attraction section to ensure that the experience can be accurately assessed and relevant feedback can be given. For example, an activity will be assessed on the instruction and supervision given as well as the availability of equipment, whereas a tour will be assessed on the comfort and quality of transport and the quality and content of the commentary.

More details on the scoring criteria for visitor attractions, activities and tours can be found on the following pages.

**PRE ARRIVAL****Act Max**

1. Online Presence	<input type="text" value="5"/>	<input checked="" type="checkbox"/> 5
2. Leaflet	<input type="text" value="4"/>	<input checked="" type="checkbox"/> 5
% <input type="text" value="90%"/>	<b>Total</b>	<input type="text" value="9"/> <input type="text" value="10"/>

**ARRIVAL****Act Max**

3. Car Park	<input type="text" value="3"/>	<input checked="" type="checkbox"/> 5
4. First impressions	<input type="text" value="4"/>	<input checked="" type="checkbox"/> 5
5. Layout	<input type="text" value="3"/>	<input checked="" type="checkbox"/> 5
6. Visitor Information	<input type="text" value="3"/>	<input checked="" type="checkbox"/> 5
% <input type="text" value="65%"/>	<b>Total</b>	<input type="text" value="13"/> <input type="text" value="20"/>

65% but borderline

**ATTRACTION****Act Max**

7. Layout	<input type="text" value="4"/>	<input checked="" type="checkbox"/> 5
8. Range of content	<input type="text" value="4"/>	<input checked="" type="checkbox"/> 5
9. Visitor information	<input type="text" value="4"/>	<input checked="" type="checkbox"/> 5
10. Appearance of Grounds	<input type="text" value="3"/>	<input checked="" type="checkbox"/> 5
11. Appearance of Buildings	<input type="text" value="3"/>	<input checked="" type="checkbox"/> 5
12. Decoration	<input type="text" value="4"/>	<input checked="" type="checkbox"/> 5
13. Presentation	<input type="text" value="4"/>	<input checked="" type="checkbox"/> 5
14. Fixed Interpretation	<input type="text" value="4"/>	<input checked="" type="checkbox"/> 5
15. Other Interpretation	<input type="text" value="3"/>	<input checked="" type="checkbox"/> 5
% <input type="text" value="73%"/>	<b>Total</b>	<input type="text" value="33"/> <input type="text" value="45"/>

Pass

**CLEANLINESS****Act Max**

16. Car Park	<input type="text" value="4"/>	<input checked="" type="checkbox"/> 5
17. Attraction	<input type="text" value="4"/>	<input checked="" type="checkbox"/> 5
18. Toilets	<input type="text" value="5"/>	<input checked="" type="checkbox"/> 5
19. Catering	<input type="text" value="5"/>	<input checked="" type="checkbox"/> 5
20. Retailing	<input type="text" value="5"/>	<input checked="" type="checkbox"/> 5
% <input type="text" value="92%"/>	<b>Total</b>	<input type="text" value="23"/> <input type="text" value="25"/>

Pass

**TOILETS****Act Max**

21. Provision	<input type="text" value="4"/>	<input checked="" type="checkbox"/> 5
22. Maintenance	<input type="text" value="4"/>	<input checked="" type="checkbox"/> 5
23. Fixtures	<input type="text" value="4"/>	<input checked="" type="checkbox"/> 5
% <input type="text" value="80%"/>	<b>Total</b>	<input type="text" value="12"/> <input type="text" value="15"/>

Pass

**CATERING**

	<b>Act</b>	<b>Max</b>
24. Layout	<input type="text" value="3"/>	<input checked="" type="checkbox"/> 5
25. Ambience	<input type="text" value="2"/>	<input checked="" type="checkbox"/> 5
26. Decoration	<input type="text" value="2"/>	<input checked="" type="checkbox"/> 5
27. Menu & Range	<input type="text" value="4"/>	<input checked="" type="checkbox"/> 5
28. Quality	<input type="text" value="4"/>	<input checked="" type="checkbox"/> 5
<b>Total</b>	<input type="text" value="15"/>	<input type="text" value="25"/>

%

Pass but borderline

**RETAIL**

	<b>Act</b>	<b>Max</b>
29. Ease of use	<input type="text" value="4"/>	<input checked="" type="checkbox"/> 5
30. Displays	<input type="text" value="4"/>	<input checked="" type="checkbox"/> 5
31. Presentation	<input type="text" value="3"/>	<input checked="" type="checkbox"/> 5
32. Range	<input type="text" value="4"/>	<input checked="" type="checkbox"/> 5
<b>Total</b>	<input type="text" value="15"/>	<input type="text" value="20"/>

