



VisitEngland™

VisitEngland



SELF CATERING

A DISPLAY OF QUALITY

Order display signs for your quality assessed business

Promotional signage

Displaying the independent endorsement of the national Quality Assessment Scheme gives you an advantage over your competitors by reassuring your potential customers that they can choose your accommodation or attraction with confidence. When you show your rating on a sign, you are giving your customers a message that they can trust about the quality of your accommodation or attraction.

Display signs are available for all the quality assessment schemes. This brochure contains details of the signs and stickers to help you to promote your quality rating in the VisitEngland scheme. Signs and stickers are also available for establishments with Gold, Silver and Breakfast Awards.

Do not forget that signs may need planning permission (see Planning Application Service below). When ordering your signs or stickers please complete the official order form on the inside back cover of this brochure. Note, orders for stickers up to the value of £10 may be made over the phone. The address for information and queries is:

Alpen Signs

Central House

Marlow Road

Leicester

LE3 2BQ

Tel: 0116 2630550

Email: info@alpensigns.co.uk

Your Planning Application Service

Local Authority planning consent is normally required for all **illuminated signs**, other than where the sign replaces a sign of similar size or where the sign is displayed within a window.

Non-illuminated signs, provided they are fixed on the front of the premises, do not normally require planning consent, but consent may be required if the establishment is a Listed Building or it is within a conservation area.

The attitude of planning authorities can vary and there is no hard and fast rule. If you are in doubt about the attitude of your planning authority we recommend you seek its advice or telephone our sign manufacturer Alpen Signs, which is familiar with the requirements of planning authorities throughout the country and offers a Planning Application Service. A fee will be charged for this service.

Call Alpen Signs on 0116 2630550 for further details.

Availability and sign types

This document details the available external and internal signs types for your business, including:

- Illuminated display signs – page 4
- Double-faced non-illuminated signs – page 5
- Single-faced non-illuminated display signs – page 6
- Award signs and stickers – page 7

Availability

Signs are available for the following quality assessment establishment types at the relevant level for each type (e.g. Quality Assessed or Star-rated levels):

- Self Catering
- Visitor Attractions
- Activities
- Tours
- Holiday Parks
- Caravan and Camping
- Bed and Breakfast
- Guest Accommodation
- Inn
- Restaurant with Rooms
- Room Only
- Hotels
- Holiday Villages
- Chalets
- Glamping
- Hostels
- Hotel Boats
- Serviced Apartments
- University Campus Accommodation
- Taste Food Accolade

Bespoke Signs

If you don't find the type or size of sign you require, we can manufacture a 'one off' sign for you. If you feel that you have a need for this service please contact Alpen Signs for further information. Please note that this service carries an additional cost.

Ordering

Use the form at the end of this document to order or call Alpen on 0116 2630550.

Illuminated display signs

Sign types A, B, C and D

Sign type:

- A. Large double-faced external projecting sign**
735mm (H) x 525mm (W) x 120mm (D)
or (28.9 inches x 20.7inches x 4.7 inches) approx.
- B. Large single-faced external sign**
735mm (H) x 525mm (W) x 120mm (D)
or (28.9 inches x 20.7inches x 4.7 inches) approx.
- C. Small double-faced external projecting sign**
390mm (H) x 284mm (W) x 120mm (D)
or (15.4 inches x 11.2 inches x 4.7 inches) approx.
- D. Small single faced external sign**
390mm (H) x 284mm (W) x 120mm (D)
or (15.4 x 11.2 inches x 4.7 inches) approx.

Availability: Quality Assessed and 3 to 5 stars

Material: Replaceable opal acrylic panels with vinyl graphics. Aluminium frame and bracket powder coated blue. External walls. Fixing instruction supplied.



Signs A and C

Signs B and D

Double faced non-illuminated display signs

Sign E – Double-faced external projecting sign

Availability: Quality Assessed and 3 to 5 stars

Size: 560mm (H) x 390mm (W) - (22 inches x 15.4) approx.

Material: White Dibond with an aluminium bracket.
A combination of screen printed and self-adhesive vinyl graphics. External walls. Fixing instruction supplied.



Sign J. Double faced hanging sign with bracket

Availability: Quality Assessed and 3 to 5 stars

Size: 364mm (H) x 254mm (W)
– (14.3 inches x 10 inches) approx.

Material: Powder-coated aluminium with a combination of screen printed and self-adhesive vinyl graphics. Powder coated steel bracket.

Application: External walls or customer-supplied post.



Single-faced non-illuminated display signs

Sign types F, K and G

Sign type:

F. Large single faced external display sign

560mm (H) x 390mm (N) or (22 × 15.4 inches) approx.

K. Medium single faced external display sign

364mm (H) x 254mm (W) or (14.3 × 10 inches) approx.

