



VisitEngland™

HOLIDAY VILLAGES

VisitEngland's Quality Standards for holiday villages



Retallack Resort and Spa

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



Potters Resort

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.

Introduction

General

It is vital that visitors are able to make an informed choice about where to stay and equally vital that Holiday Villages in this country should provide a level of quality which meets visitors' expectations.

Development of the Standard

The development of the Standard has been industry lead from the beginning and has been ongoing for many years. It was in the late 1980's that an approach was first made by the industry to The English Tourist Board. However, it was not until the late 1990's that a serious attempt was made to put a scheme together. Initially it was anticipated that the Standard would mirror the British Graded Holiday Parks Standard.

The developing nature of the product, and the diversity of the types of facilities and accommodation that are provided, means that some differences have had to be included.

The current Standard has been developed in conjunction with the Holiday Centres Association following consultation and pilot exercises. The Standard looks at the quality of all the facilities and services offered and at the quality of different types of accommodation. Consumer research supports the requirements of the Standard, e.g. accommodation range and quality, cleanliness and the quality of the facilities.

Further research was undertaken with the industry to determine the designator.

Holiday Village accommodation encompasses both serviced and self-catering units such as caravan holiday homes, chalets and apartments.

The Standard

VisitEngland operate the Holiday Villages quality assessment scheme with VisitEngland's approved assessment contractor.

In order to be awarded a rating in the Holiday Villages Standard, an establishment will usually comprise of a variety of types of accommodation, with the majority provided in custom-built rooms (e.g. lodges, self-catering, hotel style rooms). A range of facilities and activities will also be available which may, or may not, be included in the tariff.

Holiday Village

A Holiday Village usually comprises of a variety of accommodation, often purpose-built, and with a range of entertainment, activities and facilities available on site free of charge or at extra cost. Bookings are often taken for three days, four days or a week.

Forest Holiday Village

A Holiday Village which is situated in a forest setting with conservation and sustainable tourism being a key feature. It will usually comprise of a variety of accommodation, often purpose-built, and with a range of entertainment, activities and facilities available on site free of charge or at extra cost. Bookings are often taken for three days, four days or a week.

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 eat your own breakfast 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.



Retallack Resort and Spa

The Assessment Process

The marking system for the assessment of Holiday Villages places greater emphasis on the essential element of cleanliness, which has been highlighted in consumer research as central to the enjoyment of the stay/visit. Each aspect of the facilities and accommodation will be assessed on a 1 - 5 basis as follows:

- 5 = Excellent
- 4 = Very good
- 3 = Good
- 2 = Quite Good
- 1 = Acceptable

Failure to achieve a minimum score of 1 in any area will preclude the operation from receiving a rating.

The areas for assessment are:

- Reception
- Recreation facilities
- Shops/salons
- Site facilities
- Entertainment rooms
- Atmosphere and ambience
- Licensed areas
- Accommodation
- Restaurants and food outlets
- Sporting facilities

(Greater detail is provided in the following pages)

Minimum Entry Requirements

In order to be recognised within the Holiday Villages Standard, an operation must meet all the minimum entry requirements listed throughout this booklet.

Five Star Qualifiers

To achieve a Five Star rating, in addition to providing excellent levels of quality, the following minimum facilities must be provided:

- Linen (including towels) provided free of charge.
- All units to be heated in all rooms, with a heating system with automatic, thermostatic and individual controls.
- Additional WC with basin and bath/shower where more than six guests are accommodated (WC may be separate from bathroom).

Quality Indicators

Within the section on accommodation, examples are given of the level of quality expected in order to achieve a quality score from 1 - 5 for each area. Where phrases such as 'acceptable', 'good' and 'very good' are used, these signify ascending levels of quality in broad terms only. They are deliberately non-specific, recognising the wide variety of quality elements that could be included.

The Quality Indicators represent typical expectations. They are neither definitive nor exhaustive.

The rating level actually awarded will allow for a balanced view of the facilities and accommodation provided.

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Factors which indicate a quality score of 3 (Good)	Factors which indicate a quality score of 5 (Excellent)	

Guidance Notes for Operators

General

Where more than one of any type of facility is provided, such as shops, recreation and leisure, clubs, bars, etc., each will be assessed individually and then these scores will be averaged to reflect the general, overall quality.