%

Pass

**STAFF**

	<b>Act</b>	<b>Max</b>
33. Appearance	<input type="text" value="4"/>	<input checked="" type="checkbox"/> 5
Admissions	1. Customer Care	<input type="text" value="4"/> <input checked="" type="checkbox"/> 5
	2. Efficiency	<input type="text" value="4"/> <input checked="" type="checkbox"/> 5
	3. Knowledge	<input type="text" value="4"/> <input checked="" type="checkbox"/> 5
Guides Etc.	4. Customer Care	<input type="text" value="4"/> <input checked="" type="checkbox"/> 5
	5. Efficiency	<input type="text" value="4"/> <input checked="" type="checkbox"/> 5
	6. Knowledge	<input type="text" value="4"/> <input checked="" type="checkbox"/> 5
Catering	7. Customer Care	<input type="text" value="3"/> <input checked="" type="checkbox"/> 5
	8. Efficiency	<input type="text" value="3"/> <input checked="" type="checkbox"/> 5
	9. Knowledge	<input type="text" value="3"/> <input checked="" type="checkbox"/> 5
Retail	10. Customer Care	<input type="text" value="3"/> <input checked="" type="checkbox"/> 5
	11. Efficiency	<input type="text" value="4"/> <input checked="" type="checkbox"/> 5
	12. Knowledge	<input type="text" value="4"/> <input checked="" type="checkbox"/> 5
<b>Total</b>	<input type="text" value="48"/>	<input type="text" value="65"/>

%

Pass

<b>MAXIMUM SCORE</b>	<b>225</b>
<b>ACTUAL SCORE</b>	<b>168</b>
<b>TOTAL %</b>	<b>75%</b>

**PASS**



## 4.0 Quality Assessment: What will your assessor be looking at?

Here we look in more detail at what your assessor will be taking into consideration when awarding each score that goes towards making up your overall total.

The information below is designed to give the attraction owner or manager an indication of what areas the assessors will be looking at when carrying out a visit, in order to assist in the preparation for the visit. It is important to note that all assessments are carried out within the context of the attraction being assessed. Expectations will be very different between a large and a small attraction, but the principles of visitor service, good interpretation of the subject matter, safe, fun activities, good food and well-presented, clean toilets remain the same.

---

### 4.1 Pre-arrival

This section is about the accuracy and clarity of information on the website and social media and any other printed material, such as a leaflet or brochure, to which the visitor may refer before visiting.

Where an attraction has an entrance fee, information needs to be provided so that potential visitors can access this before arrival. It is most likely that this information will be provided via web based media. It should include opening times and entrance prices. Any supplementary prices for exhibitions or extra activities and tours should also be made clear, as should seasonal variations in pricing. The prices advertised should not be exceeded on arrival. An Access Statement should be available as a downloadable Word/pdf document for disabled visitors and others with access needs.

#### Online presence

- The assessor will try different searches to see how easy the website is to find. When they have located the site, they will spend time testing all functions of the site.
- The assessor will read visitor reviews and feedback on prominent review sites and look at any linked content on social media sites
- Information provided on the site will be used to plan the visit, such as directions, ticket information and details on how to book a tour.

- They will re-visit the site following the assessment. Did the attraction deliver what the website promised?
- Information on accessibility will be checked. Can an Access Statement be downloaded as a Word or pdf document?

#### Hints & Tips

##### Get online

- Provide directions and maps to your attraction, but many people simply want the postcode or address to use with their Sat Nav. Is the postcode on your 'Contact Us' page the same as the postcode required to get the visitor to the front entrance?
- Pay regular attention to your website and social media content. Is it up to date? Is it refreshed regularly? Is it engaging and informative? A website is vital and a presence on social media sites becomes more important year on year.
- Ensure your website is as accessible to as many users as possible.
- Include sufficient information about the accessibility of your attraction. Use images where possible to ensure information is easy to understand for all users, especially those who may have special needs.

##### Leaflet

- If a leaflet is available, the assessor will look at the clarity of font size, type and colour, as well as the weight and quality of the paper and the use and quality of photographs.
- They will assess the impact of the brochure when racked.
- The accuracy of the brochure will be checked, including promise vs. delivery, as well as contact details, opening times, prices and directions.
- Is reference made to the Access Statement and alternative formats?

---

### 4.2 Arrival

This area covers the overall visitor arrival, including signposting, parking and ease of access. Access roads, car parks, accessible parking bays, paths and steps must be appropriately surfaced and in sound condition. Where appropriate, areas must have adequate lighting to ensure the safety of visitors. Initial signage should be well maintained with the opening times, the full range of prices and any restrictions to entry clearly displayed either outside the entrance or at the entry point.

