



VisitEngland™

# UNIVERSITY CAMPUS ACCOMMODATION

VisitEngland's Quality Standards for university campus accommodation



University of Kent

# 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

# Contents

## 2 Welcome to the VisitEngland Quality Standards for Accreditation

### Quality is the key

- 5 Our commitment to you
- 5 Quality across the Star ratings
- 6 Defining Campus accommodation
- 6 Service and hospitality
- 6 Bedrooms and bathrooms
- 6 Cleanliness
- 7 Hints and tips

### Quality

- 8 How do we measure quality?
- 9 Scores
- 9 Determining a Star Rating
- 9 Quality bands
- 9 Dispensations
- 10 VisitEngland's assessors

### Sustainability

- 11 Sustainability is becoming a business basic
- 11 Getting started
- 12 Taking things further
- 12 Sustainability – easy wins

### Accessibility

- 14 Improving your accessibility – A valuable market
- 15 Legal obligations
- 15 We can help

### Standards

#### 16 University/Campus Accommodation

#### Minimum Entry Requirements

- 17 General
- 17 Statutory Obligations
- 18 Cleanliness
- 18 Service and Hospitality
- 19 Bedrooms
- 19 Comfort and Ease of Use
- 19 Beds and Bedding - Size and Quality
- 20 Furniture, Furnishings and Fittings
- 20 Heating, Lighting & Ventilation
- 20 Flooring
- 21 Other Bedroom Facilities and Services
- 22 Toilets, Bathrooms and Shower Rooms
- 22 General and En-suite Facilities
- 22 En-suite Bathrooms (where provided) - Fixtures and Fittings
- 23 Public Bathrooms (where provided) - Fixtures and Fittings
- 23 Public Toilets on Bedroom Corridors - Fixtures and Fittings
- 24 Washbasins in Bedrooms
- 24 Towels and Toiletries
- 24 Guest Meals
- 24 Breakfast/Dining Room
- 24 Breakfast (where provided as part of a package)
- 24 Lunch and Dinner (where provided)
- 25 Public Areas
- 25 General
- 25 Public Toilets
- 26 General Requirements
- 26 Safety and Security
- 26 External Appearance
- 26 Grounds and Gardens
- 26 Parking (where applicable)

- 26 Accommodation Blocks
- 26 Extra Facilities
- 27 Kitchen  
(where marketed as self-catering)
- 27 General

- 27 Lighting
- 27 Flooring
- 28 Kitchen Inventory Requirements

## Campus Quality Guidance

- 29 Quality Indicators
- 29 Exterior
- 29 Buildings - Appearance and Condition
- 30 Grounds/Gardens/Frontage - Tidiness and Condition
- 30 Car Parking (where provided) - Quality and Condition
- 31 Cleanliness

- 31 Booking and Information
- 31 Telephone Enquiries
- 32 Quality of Website Information
- 32 Quality of Presentation of Guest and Tourist Information
- 33 Food Service
- 33 Lunch Service (where served)

## Bedrooms - Quality and Condition

- 33 Decoration
- 34 Furniture, Furnishings and Fittings
- 34 Flooring
- 35 Beds and Bedding
- 35 Lighting/Heating/Ventilation - Quality of Provision
- 36 Space, Comfort and Ease of Use
- 37 Bathrooms/En-suites/WCs - Quality and Condition
- 37 En-suite Provision
- 37 Decoration
- 38 Sanitary Ware and Fittings
- 38 Flooring
- 39 Lighting, Heating and Ventilation
- 39 Space, Comfort and Ease of Use
- 40 All Public Areas (including quality and condition of lounges, bars, halls, stairs, landings and public WCs)
- 40 Decoration
- 40 Furniture, Furnishings and Fittings
- 40 Flooring - Quality and Condition

- 41 Lighting and Heating - Quality of Provision
- 41 Space, Comfort and Ease of Use
- 42 Dining Room or Restaurant - Quality and Condition
- 42 Decoration
- 42 Furniture, Furnishings and Fittings
- 43 Lighting and Heating - Quality of Provision
- 43 Space, Comfort and Ease of Use
- 44 Food Quality
- 44 Lunch (where provided) - Quality and Presentation
- 44 Dinner (where provided) - Quality and Presentation
- 45 Overnight Quality Assessments
- 45 Booking Procedures and Prices
- 45 Hospitality and Friendliness
- 46 Breakfast Service
- 47 Dinner/Evening Meal Service
- 47 Table Appointments
- 48 Breakfast - Quality and Presentation

## Code of conduct

## How does it work



## 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 Campus accommodation

Campus accommodation consists of any accommodation on a college or university site, with some aspects of communal living space. Assessment will cover the public areas, the grounds of the building and the food service (where applicable) as well as the accommodation itself

## Service and hospitality

A smile, a warm and genuine welcome and a willingness to please and serve customers is a common requirement and achievable across all star ratings. Seamless and efficient service requires thought and planning.

## 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 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.

# 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](https://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](https://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).



Christ's College

## Standards

# University/Campus Accommodation

The Quality Standard will use a Three to Five Star rating system, which reflects both the quality and facilities provided by the university/campus accommodation. Where there are differing styles and quality of accommodation, each accommodation block will be individually assessed and each could achieve an individual star rating.

# Minimum Entry Requirements

## General

### Minimum entry requirements

- The minimum entry requirements for eligibility are at Three Star, combining both the provision and quality of facilities and services. This includes fixtures, fittings, furnishings, décor and any extra facilities.

### Quality Assessment

- The Quality Indicators shown in this booklet indicate visitor expectations, but are neither definitive nor exhaustive. Phrases such as 'acceptable', 'good', 'very good' etc. are used to 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.

