



Walkers Welcome

Walking is an increasingly popular activity on domestic overnight trips. For example, in 2013 over 23 million trips included short walks and 15 million included long walks or hikes. If your serviced or self-catering business caters for walkers, in whatever location, then you might like to participate in VisitEngland's Walkers Welcome scheme and display the Walkers Welcome logo on your website and other advertising material.

When walkers see the logo, they can book with confidence, knowing that their particular needs will be met and that their walking trip will be an enjoyable experience.

A business wishing to participate will need to provide relevant facilities and services to their guests in order for the logo to be displayed.

Storage, Equipment and Services

- A dedicated drying room for outdoor clothes and footwear. This room needs to be warm, dry and large enough to store all outdoor clothing and boots that a walking party will have.
- Washing machine and clothes drying facilities to be provided at self-catering properties. Ideally an outside washing line and a tumble dryer to be provided, but a washing line is sufficient as a minimum.
- In serviced accommodation guests to have full access to a washing machine and drying facilities, as for self-catering OR a full overnight washing and drying service to be provided and advertised.
- Provision for cleaning muddy boots and outdoor clothes. This will include access to a water supply and cleaning materials.
- In serviced accommodation a packed breakfast/lunch to be available and advertised.
- First aid kit to be available.

Internet Access

- Wi-Fi access to be provided and available to all guests at all times. This service needs to be advertised, as do any additional charges made for the service.

Provision of Information

- All services provided for walkers to be advertised on the website and other advertising material on which the Walkers Welcome logo appears.
- Maps and books for walking in the local area.
- Other local information should include; location of banks and cashpoints, details of local restaurants and cafes, local taxi companies and local outdoor equipment shops.



Cyclists Welcome

Cycling is an increasingly popular activity on British holidays. In 2013, 2.1 million trips taken by British visitors involved a cycling activity (on a road/surfaced path). If your serviced or self-catering business caters for cyclists, in whatever location, then you might like to participate in VisitEngland's Cyclists Welcome scheme and display the Cyclists Welcome logo on your website and other advertising material.

When cyclists see the logo, they can book with confidence, knowing that their particular needs will be met and that their cycling trip will be an enjoyable experience.

A business wishing to participate will need to provide relevant facilities and services to their guests in order for the logo to be displayed.

Storage, Equipment and Services

- A dedicated drying room for outdoor clothes and footwear. This room needs to be warm, dry and large enough to store all outdoor clothing and footwear that a cycling party will have.
- A suitable, safe and lockable indoor storage area for all bikes and associated equipment. The storage area needs to be on the same site as the accommodation.
- Washing machine and clothes drying facilities to be provided at self-catering properties. Ideally an outside washing line and a tumble dryer to be provided, but a washing line is sufficient as a minimum.
- In serviced accommodation guests to have full access to a washing machine and drying facilities, as for self-catering OR a full overnight washing and drying service to be provided and advertised.
- Provision for cleaning bikes, equipment and outdoor clothes. This will include access to a water supply and cleaning materials.
- In serviced accommodation a packed breakfast/lunch to be available and advertised.
- First aid kit and puncture repair kit to be available.

Internet Access

- Wi-Fi access to be provided and available to all guests at all times. This service needs to be advertised, as do any additional charges made for the service.

Provision of Information

- All services provided for cyclists to be advertised on the website and other advertising material on which the Cyclist Welcome logo appears.
- Maps and books for cycling in the local area.
- Other local information should include; location of banks and cashpoints, details of local restaurants and cafes, local taxi companies and local outdoor equipment and cycle shops.



Families Welcome

Of the 57 million holiday trips (excluding visits to friends and relatives) taken in Britain during 2013, families represent the largest segment with 19.3 million trips taken during 2013. If your business caters for children and families, you might like to participate in VisitEngland's Families Welcome scheme and display the Families Welcome logo on your website and other advertising material.

Seeing the logo will give families confidence that they are booking quality accommodation that meets their particular needs.

A business wishing to participate will need to provide relevant facilities and services to their guests in order for the logo to be displayed.

Services and Equipment

- Cots and highchairs to be available and to meet the current safety standards – CE mark.
- Self-catering and serviced businesses to be fully equipped for young children. Provision should include; suitable beds, seating, crockery, cutlery, drinking cups etc.
- Plug-in nightlights to be available for bedrooms in serviced accommodation.
- Plug-in nightlights to be available for bedrooms and landings in self-catering accommodation.
- First aid kit to be available.
- Books and games. This might also include electronic equipment, such as games consoles.
- Garden play equipment, if a garden is provided.
- Serviced accommodation to provide children's food options at breakfast and any other meals served, to include healthy options.

Internet Access

- Wi-Fi access to be provided and available to all guests at all times. This service needs to be advertised, as do any additional charges made for the service.

Health & Safety

- Self-catering and serviced businesses should meet all statutory safety requirements for their sector of the industry.
- An additional health and safety audit should be carried out to ensure safety for children and cover areas such as:
 - Window blind cords
 - Window opening restrictors
 - Stair safety
 - Fireguards
 - Thermostats on showers
 - Locks on bathroom doors, that open from the outside
 - Pond and pool safety
 - Etc.

Information

- Contacts details for local GP.
- Location of nearest A&E and Minor Injuries department.
- Information about local family friendly restaurants, cafes and pubs.
- Information about local family friendly tourist attractions.
- Details of local walks, beaches etc.



Welcome Pets!

Taking pets away when enjoying a break in England is an increasing trend. If your business is equipped to accept pets and you want to take full advantage of this market sector, you might like to participate in VisitEngland's Welcome Pets! scheme and display the Welcome Pets! logo on your website and other advertising material.

Seeing the logo will give pet owners confidence that they are booking quality accommodation that meets their particular needs.

A business wishing to participate will need to provide relevant facilities and services to their guests in order for the logo to be displayed.

Equipment and Facilities

- Water and food bowls to be provided for each pet accommodated.
- There needs to be an area where dogs can be 'toileted' either on-site or close by. Suitable disposable equipment and bins need to be provided.
- Where cats are accepted, a litter tray, scoop and disposable bags need to be provided.
- Dog cleaning area is required for muddy dogs. A hose, bucket and towels also need to be provided.
- Storage space to be provided for animal storage crates.
- A working torch for walking dogs in the dark.
- If a garden or exercise area is provided on-site, it needs to be fully secure and free from hazards. It should also not impinge on the enjoyment of the area for non-pet owning guests.

Website Information

- Website needs to be clear about number, type and size of pets accepted.
- Website needs to detail any additional charges for pets.
- Website needs to detail any restrictions or rules for pets.
- Website needs to detail any damage or breakage policy.

Information at Property

- Contact details for local vet.
- Details of local suppliers of pet food and other pet supplies.
- Details of local walks for pet owners, to include maps.
- Details of local pubs and restaurants where pets are welcome.
- Details of local tourist attractions where pets are welcome.
- Details of any in-house retractions and rules, such as no pets in bedrooms.