



VisitEngland™



CHALET ACCOMMODATION

VisitEngland's Quality Standards for chalet accommodation



Holi Moli Beach Hut

Welcome to the VisitEngland Quality Standards for Accreditation

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 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 accreditations 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

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How does it work



Pheasant Lodge

Quality is the key

VisitEngland understands that quality is the key to success within the modern hospitality industry. In order for your business 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 Accreditation Standard you will receive an assessment 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 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. 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.

Defining a Chalet

A chalet is a building, normally constructed in timber, part brick or UPVC and they are used as holiday accommodation on a seasonal basis rather than as a permanent residence, due to the lack of incidentals to the enjoyment of a dwelling. These properties are often restricted in size and may be single storey or dual storey and will usually be situated on a chalet park comprising of similar properties and where common facilities are often shared e.g. refuse disposal facilities. Chalets require individual planning consent and are permanent structures.

N.B. Fully brick/stone built permanent houses or cottages; or caravans (and twin units) will not be eligible for this scheme and VisitEngland and its representatives reserve the right to refuse these type of properties entry into the Chalet Accommodation quality assessment scheme.

Service and hospitality

Seamless and efficient service requires thought and planning. This starts with your website, the arrangements for guests gaining access to the accommodation, the ability to obtain assistance in an emergency and the checkout procedures.

Bedrooms and bathrooms

Whatever the style or concept of your bedrooms and bathrooms, both quality and comfort is what guests and our assessors will be looking for, specifically:

- The quality and comfort of the bed
- The quality of the bed linen
- Attractive, well co-ordinated décor and soft furnishings
- The quality of bathroom fittings, of towels and toiletries
- Ease of use, being well designed without necessarily being large and spacious
- Those extra touches that make the accommodation more welcoming

Cleanliness

Cleanliness is of paramount importance to all guests 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, sleep in your own bedrooms and use the bathroom and kitchen 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.



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 five key areas also need to fall within that band or higher. In this way we, and you, can be confident that the business is offering a consistent level of service at the star rating awarded.

These key areas are:

- Cleanliness
- Bedrooms
- Bathrooms
- Kitchen Facilities
- Any Public Areas

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 = Poor
- 2 = Disappointing
- 3 = Good
- 4 = Very good
- 5 = Excellent

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.

Quality bands

THREE STAR	FOUR STAR	FIVE STAR
55-69%	70-84%	85-100%

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.

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 accommodation 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.
- 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 standard. 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 purchasing decisions 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 to make it easier for guests to leave the car at home.

PLACE:

- Better insulation and greater use of thermostatically controlled and zoned heating will save on energy use.
- 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.



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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](https://www.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](https://wwwRatedTrips.com) venue listing by completing a new questionnaire produced by VisitEngland.

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

Participants can 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](https://www.visitengland.youraccessibilityguide.co.uk) (not a requirement of scheme participation).



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:

- **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).
- **EICR:** an electrical installation condition report (EICR) on your property will ensure the overall safety of the electrical components of your building. Professionals must perform this essential inspection at least once every five years.
- **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.
- **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 Safety Standard number BS EN 747:2012 + A1 2015).
- **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.
- **Hotel Proprietors Act:** comply with this act.
- **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.
- **Calorie legislation:** calorie information will need to be displayed on menus at the point when a customer is making their food and drink choices. As well as listing the calories for each food item, menus will also need to include daily recommended calorie needs (for business with 250 employees).
- **Natasha's Law:** where food is freshly prepared, then packaged and displayed before being sold, must have a label listing full ingredients and highlights 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.
- **PPL/PRS:** license required where applicable.
- **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 gender, sexual orientation, disability, race, religion or belief. Make 'reasonable' adjustments to improve services for disabled customers.

Safety and security

Minimum entry requirements

- If the proprietor or manager is not resident on the site, his/her name, address and telephone number or that of his/her agent, who must have a set of keys, to be prominently displayed, together with clear details of how to summon their assistance in the event of an emergency.
- Prominently displayed printed details of how to summon the assistance of emergency services to be provided e.g. doctor, dentist, location of nearest payphone and casualty unit and vets (if pets accepted).
- All units to be provided with suitable refuse disposal arrangements as required by the Local Authority. Dustbins, where provided, must have lids. Arrangements for refuse collection to be specified and prominently displayed.
- Occupiers to be provided with a key to the entrance door of their unit, and where applicable a key giving access to any other relevant facilities.
- At least one smoke alarm to be provided in all units, situated appropriately within a hallway or landing area. Larger units or those with a more unusual layout may require more than one alarm. (Advice may be sought from local fire prevention officer.)
- Carbon monoxide detector if gas fired heating, hot water or appliances are provided.
- Adequate levels of lighting at night for safety and comfort in all public areas, including on stairways and landings and in car parks and paths/steps to the property at night, should be provided.
- Electricity should be available (not necessarily mains supply). Where it is not, this must be stated. Voltage to be stated if not on mains.
- The exterior should be free from hazards on roads and pathways and the building itself.
- Hot water provided at all reasonable times (immersion acceptable).
- Pathways, roads and car parks adequately lit for safety