## Statutory Obligations

### Minimum entry requirements

Fulfilment of the statutory obligations where appropriate, including:

- Fire Precautions
- Price Display Orders
- Food Safety/Hygiene
- Licensing
- Health and Safety
- Discrimination
- Trade Descriptions
- Data Protection
- Hotel Proprietors Act

Operators will be asked to provide evidence that Public Liability Cover is being maintained and that the above requirements are being fulfilled.

## 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, baths, showers, washbasins, WCs, flooring, seating, crockery, cutlery, glassware and kitchen equipment.
- All bedrooms must be cleaned after each stay and weekly cleaning must be available for longer stays. Service at weekends may be reduced, but service standards should be published in a brochure or advised at the time of booking.

## Service and Hospitality

### Minimum Entry Requirements

#### Booking Procedures and Prices

The following requirements apply to information provided verbally, in brochures and on any website under the operator's control:

- To make clear to guests exactly what is included in the prices quoted for accommodation, meals and refreshments, including service charges, taxes and other surcharges.
- To describe fairly to all guests and prospective guests the amenities, facilities and services provided by the establishment, whether by advertisement, brochure, website, word of mouth or any other means. Details of any in-house policies, e.g. no smoking, should be communicated at the time of booking.
- To provide information on the proximity to public transport and include detailed directions.
- Details of charges for additional services or facilities available should be explained, including cancellation terms, if any.
- Arrival and departure times must be clearly explained and advertised along with any restrictions to access on arrival.
- Where accommodation is provided in blocks not connected to the main building, the walking time/distance from the blocks to the central services and facilities must be detailed in brochures and on websites so guests are able to see this prior to booking.

#### Guest and Tourist Information

- Tourist information should be easily accessed at all reasonable times. It can be available in the bedrooms or a central location or both. Ideally this should include information for the local and adjacent area.
- Access Statement/information to be available.

#### Guest Arrival and Access

- There should be staff on duty during guests' anticipated arrival and departure periods (normally from 2pm until 11pm and from 7am to 10am) and during meal times, if meals are served.

- To provide service appropriate to the location and style of accommodation and to deal promptly with all enquiries, requests, reservations, correspondence and complaints from guests.
- To provide the means for guests to summon attention of staff in an emergency. Location of the nearest payphone to be clearly detailed in reception when the desk is not manned.
- Once guests have registered, they should have access to the establishment and to their bedrooms at all times, unless restrictions were previously notified. (It is acceptable that the entrance may be locked and the guest may have to ring or knock for access or be given a key/keycard/entrance code. Guests should be made aware of any restrictions at the time of booking.)
- Where payment is made on arrival an accurate receipt to be provided on request.
- Registration of all guests on arrival.

#### **Guest Departure (where paying on departure)**

- To provide each visitor with details of payments due and a clearly detailed receipt, if required.
- A complaint handling procedure should be in operation with details of where to complain readily available.

## **Bedrooms**

### **Minimum entry requirements**

#### **Comfort and Ease of Use**

- All bedrooms and bathrooms having sufficient space to allow freedom of movement for guests.
- In assessing the acceptability of room size, assessors will take account of usable space available around furniture and fittings.
- Additionally, for a quality score higher than Three Star, room sizes will need to be greater with significantly more useable space around furnishings and fittings.
- Drawers and doors should be able to be fully opened.

#### **Beds and Bedding - Size and Quality**

##### **Minimum bed size:**

- **Single** 190cm x 76cm (6'3" x 2'6")
- **Double** 190cm x 122cm (6'3" x 4'6")
- All mattresses to be of sprung interior, foam or similar quality, modern and comfortable, with mattress protectors and/or under-blankets. (Plastic or rubber mattresses are not acceptable. All beds to be of sound condition.)
- All bed linen, including duvet covers, to be poly cotton/cotton and changed at least weekly and for each new guest. Use of a top sheet does not negate this requirement.
- All bedding to be clean and in sufficient quantity, according to season and guests' needs.

As a minimum, there should be two pillows per person in individual pillowcases, and either two sheets, two good quality blankets and a bedspread or one/two sheets and a duvet of suitable tog rating with cover.

- Spare blankets and pillows to be available on request.
- Cots, where provided, are to meet British Standards.

## **Furniture, Furnishings and Fittings**

- Desk/dressing table or equivalent provided.
- Mirror available. Can be provided in the bedroom or bathroom (for en-suite rooms).
- A chair or stool.
- A wardrobe or clothes hanging space with sufficient hangers per person. An alcove is acceptable, but hooks on walls or behind doors are not.
- Adequate drawer or shelf space available - minimum of two shelves/drawers.
- Acceptable quality opaque curtains, blinds or shutters should be provided on all windows, including glass panels to doors, fanlights and skylight windows to afford both privacy and exclusion of light.
- Where bedrooms are located on the ground floor, consideration should be given to providing additional privacy in the form of a net curtain or blind.

## **Heating, Lighting & Ventilation**

### **Heating**

- Adequate in-room heating provided at no extra cost.

### **Lighting**

- Bedrooms and bathrooms should be well lit.
- Adequate levels of illumination for the size of room.
- Main lighting controllable from within the room, by the bedroom door.
- All bulbs, unless decorative, should have a shade or cover.

### **Ventilation**

- At least one window with clear glass to provide natural light and adequate ventilation. If windows are sealed, air conditioning must be provided.

## **Flooring**

- Acceptable quality fully fitted carpets or alternative, e.g. vinyl, wood laminate, finished floorboards.

