



VisitEngland™



CARAVAN AND CAMPING

VisitEngland's Quality Standards for Caravan and Camping





Somers Wood Caravan Park

Welcome to the VisitEngland Quality Standards for Caravan and Camping

At VisitEngland, we're passionate about raising England's profile, increasing the volume and value of tourism, and developing England's visitor economy by working with organisations of all sizes and specialities. These quality standards will help you become part of this mission.

A VisitEngland star rating or accreditation gives potential customers a label they can trust. Highlighting your dedication to quality shows that your business has been independently verified by the national tourism agency as offering a consistently high standard of service.

Over the years, our Quality Standards have evolved to keep pace with consumer expectations, and we've worked hard to ensure our ratings and awards are accurate, consistent and reliable. We also work closely with accommodation providers to ensure our standards are straightforward and realistic. This document is the result of an independently chaired Quality Advisory Board which included key stakeholders from across the hospitality industry, that was convened in 2023 to modernise and simplify the standards.

Our Quality Standards are the building blocks that form the basis of what our assessors will be looking for when they visit you. By reading and applying these criteria carefully, you can be confident that your establishment will meet the high industry standards required to become recognised by VisitEngland. And remember, the assessment is not only of the physical product, but also of the experience that your establishment provides. It's not just a box-ticking exercise. We focus on the quality of what you offer, and not on what you don't offer.

We look forward to working with and promoting your property.

– VisitEngland

Contents

2 Welcome to the VisitEngland Quality Standards for Caravan and Camping

Quality is the key

- 4 Our commitment to you
- 4 Quality across the Star ratings
- 5 Service and hospitality

Quality

- 6 How do we measure quality?
- 8 Sectional consistency requirements:
- 8 Scores
- 9 Determining a star rating
- 9 Star rating bandings:
- 9 Dispensations

Sustainability

- 12 Sustainability is becoming a business basic
- 12 Getting started

Accessibility

- 15 Improving your accessibility – A valuable market

Statutory obligations Standards

- 22 Pre-arrival and arrival information

24 Code of conduct

- 5 Cleanliness
- 5 Hints and tips

10 Camping and Caravan Parks Gold Accolade

11 VisitEngland's assessors

- 13 Taking things further
- 13 Sustainability – easy wins:

- 15 Legal obligations
- 16 We can help



Bath Chew Valley Caravan Park

Quality is the key

VisitEngland understands that quality is the key to success within the modern hospitality industry. In order for the caravan and camping sector to be successful both nationally and internationally, it is important that quality standards are set high and continue to improve.

Our commitment to you

Our professional assessors will work with you in order to maximise the potential of your business. As a member of the VisitEngland caravan and camping scheme you will receive a visit every year. The visit will look at all aspects of your customer facing business from the initial booking to check out. Each visit will be followed by a full verbal debrief and a detailed written management report. Both these tools are designed to help you to improve your business.

Quality across the Star ratings

Our assessors will quality grade each aspect of your business to five levels, based on customer expectations of quality and current standards seen across the sector and award a rating of three stars to five stars, or a Quality Assessed rating. The assessment is objective and judgements will not be made about any aspect of your business based on style or personal taste. The aim is to add quality without taking away any of the character and style of the property.

Service and hospitality

A smile, a warm and genuine welcome and a willingness to please and serve customers is a common requirement and achievable across all star ratings. Seamless and efficient service requires thought and planning. A small park can rely on the natural friendliness and hospitality of the owners, whilst a larger park business will require a team of well-trained staff and this can present a different challenge.

Cleanliness

Cleanliness is of paramount importance to all customers at all levels. It is expected that all properties will be clean throughout.

Hints and tips

Be objective and self-critical when thinking about quality; do not over promise. Do not be tempted to claim you offer luxury on your website unless the facilities you are selling are truly luxurious. Customers travel with expectations. It is better to exceed these rather than not to live up to them.

Be a customer at your own business. Take time to use your own website and utilise your own facilities in order to experience what you are offering your guests.

Your website is the first contact most customers will have with you. Make sure it is up to date, easy to use and engaging.