Maintenance

Minimum entry requirements

- Buildings, their fixtures, furnishings, fittings, exterior and interior décor maintained in a sound, clean condition and fit for the purpose intended.
- All electrical and gas equipment in good working order and regularly serviced to ensure guests' safety.
- Monitoring procedure in place for reporting of broken/damaged items in guests' bedrooms.

Cleanliness

Minimum entry requirements

- Cleanliness is of paramount importance to guests, so a high standard of cleanliness must be achieved and maintained throughout the property.
- Bathrooms and shower rooms should be clean and smell fresh with particular attention paid to fittings and sanitary ware, plugholes, shower curtains, flooring, mirrors, extractor fans and towels.
- You also need to pay special attention to wherever guests have direct contact - seating, crockery, cutlery, glassware, beds, bedding and linen.
- All bedrooms, bathrooms and public spaces should be cleaned and checked daily to ensure a very high standard of cleanliness.

At 4 and 5 Star levels

At these higher levels, there will be evidence of greater attention to detail and a more diligent approach across all areas of the business; bedrooms, bathrooms, public areas and outside. There will also be evidence of regular deep cleaning.

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.



Standards Chalet Scheme

A chalet is a building, normally constructed in timber, part brick or UPVC and they are used as holiday accommodation on a seasonal basis rather than as a permanent residence, due to the lack of incidentals to the enjoyment of a dwelling. These properties are often restricted in size and may be single storey or dual storey and will usually be situated on a chalet park comprising of similar properties and where common facilities are often shared e.g. refuse disposal facilities. Chalets require individual planning consent and are permanent structures.

N.B. Fully brick/stone built permanent houses or cottages; or caravans (and twin units) **will not** be eligible for this scheme and VisitEngland and its representatives reserve the right to refuse these type of properties entry into the Chalet Accommodation quality assessment scheme.

Minimum Entry Requirements

These are the minimum entry requirements for **any Star** rating, and must be in place before any rating can be confirmed.

General

Proprietors will be asked to provide evidence that Public Liability Cover is being maintained for the premises and to provide a signed confirmation, at application and renewal of participation, that the following requirements are being fulfilled:-

Statutory Obligations

All Chalets and the park must be fully compliant with statutory regulations including the following:

Safety

- Health and Safety at Work
- Fire, Gas and Electrical Safety
- Electrical Appliance Testing
- Product Safety
- Bunk bed regulations
- British Standards applying to items such as cots, high chairs and play pens (where provided)

Premises

- Planning Permission
- Private Water Supplies
- Housing
- TV Licensing

Discrimination

- Sex Discrimination
- Race Discrimination
- Disability Discrimination
- Age Discrimination

Records

- Data Protection
- Immigration Hotel Records
- Consumer Protection

Trade Descriptions

- Advertising
- Pricing
- Unfair Contract Terms

Management Efficiency

Minimum Entry Requirements

Brochure - A printed or digital brochure and/or website to be available which will include the following information:

- Full details of accommodation including bed spaces and bathroom arrangements (i.e. bath and/or shower). Where sleeping accommodation is provided by means of bed settees, wall beds, 'Z' beds etc, the type, size and number of bedspaces to be clearly indicated.
- Car parking arrangements
- Arrangements for pets (if accepted or not)
- A map or directions
- Nature of water supply, if not mains (water supply must meet all statutory regulations for drinking water)
- Type of energy supply, if not electric
- Electricity voltage, if not standard

Information

Information provided to guests at the time of booking: -

- Guests advised what the quoted price includes (eg. towels, linen, electricity etc.) Where VAT is applicable, all prices to be shown inclusive of VAT at standard rate.
- In house policies (smoking/non smoking, pets accepted or not)
- Other likely charges (cancellation, housekeeping, breakage deposits)
- Visitors advised subsequently or at the time of booking of any change in booking details

Information for guests to be provided in each chalet:-

- Tourist Information for the local area
- Inventory of equipment
- Access Statement/Information to be available

Exterior

Minimum entry requirements

Appearance of Buildings

- Buildings maintained in a sound, clean condition and fit for the purpose intended. Entrance adequately lit.