### Car Park

- The assessor will review the quality and maintenance of the parking surface, irrespective of the type of surface.
- They will also check parking management, signage and traffic flows, as well as traffic calming measures and quality of implementation and separation of cars from pedestrians.
- Marking of bays will be looked at, including priority parking in suitable spaces and bays for disabled visitors and families.
- If parking charges are in place, how are these communicated and managed?
- Accessibility of parking barriers and ticket machines for disabled customers will be assessed.

### First impressions

- The assessor will look at all areas of the grounds and gardens, from the entrance to pay points as well as all buildings seen before entering the attraction; the main frontage, gate house, barns etc.
- They will check the condition of paths and levels of lighting, if lighting is likely to be required.
- Storage and working areas will be looked at. Are bins visible that could be screened? Are maintenance areas tidy?

### Layout & entry point management

- Is there clear freedom of movement? Think of visitors with pushchairs and wheelchair users.
- How is visitor flow managed? Are there one-way systems for entering and exiting, multiple entry points, turnstiles, a separate entrance for groups or other appropriate arrangements made? Where there are potentially longer queuing times, is there any form of queue “entertainment”, such as video screens to promote key features and activities to build up anticipation? Could queuing time be used to fill in Gift Aid forms, where applicable?
- Are there alternative entrance and exit routes for wheelchair users, particularly where there are rides?

### Hints & Tips

#### First Impressions

- You might have put a great deal of time, money and effort into one particular aspect of your attraction and a website to support it, but don't forget that all important first impression.

- A visitor is not a visitor until they have bought their ticket, so don't allow a 'heart-sink' moment on arrival to turn them away or start the visit on a disappointing note.
- Is all of the external signage up-to-date and in good condition?
- Is the car park in good condition and are all areas clean and litter free?
- Are the grounds and gardens as good as the inside of the attraction?
- Are the external areas of all buildings in good order?
- Is the first impression excellent every time?

### Visitor Information and Signage

- Are visitor leaflets easy to read and can visitors easily orientate themselves using site maps and floor plans? Use of pictograms for facilities such as toilets, catering, retail and car parks simplifies locations and makes for ease of reference.
- Use of a standard and corporate style can be helpful and adds to the overall presentation. In smaller attractions, printed information of a good quality can be provided economically using in-house desktop publishing methods, but in a larger attraction, professionally printed material may be expected.
- In larger attractions, information points and leaflet dispensers may be needed at appropriate locations around the attraction. QR codes could also be used to help provide the visitor with additional information.
- Where possible, make use of whiteboards, chalkboards, clock faces for times or slatted information boards, so information can be easily and regularly updated.

---

## 4.3 The Attraction

This section looks in detail at the visitor experience, covering everything from quality of presentation and interpretation to signage and visitor information. The layout of the attraction should be designed to allow practical access to all areas, whether by free or directed flow, and assisted by clear and well maintained signage. The range

of content should be appropriate to the accepted broad theme of the attraction. Where applicable, all exhibits or features should be effectively presented with the use of appropriate media, ensuring accurate interpretation. All areas of the attraction should be in sound condition, with appropriate lighting to ensure a safe environment. Equipment needs to be safely maintained and working as intended. If

a hearing loop is available, it should be in full working order and signage should be positioned where the loop is effective.

### Layout & visitor flow

- How is visitor flow managed? It may be free flow, managed sequential flow or chronological flow. In all cases, it should be well thought out, without visitors being confused by the positioning of displays or exhibits.
- Where there is a storyboard or timeline presentation, clockwise flows may contribute to ease of reading. Footprint trails or similar flow markers may assist.
- Can the visitor move freely without any bottlenecks forming? Are there areas of restricted access or forced two-way flows which impede movement? Consider methods to alleviate flow, such as timed tickets.
- Does space allow for effective queue management?
- How are the needs of visitors met? Are there special trails for adults and children with a learning disability, children's trails, outdoor walks, farm trails? Are they way- marked to show distances and duration?
- Have steps been taken to ensure visitors can move around safely? Are pillars and glazed areas or doors clearly marked?
- Is a toilet area and water bowl provided for assistance dogs?
- Where lifts are available, are they accessible with visual floor indicators, audible announcements and emergency intercom compatible with hearing aids?

### Range of content vs. expectations

- How relevant is the range of content within the overall context of the attraction?
- Are visitors' expectations met or exceeded, or could they be disappointed? Consider the information and promises made on the website and other advertising material.
- How wide a visitor market and range of interests and ages does it meet?
- Is the range adequate to reflect the subject or theme? If it is too sparse, it could detract from the quality of the visitor experience.
- How authentic is the content? Many enthusiasts may use the attraction as a reference source for information, such as at a steam railway, a bygones museum or a war museum. The items displayed will need to be authentic and accurately interpreted; or if a replica then that must be clearly stated.