## Other Bedroom Facilities and Services

- If beverage making facilities are not provided in the bedroom or on request, facilities for beverage making must be available in a public area e.g. vending machines. A reasonable charge may be made.
- Where in-room facilities are provided, attention should be given to ensure that the kettle can be used safely above floor height.

### Telephone

- Where a payphone is provided on site its location must be clearly detailed.

### Miscellaneous

- Printed advice on how to obtain emergency assistance at night by means of a notice or indication within the room information. This requirement is in addition to the fire instruction notice.
- A waste paper container (non-flammable if smoking permitted).
- An ashtray (where smoking permitted in bedrooms) or the non-smoking policy clearly advertised.
- A drinking tumbler per guest provided in the bathroom or kitchen facility. This should be clear glass, or wrapped disposable.
- A towel rail or equivalent.
- Sufficient conveniently situated power sockets to allow for the safe use of all electrical equipment provided, e.g. suitably positioned at a mirror for the use of a hair dryer.
- Iron and ironing board available on request or available from a central location (subject to a returnable deposit if appropriate).
- The availability of laundry facilities which can be chargeable and may be centrally located.

# Toilets, Bathrooms and Shower Rooms

## Minimum entry requirements

### General and En-suite Facilities

- All public bathrooms and en-suites cleaned daily for serviced Campus rooms only. (For self-catering, between lets or weekly as a minimum.) Particular attention should be given to items involving direct contact for guests, such as towels, baths, washbasins, WCs, flooring, seating and glassware.
- At least one bath or shower room with washbasins for every six resident guests.
- At least one WC for every six resident guests, separate from bath or shower room.
- There should be a washbasin in the WC for guest bedrooms without washbasins.
- Acceptable quality opaque curtains, blinds or shutters should be provided on all windows, including glass panels to doors, fanlights and skylight windows to afford privacy.

### En-suite Bathrooms (where provided) - Fixtures and Fittings

#### What is an en-suite?

An en-suite facility consists of a bath or shower, WC and washbasin connected to a bedroom and entered directly from it. The WC is in its own properly ventilated room. It is acceptable for the washbasin and shower to be in the bedroom, as long as the WC is contained within a room of its own, within the bedroom.

#### **NB Pod style shower/bathrooms are acceptable at any star rating level.**

- A bath or shower. If a shower is provided it must have a shower screen or curtain unless it is a wet room.
- Washbasin and mirror with light above or adjacent. The acceptability will also depend on the shape, position of taps etc and if within a pod style unit.
- Soap dish or equivalent
- Lidded WC (pod style bathrooms exempt as lidded WCs are not standard)
- Toilet roll holder and toilet roll
- Covered bin or open bin with sanitary bags in each cubicle/WC
- Covered light
- Adequate ventilation in the form of an extractor fan or window that opens
- Any clear/opaque windows where overlooked require opaque curtains or blinds.
- Adequate heating (see below)\*
- A hook for clothes
- Where bath and shower tray bases are not fitted with a non-slip surface, a non-slip

bath mat should be available on request. (Non-slip adhesive strips added to baths and showers are acceptable.)

- Non-slip drying area outside of the bath/shower is required.
- Towel rail or equivalent (a radiator is not acceptable but a towel ring/hook or hanging rack on a radiator is)
- Adequate water pressure with hot water available at all reasonable times.
- Electric razor point or adapter available within easy reach of the mirror. This may be located in the bedroom, bathroom or available from a central point.
- Internal lock or bolt.

*\*Where there are no external walls/windows heat from the bedroom may be adequate. En-suites with an external window will require heating. A heated towel rail is acceptable.*

### **Public Bathrooms (where provided) - Fixtures and Fittings**

**The minimum entry requirements should be provided, as for en-suites, but additionally:**

- All public bathrooms require adequate heating, unless size below 5.9 sq.m (20 sq.ft). Shower cubicles are exempt.
- Where there are external windows heating is required.
- Internal lock or bolt.

**NB Access to guest toilets or bath/shower rooms from a bedroom through public areas, e.g. lounge, dining room etc is not acceptable.**

### **Public Toilets on Bedroom Corridors - Fixtures and Fittings**

- Lidded WC
- Covered bin or open bin with sanitary disposal bags
- Toilet roll holder & toilet roll
- Washbasin to include hot water, soap/liquid soap and hand drying facilities
- Covered light
- Adequate ventilation in the form of an extractor fan or window that opens
- Any clear/opaque windows where overlooked require opaque curtains or blinds
- Internal lock or bolt.

## Washbasins in Bedrooms

- A towel rail or equivalent (a radiator is not acceptable but a towel ring/hook or a hanging rack on a radiator is).
- Hot water available 24 hours a day.
- Electric razor point or adapter available within easy reach of the mirror. This may be located in the bedroom, bathroom or available from a central point.

## Towels and Toiletries

- Clean hand and bath towel per person, fresh soap provided for each new let (liquid soap acceptable).
- Bath mat provided per person.

# Guest Meals

## Minimum entry requirements

### Breakfast/Dining Room

Where meals are served, a dining room/breakfast area is to be available.

### Breakfast (where provided as part of a package)

- Where breakfast is available for guests it may be continental and/or pre-packed. If cooked breakfast is not available or it is pre-packed this must be advertised in the brochure or advised at the time of booking.
- The choices and costs of food items to be clearly displayed.
- Breakfast times to be clearly advertised but meals for groups may be served at a specific time.

### Lunch and Dinner (where provided)

- Main courses should include hot dishes and a vegetarian option.
- Meals for groups may be served at a specific time, but for all other guests, dinner/lunch should be clearly advertised and dining facility opening times specified.