Grounds and Gardens

- Gardens and/or open areas that are part of the unit maintained in good order
- If the property has ancillary areas, the facilities provided will be taken into account in the assessment of the establishment, where under the control of the operator. They should be well surfaced, in good condition and adequately lit.

Cleanliness

Minimum entry requirements

- Cleanliness is of paramount importance to guests, so a high standard of cleanliness must be achieved and maintained throughout the property. Particular attention must be given to kitchens, bathrooms, shower rooms and toilets and items involving direct contact for guests, such as bedding, linen, towels, baths, showers, washbasins, WCs, flooring, seating, crockery, cutlery, glassware, kitchen utensils and equipment.
- It is the proprietor's responsibility to ensure that all properties are thoroughly cleaned throughout, before each new let, irrespective of whether the guests have cleaned it prior to departure. Any broken or damaged items should be replaced.

Interior

Minimum entry requirements

Living/dining area

- Dining table and seating for maximum number of occupants
- Easy seating for maximum number of occupants
- An opening window provided
- All windows to be fitted with opaque curtains/blinds or shutters (exterior glass doors also, where sleeping is provided in this area)
- Adequate heating available
- Adequate lighting with shades or covers (minimum 120 watts overall)

ORDINARY LIGHT BULB	ENERGY - SAVING LIGHT BULB EQUIVALENT
100 Watt	20 – 23 Watt
75 Watt	15 – 18 Watt
60 Watt	11 – 13 Watt
40 Watt	9 Watt

- Suitable floor coverings/finishes
- A colour television provided and tuned
- A smoke alarm in working order - may be sited elsewhere in the property
- Carbon Monoxide Detector (if any gas appliances in the property) - may be sited elsewhere in the property
- A non-flammable waste bin

Bedrooms

Minimum entry requirements

- Adequate space providing reasonable access to facilities and as a minimum access to one side of each bed
- An opening window provided
- All windows to be fitted with opaque curtains/blinds or shutters
- All beds to be of minimum sizes – 190cm x 76cm / 6'3" x 2'6" single (preferably 90cm / 3'), 190cm x 122cm / 6'3" x 4' double (preferably 137cm / 4'6")
- At least one adult room without bunk beds, or advertised clearly as such
- All mattresses and bases to be in a sound, clean condition
- A mattress protector or under blanket fitted to all beds
- Two blankets, duvet or equivalent, plus one pillow per person (additional pillows available on request)
- Sheets and pillowcases provided, with duvet covers also provided where duvets are fitted, at no additional cost
- A bedside table or shelf per bed (twin beds may share and not required for top bunks)
- A headboard or equivalent per bed
- A dressing table or flat surface and mirror provided in one bedroom
- Sufficient draw/shelf /hanging space for total number of occupants
- Six hangers per person provided
- Suitable floor covering/finishes
- Adequate heating available
- Adequate lighting with shades or covers (minimum 60 watt overall per room)
- Provision in the unit to store luggage

Bathrooms and WCs

Minimum entry requirements

- One bathroom and WC provided for every eight guests
- A bath and/or shower
- A non-slip mat provided if no non-slip surface provided in bath and/or shower
- A soap dish is required in showers
- A towel rail or ring (pegs and hooks acceptable)
- A washbasin with mirror adjacent
- At least one WC equipped with seat, lid, toilet paper and holder, toilet brush for all toilets
- An opening window or adequate forced ventilation
- Covered bin for sanitary disposal
- All windows to be fitted with opaque curtains/blinds or shutters
- Adequate lighting with shades or covers (minimum 60 watts overall)
- Suitable floor coverings/finishes (consideration should be given to the suitability of floor coverings for hygiene and housekeeping reasons)
- A lock or bolt fitted
- A clothes hook
- Access not normally through bedroom (unless ensuite)

Kitchen Area

Minimum entry requirements

- A microwave provided
- Boiling rings in relation to number of guests accommodated (minimum = 2 guests-2 rings, 3-5 guests-3 rings, 6 plus guests-4 rings)
- A sink with hot and cold running water and draining board
- A refrigerator with integrated icebox, or a separate freezer facility
- Adequate storage space for food, kitchenware and equipment
- At least one hygienic work surface
- Adequate lighting with shades or covers (minimum 60 watts overall)
- An opening window or adequate mechanical ventilation
- All windows to be fitted with opaque curtains/blinds or shutters
- Suitable floor coverings/finishes
- A covered waste bin
- The kitchen inventory as per overleaf

Additional Requirements

At a Four Star Level

- Bed linen provided (sheets, duvet covers (if applicable) and pillow cases) and included in the hire charge
- Double-glazing to be fitted to all doors and windows
- No coin meters for electricity or gas
- All beds to be full size (except those clearly specified in brochures etc as being for children's use) or bed settees. Size of bed settee mattress to be clearly shown in brochure)
 - **Adult single** - minimum size 190cm x 90cm/6'3" x 3'
 - **Adult double** - minimum size 190cm x 137cm/6'3" x 4'6"
 - **Child size** - minimum size 183cm x 76cm/6' x 2'6"
- A cooker with an oven, with at least two shelves, a grill and at least four boiling rings that may be used simultaneously with the oven or grill.
- All advertised sleeping spaces are to be in bedrooms only

At a Five Star Level

- Towels provided and included in the hire charge
- A freezer required in the chalet

Inventory Requirements

Per Chalet

- Bin (non flammable) in living area
 - Bread/chopping board
 - Bread knife
 - Bucket & floor cloth or mop
 - Carving knife
 - Carbon Monoxide Detector (if connected to gas)
 - Carpet sweeper or vacuum cleaner (available)
 - Casserole dish with lid
 - Cleaning agents (washing up liquid and multi-surface cleaner)
 - Colander
 - Condiment set (2 piece)
 - Corkscrew and bottle opener
 - Doormat
 - Dustpan and brush
 - Fish slice
 - Fire blanket or extinguisher (BS approved, wall mounted)
 - Frying pan
 - Jug (measuring)
 - Kettle (automatic electric)
 - Kitchen bin with lid
 - Kitchen scissors
 - Mixing bowl
 - Oven roasting tray and/or baking tray
 - Potato masher
 - Potato peeler
 - Pot scourer/dish mop or cloth
 - Saucepan & lids (small, medium and large)
 - (6+ slept - additional pans)
 - Serving dish (large)
 - Smoke alarm
 - Spoon (plastic or wooden)
 - Tablespoon
 - Teapot
 - Tin opener
 - Vegetable knife (sharp)
 - Washing up bowl
- 2 per Chalet**
- Ashtrays (where smoking allowed)

Per Person

- Cereal bowl
- Fork
- Knife
- Mug or tea cup and saucer
- Plate (small & large)
- Spoon (dessert & tea)
- Tumbler

Bedroom

- 2 blankets or 1 duvet per bed
- 1 pillow per person
- 6 coathangers per person

Bathroom

- Toilet brush and holder
- Toilet roll and holder

Grading Perceptions

The following sliding scale indicates examples of quality, which may be in evidence, in order to achieve the various levels of quality (Three to Five Star). **These indicators are representative of what might be seen at each quality level, but they are neither exhaustive nor prescriptive; that is to say they are included to offer suggestions on how quality can be improved and enhanced, but will not in themselves guarantee a higher quality grade.** The assessors' personal tastes in style or design are not considered.

Star Rating Quality Indicators

3 Star

- Factors which indicate a quality level commensurate with Three Star. Items may be described as Good to Very Good. Generally described as 'good'. Not necessarily expensive, but they must be of good, sound quality and show some care has been taken. There must be a good standard of maintenance and decoration.

This level will be presented to the consumer as a Very Good standard.

4 Star

- Factors which indicate a quality level commensurate with Four Star. Items may be described as Very Good to Excellent. Generally described as 'very good'. May be brand new, but not of the highest intrinsic quality or originally of high intrinsic quality, but not now necessarily in the best condition.

This level will be presented to the consumer as an Excellent standard.

5 Star

- Factors which indicate a quality level commensurate with Five Star. Items may be described as Excellent to Exceptional. Generally described as 'excellent'. Providing high standards in the overall fabric of the building both internally and externally; together with excellent standards of management efficiency and guest services.

This level will be presented to the consumer as Exceptional or World Class standard.

Exterior

Quality Guidance

Immediate surrounding area

- All areas immediately surrounding the chalet will be taken into account, as long as they are under the control of the owners.
- Surfaces of paths and roads will also be taken into account.
- Any garden furniture, planted borders or simple potted plants will also be taken into consideration.
- Guests should be able to access the chalet easily from the parking area and the quality of this will also be assessed if it is directly outside the chalet.

Exterior finish/condition

- The external condition and overall appearance of the chalet will be taken into account, including any numbering or nameplates to aid the guest arrival process.
- If there is a means of marking the boundary between the chalets, this will be taken into consideration e.g. fencing.

Cleanliness

Quality Guidance

Interior

- All areas of the living/dining area will be assessed, including the “first impression” gained when entering the chalet.

Kitchen

- Includes the interior of storage cupboards, draws, cookers, hobs, refrigerators and ventilation systems.

Bedrooms

- Includes the wardrobes, drawers and under bed areas.

Bathrooms

- Includes grouting, sealant, behind w.c. pans, toilet brushes, bin interiors, shower heads, mirrors and shelving.

Interior

Quality Guidance

Decoration *(excluding kitchen area)*

- The quality of the decoration throughout is assessed here, it should be in good condition and well applied. Pictures may also help improve it.

Lighting

- Level of illumination throughout including the flexibility and range of lighting will be assessed.
- Long, trailing flexes or extension leads for freestanding lighting are to be discouraged from a safety aspect.

Heating

- The level of heating provided throughout is assessed here, not the quality of the fittings themselves.
- The quality, effectiveness and flexibility of heating will be assessed.
- If double-glazing is fitted this will be assessed as it assists with heat retention and prevents draughts.
- Full thermostatic heating throughout would be expected to score an excellent mark.

Furniture, furnishings & fittings *(not including bedrooms or bathrooms)*

- Condition and quality of seating, furniture and curtains will all be assessed along with curtain, lighting and heating fittings.

Flooring *(not including bathrooms or kitchens)*

- The intrinsic quality of the floor covering and its current condition will be assessed.
- Rugs and doormats will be included in this section.

Additional equipment in living area/personal touches

- Provision of extras such as CD and DVD players will be accounted for here.
- Personal touches can make all the difference to the overall presentation and enjoyment of a chalet and should always be encouraged.
- Personal touches including information on local activities, wet weather activities and the location of the nearest shops, places to eat etc.
- Additional touches within the unit can also include the use of ornamentation and scatter cushions to living and bedroom areas.

Kitchen

Quality Guidance

Decoration and flooring

- The quality of the decoration is assessed here, it should be in good condition and well applied. Tiling should be well maintained with fresh looking grouting and sealant.
- The intrinsic quality of the floor covering and its current condition will be assessed. Kitchen flooring should be appropriate and easy to clean. Carpet is not recommended for this reason.

Crockery, cutlery, glassware, cookware & utensils

- The inventory requirements will be checked.
- A fully matched set of crockery is a minimum expectation, but if not fully matched or of two different matching sets this will attract a lower mark.
- Additional supplies of crockery, cutlery and glassware over and above the number of guests, will be viewed favourably, as would separate provision of picnicware or extra equipment.

Equipment including furniture & fittings

- The condition of all electrical and gas equipment will be considered, it should be clean and tidy.
- Rusting equipment would not attract a high mark.
- Refrigerator seals should be in good repair and clean.
- The presentation of water heating equipment, cupboards and work surfaces and any furniture located in this area will also be assessed here.

Bedrooms

Quality Guidance

Beds & bedding

- The condition and quality of the bed base, mattress and pillows will be assessed.
- The thickness of the mattress together with the content will be checked - interior sprung would score higher than poor quality foam.
- Quality and provision of bedding will be assessed, including additional items such as a spare blanket provided (best kept in a plastic bag to keep it clean).

Furniture, furnishings and fittings

- The quality and condition of all furniture and soft furnishings will be assessed here as will curtains, lighting and heating fittings.

Bathrooms & WCs

Quality Guidance

Sanitary ware & fittings

- Will include the quality and condition of all fittings including baths, showers, WCs and washbasins, towels rails, heating and lighting fittings.
- Shower type is also important. A full thermostatic shower would offer a higher quality impression.

Flooring

- The intrinsic quality of the floor coverings and its current condition will be assessed. It should be appropriate and easy to clean, so carpet is not recommended for hygiene reasons.

Other

Quality Guidance

Overall space, comfort and ease of use

- The layout, flexibility and ease of use of the accommodation will be assessed. Does furniture have to be moved around to use cupboards or seating etc? Can all guests watch TV in comfort at the same time?

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, 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.

How does it work

- **Step 1 - Join a scheme on the [VisitEngland Assessment Services site](#).** Fill out your details using the form on the Join page. You will then be contacted about the next steps.
- **Step 2 - We receive and process your payment.** For new applicants, the data received from you will be used to create a record for your property as 'awaiting grading'.
- **Step 3 - We assign an Assessor, once your payment has cleared**
- **Step 4 - The Assessor books the assessment**
- **Step 5 - The Assessor completes the assessment.**
- **Step 6 - We complete a report which is sent to you within 14 working days.**
- **Step 7 - Your establishment is now **Assessed** and you are entitled to unlimited use of your quality rating in all your promotional activity together with the internationally recognised Quality Rose Marque.**

CONTACT

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