- Is there balance to the range? Does it allow a clear understanding of the relationship between exhibits or displays? This is especially important if a story or series of events is being related.
- How detailed is the content? If the attraction is specialised, such as a vintage car museum, the content would need to be sufficiently detailed to effectively cover the subject, but not so detailed that visitors become overwhelmed.
- How are areas of the attraction interpreted that may not be accessible for certain people? Are virtual tours available?

### Visitor information & signage

- The assessor will look at the use of directional signs, finger post signs, orientation boards, plans and display boards.
- Do site plans include 'You Are Here' indicators? Are orientation plans fully aligned and tactile?
- Does signage follow a corporate style, mirroring the style of general signage from the arrival onwards?
- How practical and effective is the positioning of signage? Do buildings, vegetation or other signs obscure any signage?
- Are any signs confusing?
- Are signs well maintained and durable with up-to-date information and directions?
- How easy to read are the signs? Upper and lower case lettering, a clear font, no text over images and strong contrast between text and background tends to be most effective.
- Temporary signs or handwritten signs should be avoided if they present a poor impression, although in some instances handwritten signs may be the most appropriate means of providing up-to-date information, such as chalk boards at a farm attraction.
- Laminated signs may be useful in smaller attractions for temporary use, but do need to be mounted properly and not pinned or stapled.
- Are designated and recommended routes provided for disabled visitors and pushchairs?
- Are information terminals available and do these include audio, subtitled video or British Sign Language versions?
- Where an alternative accessible entrance or ramped access is provided, is it well signed?

### Appearance of grounds & gardens

- The assessor will look at the general maintenance of all grounds and gardens within the attraction. Are lawns and flower beds well maintained? Consideration will be given to the time of year.
- Are pathways in good condition?
- Are fences and gates in good condition?

### Appearance of buildings (exterior)

- The general maintenance of the exterior of the buildings on site will be looked at, including the main building or buildings and any outbuildings within the confines of the attraction.
- The assessor will look at exterior decoration, guttering and downpipes.
- This section also includes the condition of roadways and paths.

### Décor & maintenance (interior)

- The internal fabric of all buildings will be assessed, whether modern structures or stately homes.
- The quality and condition of all decoration will be included, such as painting of walls and ceilings, woodwork, wallpaper and wall fabrics.
- If there is no decoration required, then the assessor will look at the quality and appearance of the materials from which the building is constructed.

### Presentation of displays

- There is a wide range in the type and style of display that will be used in visitor attractions.
- The assessor will assess within the context of the attraction and its subject matter.
- Is the subject displayed to its best advantage?

### Quality of interpretation – fixed

- Fixed interpretation applies to written interpretation on display boards around the attraction and any added written interpretation, such as leaflets and guide books.
- The assessor will look at the relevance of the information and how this flows around the attraction. Is it shown in a logical order to engage the visitor?
- Is the information easy to read and understand? For example, is a suitable font size used and is information written in an engaging style?
- If technical terms are used, are these explained for visitors?

### Quality of interpretation – other

- Other interpretation covers all other forms of interpretation, including audio, transcript of audio, tactile, demonstrations and guided tours.
- Is the information engaging and relevant, helping to keep visitors interested in the subject?
- If technical terms are used, are these explained?
- Is the style of interpretation easy to use for all visitors? For example, if an audio guide is available, is it easy to work out which sections of the attraction relate to the commentary?

---

## 4.4 The Activity

### Advice, guidance & instruction

- The assessor will look at and listen to all of the advice, guidance and instruction offered to participants.
- Is the guidance and instruction provided sufficient for participants to feel safe and comfortable before embarking on the activity?
- Are questions invited and answered?
- Is reassurance offered, if needed?
- Is information and guidance offered to members of the group who are not participating? This could include best places to view those participating or where to find refreshments and toilets.

### Quality of apparatus

- The assessor will look at the main piece or pieces of apparatus required in order to carry out the activity offered.
- Is it well maintained and well presented?

### Availability & provision of equipment

- This section is about the personal equipment required in order to participate.
- Is there good availability of equipment for all participants in a range of sizes?
- Is the equipment in good condition and easy to use?

### Ongoing supervision

- Here the assessor will look at what supervision is offered during the experience.
- If constant supervision is required, is this provided?
- If the activity is self-guided, are staff available to offer reassurance if required?

### Visitor information & signage

- Is sufficient information and signage provided to participants during the activity? This



could be information about the activity or information and signage to non-participants in order to enhance their enjoyment of the site and watching the activity.