Good quality photographs are the best way to show off your business. Modern smartphone cameras are often up to the task, and online tutorials are widely available.

If you have the time for social media, it's a great way to engage with potential guests. Your assessor can help with advice on how to get started.



Bath Chew Valley Caravan Park

Quality

How do we measure quality?

During your visit, your assessor will make quality judgements across all areas of your customer facing business. When the scores are totalled you will have an overall percentage score that will place you within one of the three different star rating bands. However, in order to confirm a particular star rating, the scores awarded within each of the applicable key areas must attain the required level. In this way we, and you, can be confident that the business is offering a consistent level of service at the star rating awarded.

As with all other schemes, each aspect of a caravan and camping park to be assessed will be marked on a scale of 0 to 5 on the basis of intrinsic quality and current condition. These marks are then totalled, and from that a percentage score determined. The rating confirmed will then be based on that overall percentage, together with consideration of rating requirements.

Every caravan and camping park is different and the assessment scheme recognises this. Rather than being prescriptive, the scheme acknowledges different types of provision on parks. It is the quality and condition of any item which combine to achieve a mark, not its size or age or because it is made by any particular manufacturer.

There are ten key areas of assessment (highlighted in bold):

Cleanliness

1. Reception
2. Shop
3. Bar, club, restaurant and take-aways
4. Launderette, drying room
5. Public toilets. Accessible bath/shower room, family and baby change facilities
6. Recreation and leisure
7. Campers' kitchen and dining, picnic tables, BBQs
8. Park grounds
9. Refuse and recycling areas
10. Toilet and shower facilities (male)
11. Toilet and shower facilities (female)
12. Touring facilities

Reception and reception services

Note: This will also include assessment of the tourist information room/building if it is separate from reception.

13. Exterior/frontage
14. Décor and flooring
15. Fixtures, fittings and furnishings
16. Lighting
17. Space, comfort and ease of use
18. Tourist information
19. Welcome and arrival procedures and guest information

Park facilities

Shops

20. Exterior/frontage
21. Décor and flooring
22. Fixtures and fittings
23. Lighting
24. Space, comfort and ease of use

Bars, clubs, restaurants and take-aways

25. Exterior/frontage
26. Décor and flooring
27. Fixtures, fittings and furnishings

28. Lighting, heating and ventilation
29. Space, comfort and ease of use

Launderette and drying room

30. Exterior/frontage
31. Décor and flooring
32. Lighting and ventilation
33. Fixtures and fittings
34. Laundry equipment
35. Space, comfort and ease of use

Recreation, sport and leisure

36. Exterior/frontage
37. Facility (indoors)
38. Equipment (indoors)
39. Layout and ease of use (indoors)
40. Facility (outdoors)
41. Equipment (outdoors)
42. Layout and ease of use (outdoors)

Park grounds

43. Lighting
44. Signage
45. Fire points
46. Road surfaces and paths
47. Refuse disposal and recycling provision
48. Picnic tables, BBQs, campers' kitchen etc
49. Landscaping
50. Ancillary or unused buildings maintenance
51. Grounds maintenance
52. Park layout
53. Car parking and late arrival facility

Caravan holiday homes and seasonal touring caravans

54. Exterior
55. Pitch layout and spacing
56. Pitch quality and maintenance
57. Pitch and service connections

Toilet and washing facilities

58. Exterior/frontage
59. Décor
60. Flooring

- 61. Lighting
- 62. Heating and ventilation
- 63. Fixtures, fittings and sanitary ware (WCs and basins)
- 64. Fixtures, fittings and sanitary ware (showers)
- 65. Space, comfort and ease of use

Touring, motorhome and camping pitches and facilities

- 70. Pitch layout and spacing
- 66. Pitch quality and maintenance
- 67. Electric hook-ups
- 68. Water points and grey water disposal
- 69. Chemical waste disposal points
- 70. Motor vehicle waste disposal points (MVWDP)
- 71. Washing up facilities

Sectional consistency requirements:

- No section to be more than one star rating band below the overall rating

Quality Assessors are trained to award scores against national benchmarks in an objective and consistent manner.