Cleanliness

The cleanliness of all facilities is one of the most important aspects of the scheme. To achieve the highest marks, the assessors will be looking for pristine conditions, although the weather and condition of the site at the time of assessment will be taken into consideration. Accumulated litter, dust and grime are easily recognised. Particular attention should be paid to areas beneath and behind all fixed equipment, corners and skirting, paintwork, windows, ledges, pipes, extractor fans, light fittings, walls and floors. Where an unacceptable standard of cleanliness is found in any area, a rating might NOT be awarded.

Reception

Reception can range from a purpose-built facility to a shared function facility.

If a reception facility is not provided an assessment will still be made on the Welcome and Efficiency of Service and Brochure Content and Accuracy aspects only.

Cleanliness

- See above.

Interior Layout and Size

- The assessor will be looking for good quality flooring and furnishings, decoration and interior design. Good circulation space for visitors will be taken into account as will the provision of seating. The reception area should be inviting and pleasing to the eye - the customer's first impression is very important.

Décor and Maintenance

- Must be well maintained and attractive. Again, first impressions are important.

Welcome and Efficiency of Service

- It is important that attention can be summoned quickly and that service is 'given with a smile'. Consideration will be given to the provision of assistance by showing the customer to the room, lodge or self-catering accommodation, and the availability of reception services.

Online Presence and Onsite Guidance

- The assessor will view any online information prior to arrival and the pre-arrival assessment may include a test phone call or online query made by the assessor to see how efficiently enquiries are handled. Upon arrival, if the layout is large and potentially confusing, it may require the provision of a map for guests to allow them to locate both their accommodation and any other facilities onsite.
- Access Guide/information to be available.

Shops/Salons

When assessing the shop(s)/salon(s), the assessor will give special consideration to the type and size of operation.

Cleanliness

- See page 10.

Interior Layout

- The assessor will be looking for sufficient circulation space for the likely number of customers/users, together with the quality and convenience of the layout and display of merchandise.

Décor and Maintenance

- Must be well maintained and attractive to achieve high marks.

Fittings and Flooring

- An assessment will be made of the quality and condition of the fixtures, fittings and flooring, as appropriate to the facility.

Entertainment Rooms

As with other facilities, where there is more than one entertainment room, an average assessment will be made.

Cleanliness

- See page 10.

Interior Layout

- The assessor will be looking for sufficient circulation space for the likely number of users, together with the quality and convenience of the layout. Plenty of space to move between tables and chairs will be viewed in a more positive light, as will a layout which allows most guests a good view of the stage.

Décor and Maintenance

- Must be well maintained and attractive. May be more elaborate than other areas.

Furniture and Fittings

- An assessment will be made of the quality, comfort, condition and maintenance of the furniture and fittings. This will include tables, seating, bar or servery counters within the entertainment rooms, light fittings and flooring etc.

Licensed Areas

As with other facilities, where there is more than one licensed area an average assessment will be made.

Cleanliness

- See page 10.

Interior Layout

- The assessor will look for quality of decoration, maintenance of walls, floors, seating, tables, bar counters, furnishings and circulation space. Flair, design and layout will be taken into account, as well as carefully selected and positioned plants, flowers, pictures etc.

Décor and Maintenance

- Must be well maintained and attractive.

Furniture and Fittings

- An assessment will be made of the quality, comfort, condition and maintenance of the furniture and fittings. This will include tables, seating and bar or serving counters.

Service

- An assessment will be made of the quality and standard of service as appropriate to the style of operation. Staff should be competent, efficient and display very good levels of customer care.

Restaurants and Food Outlets

As with other facilities, for multiple outlets in this section, an average assessment will be made. However, consideration will be given to the use and importance of the facility in the context of the operation. For example, if there are two facilities in this section, e.g. a large restaurant providing half-board and a small takeaway counter, then the assessment will reflect the greater importance of the restaurant.

Cleanliness

- See page 10.

Interior Layout

- The assessor will look for quality of decoration, maintenance of walls, floors, seating, tables and furnishings and circulation space. Flair, design and layout will be taken into account, as well as carefully selected and positioned plants, flowers, pictures etc.

Décor and Maintenance

- Must be well maintained and attractive.

Furniture and Fittings

- An assessment will be made of the quality, comfort, condition and maintenance of the fixtures and fittings. This will include tables, seating, serving counters, light fittings and flooring etc.