### Experience vs. expectations

- Once the activity has been completed, the assessor will return to the expectations raised about the activity by the website and other advertising material.
- Did the activity live up to and meet those expectations?

### Hints & Tips

#### Embrace Technology

- Technology may not have a part to play within your attraction. For many attractions, the traditional way of presentation and interpretation works best and helps to set the scene. However, think about how people use technology within their lives and make use of that technology to reach and communicate with them.
- There are devices that can aid visitors with sight loss or hearing loss to interpret your story. Review how these might work for you.
- Do you offer Wi-Fi access? It may not be relevant to your attraction, but people want to be connected wherever they go these days. Wi-Fi gives the ability to use QR (Quick Response) codes within your attraction and will enable visitors to upload their own images to social media sites during their visit.

---

## 4.5 The Tour

### Tour introduction & information

- The assessor will look at and listen to all of the information provided to visitors about the tour that they are about to embark on.
- This might be provided by staff as tickets are purchased or by the tour guide before departure.
- Information given might include how long the tour will take, where it will finish and whether there will be comfort and refreshment breaks en route.

### Comfort & quality of transport

- Unless the tour is a walking tour, there will be some form of transport provided for visitors. This will be assessed for comfort and quality and the assessment will take into account the type of transport used.

### Quality & delivery of commentary

- The commentary might be delivered in a variety of ways, but is it clear and accessible to all?
- The assessment will take into account the location and style of the tour when assessing the commentary. For example, it might be appropriate to deliver it in different languages or using visual aids.

### Quality of content

- Content will vary greatly from one type of tour to another.
- The assessor will check that the tour delivers the content advertised and if there is sufficient content to keep visitors interested and engaged for the full duration of the tour.
- Are any stops at cafes, bars or restaurants appropriate to the tour and enjoyed by the visitors?

### Tour conclusion

- The assessor will check how the conclusion of the tour is handled by staff.
- Are visitors dropped off where they expected to be dropped off?
- Is assistance offered to guests with special needs?
- Is supplementary and onward information offered?
- Are questions answered?

### Experience vs. expectations

- Once the tour has been completed, the assessor will return to the expectations raised about the tour by the website and other advertising material. Did the tour live up to and meet those expectations?

---

## 4.6 Cleanliness

This section includes a detailed assessment of the cleanliness throughout the attraction, from the car park to the catering and retail outlets. A high standard of cleanliness needs to be maintained at all times across the attraction and within all ancillary facilities.

### Car park & arrival areas

- Are external areas kept litter free?
- When provided, are there sufficient bins? Are bins emptied regularly enough, especially at busy periods?
- Is external furniture, such as seating and car park ticket machines, kept clean?
- Are windows clean?
- Are internal floors clean? Is the internal space clean, tidy and dust free?

### The Attraction

- The cleanliness of the displays and exhibits will either enhance or detract from the overall appearance of the attraction.
- Are there regular and effective cleaning schedules?
- Is there close attention to detail, especially at eye level and at areas where dust may collect, such as light fixtures?
- Are grounds and gardens within the attraction litter free?

### Toilets

- The assessor will look at all toilet facilities throughout the attraction and look for evidence of cleaning schedules, checking that they are being adhered to.
- Every element will be looked at in detail, including walls, floors, handles, sanitary ware, taps, wastes, extractor fans, toilet brushes and hazardous waste bins in designated accessible WCs.

### Catering outlets

- The assessor will look at general cleanliness, including the floor covering and dusting of all high and low areas.
- Are dining tables and chairs cleared and cleaned in a timely manner as visitors leave?
- Areas where food is displayed and served, such as shelving, cold cabinets and hot plates, should be cleaned regularly.
- Crockery, cutlery, cutlery containers, drinking glasses and drink dispensers should be clean.

### Retail outlets

- The assessor will look at general levels of cleanliness, including dusting of displays and floor cleaning.
- The merchandise, tables and shelving should be dust free and tidy.
- Payment areas should be regularly cleaned.

### Hints & Tips

#### Cleanliness

- Ensure litter is collected from around the site, as required.
- Do not allow bins to overflow and take care to screen refuse bins from customer view.
- Make sure a cleaning schedule is in place and that all staff are aware of this and adhere to it.

#### Toilets

- Not all attractions will provide toilets, but if you do they will say more about you than you might think.

- The toilet will be the first port of call for many visitors. A shabby, poorly maintained and poorly stocked toilet facility might discourage visitors from using the café or paying a return visit to the attraction.
- Be sure that your toilets are well maintained, well stocked with soap, towels and toilet paper and are kept clean and fresh throughout the day.
- If you have a designated accessible toilet, provide good quality facilities which meet all access needs, rather than making it look like an afterthought or the poor relation of standard WCs.

