



States of Guernsey

Marketing and Tourism

ACCREDITATION SCHEME FOR VISITOR EXPERIENCES

In assessing your Experience for accreditation, our partners from Quality in Tourism will look at various aspects of your offer. For a successful outcome you should consider the following requirements prior to assessment.

Layout and visitor flow

- How is visitor flow managed? It may be free-flow, managed sequential flow or chronological flow. In all cases, it should be well thought out, with no confusion caused by the positioning of displays or exhibits.
- Where there is a storyboard or timeline presentation, clockwise flows may contribute to ease of reading. Footprint trails or similar flow markers may assist.
- Can the visitor move freely without any bottlenecks forming? Are there areas of restricted access or forced two-way flows which impede movement? Consider methods to alleviate flow, such as timed tickets.
- Does space allow for effective queue management?
- How are the needs of visitors met? Are there special trails for adults and children with a learning disability, children's trails, outdoor walks, farm trails? Are they way-marked to show distances and duration?
- Have steps been taken to ensure visitors can move around safely? Are pillars and glazed areas or doors clearly marked?
- Is there a toilet area and water bowl provided for assistance dogs?

Code of Practice

- In applying for accreditation you have undertaken to abide by this at all times – but are your staff aware of the Code, its content, and the implications for how they interact with visitors? Display the Code prominently.

Information - Describing accurately and displaying clearly:

- Any charges for entry including service charges and taxes where applicable and any additional charges for individual attractions or special exhibitions.
- Dates and hours of operation, both opening and closing.

Providing exemplary levels of customer service:

- To provide in promotional materials for visitor enquiries a postal address, an email address, a telephone number and a website address from which the detailed information specified above can be obtained.
- To hold a current Public Liability Insurance policy, and to comply with all applicable planning, health, safety, fire and other statutory requirements and regulations.
- To provide signage and orientation information as appropriate to the Experience to assist visitors in understanding and enjoying the Experience.
- To consider the needs of visitors for whom English is not their first language and, as appropriate to the Experience to make arrangements that enable them to be adequately informed to enjoy their visit.
- To manage the Experience in such a way as to ensure visitor safety, comfort and service by sustaining a high standard of maintenance, customer care, courtesy and cleanliness.
- To ensure that all staff who meet visitors can provide information and guidance about the Experience, and are readily distinguishable as staff, whether employees or volunteers.
- To have regard to the need to manage and operate the Experience in a sustainable way.
- To provide, as appropriate to the nature, scale and location of the Experience, coach, car, motorcycle and bicycle parking, adequate toilets and catering facilities. If any of these requirements cannot be made available on site, to provide information at appropriate points on where they can be found locally.
- To deal promptly and courteously with all enquiries, requests, reservations, correspondence and comments from visitors and try to resolve any complaints on site at the time of the visit.

What will be assessed?

PRE ARRIVAL	
Area	Content
Website Is the information up to date? Is the site easy to navigate providing potential customers with an honest interpretation of the experience	<ul style="list-style-type: none"> • Opening times, Map, Directions • Parking information and Accessibility • Pricing • Contact details • Age restrictions • Special events • Local promotions • Eye-catching layout
Digital Presence	<ul style="list-style-type: none"> • Social Media links • Up to date with relevant information • TripAdvisor reviews • Instagram imagery
THE ARRIVAL	
Parking	<ul style="list-style-type: none"> • Well maintained, clear bays including designated disabled bays • Litter free, • Appropriate signage and lighting
Signage/Entry	<ul style="list-style-type: none"> • Clear signage which is well maintained • Tariff published is accurate and up to date • Queuing and admissions managed to ensure good customer flow
Arrival Information	<ul style="list-style-type: none"> • Leaflets and hand-outs up to date • Site maps available • Easy identified staff greeters
THE EXPERIENCE	
Layout/Access	<ul style="list-style-type: none"> • Clear, well placed signage • Succinct information • Accessible layout • Visitor flow managed
Content	<ul style="list-style-type: none"> • Timing of : Live Shows, Tours, Workshops and Demonstrations clearly advertised
Equipment/Extras	<ul style="list-style-type: none"> • All Experience Infrastructure and Equipment maintained and in good working order. • Additional/Ancillary Equipment ditto (e.g. Audio Tour devices, safety gear, wheel chair, mobility scooter etc.)
Cleanliness & Tidiness	<ul style="list-style-type: none"> • Applies to toilets, retail outlets, catering, displays and attraction areas.
Toilets	<ul style="list-style-type: none"> • Clean and tidy, modern, with well-maintained fixtures and fittings • Adequate provision • Well-placed directional signage
Catering	<ul style="list-style-type: none"> • List of outlets, with location • Range and quality of food • Clean and well-maintained • Ease of access, • Adequate seating
Retail	<ul style="list-style-type: none"> • Location in appropriate area? • Range of merchandise that is well presented • Clean and well-maintained

How Is The Assessment Scored?

- Each of the sections shown in the table above is scored from a minimum of 0 (FAIL) to a maximum of 5.
- Where a listed element is not provided for a valid reason, the scoring scheme may be adjusted accordingly.
- Sectional scores will be combined to produce an Overall Score, shown as a percentage of the potential maximum.
- The Overall Score achieved must reflect consistency across all areas for the experience to qualify for accreditation.
- **TO ACHIEVE ACCREDITATION AN EXPERIENCE MUST ATTAIN AN OVERALL SCORE OF AT LEAST 60%**
- Sectional and Overall Scores are not for publication, but are intended to provide a useful management and business development tool for participants.
- Following the assessment, a one to one debrief will be offered to the Experience operator, and a written summary of the assessment visit will be provided.
- Any accreditation awarded will be valid for a maximum period of one year, or until the time of the next assessment, whichever occurs first.

Who Can Take Part?

To be eligible, Experiences must be open to the public, with or without admission charges, for published periods of the year, and should be capable of attracting day visitors or tourists, as well as local residents. They will include:

- Permanently established excursion destinations, a primary purpose of which is to allow public access for entertainment, interest or education:
- Sites the primary purpose of which is to allow public access for one or more of the following activities/areas of interest: Education, Heritage & Culture, Environmental Interest, special Interests, Craft, Specialised Activities and Entertainment.
- A guided tour of a site or sites following a published itinerary
- Premises the primary purpose of which is to provide refreshments freshly prepared and/or cooked for consumption on the premises.

The scheme specifically excludes sites where the sole or primary function is as a venue for; sporting events; musical, theatrical or film performances; or retail activities.

The scheme also extends to:-

- Formal or themed gardens, or other environmental spaces.
- Sites of special scientific or other interest,
- Permanently established sites providing specialised equipment, staff, and specialist facilities or buildings for specific activities or interactive entertainment purposes (e.g. ten pin bowling, karting, aerial walkways, living history participation etc.).
- Guided tours of, all or parts of, otherwise excluded sites – e.g. a guided tour of a working farm, brewery or distillery, or other production facility. Temporarily established sites may also be eligible. Please contact us to discuss your specific idea/offer.

In all cases it is accepted that there may be a **strong** retail element that is *primarily* related to the main themes of the experience, but there must be *at least* one other significant reason besides retail for the site to attract visitors, and that must be clearly related to the areas set out above.

Experiences accepted for accreditation will generally be assessed against the criteria of the Guernsey Visitor Experiences Accreditation Standard. However premises seeking accreditation primarily as places of refreshment will be assessed against the Guernsey Taste Accreditation Standard, which will be provided separately on request.

**IF YOU WOULD LIKE TO KNOW MORE,
PLEASE CONTACT THE QUALITY DEVELOPMENT TEAM AT**

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