Scores

For each area included in the assessment, the assessor will decide whether to award a score of

- **1 mark** – Poor
- **2 marks** – Disappointing
- **3 marks** – Good
- **4 marks** – Very Good
- **5 marks** – Excellent

After your visit you will receive a detailed written report on the customer experience with individual scores for each criteria. Positive aspects of your business will be outlined as well as areas for improvement. This will give you a benchmark for maintaining the quality of your services and facilities and will help you to prioritise and plan future developments to increase standards and boost your bottom line.

Determining a star rating

A property will need to satisfy three elements to reach a particular star rating:

- All relevant requirements must be met (detailed later in this booklet).
- The overall percentage score for quality must reach the appropriate banding (see below).
- **Sectional consistency requirements** - No section to be more than one star rating band below the overall rating. The exception to be: 'Cleanliness' - which must be of at least the same standard as the overall rating.

Star rating bandings:

THREE STAR	FOUR STAR	FIVE STAR
60-74%	75-86%	87%+

Dispensations

Dispensations for certain individual requirements within the VisitEngland Quality Standards may be given as long as all the remaining requirements and quality levels for that rating are met or exceeded. This flexibility will be considered on a case-by-case basis. Any exceptions will need a proportional increase in quality in other areas to compensate for the area where an exception is sought.

Caravan and Camping Parks Gold Award

The Gold award for Caravan and Camping Parks can be achieved by any four or five-star Caravan and Camping Park.

As with all VisitEngland's awards, the scores have to be achieved at every annual visit, or the award will not be retained.

If at the annual visit, the minimum scores are achieved, the Caravan and Camping Park will receive a second pre-booked follow-up visit from a senior assessor. No charge will be made for this second visit. Prior to this follow-up visit, a senior VisitEngland assessor will review the website and any other marketing materials to see how the letting accommodation is described.

To achieve a Gold award, the assessor will expect to see some 'flagship' examples, but it is quite acceptable for there to be a wide range of prices and styles. What is most important is that the descriptions are clear and do not mislead potential customers. The assessors will be checking the quality of the fixtures and fittings in the fleet and most importantly the standards of housekeeping and maintenance.

	FOUR STAR	FIVE STAR
Cleanliness score	90%	90%
Toilet and Washing block score (if applicable)	80%	90%
Parks Grounds score	85%	90%
Parks Facilities score (if applicable)	80%	90%
Recreation score (if applicable)	80%	90%
Touring Facilities score (if applicable)	80%	87%
Reception score	80%	87%

VisitEngland's assessors

All of our assessors are hospitality professionals and each has a proven background in the industry. More importantly, our assessors now spend their working lives as professional guests. They experience best practice in all areas and are able to pass that knowledge on to you for the benefit of your business. They are your eyes and ears for the duration of their visit. They will assess the quality of your business honestly, but always with the objective of helping you to improve your operation. Make use of your assessor.

Your assessor is there to help your business succeed, so make use of their knowledge and expertise:

- Their aim is to maximise the quality potential of your business, whilst allowing the character and uniqueness of your business to shine through.
- They are an industry professional with extensive knowledge of the caravan and camping parks sector, and they are there to share all of that knowledge with you, so be sure to ask plenty of questions.
- **Stay in touch.** Assessors are happy to answer your questions in between visits. You might like to arrange an interim visit in order to measure improvements that you have made to your business, especially if you are aiming for a higher star rating or a Gold award at your next assessment. The assessor can help to organise this for you.
- The first time you meet your assessor is likely to be when they arrive at your property for a visit.
- You might be concerned that you have not yet provided or understood all of the requirements of the assessment scheme. Do not worry, your assessor will discuss this with you and allow you time to add any items or services that might be missing.
- Beyond that, the assessment is about help and advice. The style and character of your property are what make it unique. Your assessor is there to enhance that, not to change it.