# Public Areas

## Minimum entry requirements

### General

- Adequate levels of lighting for safety and comfort in public areas, including sufficient light on stairways and landings at night. Use of infra-red/timed switch is acceptable.
- Corridors and stairs should be in good repair and free from obstruction.
- Adequate levels of heating in all public areas.
- Public toilets in good repair and checked daily on a regular basis.

### Public Toilets

#### All toilets equipped with:

- Adequate ventilation
- Sanitary disposal bin
- Lidded WC
- Washbasin with soap/liquid soap
- Covered light
- Adequate hand drying facilities
- Toilet paper plus spare
- Internal lock or bolt for toilet cubicles.

# General Requirements

## Minimum entry requirements

### Safety and Security

- The entrance should be clearly identified.
- A high degree of general safety and security maintained, including information on procedures in the event of an emergency to be displayed in bedrooms.
- Adequate measures provided for the security of guests and their property. There should be a means of securing bedroom doors from inside and out and a key available.

### External Appearance

- Buildings, their fixtures, furnishings, fittings and exterior and interior décor must be maintained in a sound, clean condition and must be fit for the purpose intended.

### Grounds and Gardens

- Gardens and/or open areas that are accessible to guests to be maintained in good order.
- Paths or passageways to all areas to be in good condition, well surfaced and adequately lit.

### Parking (where applicable)

- Car park, where provided, should be adequately lit to ensure guests' safety.
- If parking is not available/provided or is a chargeable extra, this should be detailed in the brochure/website and guests must be advised at the time of booking.

### Accommodation Blocks

- Where an establishment has an annexe, the facilities provided in the annexe will be taken into account in the relevant area of the assessment, e.g. a games room within public areas and sleeping accommodation within bedrooms.

### Extra Facilities

- These are facilities which may be provided as part of the accommodation package. They are optional requirements, but if provided, the quality, presentation and ease of use will be taken into account in the assessment of the quality score.
- If the establishment has additional outdoor facilities e.g. tennis court, these will be taken into account in this area.
- Facilities to be signed.

# Kitchen (where marketed as self-catering)

## Minimum entry requirements

### General

- Signage clearly indicating non-smoking.
- There should be a clean and functioning cooker with an oven, a grill and at least four boiling rings that may be used simultaneously with the oven or grill.
- A microwave provided in addition to a cooker.
- There should be a clean and functioning refrigerator with an ice-making compartment (unless a freezer is also provided).
- A sink equipped with a draining board, dish drying rack, hot water and cold drinking water supply.
- At least one hygienic working surface.
- Provision for boiling water, e.g. kettle etc.
- An opening window or Local Planning Authority approved ventilation system.
- A covered waste disposal bin to be provided.
- Initial provision of washing-up liquid and dishcloths or washing-up brush.
- A fire blanket to be readily available. This should ideally be between the cooker and the door, and ideally wall mounted. Storage in a cupboard or over the cooker is not acceptable. It could be sited outside the kitchen, provided it is quickly and easily accessible.
- A combined dining room/self-catering kitchen is acceptable.
- Storage space suitable for food.
- Sufficient storage space for crockery, cutlery, kitchen and cleaning equipment provided.
- Kitchen fully equipped with adequate number of cooking utensils, crockery and tumblers allowing for the number of guests the accommodation can accommodate.

### Lighting

- Kitchens must be adequately lit and all lights must have shades or be suitably protected.

### Flooring

- All kitchens must have suitable floor finishes or coverings.

# Kitchen Inventory Requirements

## Per person:

- Bowl - cereal or dessert
- Fork
- Knife
- Mug
- Plate (large & small)
- Spoon (tea & dessert)
- Tumbler

## Per Kitchen

- Baking tray
- Basic clothes drying facilities
- Storage container
- Bread knife
- Chopping board
- Cafetière/coffee maker
- Cleaning agents/dishwasher tablets/  
liquid/powder (if dishwasher provided)
- Colander
- Condiment set
- Corkscrew and bottle opener
- Dishcloths
- Dustpan and brush
- Fish slice
- Floor cloth/mop and bucket
- Frying pan
- Grater
- Ice tray
- Kettle - automatic electric
- Kitchen scissors
- Ladle
- Measuring jug
- Milk jug
- Oven cloth
- Potato masher
- Potato peeler
- Saucepans (large, medium, small)
- Sugar basin
- Table cloth/place mats
- Tablespoon x 2
- Teapot
- Tea towels
- Tin opener
- Toaster
- Tray
- Vegetable dish x 2
- Vegetable knife
- Washing-up bowl/brush
- Washing-up liquid
- Water jug
- Wine glasses
- Wooden spoon

# Campus Quality Guidance

## Quality Indicators

Examples are given of the level of quality expected to achieve a rating of Three to Five Star for each area of the assessment. Phrases such as 'acceptable', 'good' and 'very good' are used to signify ascending levels of quality in broad terms only. They are deliberately non-specific because we recognise the wide variety of quality elements that can be included. The Quality Indicators represent typical expectations for condition and intrinsic quality and are neither definitive nor exhaustive.

## Exterior

### Buildings - Appearance and Condition

#### 3 Star

- Exterior of buildings maintained in a sound, clean condition.
- Attractive use of window boxes, hanging baskets and tubs where appropriate.
- Where displayed, signs maintained in good condition.

#### 4 Star

- Very good maintenance of stonework and paintwork, although some natural weathering is acceptable.

#### 5 Star

- Excellent standards of external maintenance and well maintained paintwork including outbuildings and signs, allowing for the age of the building.
- No unsightly staining and stonework in older buildings.
- Addition of features such as flower tubs and window boxes where considered appropriate.
- Well illuminated and clearly signed.