Range of Foods

- The range of foods available and variety provided on menus will be assessed. Style of operation and type of market will be taken into account.

Service

- An assessment will be made of the quality and standard of service as appropriate to the style of the operation. Staff should provide a competent service and have a helpful attitude. A service which is prompt and efficient with high levels of customer care and good technical skills will be viewed positively.

Sporting Facilities

This section includes more formalised facilities whether indoor or outdoor, e.g. tennis courts, short mat bowls, badminton and squash courts and crown green bowls.

Cleanliness

- See page 10.

Layout

- The equipment and facility as a whole should be of a size commensurate with the activity and imaginatively designed and positioned. Likely usage in relation to size will also be taken into account.

Quality and Maintenance of the Buildings/Facilities and Maintenance of Equipment

- These aspects form two separate items in the assessment. In both cases the assessor will take into account both the intrinsic quality of the provision as well as how well it has been maintained.

Recreation Facilities

This section includes less formalised facilities whether indoor or outdoor, e.g. amusement arcades, ten pin bowling, pool/snooker rooms, children's play areas and leisure or fun pools.

Cleanliness

- See page 10.

Layout

- The equipment and facility as a whole should be of a size commensurate with the activity and imaginatively designed and positioned. Likely usage in relation to size will also be taken into account.

Quality and Maintenance of the Buildings/Facilities and Maintenance of Equipment

- These aspects form two separate items in the assessment. In both cases the assessor will take into account both the intrinsic quality of the provision and how it has been maintained.

Site Facilities

Although their provision is not essential, each of the following will be assessed when present:

Range and Quality of Lighting

- The provision of lighting in the correct relationship to the size, type and location of the operation. It can be discreet, thereby not spoiling the atmosphere, but should be sufficient for safety and security. Large sites with a number of pathways and roads, those which are well-wooded or where accommodation is some distance from the central facilities, will require more lighting than those sites which are small and open. A lack of adequate lighting will have a negative effect on the assessment.

Range and Quality of Signs

- Positive factors will include clear, well maintained signs on all facilities and the provision of good directional signs where necessary.

Quality of Fire-points

- Where provided or required, fire-points and equipment should be effectively designed and well maintained. Assessors will look for clear instructions for use in the event of a fire, and the location of the nearest telephone.

Range and Quality of Refuse Facilities

- The assessor will look for clean, well designed and maintained facilities, which are tastefully screened. This applies to any bins or refuse points on the site. Consideration will also be given to the provision and quality of areas for the storage of refuse prior to collection, which should be protected from attack by animals and birds.

Public Telephones

- Access to a telephone must be provided where limited mobile signal is received
- This may be in a main reception area, or area where the guest can access 24 hours per day
- Local emergency numbers for doctor, dentist, hospital etc. should also be displayed beside the public telephone
- Where a full mobile signal is available, the need for a public telephone can be waived.

Roads

- The quality and maintenance of roads, including the entrance road, are important. Although it is not necessary for them to be surfaced with concrete or tarmac, they should be firm and free from potholes. If speed 'humps' are installed, they must be clearly indicated.

Range and Display of Tourist and Local Information

- Generally, the greater the range of tourist and local information on display, the better. This should be well presented, easily accessible and up to date. It is often very useful to have a large scale map of the area on display.

Launderette

- The assessment includes all types of clothes washing facilities from washing machines and tumble dryers of commercial quality to machines of a domestic type and/or a simple sink. The assessor will consider the circulation space for convenient use of the machines and equipment. Cleanliness will be assessed as well as the quality and maintenance of machines and equipment.

Atmosphere and Ambience

Cleanliness of the Site

- All external areas of the site should be clean, and free from litter and animal fouling.

Landscaping and Layout

- The assessor will look for flair and imagination in planting, as well as the sympathetic location of facilities, accommodation and buildings. Natural features, wood, stone etc. should be used to good advantage. Climatic conditions and location may determine the extent and range of plants and this will be taken into consideration.

Ground Maintenance

- The assessment will reflect well maintained grassed areas free from bare or rough patches, well trimmed and weedfree car parking areas, hard standings, flower beds and planters. Areas left wild for environmental purposes will be taken into account.

