



States of Guernsey

Marketing and Tourism

Code of Practice for Guernsey Visitor Experience Quality Assurance Schemes

The owner, management and staff of each participating Experience undertake:

- ✓ TO MAINTAIN THE HIGHEST STANDARDS OF VISITOR SAFETY, COMFORT AND SERVICE.
- ✓ TO PROVIDE ACCURATE DESCRIPTIONS OF THE AMENITIES, FACILITIES AND SERVICES OFFERED, IN ALL PROMOTIONAL MATERIALS, INCLUDING ANY REQUIREMENTS FOR PRE-BOOKING, AND ANY SIGNIFICANT RESTRICTIONS ON ENTRY.
- ✓ TO INDICATE IN ALL SUCH PUBLICATIONS WHERE THE NATURE OF THE EXPERIENCE, OR ELEMENTS WITHIN IT, MAY MAKE IT UNSUITABLE FOR PEOPLE WITH DISABILITIES AND/OR SPECIAL NEEDS
- ✓ TO OFFER CLEAR ADVICE ABOUT SIGNIFICANT FEATURES OR FACILITIES WHICH MIGHT PRESENT AN OBSTACLE TO PARTICIPATION IN THE EXPERIENCE FOR SOME, AND TO PROVIDE A WRITTEN ACCESS STATEMENT ON REQUEST.
- ✓ TO DESCRIBE ACCURATELY, AND DISPLAY CLEARLY, THE CHARGES FOR ENTRY AND ANY ADDITIONAL CHARGES FOR FEATURES NOT COVERED BY THE BASIC ADMISSION CHARGE
- ✓ TO DESCRIBE ACCURATELY, AND DISPLAY CLEARLY, THE USUAL OPERATING DATES AND HOURS OF THE EXPERIENCE, INCLUDING DIFFERING OPERATIONAL TIMES OF PRINCIPAL FEATURES AND FACILITIES, AND "LAST ADMISSION TIMES"
- ✓ AT FREE ACCESS SITES, TO DISPLAY OPERATING HOURS AND OTHER ESSENTIAL INFORMATION AT ALL OFFICIAL ENTRY POINTS, IF POSSIBLE.
- ✓ TO PROVIDE CONTACT DETAILS IN MATERIALS SENT IN RESPONSE TO ENQUIRIES
- ✓ TO CONFIRM IN WRITING SPECIAL RATES OR CHARGES NEGOTIATED IN ADVANCE
- ✓ TO ASSIST VISITORS IN UNDERSTANDING AND ENJOYING THE EXPERIENCE BY PROVIDING SIGNAGE AND ORIENTATION INFORMATION
- ✓ TO CONSIDER THE NEEDS OF VISITORS FOR WHOM ENGLISH IS NOT THEIR FIRST LANGUAGE
- ✓ TO ENSURE THAT STAFF COMING INTO CONTACT WITH VISITORS ARE READILY IDENTIFIABLE AS SUCH, (BADGE, UNIFORM OR OTHER MEANS).
- ✓ TO OPERATE WITH REGARD TO THE PRINCIPLES OF SUSTAINABILITY.
- ✓ TO PROVIDE: PARKING (INCLUDING FOR CYCLES), ADEQUATE TOILETS, AND CATERING FACILITIES, AS APPROPRIATE TO THE NATURE, SCALE AND LOCATION OF THE EXPERIENCE
- ✓ TO HOLD A CURRENT PUBLIC LIABILITY INSURANCE POLICY FOR AT LEAST £2,000,000, AND EMPLOYERS LIABILITY INSURANCE WHERE APPROPRIATE.
- ✓ TO COMPLY WITH ALL PLANNING, HEALTH & SAFETY, FIRE AND OTHER STATUTORY REQUIREMENTS AND REGULATIONS.
- ✓ TO COMPLY WITH THE MINIMUM STANDARDS FOR ACCREDITATION AT ALL TIMES.
- ✓ TO DEAL PROMPTLY AND COURTEOUSLY WITH ALL ENQUIRIES, REQUESTS, RESERVATIONS, CORRESPONDENCE, COMMENTS AND COMPLAINTS FROM VISITORS
- ✓ TO PROVIDE A FACILITY FOR VISITOR COMMENTS TO BE RECORDED
- ✓ TO DISPLAY THE CODE OF PRACTICE PROMINENTLY, SO IT CAN BE SEEN AND READ EASILY.

SANCTIONS

Where Marketing & Tourism has reason to believe that an accredited Experience may not be conforming to the requirements of the Code of Practice, it will notify the operator of its concerns in writing. If no satisfactory response is received from the proprietor within 14 days, Marketing & Tourism may decide to remove accreditation, by writing to the operator with the reasons for that decision.

The proprietor will have the right to appeal against the decision, provided that grounds for appeal are submitted in writing, within 14 days of the written decision. An appeal will be considered as soon as possible, but in any event no longer than 28 days after submission. The appellant or his /her representative may be invited to make representations in person. After hearing the appeal, and if/where appropriate undertaking a site visit, Marketing & Tourism's final decision will be notified to the appellant in writing. During the period of the appeal, accreditation and eligibility to participate in Visit Guernsey promotions will remain valid.

Where the accredited status of an experience is withdrawn, an application for re-accreditation will not be considered for one year. Applicants seeking re-accreditation may be required to pay a fee. Registered status will not be restored until the operation has been inspected by Marketing & Tourism, and has been found to conform to the requirements of the relevant accreditation.