## Grounds/Gardens/Frontage - Tidiness and Condition

### 3 Star

- Well maintained and tidy grounds, driveways, footpaths etc.
- Effective lighting and signage where required e.g. long driveway.
- Pathways with easy access. Well maintained surface.
- Refuse bins and storage areas kept discreetly positioned.

### 4 Star

- Dustbin area not visible and preferably screened.
- High standards of maintenance in the garden. Generally tidy flowerbeds, pathways and hedges with all trees and shrubs well tended.
- Evidence of some attention to detail e.g. well surfaced, pothole-free driveways and wide level pathways.

### 5 Star

- Attractively maintained, well tended borders or shrubs, tidy pathways and edges, lawns in good condition and well cut, hedges trimmed and an overall attempt to maintain a tidy appearance throughout the year.
- Excellent, well positioned lighting and signage.

## Car Parking (where provided) - Quality and Condition

### 3 Star

- Good, easy access with signage as appropriate.
- Adequate lighting.
- A more structured approach to parking for establishments that receive non-residents.

### 4 Star

- Clear definition of parking area or spaces. Signage prevents confusion for guests on arrival. This may be informal.

### 5 Star

- Ample car parking spaces, clearly signed.
- Good, well positioned lighting.
- Consideration given to the security of the guests' cars.
- Paths and steps well lit at night.

# Cleanliness

## 3 Star

- Some evidence of attention to detail, particularly high and low level dusting and areas which come into contact directly with the guests e.g. bedding and crockery, WCs and baths/showers.
- Soft furnishings and carpets well maintained.
- All areas free from clutter.
- All areas smelling fresh and clean.
- All rooms vacuumed and floors cleaned daily.
- Public/communal areas kept tidy.

## 4 Star

- Clean and freshly polished surfaces. Soft furnishings and carpets regularly deep-cleaned.
- Greater attention to detail, with high overall standards.

## 5 Star

- Clearly a pristine finish.
- Gleaming surfaces. No smears or marks. Evidence of thorough cleaning.
- Spotless soft furnishings and carpets.
- Bedding visibly crisp and clean.

# Booking and Information

## Telephone Enquiries

### 3 Star

- Willingness to help and organised approach for dealing with guest enquiries.

### 4 Star

- Competent and efficient staff dealing with enquiries in a professional and consistent manner.

### 5 Star

- Usually no more than five rings before telephone is answered.

## Quality of Website Information

### 3 Star

- Website to have a good level of information, including pictures of typical accommodation.
- Map and location details included.

### 4 Star

- Brochure/website would contain colour photographs and details of things to do in the area.

### 5 Star

- Brochure/website produced to a high professional standard with lots of details about the accommodation and facilities on site and the things to see and do in the local area.

## Quality of Presentation of Guest and Tourist Information

### 3 Star

- Easy access to some tourist information available for guests to read, could be leaflet rack or file in a central point.

### 4 Star

- Tourist information should be plentiful and readily available for guests to browse.
- Information about the accommodation and site facilities should be clear and well presented and is likely to be in each bedroom.

### 5 Star

- Well presented room information folder contained in each room with clear and well laid out information about the site and accommodation.
- Tourist information backed up by personal and local recommendations e.g. places to eat, shop and visit.

# Food Service

## Lunch Service (where served)

Lunch will be taken on a day visit where one is served.

### 3 Star

- Buffet items kept topped up.
- Good food and drink knowledge.
- A well-paced meal service and no undue delay.

### 4 Star

- A high standard of food and drink knowledge.
- More attentive service such as prompt table clearing and satisfaction checks as applicable.

### 5 Star

- Staff with higher skill levels and a proactive approach to providing an efficient service.
- Comprehensive descriptions of dishes available and where it is table service there should be good judgement in timing of serving the different courses.
- Operators and staff able to provide guests with advice on menu options.

# Bedrooms - Quality and Condition

## Decoration

### 3 Star

- Co-ordinated decoration.
- Well finished walls and paintwork.

### 4 Star

- Very good standard of decoration.
- Some effort made to hide surface-mounted pipes and wires.

### 5 Star

- Decoration in excellent condition.
- Some use of pictures may be evident.

## Furniture, Furnishings and Fittings

### 3 Star

- Ample provision of furniture in each room. May be modest quality and/or flat pack.
- Good quality fittings and furniture in a sound and useable condition.
- Good use of co-ordination.
- Curtains to be full and effective in retaining heat/excluding light.
- The amount of furniture in proportion to the space available.

### 4 Star

- Quality furniture, not necessarily new, but which offers substantial comfort and space.
- Very good quality lighting and heating fittings maintained in a very good condition.
- Seating likely to be padded.

### 5 Star

- Excellent quality, of solid construction, virtually no signs of wear and tear.
- Well fitted window covering with ample width.
- High quality lighting and heating fittings.
- Full length mirror likely to be included.

## Flooring

### 3 Star

- Well fitted, good quality flooring in sound condition and comfortable underfoot.
- Wooden floors in good condition.
- Some underlay for carpeting.

### 4 Star

• High quality flooring, but not necessarily new and may show signs of wear. Or more moderate quality but in pristine condition. Normally professionally fitted.

### 5 Star

- Professionally fitted, high quality carpeting with substantial underlay.
- Polished floorboards or high quality laminate with rugs.

## **Beds and Bedding**

### **3 Star**

- Excellent quality beds. Sturdy mattresses and sound bases.
- Bed frames may be of older style, but in good condition.
- Well presented beds with linen and bedding all in good condition. Pillows should be substantial and mattress protectors likely to be in use.
- Clean, secure headboards or equivalent.

