



Keswick Tourism Accommodation Quality Charter

The Lake District offers the visitor a range of high quality tourism businesses. The area has stunning scenery with unusual attractions and thrilling adventures, Cumbrian food and excellent shopping. Our reputation for quality visitor experiences is second to none and is the reason for Cumbria's reputation as the number one rural destination for days out, short breaks or holidays in the UK.

Keswick Tourism Association continues to support quality accreditation schemes although we recognise that they might not be relevant for everybody, but we do believe that customers have a right to expect high levels of service and standards when they visit us and we want to support and promote the quality businesses in the region.

This Quality Charter is for all non-accredited business to sign up to so that in partnership with Keswick Tourism Association and other tourism organisations we can continue to make a quality commitment to visitors and be reassured that we are promoting the very best about our wonderful county.

As a Lake District business, we ask you to agree to the following Accommodation Charter:

1. Working with Keswick Tourism Association – to work proactively with Keswick Tourism Association to promote our destination brands, our excellent local food and drink produce and all aspects of the destination product through offering a genuine warm welcome to visitors.
2. Legal Requirements – To fulfil all legal requirements and responsibilities such as fire risk assessment, food safety / hygiene, licensing, health and safety, discrimination, trade descriptions, data protection, Public Liability Cover etc
3. Discrimination – To provide a welcoming and caring service to visitors that does not discriminate, e.g. by age, gender, sexual orientation, disability, race or religion.
4. Customer Satisfaction – To have a documented Complaints Policy and Procedure that is available for customers to view and can be implemented speedily and effectively; to ensure that any issues that may arise are resolved by prompt, professional and polite action. If a complaint is upheld and not satisfactorily remedied, Keswick Tourism Association and

partners reserve the right to withdraw your advertising with immediate effect. More details on how complaints are dealt with by Keswick Tourism Association can be found on <http://www.keswick.org/visitor-information/local-information/about/complaints>.

5. Accessibility – To fully assist visitors with specific needs and where possible to ensure facilities and services are reasonably accessible to visitors with disabilities. To maintain an Accessibility Statement that is regularly reviewed and amended to take account of the needs of visitors with disabilities.

6. Quality and Standards – To provide guests with clean, hygienic, safe and well maintained accommodation at all times.

In the instance of a complaint from a visitor regarding standards; the proprietor would be required to cover the cost of an assessment with an independent Quality Cumbria Assessor, to be able to continue to promote the property through the Keswick Tourism Association marketing channels.

7. Service and Welcome – To provide good quality service to visitors at all times, making customers feel welcome and appreciated.

8. Information – To ensure all information is readily available to visitors by an appropriate method and is accurate, up to date and has clarity in relation to all aspects of available facilities and payments, pricing and charges.

9. Cancellations – To maintain a Cancellations Policy that is readily available for visitors at each stage of their visit, from pre-booking through to arrival. It is advisable to include the Cancellations Policy within the booking terms and conditions for your accommodation.

Name.....

Business.....

Signed.....Position.....

Date.....

Expiry: To be renewed annually at membership renewal.

Please sign and return to:

Keswick Tourism Association, 50 Main Street, Keswick, CA12 5JS.

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