Building Style and Exterior Maintenance

- The style and appearance of buildings should be sympathetic with surroundings. The exterior appearance and maintenance of buildings, as well as walls, roofs, gutters, downpipes, paintwork etc. should all be in good condition. Unsightly storage or maintenance compounds, dilapidated buildings, and disused machinery or vehicles will all affect the grading. The exterior of any caravan holiday home will be assessed here.

Car Parking

- The quality and maintenance of car parking will be taken into account, e.g. lined, well surfaced bays. If car parking is away from the accommodation, provision should be made for unloading closer to it.

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.
- 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.



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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).



Potters Resorts Five Lakes

Standards

Holiday Villages

The Quality Standard will use a Three to Five Star rating system, which reflects both the quality and facilities provided by the different styles of accommodation on site.

General (All serviced and self-catering accommodation)

Overall Impressions, Space and Comfort

Minimum entry requirements

Relates to the design, layout, space, ventilation, storage etc., the ease of access to cupboards and drawers, use of equipment and moving through passageways.

- All living rooms and bedrooms must have at least one window opening directly into the open air.
- There must be adequate ventilation, reasonable space for movement and easy access to equipment, cupboards, doors and drawers.
- There should be no sign of dampness.

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Sufficient space to allow free movement and a good degree of comfort.	Ample space to allow free movement and a high degree of comfort. Area available for luggage storage without cluttering the room and obstructing access.	
	Convenient layout of furniture for practical use.	Easy and convenient use of facilities.	
	Access to both sides of a double bed.	Generous access to both sides of a double bed.	
	Reasonable sound insulation with minimal intrusive noise.	Fresh and airy atmosphere.	
		Comfortable dining for maximum number. Good choice of comfortable easy seating.	

Living/Dining/Kitchen Areas (Self-Catering Accommodation Only)

Decorations/Interior Finish

Relates to the quality and condition of wall coverings, tiled areas, paintwork, woodwork etc.

- All paintwork, woodwork, wall coverings etc. must be maintained in a sound condition.

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Good quality, well maintained décor. Suitable, durable finishes such as tiling in working areas. Splashback important for cooking area. Tiling, grouting and sealant in clean condition.	Excellent standard of décor all very well co-ordinated. High quality wall coverings and tiling in excellent condition; professional finish to all aspects of decoration.	
	Minimal marks, splashing, grease or other signs of cooking.	Attractive use of pictures, prints and other decorative relief.	
	Use of pictures etc., where appropriate, particularly on plain walls.		

Lighting/Heating

Lighting: Relates to the quality, range, type, provision and positioning of main and secondary lighting, and the provision and location of power units, light switches etc.

- There must be electric lighting.

Heating: Relates to the range, type and suitability of any heating – floor standing, wall or ceiling panels or central heating.

- There should be adequate means of heating taking into account seasonal and geographical variations.

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Well positioned lights, giving good levels of illumination. May include lighting directly to kitchen work areas.	Excellent levels of illumination for various purposes, e.g. reading, cooking. Will include both ceiling and supplementary lighting, which is easily adjustable. May include direct lighting to cooker/hob and work surfaces.	
	Ample natural light.	Good number of power sockets to allow flexibility.	
	Well positioned power sockets.	Well fitted central heating to all rooms. High levels of heat provided, allowing for flexibility and comfort.	
	Effective levels of heating providing overall uniform temperature, easy to control.	Double-glazing to conserve heat.	

Fixtures, Furniture, Soft Furnishings and Fittings

Minimum Entry Requirements

Living/Dining Areas: Relates to the quality, appearance, condition, arrangement and size etc. of all fitments, e.g. heaters, TVs etc., and all furnishings, e.g. easy seating and upholstery, dining tables and seating, cupboards, shelves, cushions, curtains, blinds. Light and window fittings are also taken into account.

- All windows must be equipped with opaque curtains or blinds including doors in caravan holiday homes where some sleeping space is in the lounge area.
- Adequate dining table and seating facilities for the maximum number of occupants.
- Easy chairs and/or sofa seats should be provided sufficient for the maximum number of advertised occupants.

Kitchen Area: Relates to the quality, range and condition of work surfaces, cupboards, kitchen units, sinks, curtains and/or blinds, washing-up bowls, drainers, ironing boards, cleaning equipment etc.

- All windows must be equipped with opaque curtains or blinds.
- Must have a sink equipped with a draining board, dish-drying rack, hot running water and cold drinking water supply.
- Must have at least one hygienic working surface and storage space suitable for food.
- Must have a fire extinguisher or a fire blanket, designated as suitable for kitchen fires, readily available and ideally, wall mounted between the cooker and the door. Storage in a cupboard or over the cooker is not acceptable. It may be sited outside the kitchen areas provided it is quickly and easily accessible.

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Good quality furniture. Greater range of sofas and/or armchairs with sprung bases. Greater range.	High quality furniture with high degree of comfort. Spacious dining facility for the maximum number of people.	
	Good use of co-ordination. Substantial lined curtains at all windows.	Plush, soft fabrics, plenty of drape, may have interlining and tie backs. Excellent co-ordination of furniture and fabrics.	
	Easy access to all storage areas and durable surfaces. Well fitted units.	High quality fitted units with plenty of work surface and storage.	
	Storage space provided where sleeping in lounge advertised.		

Flooring

Minimum Entry Requirements

Relates to the quality, type and condition of carpeting, rugs, vinyl covering, wooden flooring etc. Consider the suitability of the floor covering in the kitchen area.

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Good quality flooring in sound condition and comfortable underfoot.	High quality flooring, in excellent condition with obvious attention to hygiene and safety aspects.	

Crockery, Cutlery and Equipment

Minimum Entry Requirements

Relates to the quality, range and condition of crockery, cutlery, glassware, saucepans, cooking pots and cooking/food preparation utensils.

Relates to the quality, range and condition of all gas and/or electrical equipment in the kitchen.

- Cooker with oven and grill and at least three boiling rings (or two if only for two guests).
- Fridge with ice-making compartment.
- There must be an adequate supply of crockery, cutlery and glasses for the maximum number of occupants.

QUALITY SCORE	3	4	5
QUALITY INDICATORS	More than ample supply for the number of guests.	Ironing board (unless in laundry). Numbers of each item well in excess of the likely number of occupants.	
	Heavier style of cutlery.	Highest quality stainless steel cutlery.	
	Crockery of good quality, durable and matching in style. Should not be chipped or stained.	Matching, high quality crockery, e.g. hotel ware, to include side plates, main plates, soup bowls etc.	
	Pans in a range of sizes, all of good solid weight.	Well matched, high quality glassware in a range of sizes.	
	No old plastic utensils which are misshapen. Good range of knives, wooden spoons, etc.	All cookware of the highest quality standard.	
	Equipment all in good order and very well maintained, e.g. items free from signs of rust and major damage.	Wide range of additional items, all co-ordinated. Range of items suitable for microwave where appropriate.	
	Good size ice box in fridge.	Highest standards of equipment throughout.	
	Small range of glasses, e.g. tumblers.	Wider range of excellent quality items including fridge/freezer, dishwasher etc.	

Cleanliness

Minimum Entry Requirements

- Between each let, properties, furnishings and equipment must be thoroughly cleaned throughout.

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Evidence of attention to detail, particularly high and low level.	Exceptionally high level of cleanliness.	
	Clean and fresh surfaces. All areas smelling fresh and clean for guests' arrival.	Gleaming surfaces, with no scratches or marks.	
	Particular attention given to cooker, fridge and inside of cupboards, crockery, cutlery and utensils.	Evidence of thorough cleaning and a high level of attention to detail.	
	All carpets vacuumed and floors cleaned.	Spotless flooring and kitchen equipment, including cooker and fridges.	
		Particular attention given to vents or extractors.	

Kitchen Inventory Requirements

Per person:

- Knife (table & side)
- Fork (table & dessert)
- Spoon (dessert & tea)
- Plate (large & small)
- Tea cup and saucer
- Mug
- Cereal/soup bowl
- Tumbler
- Egg cup

Two Per Holiday Home/Lodge:

- Tablespoons
- Duster
- Ashtrays
(where smoking permitted)

Per Bed:

- Two to three blankets or one duvet with cover and one pillow (For winter lettings, or lettings very early or late in the season, the amount of bedding to be increased and adequate heating provided.)
- Coathangers x4 per person

One Per Caravan Holiday Home/Chalet/Apartment:

- Kettle
- Teapot
- Saucepans and lids (large, medium, small)
- Frying pan
- Colander
- Oven roasting tray
- Casserole dish
- Carving knife and fork
- Bread knife
- Bread container/bin
- Bread/chopping board
- Fish slice
- Sharp vegetable knife
- Tin opener
- Mixing bowl or basin
- Corkscrew/bottle opener
- Potato peeler
- Ladle
- Grater
- Plastic/wooden spoon
- Potato masher
- Kitchen scissors
- Butter dish
- Sugar bowl
- Tray
- Milk jug
- Measuring jug
- Condiment set (two piece)
- Washing-up bowl
- Whisk
- Water jug
- Covered refuse kitchen bin
- Dustpan and brush
- Broom
- Floor cloth
- Pan scourer/dish mop
- Bucket
- Mirror
- Carpet sweeper or vacuum available
- Cleaning agents (washing-up liquid etc.)
- Toilet brush and holder
- Toilet roll and holder
- Doormat
- Covered bin or open bin and sanitary disposal bags in bathroom
- Fire extinguisher (self-catering only)
- Smoke alarm

Bedrooms (All serviced and self-catering accommodation)

Decoration/Interior Finish

Minimum Entry Requirements

Relates to the quality and condition of wall coverings, ceilings, paintwork, woodwork etc.

- All of the above must be in a sound condition.

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Good quality, well maintained décor, free from marking.	Excellent décor with high attention to detail.	
	Well finished, good quality wall coverings. Wall and ceiling coverings well applied.	High quality wall coverings with professional finish to all aspects of decoration.	
	Use of pictures etc., where appropriate, particularly on plain walls.	Attractive use of pictures, prints and other decorative relief.	

Lighting/Heating

Minimum Entry Requirements

Lighting: Relates to the quality, range, type, provision, appearance and positioning of main and secondary lighting, and the provision and location of power points, light switches etc.

- All bedrooms must be adequately lit with electric lighting.

Heating: Relates to the range, type and quality of heating.

- There should be adequate means of heating each bedroom at all times, taking into account seasonal and geographical variations.

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Well positioned lights giving good levels of illumination for reading etc.	Variety of quality lights, well positioned and suitable for all purposes. Controls giving variable levels of light as appropriate.	
	Ample natural light.	Excellent natural light.	
	Well positioned power points.	Good number of power sockets to allow flexibility.	
	A good level of heating throughout with some degree of thermostatic control.	Effective levels of heating providing overall uniform temperature and controllable by the guests.	

Furniture, Soft Furnishings and Fittings

Minimum Entry Requirements

Relates to the quality, appearance, arrangement, size and condition of all fittings including heaters, light fittings, mirrors etc. and all furnishings, e.g. upholstery, curtains and blinds.

- All windows must be equipped with opaque curtains or blinds.
- In at least one adult bedroom a dressing table or equivalent with a mirror and a wardrobe or hanging space must be provided.
- Adequate drawer space in each unit and at least one adult double or twin room must be provided. Adequate shelf space is an acceptable alternative to drawers.

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Good quality fittings, in a sound and useable condition. Size and amount of furnishings in proportion to the space available.	Excellent quality, modern furniture of sound construction, as well as very good shelf space. There should also be very good storage, i.e. for luggage.	
	Good use of co-ordination.	Window coverings denoting a degree of luxury; may have pelmets and tie backs. Quality linings fitted.	
	Good drawer/shelf space.	Light fittings of the highest quality.	
	Substantial curtains with sufficient length and width to amply cover the windows.		
	Good quality light fittings with appropriate shades.		

Floor Coverings

Minimum Entry Requirements

Relates to the quality, type and condition of carpeting, rugs, vinyl covering, wooden flooring etc.

- All rooms must have suitable floor finishes or coverings. Except where there is fitted carpeting, there must be non-slip rugs beside beds.

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Well fitted, good quality flooring in sound condition and comfortable underfoot.	Professionally fitted, high quality flooring in excellent condition.	

Beds and Bedding

Minimum Entry Requirements

Relates to the quality and condition of beds, mattresses, headboards, bedding, linen etc.

- All beds and mattresses to be in a sound condition with sufficient bedding, if provided in the hire charge. All mattresses must be of sprung interior – foam mattresses are to be discouraged.
- Bed linen must be changed for each change of occupier and as appropriate during lets of one week or more. Nylon sheets are not acceptable.

Minimum bed sizes:

- Adult, single or child size 2' 6"
- Adult double 6' x 4' however at the higher star ratings it is anticipated that full sized beds are fitted.
- There will normally be at least one adult bedroom without bunk beds. Where sleeping accommodation is all in bunk beds, this must be stated in all advertising and written details sent to prospective guests.
- Where sleeping accommodation includes the occasional use of bed settees in the lounge area, this must be clearly stated online and/or in any written booking information.

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Good quality comfortable beds, firm mattresses and sound bases. Better quality mattress protectors.	Excellent quality beds, e.g. sprung bases and mattresses and clean headboards offering a high degree of comfort. High quality mattress protectors.	
	Well presented beds, with ample, good quality, freshly laundered, co-ordinated linen and bedding.	Co-ordinated and crisply laundered linen changed at least every two days (for serviced accommodation). A choice of bedding available, e.g. thickly quilted or similar quality bedspreads and blankets, or duvets with appropriate tog rating. All of a high quality and co-ordinated with bedroom décor and other soft furnishings.	
	Extra pillows and bedding available.	Bed size above the basic minimum.	
	Headboard or equivalent provided for each bed.	Allergy-free pillows available.	
	Adequate range of bedding, including sufficient blankets/duvet. If additional bedding is provided, it should be clean and fresh, preferably wrapped.	High standard of overall presentation.	

Cleanliness

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Attention to detail evident including drawers and wardrobes checked.	Exceptionally high standards of cleanliness.	
	Particular attention to areas at a high and low level, e.g. window areas and under beds.	All areas cleaned daily in serviced accommodation. Gleaming surfaces – evidence of thorough cleaning and a high level of attention to detail.	

Bathrooms and Wcs (All serviced and self-catering accommodation)

Decoration/Interior Finish

Minimum Entry Requirements

Relates to the quality and condition of wall coverings, ceilings, tiled areas, paintwork, woodwork etc.

- All of the above must be maintained in a sound condition.

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Well maintained, practical décor. Wall and ceiling coverings well applied. All in good condition. Sealant and grouting to be clean.	Excellent interior design. Professional finish to all aspects of decoration. High quality décor, with sealant and grouting in excellent condition.	
		Attractive use of decorative enhancements, where appropriate.	

Lighting/Heating

Minimum Entry Requirements

Lighting: Relates to the range, type, provision, appearance and positioning of main and secondary lighting, and the provision and location of light switches.

- Bathrooms/showers and WCs must be adequately lit by electric lighting.
- Razor point or adaptor by mirror in bathroom or bedroom.

Heating: Relates to the range, type and quality of heating.

- There must be an adequate means of heating available at all times, taking into account seasonal and geographical variations.

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Well positioned lighting, giving good levels of illumination, e.g. over mirrors and in showers.	Excellent illumination levels in all areas.	
	Towel rail or panel heater in main bathroom.	Heating provided in both shared and en-suite bathrooms.	
	Effective ventilation.		

Fixtures and Fittings

Minimum Entry Requirements

Relates to the quality, appearance, condition, and ease of use etc. of all fitments, e.g. heaters, light fittings, mirrors etc. and all furnishings, e.g. curtains and blinds.

- There must be a means of providing hot water at all times.
- Opening window and/or adequate means of ventilation.
- All windows must be equipped with opaque curtains or blinds.
- All accommodation must have at least one bathroom equipped with bath and/or shower, towel rail, WC, toilet roll and holder and washbasin with mirror adjacent.
- Where not en-suite, a lock or bolt must be provided to bathroom and WC doors.
- Surface of shower and/or bath base to be non-slip or non-slip bathmat to be provided.

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Solid, matching, good quality and well fitted appliances. Coordinated sanitary ware.	Provision of bath and/or shower, with high quality fixtures and fittings, e.g. larger baths, shower cubicles or shower screens. Full size washbasin. Easy to use appliances.	
	Shaver point close to a mirror, if not in bedroom.	Use of ceramic sanitary ware rather than plastic.	
	Good shelf space for guests' belongings.	High quality and well fitted window covering with ample drape and width.	
	Light fittings of the highest quality with appropriate shades.	Ample and convenient shelf space for guests' belongings.	
	Correctly fitted, appropriate window covering.	Fittings of the highest quality including switches and pull cords.	