---

## 4.7 Toilets

The quality of toilets and range of facilities is an important element of the visitor experience, particularly for disabled visitors or visitors with young children.

When provided, toilet facilities should be in a suitable location and adequate for the size of the attraction. Toilet facilities must include toilet roll holders, sufficient paper and adequate hand washing and hand drying facilities. All toilet facilities should be well maintained and have adequate ventilation. Accessible toilet facilities should be provided where possible, and should be as well maintained as the other toilet facilities. Turning space within accessible toilets should be kept clear and not be used for storage. Consider providing a “Changing Places” facility that accommodates the individual and if required, also their carers.

### Provision, location & layout

- The assessor will look at the overall provision of toilets at the attraction. Are there enough to cater for the average numbers of visitors?
- There might be an ample supply of toilets overall, but are they well located? In larger attractions they would ideally be at more than one location. This will include toilets attached to catering or retail outlets as well as those within the main attraction or park. The assessor will take the type of attraction into account, for example a cathedral may be restricted on where facilities can be placed.
- The provision of baby changing facilities and designated accessible facilities will be checked.
- The layout and usability of the facilities will also be assessed.

### Décor & maintenance

- The assessor will look at all areas of decoration and will assess the quality and condition of paintwork, tiles, grout, etc.
- The quality, condition and appropriateness of the flooring will be looked at.
- General maintenance of the facility should be in good order.

### Fixtures & fittings

- The assessor will look at the quality of fixtures and fittings.
- When looking at fixtures and fittings, the assessor will consider more than just the toilets and washbasins. They will also look at the door locks, soap dispensers, bins, mirrors, hand dryers, paper towel dispensers, etc.

---

## 4.8 Catering

The quality of the catering can be a crucial part of the visitor's enjoyment of the attraction. Décor, fixtures and fittings may be functional, but must be well maintained with all furniture in sound, stable condition and appropriate for the purpose intended. Where seating is provided, there must be adequate circulation space, free of obstructions. Indoor seating areas should have adequate heating, ventilation and lighting. The food and beverage operation must comply with all legal obligations. Menu descriptions should be accurate and all prices should be displayed clearly. Visit Wales would encourage the use of Welsh/Local produce menus. Welsh translations could be used to create a sense of place.

### Layout & ease of use

- Is there well organised and effective queue management? This could be either forced flow or free flow, depending on the style and size of the attraction.
- Can the visitor manoeuvre comfortably around the facility, including between seating? Does the layout suit the target market, including families with pushchairs and older visitors? Is a buggy park provided?
- Does counter service have a logical layout? Are there clear menu item sections, e.g. cold food all together?
- Is the counter or a section of the counter accessible to people of short stature, wheelchair users and children?
- Are items on self-service counters clearly visible, priced and within the customer's reach?

- The café or restaurant should be able to cope with changes in visitor numbers with sufficient till points open at busy times.
- If there is outdoor seating, is it conveniently located?

### Ambience & first impressions

- The assessor will look at the character and the atmosphere in each of the catering outlets.
- Is the facility themed?
- Is there music and does this enhance or hinder?
- Are the tables well dressed / attractively presented?

### Decoration, furniture & fittings

- The assessor will look at decoration within the main outlet and any ancillary rooms used by visitors, including the condition of the flooring and all of the dining furniture provided for customers, both inside the catering outlets and outside.
- Is there a choice of seating with and without armrests?
- Food display cabinets for both hot and cold food should be well maintained.
- Counters, payment desks, cutlery stations and menu boards should be in good condition.

### Food: range & menus

- The assessor will look at the range of food outlets, from the main restaurant to the ice cream hut, and assess the full range of eating and drinking options.
- They will also check the range of options on the menu to see if there are healthy options, vegetarian options, dishes using locally sourced ingredients, children's food and allergen free alternatives, such as dairy free, wheat free, lactose free and nut free.
- Is the menu imaginative, unusual or themed?
- A large print menu should be available in at least 16 point and in a clear font, such as Arial.
- Staff should be available to offer assistance in a self-service outlet.

### Hints & Tips

#### Catering

- It is likely that your café or restaurant will be an important part of the visitor experience and an important element of your revenue.
- Are visitors aware of the eating options and where to find them?
- Is the room well managed at busy times so as not to turn people away? Is there good

queue management and are the dining tables being kept clean and tidy?

