

Participation in a highly respected and independent National Quality Assessment scheme

Serviced Apartments Accommodation Fees & Benefits Information

01 April 2009 to 31 March 2010

enjoyEngland.com



★★★

SERVICED APARTMENTS



Membership benefits

VisitBritain is the largest provider of quality assessment in England, awarding ratings to more than 23,000 accommodation businesses in 2008. As soon as you join one of the schemes, you can access the following package of associated benefits:-



Unlimited use of internationally recognised marquee and star rating in all your promotional material and in listings on any commercial websites.

Annual assessment by one of VisitBritain's professional assessors. The assessor will award your star rating and give advice on how to maintain and improve your rating as well as maximise the potential of your business.

Written report after each assessment, outlining strengths and areas for improvement, with individual scores for each area of the business assessed.

Free exterior sign to promote your star rating to your customers and annual certificate to display in reception.

New for 2009! Gold award for Serviced Apartments - Opportunity to gain recognition of high achievement through VisitBritain's special awards.



Free subscription to Quality edge magazine – twice-yearly publication, packed with marketing hints and tips and case studies from operators from all sectors.

New for 2009! Free annual subscription to AccommodationKnowHow.co.uk (the Pink Booklet online) – VisitBritain's widely respected online resource, which provides straightforward information and advice to help you unravel the legislation and regulations that affect your business.

Free listing* on www.visitbritain.com 42 separate country websites, many with foreign language versions, attracting over 1 million unique visitors every month.

Free listing* on www.enjoyengland.com promoting England only to UK residents and near Europeans, attracting just under 500,000 unique visitors every month.

Inclusion on special 'Enjoy England' accommodation download for TomTom users (8,000 downloads to date).



Access to marketing opportunities offered by regions, destinations and VisitBritain to quality-assessed businesses only.

Free Listing in the next appropriate annual VisitBritain accommodation guide plus opportunity to take paid display advertisement.

** Your application for assessment will generate the 'starter' entry on the VisitBritain and EnjoyEngland websites, but the full details (images, prices and descriptions) are maintained by the local Data Steward at your local/regional tourism organisation. Please contact your local Data Steward to ensure your entry is complete and up-to-date (list at www.enjoyengland.com/datastewards).*

The benefits may change from time to time. To check the latest list of benefits please visit www.qualityintourism.com or telephone

0845 300 6996



**Quality in Tourism:
the assessment service for
VisitBritain**

enjoyEngland

Quality in Tourism is recognised across the UK as the leading quality assessment service for the tourism and hospitality industries in England

Calculating your fees

- One** Refer to the fees table on page 3. Please note that the fees quoted in this leaflet are exclusive of VAT and that you need to add VAT at the prevailing rate to the total.
- Two** In Year 1 the total payable is the annual participation fee *plus* the one-off joining fee.
- Three** If you apply after the first of July 2009, please see the joining dates chart below.
- Four** Make the most of your property's potential and stand out as a specialist with any of our additional schemes. See page 4 for details and fees for the 'National Accessible Scheme' and the 'Welcome' schemes.

Joining Dates

We base your participation fee on the time of year that you join the scheme. The year runs from 1 April 2009 to 31 March 2010.

- 1 April to 30 June 2009** If you join between April and June 2009, you need to pay your full joining fee and the full participation fee. You need to pay your participation fee for the next year by 1 April 2010.
- 1 July to 30 September 2009** If you join between July and September 2009, you need to pay your full joining fee and 75% of the participation fee. You need to pay your participation fee for the next year by 1 April 2010.
- 1 October to 31 December 2009** If you join between October and December 2009, you need to pay your full joining fee and 50% of the participation fee. You need to pay your participation fee for the next year by 1 April 2010.
- 1 January to 31 March 2010** If you join between January and March 2010, your participation for this period rolls into the following year so you will need to work out the full participation fee, divide it by 12 and then multiply it by:
 - 15 if you are joining in January and then add the full joining fee;
 - 14 if you are joining in February and then add the full joining fee.
 - 13 if you are joining in March and then add the full joining fee.
 You need to pay your participation fee for the next year by 1 April 2011.