Sustainability

Sustainability is becoming a business basic

To meet growing expectations from consumers and address our twin challenges of climate change and nature loss, it is increasingly essential that your operations are run as sustainably as possible. Many organisations and businesses are going further than just preventing more damage being caused, and are aiming to have a positive impact on people and places, by implementing regenerative tourism practices. Both sustainable and regenerative tourism make business sense. See the VisitEngland Business Advice Hub for more details: visitengland.org/businessadvice

Getting started

The crucial thing is to take steps to start doing something: think measure, monitor, reduce. Look to measure how much gas, electricity, water and waste is used each month, monitor this to identify patterns and track where efficiencies could be made, and then use this information to implement changes and reduce consumption. This not only helps our environment but will also save you money.

Taking things further

If you have gone beyond the basics and are already taking these and other steps to be more sustainable, you may wish to demonstrate this to the growing number of consumers factoring environmental and/or social criteria into their buying decision by joining one of the sustainable tourism certification schemes that exist in England. See the VisitEngland Business Advice Hub for more information on how to choose the certification that's right for you: visitengland.org/businessadvice

Sustainability – easy wins

PEOPLE:

- Think local to keep money in the community. Welcome packs or hospitality trays can include local produce (or Fair-Trade items, which benefit communities in developing countries). Make use of airtight containers rather than providing things individually wrapped. Waste plastic can cause litter and impact health.
- Display the work of local artists or photographers depicting local scenes and historical and heritage related images – it all adds to a visitor's enhanced sense of place
- Make it easy for customers to do the right thing. For example including public transport options for getting to your property in promotional and booking information makes it easier to leave the car at home

PLACE:

- Better insulation and greater use of thermostatically controlled and zoned heating will save on energy use.
- Food waste is a major contributor to climate change. Weigh your food waste for a week and see where you could make changes to cut this down
- Examine your stock order history and review the single-use plastic items your business consumes. How many are just ordered from habit? Can you eliminate any items by doing things differently?

PARTNERSHIP

- Partner with other organisations looking to improve the local environment and support communities. For example, could you team up with a local college to provide work experience, or if you have space, can you work with a local wildlife trust to install bird or bat boxes
- Consider creating a sustainability policy, setting out the environmental and sustainable management actions taken by your business. The VisitEngland Business Advice Hub has resources to help get you started. Ensure any staff are fully briefed on your sustainability policy and can articulate your progress to customers

PROFIT

- Make best use of local tourist information in your properties promotional literature, on the website and in any visitor information located in the accommodation. Or consider an online information system, such as 'Touch Stay'.
- Adding charging points for electric vehicles can help attract EV drivers to your business. See the VisitEngland Business Advice Hub for information on the grants available to support this.

Visit the VisitEngland Business Advice Hub for more information on all aspects of sustainability.



VisitBritain/Brynn Hauxwell

Accessibility

Improving your accessibility – A valuable market

Many people have accessibility requirements including disabled people, such as those with hearing and visual impairments, wheelchair users, older and less mobile people and people with pushchairs. The accessible tourism market is worth around £14.6bn to tourism businesses in England and 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 [visitengland.org/access](https://www.visitengland.org/access)

Legal obligations

Tourism businesses have obligations under The Equality Act 2010, which replaced the Disability Discrimination Acts 1995 and 2005 (DDA) on 1 October 2010. Tourism providers should treat everyone accessing their goods, facilities or services fairly, regardless of their sex, sexual orientation, gender reassignment, race, religion or belief, pregnancy and maternity, marriage and civil partnership, or age (this applies to those aged 18 or above), and guard against making assumptions about the characteristics of individuals.

The Equality Act 2010 requires that service providers must think ahead and take steps to address barriers that impede disabled people. Providers should not wait until a disabled person experiences difficulties using a service, as this may make it too late to make the necessary adjustment.

- Make 'reasonable' changes to the way things are done – such as changing practices, policies or procedures where disabled people would be at a 'substantial disadvantage' for example, amend a 'no dogs' policy.
- Make 'reasonable' changes to the built environment – such as making changes to the structure of a building to improve access for example, altering or removing a physical feature.
- Provide auxiliary aids and services – such as providing information in an accessible format, an induction loop for customers with hearing aids.

