

Lancashire’s Accommodation Quality Charter

At Marketing Lancashire our aim is to make Lancashire front of mind for anybody looking for a day out, short break or holiday within the UK by promoting the high standard of tourism businesses that we have in the county. Whilst we support quality accreditation schemes 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 when they visit Lancashire and we want to support and promote the quality businesses in the region. Our Quality Charter is for all non-accredited members to sign up to so that in partnership with Marketing Lancashire we can make a quality commitment to visitors and promote the very best about our wonderful county.

As a partner of Marketing Lancashire, we ask you to agree to the following Marketing Lancashire Quality Charter:

1. **Working with Marketing Lancashire** – To work proactively with Marketing Lancashire to promote the Visit Lancashire brand, through offering a genuine warm welcome to visitors.
2. **Legal Requirements** – To fulfil all legal requirements and responsibilities (fire precautions, food safety / hygiene, licensing, health and safety, discrimination, trade descriptions, data protection, Public Liability Cover).
3. **Discrimination** – To provide a welcoming and caring service to visitors that does not discriminate, e.g. by gender, sexual orientation, race or religion.
4. **Customer Satisfaction** – To have a documented Complaints Policy 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.
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 and to incorporate any feedback received.
6. **Quality and Standards** – To maintain good standards of facilities, cleanliness and service delivery.
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.

Name.....

Business.....

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

Date.....

Please sign and return to:
Marketing Lancashire, Farington House, Lancashire Enterprise Business Park, Centurion Way,
Leyland, PR26 6TW