



KESWICK TOURISM ASSOCIATION TERMS AND CONDITIONS

The Keswick Tourism Association (KTA), originally known as the Keswick-on-Derwentwater Publicity Association, was established in 1922 as a self-help group of accommodation operators who wished to provide visitors with information about vacancies in the area, and in 2004 became a Limited Company.

The Association has c. 300 trade members, including accommodation providers, retailers, restaurants, visitor attractions, outdoor activity providers and associate members and is funded almost totally by its members through subscriptions and advertising. It is a voluntary and independent trade association; electing its own volunteer Directors and employing two members of staff.

The aim of the Association is to promote and further the interests of Keswick and the North Lakes and its members and to assist members and visitors wherever possible.

KTA works in close co-operation with local and national organisations whose objectives are the advancement of tourism and tourist amenities.

The Association publishes the annual information and accommodation guide to Keswick, the Lake District. The print run for the guide is c. 35,000

The Association has its own website www.visitkeswick.com (www.keswick.org)

Condition of Entry to Keswick Tourism Association

1. The acceptance of an application for membership of the Keswick Tourism Association shall be at the sole discretion of the Board of Directors of the KTA.
2. Full membership of Keswick Tourism Association is available to businesses based in Keswick and the Northern Lakes whose primary purpose is to provide goods or services to visitors to the area.
3. Trusted Supplier membership of Keswick Tourism Association is available to businesses whose primary purpose is to supply goods and services to tourism businesses based in Keswick and the Northern Lakes. Trusted Supplier Members will feature on member pages of www.visitkeswick.com but not in the Keswick Holiday Guide or on the main visitor part of the www.visitkeswick.com website.
4. The membership year will run from 1st September to 31st August. Members joining part way through the membership year will be charged on a pro-rata basis. Membership is to be paid in full and there will be no pro-rata refund for cancellation part way through the membership year.

5. KTA members that do not pay to have Inn Style embedded in their website should not include any form of button or link that redirects back to their page on the Visit Keswick website. Any member found to be doing this will be asked to remove those links with immediate effect and failure to comply may result in their membership being withdrawn.
6. The Board of Directors reserve the right to terminate the membership of any member who is in breach of any part of this Code or who is accused of misconduct or any act that is considered by the Board to bring the KTA into disrepute.
7. Where a member ceases to be a member of the KTA for any reason all display signs and printed material making reference to KTA membership and/or bearing the KTA logo must cease to be used immediately.
8. Where a member ceases to be a member of the KTA for any reason all images taken from the KTA Members Photo Library must cease to be used immediately.
9. These Terms and Conditions can be changed by KTA at any time subject to 30 days' notice to members.

Code of Conduct

1. All accommodation businesses must hold a valid Quality Cumbria, Visit England, AA inspection or have signed up to the Keswick Tourism Quality Accommodation Charter
2. All members must have Public Liability Insurance.
3. Members must have a complaint handling procedure. Any complaint received either directly or through Keswick Tourism Association must be investigated and a reply in writing made promptly and courteously.
4. In the maintenance and operation of their business and premises members must comply with all statutory legislation that may be in force and which may be varied from time to time. All rules, regulations, legislation and directives whether government or other relevant recognized body must be strictly adhered to.
5. Members must maintain the buildings, their fixtures, fittings and décor in sound and clean condition and fit for the purposes intended. Members are encouraged to achieve and maintain the highest possible standards of presentation of their premises.
6. Members must describe accurately to all visitors and prospective visitors the amenities, facilities and services provided by the establishment. In the case of accommodation visitors must be allowed to inspect the facilities, if requested, prior to booking. If the accommodation offered is outside the main establishment this must be pointed out at the time of booking.
7. Members must make it clear to visitors exactly what is included in all prices quoted for Accommodation, meals and refreshments, any service charges, supplements or taxes and details of any other additional charges should be made clear. Members should provide each visitor, on request, with details of payments due and a receipt if required.

8. Members should adhere to, and not exceed, prices quoted for accommodation or other services current at the time of booking.
9. Members must deal promptly and courteously with all enquiries, reservations and correspondence from visitors.
10. A cancellation policy statement should be available at the time of any booking either on the website or in written form or given over the telephone in respect of a telephone booking.
11. No member will treat any individual or organisation, whether a customer or not, with less favourable treatment or consideration on the grounds of race, colour, religion, nationality, sexual orientation, gender, age, disability or mental status. A member shall use its reasonable endeavours to meet any special needs a visitor may have. These same standards should be applied to member events and the Members Facebook page.

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