A service provider cannot legally justify failing to provide a reasonable adjustment. The only question is whether the adjustment is a 'reasonable' one to make. What is 'reasonable' will depend on a number of circumstances, including the cost of an adjustment, potential benefit it may bring to other customers, the resources an organisation has and how practical the changes are.

We can help

VisitEngland provides tourism businesses with a range of free guidance and resources to help increase engagement with the valuable accessible tourism market in the Accessible and Inclusive Tourism Toolkit for Businesses. Go to visitengland.org/access

It is important to provide information on the accessibility of your facilities and services and this is a requirement for all scheme participants.

You can provide details of your venue's key accessibility features on your website and supply this information for inclusion on your RatedTrips.com venue listing by completing a new questionnaire produced by VisitEngland (anticipated available from summer 2024).

Today's travellers also want detailed and factual descriptions of venue accessibility, in the form of an Accessibility Guide, to empower them to make personal choices.

Participants are encouraged to book and pay for a Detailed Access Guide with AccessAble to provide robust accessibility information on your venue. To learn more and book either a Guided or On Site Assessment, go to visitengland.youraccessibilityguide.co.uk (not a requirement of scheme participation).



Somers Wood Caravan Park

Statutory obligations

Minimum entry requirements

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

Fulfilment of all relevant statutory obligations including but not restricted to:

- Caravan Sites and Control of Development Act 1960 (as amended)
- **Site licence** - The park must have planning permission and a site licence, a copy of which should be readily available, if applicable. If no site licence is applicable, documentary evidence confirming proof of exemption may be required.
- Private water supplies
- TV Licensing (where applicable)
- Re-sale of electricity and gas regulations
- Alcohol licensing (where applicable)

- **Regulatory Reform (Fire Safety) Order 2005 Amended 2023:** comply with this order, supply evidence that a written fire risk assessment has been carried out.
- **Portable Appliance Testing (PAT):** electrical appliances should be subject to service and testing in accordance with guidance from the Health and Safety Executive (HSE).
- **Gas Safety (Installation and Use) Regulations 1998:** to comply with regulations to ensure all fittings are maintained and annual gas safety inspections are carried out by a Gas Safe engineer, and certificate is issued and displayed in the accommodation.
- **Smoke and Carbon Monoxide Alarm (regulations 2022):** comply with these regulations.
- **Food safety/hygiene:** register with the local Environmental Health department if food is served.
- **Health and safety:** operate safely with due regard to health and safety legislation.
- **Bunk Bed Regulations:** bunk beds sold in the UK must conform to the current safety regulations.
- **British Standards** applying to items such as cots, high chairs and play pens.
- **Blind cord legislation:** according to the BS EN 13120 regulations, your blinds must have no accessible cords – if they do, they must be fitted with the appropriate child safety devices.
- **Planning:** comply with local planning regulations.
- **Licensing:** comply with all local licensing regulations.
- **Data Protection Act/General Data Protection Regulation(GDPR) as of May 2018:** comply with this act/these regulations.
- **The 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.
- **Food Allergy and Intolerance:** in the UK, food businesses must inform guests if they use any of the 14 allergens as ingredients in the food and drink they provide on menus or verbally.
- **Natasha's Law:** where food is freshly prepared, then packaged and displayed before being sold, must have a label listing full ingredients and highlighting any of the 14 major allergens it contains.
- **PCI compliance:** the standards of the Payment Card Industry Data Security Standard

(PCI DSS). The standard contains a set of requirements designed to increase data security and protect merchants and customers when taking and making payments by debit or credit card.

- **Single use plastics:** an extension on the ban for customers including plates, trays, cutlery, bowls, balloon sticks and polystyrene boxes for ready to consume food items.
- **Equality Act 2010:** comply with this act. Welcome all guests courteously and without discrimination in relation to sex, sexual orientation, gender reassignment, race, religion or belief, pregnancy and maternity, marriage and civil partnership, age (this applies to those aged 18 or above). Make 'reasonable' adjustments to improve services for disabled customers.
- Any caravan holiday homes for hire on the park must comply with British Standard BS 3632, the VisitEngland Minimum Standard and be of a proprietary make.

For more information about your legal obligations as a tourism business owner in England, visit the Pink Book Online at visitengland.org/pinkbookonline. The Pink Book gives clear guidance and practical information on the legislation that affects you, including licences, health and safety, employment and taxation



Stanmore Hall Touring Park

Standards

Minimum entry requirements (all levels)

- The advertised sleeper number must not exceed manufacturer's guidelines.
- All caravan holiday homes must be thoroughly cleaned and checked before every letting and equipment maintained and replaced as necessary.
- Facilities, services and park grounds are very clean and well maintained, buildings in good condition.
- Pathways to be well lit (unless dark skies environment). Evenly surfaced roads and paths
- Attention to customer care and security.
- Several electric hook-ups.
- Several hardstandings, wheel runs and/or firm, level ground.
- Children's playground with equipment, games room and/or recreation area unless park is geared towards adults. It is recommended that this is annually inspected by a recognised inspection body.
- Reasonable efforts at on-site security and supervision.

- The park operator must be capable of arranging or carrying out repairs to caravans and equipment.

Emergency notices must be prominently displayed giving details of:

- 24-hour emergency park contact, location and phone numbers (including 999) for: Police, doctor, dentist, Fire and Rescue, local hospital, veterinarian, other relevant local emergency services, for example, HM Coastguard or Mountain Rescue.
- In locations where there is no mobile telephone signal, a telephone capable of making emergency calls must be available to visitors. This may be located in an on-site residential property for example, Warden's or Owner's residence.
- The park must have reception arrangements at appropriate times from which visitors can be directed to their caravan holiday home/pitch and where advice and assistance can be obtained if necessary with warden hours and 24-hour contact number clearly signed.
- Tourist information to be provided including details of nearest shops, cash machines and local attractions.
- An appropriate degree of general safety and security to be maintained throughout the park and facilities, appropriate to the scale of the business.
- All shower cubicles should have the following fitted or provided:
 - Door and/or shower curtain.
 - Non-slip shower base or non-slip shower mats.
 - A shelf or soap dish within the shower.
- Decent, modern or modernised toilet blocks (lit all night) to contain mirrors, shelves and hooks, shaver/hairedryer points, waste bin with lids in female toilets, well maintained toilet seats, soap, clean towels and/or hand dryer.
- Modern shower cubicles (one per gender for every 35 pitches) with free hot water.
- Hooks for hanging clothes to be provided in both WC cubicles and inside shower cubicles.
- Shaver sockets to be provided, with mirror adjacent in all facility blocks for use of shavers and electric toothbrushes.
- If baby change facilities are provided these must be available for both male and female parents to use. A comparable facility is to be available in both male and female toilet blocks or a separate facility accessible by both sexes.
- The intended use of all facilities on the site must be clearly indicated by signage. On larger parks the location of facilities should also be clearly signposted.
- Automatic laundry with some drying facilities, separate from toilets (one washing machine and one tumble dryer is adequate) or laundrette facilities close by to the park with full information including directions and opening times.
- Free hot water for dish-washing.
- All access roads, tracks or pathways within the site to be maintained in an acceptable condition so as to enable safe usage by visitors' vehicles or pedestrians without undue risk of damage to vehicles or towed equipment.

- The site entrance and all principal access roads within the site to be adequately and appropriately (relative to type, size and location) lit during the hours of darkness.
- Adequate provision for refuse disposal must be made. Wherever practicable this should include some degree of recycling facility, and include secure lids to prevent vermin.
- Parks providing any touring or camping pitches must provide suitable chemical waste disposal facilities unless specifically prohibited by the terms of the site license or other requirement of the local authority.
- Where possible EV charging points should be considered in any future plans.

Pre-arrival and arrival information

- To make clear to guests exactly what is included in the prices quoted for the pitches, for example, electricity, water, waste etc. Where VAT is applicable, all prices to be shown inclusive of VAT at standard rate.
- Full details of washing facilities provided on the website or printed form in advance of normal booking.
- Details of any in-house policies, for example, 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:

- Distance of unit from nearest pub(s), shop(s), public transport etc.
- Nature of water supply, if not mains.
- Types of energy supply, if not electric.
- Electricity voltage, if not standard.
- Availability of WiFi and/or mobile phone coverage.
- 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.

4 Star Caravan and Camping Park requirements

Parks with this rating have achieved a high standard in all areas. As well as fulfilling all the criteria for lower rated establishments, 4 Star Caravan and Camping Parks must offer additional facilities.

- Quality shop on-site (or within a reasonable distance).
- 24 hour warden.
- Reception area open during the day, with tourist information available.
- Spacious vanity-style washbasins or similar, including some in lockable cubicles.
- Fully tiled or equivalent shower cubicles with doors, dry areas, shelves and hooks.
- Some combined toilet and washing cubicles, or a fully serviced cubicle for use as a family room.
- All toilet blocks heated October to Easter.
- At least half of all pitches must have electric hook-ups.
- Minimum 10% hard standings, where necessary.
- A late arrivals enclosure or pre-arranged agreement for late arrivals.
- Good security and supervision.
- Motorhome service point with access for large unit.

5 Star Caravan and Camping Park requirements

Premier Caravan and Camping Parks are of an extremely high standard, set in attractive surroundings with mature landscaping, exceptional facilities, security and customer care and would be envisioned to have:

- Several designated self-contained cubicles ideally containing WC, washbasin and shower/bath.
- Several fully-serviced pitches (minimum 25%).
- Electric hook-ups to most pitches (minimum 75%).
- Hard-standings where necessary, at least 20% of total amount.
- Excellent supervision and security, including barrier (pin code or ANPR) and CCTV (must comply with the ICO guidance) at entrance, ideally across the whole park.

5 Star sites may also offer:

- Heated swimming pool and some leisure facilities.
- Quality shopping facilities.
- A café or restaurant, as well as a bar.
- A designated walking area for dogs (if accepted).

Code of conduct

All Quality Scheme participants must agree to comply with the following VisitEngland code of conduct:

Prior to booking:

- To describe accurately in any advertisement, brochure, or other printed or electronic media, the facilities and services provided.
- To make clear to guests in print, in electronic media and on the telephone exactly what is included in all prices quoted for accommodation, including taxes and any other surcharges. Details of charges for additional services/facilities should also be made clear, for example breakfast, leisure etc.
- To anticipate the needs of disabled guests and make reasonable adjustments to improve the premises and business practices.
- To allow guests to view the accommodation prior to booking if requested.

At the time of booking:

- To clearly describe the cancellation policy to guests, such as by telephone, fax, internet/ email as well as in any printed information given to guests.
- To adhere to and not to exceed prices quoted at the time of booking for accommodation and other services.
- To make clear to guests if the accommodation offered is in an unconnected annexe or similar, and to indicate the location of such accommodation and any difference in comfort and/or amenities from accommodation in the establishment.

On arrival:

- To welcome all guests courteously and without discrimination in relation to age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation (Equality Act 2010).

During the stay:

- To maintain standards of guest care, cleanliness and service appropriate to the type of establishment.
- To deal promptly and courteously with all enquiries, requests, bookings and correspondence from guests.
- To ensure complaint handling procedures are in place and that complaints received are investigated promptly and courteously and that the outcome is communicated to the guest.

On departure:

- To give each guest, on request, details of payments due and a receipt, if required/ requested.

General:

- To ensure the accommodation is prepared for the arrival of guests at all times when the establishment is advertised as open.
- To advise guests, at any time prior to their stay, if there are any changes in what has been booked.
- To have a complaints handling procedure in place to deal promptly and fairly with all guest complaints.
- To hold current public liability insurance and to comply with all relevant statutory obligations including legislation applicable to fire, health and safety, planning and food safety.
- To allow VisitEngland representatives reasonable access to the establishment, on request, to confirm that the Code of Conduct is being observed or in order to investigate any complaint of a serious nature notified to them.
- When a business is sold or ceases to trade, every effort should be made to inform VisitEngland.



VisitEngland™

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