### **4 Star**

- Very good mattresses and sound bases. Headboards offer a degree of comfort if provided.
- Very good quality linen may well be co-ordinated with decoration theme.

### **5 Star**

- Excellent quality full-sized beds.
- Very good quality duvets or weighty blankets with spares available.
- Any additional bedding provided in guest rooms to be wrapped.

## **Lighting/Heating/Ventilation - Quality of Provision**

### **3 Star**

- Good levels of controllable lighting in all bedrooms.
- There is likely to be more than one source of lighting. Ample natural light.
- Effective levels of heating providing overall uniform temperature.
- Properly fitted, automatic fixed heating which may be thermostatically controlled.
- Fresh air available via window which opens or air exchange system.

### **4 Star**

- Very good levels of light with easy access to controls. Different types of lighting may be used e.g. wall lights and lamps.
- Properly fitted automatic fixed heating which may be thermostatically controlled.

### **5 Star**

- Well positioned, high quality lighting, giving excellent levels of illumination for various purposes, e.g. reading and at the dressing table/writing desk.
- Would be desirable to have main light controlled from door and bed.
- Heating levels fully controllable at all times of day and night by the guest. Some older storage heaters may not meet this requirement.

## Space, Comfort and Ease of Use

### 3 Star

- Sufficient space to allow free movement and a good degree of comfort.
- Easy use of all bedroom facilities.
- Convenient layout of furniture for practical use.
- TV, where provided, visible from sitting area or bed.
- Good access to both sides of a double bed.
- Practical, comfortable chairs.
- Ample socket provision for all provided equipment.

### 4 Star

- Well planned layout of furniture to maximise use of the free space. Rooms could be smaller, but considered planning means free space is just as useable.
- Very good access to both sides of a double bed.
- One chair per guest possibly provided.
- Spare and accessible sockets that are well placed for all uses.
- Minimal noise.

### 5 Star

- A spacious, well planned room with furniture in suitable convenient places to allow a high degree of comfort. Area available for luggage storage without cluttering the room and obstructing access.
- Easy and convenient use of facilities, e.g. use of surfaces without moving tea tray or TV (where provided), access to power points etc.
- Comfortable easy chairs.
- Generous access to both sides of a double bed.
- No intrusive noise.

# Bathrooms/En-suites/WCs - Quality and Condition

## En-suite Provision

### 3 Star

- Likely to be at least 40% of bedrooms with en-suite or private facilities.

### 4 Star

- Likely to be at least 60% of bedrooms with en-suite or private facilities.

### 5 Star

- Likely to be at least 80% of bedrooms with en-suite or private facilities.

## Decoration

It is acknowledged that many operators make use of the “pod” style bathrooms which are moulded in resin/plastic as one piece. These are acceptable and where decoration and tiling are mentioned in this section, this also covers the integral walls/ceiling of these types of units.

### 3 Star

- Good quality decoration with minimal wear. May be functional, but fresh looking and well maintained.
- Tiling will be sound throughout, although perhaps not pristine.
- Sealant and grouting showing some discolouration.

### 4 Star

- A very good standard of decoration. May be a relatively simple finish e.g. emulsion or bathroom paint, but is executed and maintained in an excellent condition.
- Tiling may be extensive and uniformly of a very good standard. Standards maintained through all bathroom areas with very little if any visible marks or damage.
- Some effort made to hide surface-mounted pipes and wires.

### 5 Star

- All of excellent quality and condition. Walls will be very nearly or all tiled or a combination of finishes and all in excellent condition. Sealant and grouting immaculate.

## Sanitary Ware and Fittings

It is acknowledged that many operators make use of the “pod” style bathrooms which are moulded in resin/plastic as one piece. These are acceptable for any star rating level in this scheme.

### 3 Star

- Efficient showers with properly set temperature or effective controls, standard-sized washbasins, all in good condition.
- No small baths or undersized showers with awkward access.
- Good quality light and heating fittings.
- Well fitted window covering, with sufficient width and height to draw completely across the window.
- Good shelf space for guests’ belongings.
- Towel rail or equivalent fitted.

### 4 Star

- Very good quality, well made fixtures and fittings. Fully controllable and powerful flow in showers. Shower screen or high quality shower curtain all fresh looking.
- Very good quality bath and shower trays – probably ceramic/enamel or composite.
- High quality taps and towel rings/rails with few obvious signs of wear.

### 5 Star

- High quality, solid, well made fittings in excellent condition, all in matching style.
- High quality shower cubicles or screens.
- Plenty of hot water at all times.
- Generous amount of towel rail space.
- Heated towel rail, or towel rail fitted above radiator.

## Flooring

### 3 Star

- Well fitted, good quality flooring in sound condition and comfortable underfoot.
- Wooden floors in good condition.
- Well sealed edges and seams.

### 4 Star

- High quality flooring, but not necessarily new and may show signs of wear or more moderate quality but in pristine condition.
- Normally professionally fitted.

### 5 Star

- Professionally fitted, high quality tiles, vinyl or laminate, for example.
- Where the flooring is tiled, grouting and sealant is in excellent order.

## Lighting, Heating and Ventilation

### 3 Star

- Well positioned lights giving good levels of illumination particularly by the mirror. Ample natural light.
- Comfortable heating levels, appropriate to the room size and providing overall uniform temperature.
- Effective air extraction system or opening window fitted.

### 4 Star

- Well positioned lighting effective for all purposes especially over or next to the mirror.
- Different types of lighting possibly used for practical or aesthetic reasons.
- Properly fitted, automatic, thermostatically controlled heating.
- Ventilation systems able to cope with busy periods.

### 5 Star

- Well positioned, good quality lights giving good levels of illumination for various purposes, e.g. shaving, applying make-up etc.
- Responsive, thermostatically controlled, automatic heating. Some older storage heaters possibly do not meet this requirement. Heating source possibly a heated towel rail.
- Where there is a window, an extractor fan as well as the window will be expected.

## Space, Comfort and Ease of Use

### 3 Star

- Good-sized bathrooms with sizable shower cubicles, ample changing/drying space.
- Fixtures and fittings well placed for ease of use.
- Effective water pressure and drainage system.

### 4 Star

- Well planned layout of sanitary ware fittings to maximise convenience and ease of use.
- Very good provision of shelf space for guests' toiletries etc.

### 5 Star

- Ample space in well planned facilities allowing easy access for all needs.
- Plenty of provision for laying out toiletries, shaving equipment and hanging up clothes.
- Minimal noise from plumbing.

# All Public Areas (including quality and condition of lounges, bars, halls, stairs, landings and public WCs)

## Decoration

### 3 Star

- Co-ordinated decoration.
- Well finished walls and paintwork.

### 4 Star

- Very good standard of decoration.
- Some effort made to hide surface-mounted pipes and wires.

### 5 Star

- Decoration in excellent condition.
- Some use of pictures may be evident.

## Furniture, Furnishings and Fittings

### 3 Star

- Ample provision of furniture in each area. Good quality fittings and furniture in a sound and useable condition or may be modest quality and/or flat pack. Some minor signs of wear and tear.
- Curtains or blinds of good quality.
- The amount of furniture in proportion to the use of the area and the space available.
- Light and heating fittings of a good standard.

### 4 Star

- Quality furniture, not necessarily new, but which offers substantial comfort and space.
- Seating likely to be padded and in sufficient quantity for the number of guests.
- Very good quality lighting and heating fittings maintained in a very good condition.

### 5 Star

- Excellent quality, of solid construction, virtually no heavy signs of wear and tear.
- High quality lighting and heating fittings.

## Flooring - Quality and Condition

### 3 Star

- Well fitted, good quality flooring in sound condition and comfortable underfoot.
- Tiling and wooden floors in good condition.
- Some underlay for carpeting.

#### **4 Star**

- High quality flooring, but not necessarily new and may show signs of wear or more moderate quality but in pristine condition. Normally professionally fitted.

#### **5 Star**

- Professionally fitted, high quality carpeting, (e.g. high percentage wool content, in excellent condition) with substantial underlay.
- Flooring may be used to create impact in an entrance hall or reception area.

### **Lighting and Heating - Quality of Provision**

#### **3 Star**

- Well positioned lights giving good levels of illumination.
- Effective levels of heating providing overall uniform temperature.
- Properly fitted, thermostatically controlled heating.

#### **4 Star**

- Very good levels of light, where different types of lighting may be used for practical, aesthetic and ambience reasons e.g. downlighters, standard lamps or picture lights.
- Properly fitted, automatic heating which may be thermostatically controlled.

#### **5 Star**

- Variety of types of lighting giving good levels of illumination for all practical purposes, and may be used for emphasis in certain areas.
- A positive effort made to ensure that heating meets the guests' needs. Back-up source for heat for very cold weather.

### **Space, Comfort and Ease of Use**

#### **3 Star**

- Reception area of a big enough size to accommodate guests and their luggage.
- Sufficient space to allow a good degree of comfort for guests.

#### **4 Star**

- Well planned layout to maximise use of the free space.
- Minimal intrusive noise.

#### **5 Star**

- Spacious, well planned rooms with furniture in suitable, convenient places. Easy and convenient use of facilities. Ample space.
- Fresh and airy atmosphere.

# Dining Room or Restaurant - Quality and Condition

## Decoration

### 3 Star

- Well finished, good quality wall coverings and paintwork with wall and ceiling coverings well applied.

### 4 Star

- Very good standard of decoration with use of high quality pictures and prints where applicable.
- Some effort made to hide surface-mounted pipes and wires.

### 5 Star

- Excellent decoration, with high attention to detail. Thoughtful co-ordination of patterns, colours and textures.
- Attractive use of pictures, prints and other decorative relief.

## Furniture, Furnishings and Fittings

### 3 Star

- Well fitted, good quality flooring in sound condition and comfortable underfoot.
- Tiling and wooden floors in good condition.
- Some underlay for carpeting.

### 4 Star

- High quality flooring, but not necessarily new and may show signs of wear or more moderate quality but in pristine condition. Normally professionally fitted.

### 5 Star

- Professionally fitted, high quality carpeting, with substantial underlay.
- Polished floorboards or high quality laminate.

## Lighting and Heating - Quality of Provision

### 3 Star

- Well positioned lights giving good levels of illumination.
- Effective levels of heating providing overall uniform temperature.
- Properly fitted, thermostatically controlled heating.

### 4 Star

- Very good levels of light, where different types of lighting may be used for practical, aesthetic and ambience reasons e.g. downlighters, standard lamps or picture lights.
- Properly fitted, automatic heating which may be thermostatically controlled.

### 5 Star

- Variety of types of lighting giving good levels of illumination for all practical purposes such as reading menus etc.
- May be used for emphasis in certain areas.
- A positive effort made to ensure that heating meets the guests' needs. Back-up source for heat for very cold weather and maybe fans in hotter weather.

## Space, Comfort and Ease of Use

### 3 Star

- Good layout and adequate circulation space to allow staff and customers to pass without inconvenience.
- Appropriate table and chair heights. Practical, comfortable chairs.

### 4 Star

- Well planned layout of furniture to maximise use of free space.