Flooring

Minimum Entry Requirements

Relates to the quality, type and condition of all types of flooring, rugs, vinyl covering, wooden flooring etc.

- All bathrooms must have suitable floor finishes or coverings.

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Well fitted, good quality non-slip flooring in sound condition and comfortable underfoot.	Professionally fitted, high quality flooring in excellent condition.	

Cleanliness

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Evidence of attention to detail including areas behind toilets etc.	Evidence of highest standards of housekeeping.	
	Flooring spotlessly clean, shower curtains free from discolouration.	Equipment and tiled wall surfaces shining and fresh. High level of attention to detail.	

Public Areas (Serviced accommodation only)

Decoration/Interior Finish

Minimum Entry Requirements

Relates to the quality and condition of wall coverings, tiled areas, paintwork, woodwork etc.

- All paintwork, woodwork, wall coverings etc. must be maintained in a sound condition.

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Pleasing interior, with evidence of co-ordinated design.	Excellent standard of décor, all very well co-ordinated.	
	Well finished, good quality wall coverings.	High quality wall coverings and tiling in excellent condition. Professional finish to all aspects of decoration.	
	Use of pictures etc., where appropriate, particularly on plain walls.	Attractive use of pictures, prints and other decorative relief.	

Lighting/Heating

Minimum Entry Requirements

Lighting: Relates to the quality, range, type, provision and positioning of main and secondary lighting, and the provision and location of power units, light switches etc.

- There must be electric lighting.

Heating: Relates to the range, type and suitability of any heating - floor standing, wall or ceiling panels or central heating.

- There must be an adequate means of heating available at all times, taking into account seasonal and geographical variations.

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Well positioned lights, giving good levels of illumination and creating ambience. Easy to use means of controlling lights. Particularly well lit stairs, landings and corridors.	Well positioned, good quality lights giving good levels of illumination for various purposes, e.g. reading, eating. Will include both ceiling and supplementary lighting, which is easily adjustable. May include direct lighting to dining tables if appropriate.	
	Ample natural light.	Excellent levels of heat provided, allowing for flexibility and comfort.	
	Effective levels of heating, thermostatically controlled, providing overall uniform temperature.	Double-glazing to conserve heating.	

Fixtures, Furniture, Soft Furnishings and Fittings

Minimum Entry Requirements

Living/Dining Areas: Relates to the quality, appearance, condition, arrangement, size etc. of all fitments, e.g. heaters, TVs etc. and all furnishings, e.g. easy seating and upholstery, dining tables and seating, cupboards, shelves, cushions, curtains and blinds. Light and window fittings are also taken into account.

- All windows must be equipped with opaque curtains or blinds.
- Adequate dining facilities for the maximum number of guests.
- Easy chairs and/or sofa seats should be provided sufficient for the maximum number of advertised occupants in lounge and/or bar.

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Good quality furniture. Greater range of sofas and/or armchairs with sprung bases.	High quality furniture. High degree of comfort. Spacious dining and bar facilities for the maximum number of people.	
	Good use of co-ordination. Substantial lined curtains at all windows.	Excellent co-ordination of furniture and fabrics.	
	Good quality light fittings with appropriate shades.	Light fittings of the highest quality.	

Flooring

Minimum Entry Requirements

Relates to the quality, type and condition of carpeting, rugs, vinyl covering, wooden flooring etc. Consider the suitability of the floor covering in the kitchen area.

- All public areas must have suitable floor finishes or coverings.

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Well fitted, good quality non-slip flooring in sound condition and comfortable underfoot.	Professionally fitted, high quality flooring in excellent condition.	

Cleanliness

Minimum Entry Requirements

- Furnishings and equipment must be thoroughly cleaned throughout.

QUALITY SCORE	3	4	5
QUALITY INDICATORS	Clean and fresh surfaces.	Gleaming surfaces, no scratches or marks.	
	All areas smelling fresh and clean for guests' arrival.	Evidence of thorough cleaning and a high level of attention to detail.	
	All carpets vacuumed and floors cleaned.	Exceptionally high level of cleanliness.	

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

VisitEngland Assessment Services

t: 01256 338 350

e: VisitEnglandAssessmentServices@aamediaigroup.co.uk

w: visitenglandassessmentservices.com