- Are the menus enticing with themed dishes and local food? If you do offer local food, then provide the provenance. People like to know what they are eating.
- If visitors choose to eat a picnic, do you provide tempting indulgences as an add on, such as a well-positioned ice cream hut, cakes or fruit?
- Visitors with dietary requirements are increasingly common. Ensure information and reasonable provision is made for visitors with a food allergy, intolerance or certain religious beliefs.

### **Food: quality & presentation**

- The assessor will test as many outlets as they can, having a morning coffee in one outlet and lunch in another, for example.
- They will observe what is happening and being said by visitors.
- The presentation of food and drink in all areas will be checked, from cold drinks in fridges to hot food displays.
- Has attention to detail been demonstrated in the way cold food is displayed in self service outlets or served to the table?
- Does hot food look fresh? The assessor will take into account the colour of the vegetables and the consistency of gravy and sauces.
- Is hot food served hot and on a hot plate?
- Is the food served as described on the menu?
- The quality of ingredients, preparation and cooking will all be taken into account.

### **Secondary Spend**

- If the dwell time at the attraction is less than a full day, are visitors encouraged to stay for lunch or arrive early with tempting offers on the website and within the attraction?
- Does your food offering compete with other options in the local vicinity, on price, quality and desirability? Check out the local competition.
- Is there cross selling between the retail and catering outlets? For example, can local foods that have been tried in some of the dishes on offer in the restaurant be purchased in the shop?
- If there is access to the café or restaurant to people not visiting the attraction, does it have its own identity / brand rather than just being the café in the museum?

---

## **4.9 Retail**

Secondary spend is a vital source of income for an increasing number of attractions and a visitor shop, however small or large, is a key way to deliver additional revenue. Décor, furniture, fixtures and fittings should all be maintained in sound condition. All retail areas should be adequately lit. All prices should be clearly visible.

### **Ease of use & visitor flow**

- How easily can customers browse, access merchandise and make purchases?
- Do carousels and higher units block sightlines? Do floor basket displays impede access?
- Retailing may be in a shared area, such as the entrance. If so, are there dedicated tills for each area? Does each function adversely affect the other?
- If space is restricted, are some visitors, such as those with prams or wheelchair users, deterred from browsing? Could more open aisles be a realistic consideration?
- Consider the location and positioning of items. Would some benefit from being separated, such as books and sweets? Would some benefit from being positioned low down, such as children's toys?
- Are shopping baskets or trugs provided?

### **Display units, fittings & lighting**

- The assessor will look at the quality and condition of the display units and other fixtures and fittings within the retail outlets, such as counters, tills and general light fittings.
- The shopping environment should be easy to browse and welcoming for all customers.

### **Presentation of merchandise**

- Are displays imaginative with the use of different display units or containers?
- How effective is display lighting? Does it illuminate the products and enhance overall appearance?
- Are stock levels maintained with shelf items pulled forward, stock rotated and perishables in date?
- Are plants laid out appropriately with items at an accessible height and clear labelling provided to show colours and growing habits?
- For some products, such as fragrances and hand creams, are testers available?



### Range & appropriateness of merchandise

- The assessor will look at the range of merchandise in relation to the customer profile. Does it match the theme of the attraction? Does the product range reflect the current exhibitions?
- If it is a family or children's attraction, are there items at a range of prices, including pocket money items?
- How suitable is the range for the visitor mix? The assessor will consider the needs of children, adults, enthusiasts, specialists and overseas visitors. For example, are foreign format DVDs available for overseas visitors?
- In larger attractions the range may be more extensive, but does it suit the style of attraction and meet visitors' expectations, such as tree guides at an arboretum?

### Hints & Tips

#### Secondary Spend

- Are staff conscientiously upselling to visitors on arrival, such as guidebooks, GiftAid, memberships and season tickets? Often this element of selling can be inconsistent.
- Is there cross selling between the retail and catering outlets? For example, can local foods that are for sale in the shop be tried in some of the dishes on offer in the restaurant?
- Are gifts and souvenirs relevant to the attraction and are they appropriate for the target visitors?

---

## 4.10 Staff

The staff at your attraction are a vital part of the visitor experience. All staff throughout the attraction will be taken into account, including those who proactively interact with visitors, such as staff in the main attraction, café and shop, as well as gardeners and technicians. Staff do not need to wear a uniform or name badge, but they should be easily distinguishable from visitors and deal promptly and courteously with all visitors.

### Staff appearance

- This question takes into account all of the staff seen within the attraction; parking, visitor welcome, attraction staff, gardeners, catering and retail staff.
- Visitor facing staff should be easily recognisable.
- Staff should be dressed appropriately for the role they are carrying out.
- The style of clothes or uniform used is a decision for the attraction, but staff should

be well presented and wearing appropriate clothing.