G. Small single faced external display sign

210mm (H) x 146mm (W) or (8.3 × 5.7 inches) approx.

Availability: Quality Assessed and 3 to 5 stars

Material 'regular': White Dibond with a combination of screen printed graphics and self-adhesive vinyl.

Material 'premier': Clear silicone acrylic panels with polished edges and graphics applied to the rear of the panel. Supplied with polished chrome stand-off fixings.

Application: External walls. Fixing instruction supplied. Alternatively, a fixing service is available – see the order form.

Please note: There is a choice of styles for each of the single-faced non-illuminated signs, available as 'regular' or 'premier'. The difference is in the material and finish of the signs – so that you can choose the one that best suits the needs of your establishment.

- Regular signs
- Premier signs are glass effect with polished chrome stand-off fixings.



'Regular' signs F, K and G



Sample 'premier' signs

Awards signs and publicity stickers

Sign M – Gold, Silver and Breakfast Award signs

Size: 210mm (H) x 146mm (W) – (8.3 × 5.7 inches) approx.

Material: Clear silicone acrylic panels with polished edges and screen printed graphics on the rear of the panel. Supplied with polished chrome stand-off fixings.

Application: External walls, doors, display boards. Fixing instructions supplied.



Sign M

Sticker P – Self-adhesive publicity window stickers

A small printed sticker, easy to apply/peel off for use on the inside of windows. Available individually and be supplied for a combination of ratings:

Availability: Quality Assessed and 3 to 5 stars

Size: 140mm (H) x 98mm (W) – (5.5 × 3.9 inches) approx.

Welcome Schemes: Available only to properties that have achieved the accolades: Walkers Welcome, Cyclists Welcome, Families Welcome and Welcome Pets.

Size: 120mm (H) x 120mm (W) – (4.7 × 4.7 inches) approx.

Material: Clear self-cling with printed graphics on reverse.

Application: Reverse of windows.



Window sticker P

Display signs order form

Order by Phone Please call 0116 2630550, 8.30am - 5pm, Mon - Fri.
Order by Post Complete this form and send to:
 Alpen Signs, Central House, Marlow Road, Leicester, LE3 2BQ
Order by email info@alpensigns.co.uk

OFFICE USE ONLY

Job number:
Date received:
Resource ID:
Rating verified:

PLEASE COMPLETE IN BLOCK CAPITALS

FROM (ESTABLISHMENT)		
ADDRESS		POSTCODE
PHONE (IN CASE OF QUERY)		
DELIVERY ADDRESS (IF DIFFERENT)		POSTCODE

Sign	Sign description	Price per item		Qty. required	Total £
		Regular	Premier		
A	Large illuminated double-faced external projecting sign (incl. 2 panels)	£621.00			
B	Large illuminated single faced external sign (incl. panel)	£559.00			
C	Small illuminated double faced external projecting sign (incl. 2 panels)	£447.00			
D	Small illuminated single faced external projecting sign (incl. panel)	£397.00			
E	Double faced non-illuminated external projecting sign	£132.00			
F	Large non-illuminated single faced external sign	£64.00	£105.00		
G	Small non-illuminated single faced wall/door sign	£40.00	£69.00		
J	Double faced non-illuminated hanging sign with bracket	£151.00			
K	Medium non-illuminated single faced external sign	£48.00	£80.00		
M	Gold/Silver/Breakfast Award Plaque Please indicate: [] Gold or [] Silver or [] Breakfast []		£69.00		
P	Individual sticker	£12.00			
				Order total	

Please ✓ your Establishment Type

- | | |
|--|--|
| <input type="checkbox"/> Hotel | <input type="checkbox"/> Holiday Village |
| <input type="checkbox"/> Guest Accommodation | <input type="checkbox"/> Restaurant with Rooms |
| <input type="checkbox"/> Bed & Breakfast | <input type="checkbox"/> Hotel Boat |
| <input type="checkbox"/> Self Catering | <input type="checkbox"/> Inn |
| <input type="checkbox"/> Chalet | <input type="checkbox"/> Caravan and Camping |
| <input type="checkbox"/> Glamping | <input type="checkbox"/> Holiday Park |
| <input type="checkbox"/> Serviced apartment | <input type="checkbox"/> Visitor Attraction |
| <input type="checkbox"/> Room Only | <input type="checkbox"/> Activity |
| <input type="checkbox"/> Hostel | <input type="checkbox"/> Tour |
| <input type="checkbox"/> University Campus Accommodation | <input type="checkbox"/> Taste Food Accolade |

Please ✓ your Welcome Scheme Type (note, these do not have ratings)

- Walkers Welcome
- Cyclists Welcome
- Families Welcome
- Welcome Pets!

Please ✓ your assessment level

- Quality Assessed

Please ✓ star rating (✓ range of star ratings if applicable)

- ★★★★★
- ★★★★★
- ★★★★★

Prices: Prices include delivery and VAT at the current rate. A consignment note incorporating a VAT receipt will accompany each item.
Delivery: Signs - all signs are made to order. Please allow 28 days after payment has been received.
Removal: Participants leaving the scheme should return any signs to Alpen within 30 days of departure.
Exchanges: Signs ordered incorrectly can be exchanged. However there will be a £10 administration cost plus postage for this facility.
Fixing: All signs are despatched complete with fixing instructions. *The Fixing Service for illuminated signs includes up to 3 metres of cable. Extra cable will be charged by the Sign Contractor at £3 + VAT per metre.

I have read, understood and agree to the terms and conditions of the Sub-licence agreement as set out in this brochure

SIGNED	DATE
NAME (BLOCK CAPITALS PLEASE)	POSITION

Terms and Conditions

1. Sub licence

- 1.1 This is a Sub Licence Agreement
- 1.2 In consideration of your payment of the fee, we hereby licence you to use the VisitEngland (incorporated under the Development of Tourism Act 1969 as the British Tourist Authority). ("VE") name and logos on the signs and stickers ("the goods") in accordance with the terms of this agreement.
- 1.3 The goods will remain the property of the VE licence holder at all times and can never become yours. You must not sell or dispose of them.

2. Payment

By signing this agreement you agree to pay the fee by the specified dates to usual our address or to any person or address notified by us in writing. Punctual payment **is essential**.

3. Place Where Goods are Kept

You must keep the goods safely at your address and may not move them elsewhere without first obtaining our written consent.

4. Care of Goods

You shall ensure that the goods displayed will be maintained in good order at your own expense and shall insure against damage howsoever caused and will pay us the cost, including delivery, of repairing or replacing the goods. You shall ensure that any electrical installation shall be made using correct and appropriate methods.

5. Insurance against Loss or Damage

You are responsible for all loss or damage to the goods even if caused by acts or events outside your control. You must therefore insure the goods against loss or damage.

6. Termination

We may terminate the agreement and take back the goods after giving you written notice if at any time:

- a) you fail to pay any amount within 14 days of its due date or commit any other breach of your obligations;
- b) you commit any act of bankruptcy or have a receiving interim or bankruptcy order made against you or you petition for your own bankruptcy, or are served with a creditor's demand under the Insolvency Act 1986 or make a formal composition or scheme with your creditor's or call a meeting of them;
- c) execution is levied or attempted against any of your possessions or income;
- d) you have given false information in connection with your entry into this Agreement;
- e) the goods are destroyed or the insurers treat a claim under the policy for the goods on a total loss basis;
- f) your rating changes; or
- g) you withdraw from the VE quality assessment scheme.

7. Effects of Termination

- 7.1 If we terminate this agreement you must pay us all sums due to us up to the date of termination.
- 7.2 The applicant shall, in the event of withdrawal from the VE Recognition Scheme, at his/her own expense, remove the sign(s) from their display. This is to be within 30 days of the termination of the recognition. That in the event that such notification is not received within 30 days, then the applicant shall allow the employees, agents or named representatives access to the premises in order to effect the removal of all VE property.

8. Regulations and Consents

You shall ensure that all local planning authorities regulations are complied with and that all necessary permissions have been sought and obtained regarding the display of the goods.

9. Customer's Acknowledgement

- 9.1 You understand and accept that:
 - (i) all rights including copyright and any other intellectual property rights in the name "VE" and the names, terms, symbols and logos used for the purposes of VE national accommodation schemes are owned by VE; and
 - (ii) the goods are and shall remain the property of the VE licence holder.
 - (iii) The VE licence holder reserves the right at any time and without notice to alter the names, terms, symbols and logos used for the purposes of the VE quality assessment schemes.
- 9.2 Further, you accept the goods may only be displayed during the currency of your period of recognition by VE and you undertake to advise us of any change of ownership in respect of the establishment detailed overleaf, recognising that such change will terminate this Agreement, whereupon the goods shall be removed at your cost and returned to Alpen Signs at your cost.
- 9.3 You undertake to maintain any goods displayed in good order and to insure against damage howsoever caused and will pay us the cost including delivery of repairing or replacing the goods. You understand that it is your responsibility to obtain planning permission in respect of any goods supplied should this be appropriate.
- 9.4 You shall comply at all times with the VE quality assessment scheme of which you are a participant.

10. Assignment

- 10.1 This Agreement shall be binding on you and you shall not be entitled to novate or assign all or any part of your burdens rights or benefits under this Agreement.
- 10.2 We shall be entitled to novate or assign all or any part of our burdens rights or benefits under this Agreement to the VE licence holder at any time.