Need help? Contact our helpdesk on 0845 300 6996

Advisory Visits	Quality advisory visit fees (Exclusive of VAT)	
If you are unsure whether your property will attain a rating, or what rating you might attain, we can offer you an Advisory Visit. One of our assessors will visit your property and discuss with you whether you would meet the standard and in the event that you would not, they would then advise you of what improvements you would need to make in order to attain a rating. *If you feel you may need more time to talk through the Quality standards with an assessor you may wish to choose the full day option.	Half Day	£231.00
	*Full Day	£296.00

Please note that entry into the VisitBritain guides and websites is at the sole discretion of VisitBritain.



Serviced Apartments Accommodation

Serviced apartments provide self-catering accommodation with additional elements of service.

Calculating fees example: 39 units at three different locations.

Apartment Block A x 5 units	=	£231 +
Apartment Block B x 26 units	=	£555 +
Apartment Block C x 8 units	=	£323.50 +
Joining Fee	=	£92.50 +
VAT (based on 15% in this example)	=	£180.30 +
<hr/>		
Total fee	=	£1382.30

PARTICIPANTS FEES (Exclusive of VAT)

No. of Units	Annual	Join Fee
1 - 6	£231	£69.50
7 - 12	£323.50	£69.50
13 - 20	£439.50	£69.50
21 - 30	£555	£92.50
31 - 50	£647.50	£92.50
51 - 75	£740	£92.50
76+	£749 + £10 per unit over 76 units*	£92.50

Annual = Fee paid annually for participation. Join = Joining fee applicable in year 1 only and is calculated for the **total** number of units to be assessed 20 units or less = £69.50 (exclusive of VAT), more than 20 units = £92.50 (exclusive of VAT). *Larger Companies may wish to negotiate terms.

Please note that the fees quoted in this leaflet are exclusive of VAT and that you need to add VAT at the prevailing rate to the total.

Need help? Contact our helpdesk on 0845 300 6996

Payment Terms & Conditions

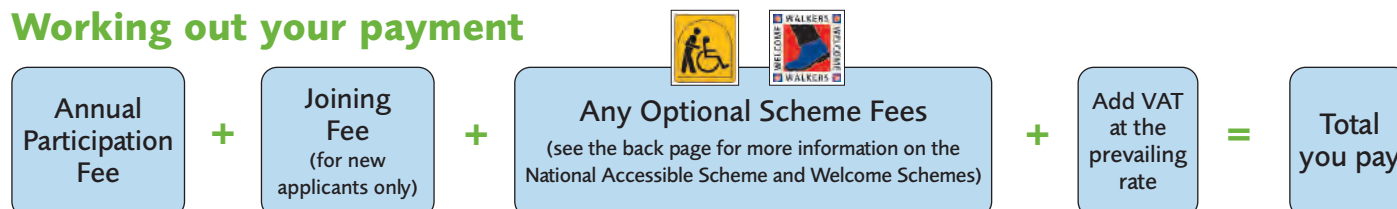
If you pay your fees by cheque please make your cheque payable to 'VisitBritain' and send it to: Quality in Tourism, Security House, Alexandra Way, Ashchurch, Tewkesbury, Gloucestershire GL20 8NB

If you pay your fees by BACS transfer please make your payment to: VisitBritain, National Westminster Bank, King Street, Hammersmith, London W6 0QD. Account No. 79583156 Sort Code: 60-50-06

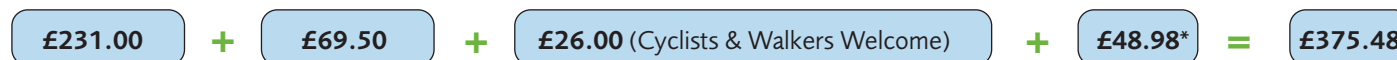
Direct debit If you choose to pay your fees by direct debit you will be able to spread the cost over two payments and **save 5%** (NB. The first payment needs to be made at the time of applying and to be paid by either cheque, credit/debit card or BACS.) Please phone our helpdesk on 0845 300 6996 for more information or email us on qualityintourism@gslglobal.com

If you choose to pay your fees by credit/debit card - to ensure maximum security we take credit/debit card details by phone. At your convenience please contact us on 0845 300 6996 with your credit/debit card number or alternatively provide your name and contact number on the application form and we will call you to collect a secure payment.

Working out your payment



For example (based on an establishment with 1-6 units):



*VAT based on 15% in this example, but please use the prevailing rate at the time of application.