### 5 Star

- A spacious, well planned room with furniture in suitable, convenient places.
- High degree of comfort, well spaced comfortable chairs, spacious tables.

# Food Quality

## Lunch (where provided) - Quality and Presentation

### 3 Star

- Well presented food freshly cooked from good quality ingredients. Evidence of some fresh ingredients being used.
- Particular attention to food quality rather than an extensive choice.

### 4 Star

- Obvious use of fresh ingredients cooked with a high level of care.

### 5 Star

- An emphasis on fresh, seasonal, local ingredients and cooked with skill and consistent food quality.
- Obvious care and attention to detail and with attractive appearance, making the food look appetising.

## Dinner (where provided) - Quality and Presentation

### 3 Star

- Well presented food freshly cooked from good quality ingredients. Evidence of some fresh ingredients being used.
- Particular attention to food quality rather than an extensive choice.

### 4 Star

- Obvious use of fresh ingredients cooked with a high level of care and attention to detail.

### 5 Star

- Excellent cooking with an emphasis on fresh, seasonal, local ingredients and cooked with skill.
- Strong emphasis on consistent food quality.
- Obvious care and attention to detail and appearance making the food look attractive.
- Greater range of dietary choices available.

# Overnight Quality Assessments

In addition, where an accommodation provider has opted for the overnight visit option, the following aspects will also be assessed and feedback will be provided on these areas, but they will not form a part of the overall judgement for the star rating.

## Booking Procedures and Prices

### 3 Star

- Organised approach for dealing with reservations, correspondence, complaints etc.
- Some kind of confirmation offered.
- Willingness to help guests on arrival.

### 4 Star

- Competent and efficient booking procedure with directions offered.
- Confirmation via email, text or letter.

### 5 Star

- A booking handled in a professional manner that makes the guest feel welcome and gives confidence that details have been accurately recorded.
- Confirmation letter and directions sent by post, fax or email.
- Guests shown to rooms with luggage assistance offered. Explanation of accommodation and bedroom facilities.
- Appropriate use of guest's name.
- Offer of refreshment on arrival as appropriate.

## Hospitality and Friendliness

### 3 Star

- A positive and friendly attitude from cleanly attired management and staff.
- Good first and last impression with a welcoming smile.

### 4 Star

- Attentive, more personalised service with very good levels of customer care such as use of guest's name.

- Proactive approach to guests with effort made at social interaction and conversation.
- Where an evening meal is not served, help is provided, on request, to find a place to eat/drink.
- Guests made to feel very much at home with a warm cheerful welcome on arrival.

### **5 Star**

- Guests personally greeted on arrival.
- Awareness and anticipation of individual guest's needs with nothing being too much trouble.
- Where an evening meal is not served, detailed information and/or menus about local dining options provided.
- An offer of additional services such as fresh milk, use of the telephone, information on the locality and recommendations for eating out etc.
- Excellent first and last impression.

## **Breakfast Service**

### **3 Star**

- Buffet items kept topped up.
- No undue delays.
- Competent service with helpful attitude.

### **4 Star**

- More attentive service such as prompt table clearing.

### **5 Star**

- Staff with excellent service skills and a proactive approach.
- Efficient service with no queues and plates etc cleared promptly.
- Where beverages and or toast are served at the table there should be prompt service and satisfaction checks made.
- Clear descriptions of dishes available and prices.

## Dinner/Evening Meal Service

### 3 Star

- Where an evening meal is served, verbal or written explanation of dinner dishes available.
- Buffet items kept topped up.
- Good food and drink knowledge.
- A well paced meal service.
- Tables laid appropriately for dinner/evening meal or self service cutlery easily accessible.
- Competent service with helpful attitude.

### 4 Star

- A high standard of food and drink knowledge.
- More attentive service such as prompt table clearing and satisfaction checks.

### 5 Star

- Staff with higher skill levels and a proactive approach to providing an efficient service.
- Comprehensive descriptions of dishes available and where it is table service there should be good judgement in timing of serving the different courses.
- Staff able to provide guests with advice on menu, and wine list (where provided).

## Table Appointments

### 3 Star

- Well laid tables with matching cutlery and crockery.
- Good quality paper napkins.
- Menus, where provided, clean and well presented.

### 4 Star

- Very good quality of crockery and cutlery. Cloth or high quality paper napkins and tablemats and/or tablecloth.

### 5 Star

- Table appointment of the highest standard, quality accessories and glassware.
- Attractively presented menus etc using clear, informative layout and helpful descriptions.

## Breakfast - Quality and Presentation

### 3 Star

- A choice of good quality items available, e.g. fruit, choice of cereals, sausage, tomato, brown or white toast and a range of preserves.
- An attractive buffet (if provided).
- Freshly cooked items served at the correct temperature.
- Particular attention to food quality rather than an extensive choice.

### 4 Star

- Greater choice of items available, possibly including 'house specials'. Eggs cooked to order.
- Obvious use of fresh ingredients cooked and presented with a high level of care and attention to detail.

### 5 Star

- High quality, fresh ingredients and a wide choice of items, e.g. fruit juices, freshly ground coffee, choice of teas, cheeses and cold meats and high quality bakery items.
- Good use of fresh local/home-grown produce and regional specialities where available.

# Code of conduct

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

## Prior to booking:

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

## At the time of booking:

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

## On arrival:

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

## During the stay:

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

### **On departure:**

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

### **General:**

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

## **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

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e: [VisitEnglandAssessmentServices@aamediaigroup.co.uk](mailto:VisitEnglandAssessmentServices@aamediaigroup.co.uk)

w: [visitenglandassessmentservices.com](http://visitenglandassessmentservices.com)