### Customer care

- Customer care is about the attitude of staff when interacting with visitors, spending time with them, going the extra mile and making visitors feel welcome and special.
- Staff can know a lot about their subject, but should also be able to talk to visitors in a friendly, enthusiastic and welcoming manner.
- The assessor will give staff the opportunity to show they care about customers by asking questions as they proceed through the attraction. Assessors will also observe interaction between staff and other visitors.

### Efficiency

- Are queues managed effectively?
- Are admissions dealt with efficiently?
- Do tours leave on time?
- Staff efficiency is about service being provided accurately and in a timely fashion.
- Inefficient service can be about poor staff, poor training or a lack of staff.
- Efficiency of service may be improved by the implementation of new technology, but staff need to be trained to use it effectively.

### Knowledge

- Staff members should have a good level of knowledge of their own job as well as what is happening in the wider attraction.
- Some staff will have the opportunity to demonstrate their knowledge during talks and tours.
- The assessor will ask questions as they go around the attraction in order to assess staff knowledge, not only about their role, but also about the attraction as a whole.

### Hints & Tips

#### Reaching Out to your Audience

- The appeal of the large theme park might be easy to see, with family fun across the generations and the ability to entice visitors back for more of the same.
- A smaller and more specialised attraction might have to work hard to broaden its appeal and the demographic of its audience.
- You can make use of Visit Wales research and trend analysis available on the website: <https://www.gov.wales/tourism-major-events>
- Will your story only appeal to the true enthusiast or can it be given wider appeal by

adding human interest, or other strands of social history?

- Do you offer anything to entertain the less enthused members of the visiting group, such as gardens, play areas or a good café, and are these extra facilities given sufficient prominence in your advertising?
- A specialist museum will have a limited appeal, but if the person interested can show the rest of the party that it is a good place to go for lunch and for the children to play, then it is more likely that they will visit.

### Staff as Ambassadors

- It is likely that your attraction will employ staff or have volunteers carrying out a range of jobs and tasks in order that the attraction runs smoothly. Some staff will be visitor facing and others not.
- It is, of course, essential that those staff who are visitor facing have excellent interpersonal skills. Spend time with these staff and ensure that they understand the ethos of the attraction and help to set the correct tone for them to act as your ambassadors.
- Those staff who are not primarily visitor facing might come into contact with visitors from time to time; the gardener, the member of the back office staff passing through the attraction, for example. Spend a little of your staff training time with them to ensure that they know what is happening within the attraction and empower them to engage with visitors as required. They can be your ambassadors too.
- The style of dress for staff and volunteers will vary greatly from attraction to attraction. Whatever the style, be sure that staff are easily recognised by visitors. Also, be sure that they are portraying the image that you want to project in the way that they present themselves.
- Ensure visitor facing staff are trained in disability and equality awareness.

## 5.0 Making Your Attraction Accessible For All

Many people have access needs such as those with hearing and visual impairments, wheelchair users, older and less mobile people and people with pushchairs. The accessible tourism market is growing due to an ageing population.

By making some small adjustments to your facilities, providing information on your accessibility and understanding the needs of disabled people, your business will appeal to a wider range of visitors and attract more business. Demand for accessible accommodation outstrips the current supply. Find out how other tourism businesses are benefitting from this loyal market at [www.visitengland.org/access](http://www.visitengland.org/access)

### 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)

### Legal Obligations

All tourism 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 attraction more accessible to all.

## 6.0 Sustainability: Doing Business Even Better

Green tourism and sustainability practices in your business are one and the same thing; it's all about taking small steps that enable you to do business even better, not differently. Small changes will not only save money, improve employee relations, enhance profitability and provide a richer experience for customers but over time you will also improve your business' impact on the local economy, community and environment.

'Going Green' does not have to be a chore and is just as applicable to properties in a city centre as a rural location.

Visit Wales is committed to promoting the adoption of sustainability practices among all tourism businesses. It is our aim to ensure that a sustainable approach is complimentary to improving the overall visitor experience in Wales. Your help is needed in this aspiration.

For further information on how to enhance your business to be more sustainable, please visit [www.visitengland.org/green](http://www.visitengland.org/green) for further information and case studies on the benefits of adopting sustainable practices.

To find out more about Visit Wales quality assessment scheme for visitor attractions, please contact:

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

Tel: 03000 622418

Email: [quality.tourism@gov.wales](mailto:quality.tourism@gov.wales)



Llywodraeth Cymru  
Welsh Government

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

Tel enquiries: 03000 622418

Fax: 03000 622081

E-mail: [quality.tourism@gov.wales](mailto:quality.tourism@gov.wales)