VisitBritain expressly reserves the right at its absolute discretion to require any establishment to cease using its national rating in any form whatsoever. All participation fees are reviewed annually by VisitBritain. Please note that all fees are non refundable.

National Accessible Scheme and Welcome Schemes



"The Hytte was designed from the outset as a great get-together venue, being fully accessible ensures all family and friends can enjoy a holiday together. Two thirds of our guests have had a member in their party who has benefited from the accessible facilities. Being accessible has also helped us achieve 78% occupancy in our first year, exceeding our expectations."

Sonja Gregory, The Hytte, Northumberland

Make the most of your property's potential and stand out with any of the following additional schemes.

National Accessible Scheme

If you would like to broaden the appeal of your establishment, why not consider an assessment by one of our specialist assessors?

For a small fee **payable every three years** we can benchmark your level of accessibility against national standards and award appropriate ratings for mobility, hearing and/or visual impairments. Mobility 1 highlights your establishment as being particularly suitable for the elderly and less mobile and is relatively easy and inexpensive to achieve. The higher mobility levels recognise establishments where *all* facilities are assessed as being suitable for wheelchair users.

Benefits of being NAS-rated include:

- Searchable by accessibility rating on visitbritain.com and enjoyengland.com
- Searchable on Tourism for All website
- Listing in 'Easy Access Britain' official guide book (next available edition)
- Use of distinguishing logo(s) in all your marketing
- Rating lasts for three years (VisitBritain Quality Scheme participants)




This year the joining fee for VisitBritain Quality Scheme participants has been waived, so there has never been a better time to join.

Call Quality in Tourism today for an information pack.

Note: If you are a participant in the VisitBritain Quality Scheme, you can combine this assessment with your Quality Scheme assessment. If you wish to have a separate visit to your VisitBritain quality scheme assessment, you will need to pay the non-quality scheme participant fees.

We will not give you an access rating if your property does not meet our minimum quality standards for accommodation.

If you are unsure your property will attain an accessibility rating, we can offer you an **Advisory Visit**. Please phone our helpdesk on **0845 300 6996** for a quote.

PARTICIPATION FEES (Exclusive of VAT)		
	If you are a participant in the VisitBritain Quality Scheme (Fee due every three years) (Access visit carried out at the same time as your Quality assessment)	If you are not a participant in the VisitBritain Quality Scheme (Fee due every year)
  		
Joining Fee <i>(You only pay this in your first year)</i>	Free	£87
Any one assessment <i>(from mobility, hearing, visual)</i>	£109.50	£183
Any two assessments <i>(from mobility, hearing, visual)</i>	£179	£244.50
All three assessments <i>(mobility, hearing, visual)</i>	£229	£294.50

We also base your National Accessible Scheme participation fee on the time of year that you join the scheme. Please see the information on page 2 under the heading 'Joining Dates'.

Need help? Contact our helpdesk on 0845 300 6996

Welcome Schemes

Separate criteria applies to each of these Welcome Schemes, please visit our website at www.qualityintourism.com for further details.

Cyclists Welcome and Walkers Welcome	PARTICIPATION FEES (Exclusive of VAT)
Highlights establishments that have facilities or services for people who enjoy cycling or walking.	£17 each or both for £26 when carried out at the same time as the quality assessment visit.
Families Welcome and Welcome Pets!	PARTICIPATION FEES (Exclusive of VAT)
Families Welcome highlights establishments that have facilities or services for families. Welcome Pets! highlights establishments that provide facilities or services to welcome guests who bring their pets.	£23 each or both for £34 when carried out at the same time as the quality assessment visit.

We also base your Welcome Scheme participation fees on the time of the year that you join the scheme(s). Please see the information on page 2 under the heading 'Joining Dates'.

Interested in going green?
Please see www.visitbritain.com/green



As part of our communications strategy and because we are committed to our status as an 'Investor in Excellence', to help reduce the effect we have on the environment, we aim to reduce the amount of documents we print and to increase the number of documents you can download from our website. We are more than happy to send you printed documents, where this is appropriate, but we would like to offer you the choice. Please visit our website on www.qualityintourism.com to see the full range of our documents you can download.

Contact Us

Quality in Tourism, Security House,
Alexandra Way, Ashchurch, Tewkesbury, Gloucestershire GL20 8NB

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Photography from: www.britainonview.com

