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**Visit Dorset Accommodation Charter**

At Visit Dorset we are passionate about promoting local tourism businesses. We also recognise that visitors have the right to be fully informed about the quality of accommodation and we want to work with businesses that are equally committed to these principles.

Visit Dorset supports both the National Quality Assurance Scheme (operated by the AA for VisitEngland) [The AA](http://www.theaa.com/hotel/hotel_services_index.html) accreditation scheme, the Quality in Tourism Scheme and the [Dorset Approved Visitor Accommodation Scheme (DAVAS](http://www.qualityintourism.com/)), which are still seen as a quality standard for many visitors. We recommend that businesses adopt one of these schemes as they provide a valued, independent view and assessment of your business as well as business support and advice.

We do however recognise that for some businesses there may not be a business based justification for using these schemes and, in these circumstances, the Visit Dorset Destination Management Organisation will allow these businesses to work with the partnership providing they are willing to comply with and sign our Visit Dorset Accommodation Charter.

Acceptance will be at the discretion of Visit Dorset and Terms and Conditions apply.

Ideally advertisers working with Visit Dorset will manage their business in a sustainable way that supports the natural environment.

**Terms and Conditions:**

**As a Visit Dorset website or connected microsite advertiser you agree to:**

1. **Fulfil all legal obligations and responsibilities**

This includes all fire precautions, price display orders, food safety/hygiene, liquor licensing, health and safety laws, discriminations, trade descriptions, data protection, Hotel Proprietors Act 1956, public liability, schedule C for tented sites and any other insurance necessary to comply with statutory requirements. It remains the responsibility of the business owner signing this charter to ensure that they comply with all legal requirements pertaining to the accommodation. Visit Dorset reserves the right to ask for documentary evidence of compliance.

1. **Maintain good standards of service and cleanliness**

Every business should be striving to deliver the best standards possible for the type of accommodation they are offering. However, high standards of cleanliness should apply to all.

**3. Welcome all visitors courteously and without discrimination in relation to gender, sexual orientation, disability, race, religion** **or belief**.

This encompasses the requirements of the Equalities Act 2010 which requires reasonable adjustments to improve service for disabled people and the provision of an Access Statement describing the accessibility credentials of the establishment. An Access Statement should be a clear, accurate and above all an honest written description of the facilities and services offered that enables a potential guest to make an informed decision as to whether the establishment meets their particular access needs.

**4. Have a Cancellations & Complaints policy**

Maintain a fair and effective cancellations policy and have a complaints policy that can be implemented speedily and effectively.

**5. Visit Dorset monitoring on-line reviews and complaints**

Visit Dorset will monitor on-line reviews and any complaints received relating to partners that have signed this charter. Complaints received by the team will be forwarded to the appropriate organisation for their action if necessary, depending on the nature of the complaint eg Dorset Trading Standards, Environmental Health etc. It is the responsibility of the business owner to ensure that any complaints are resolved satisfactorily. If complaints are deemed legitimate and sufficiently serious/detrimental to the reputation of the destination, Visit Dorset reserves the right to withdraw advertising and/or partnership benefits without liability of reimbursement. This decision will be final with no right to appeal.

**Termination**

Upon termination of membership, whether under paragraph 5 above or for any other reason including the non-payment of any subscription you agree that:

1. Visit Dorset, will, as soon as reasonably possible, remove the details of the tourism business from its websites and any marketing materials used in its campaigns.
2. You will remove immediately any notices or signs referring to membership of the Visit Dorset Accommodation Charter from your premises, website and marketing materials used by your business

By payment of our advertising fee, I hereby confirm that I am authorised to do so on behalf of the business and agree on behalf of the business to observe the Visit Dorset Accommodation Charter and confirm that all legal requirements pertaining to the accommodation have been met.

Signed:

Business & Position:

Dated:

Visit Dorset Tourism is managed by Dorset Council.

**The Pink Book – Legislation for Tourist Accommodation**

The Pink Book is a guide to legislation relevant to accommodation providers in England. It covers important areas such as whether you can charge a guest if they don’t turn up, whether you need music and film copyright licences and guidance on marketing your business within regulations. You can also learn about your statutory obligations regarding health and safety.

For on line information regarding current regulations visit <http://www.visitengland.org/busdev/bussupport/legislation/>