

Leicestershire Quality Charter – *Proud to be a Quality Tourism Partner*

All tourism related businesses are eligible for a free entry on the www.goleicestershire.com website, the official tourism website for Leicestershire. Businesses that wish to appear on the website can apply for an entry providing they are willing to comply with the Charter below.

Businesses that sign up, on an annual basis, to the Charter will be eligible to display the logo for the Charter on their websites, in print and at welcome points at their venue.

It must be noted that Leicester Shire Promotions reserves the right to refuse applications and its decision is final with no further communication being entered into. Furthermore, should a business be found to be failing in complying with this agreement, or found to be attracting negative publicity through social media, TripAdvisor etc, all promotion will cease. A venue must cease use of and display of the provided marketing collateral immediately if requested to do so by Leicester Shire Promotions Ltd, or on expiry.

To be promoted on GoLeicestershire and/or purchase advertising for your tourism business on www.goleicestershire.com and related websites, in our print publications and in our tourism marketing campaigns, we ask that you agree to the 8 point charter below:

1. **Support the positive promotion of Leicestershire** - To ensure the positive promotion of Leicestershire to our visitors and work positively and proactively with the Leicester Shire Promotions Team to promote the destination.
2. **Welcome** - To provide a warm, professional, courteous and friendly welcome to all visitors regardless of gender, race, religion etc.
3. **Customer Satisfaction** - To have a clear and available statement on delivering outstanding customer satisfaction; to ensure that any issues that may arise from customer feedback are resolved by prompt, professional and polite action using an effective action plan.
4. **Quality & Standards** - To ensure good standards of appropriate facilities, maintenance and cleanliness.
5. **Information** - To ensure all information is accurate and up to date and is readily available to visitors, especially with regard to pricing, cancellation policy, taxes and payment, and packaged items [example cancellation policies are available on www.goleicestershire.com].
6. **Accessibility** - To ensure services and facilities are available to all visitors regardless of disability; to fully assist visitors with specific needs, in order to maximise enjoyment of their visit; to work towards producing an access statement for your venue [example access statements are available on www.goleicestershire.com].
7. **Legal Requirements** - To fulfil all relevant legal obligations and responsibilities [including but not exclusive to: fire precautions, display orders, food safety/hygiene, licensing, health and safety, discrimination, trade descriptions, data protection, Hotel Proprietors Act, etc] and maintain adequate insurance cover.

8. **Sustainability** - To manage your business in a way that supports the natural environment; to minimise carbon footprint; to actively source and encourage the use of local produce, businesses and shops where reasonable.

I confirm that we fully comply with all legal and regulatory requirements where applicable, and all other requirements within this Charter

Signed:

Name:

Establishment Name:

Address:

Post Code:

Date:

Email: