

How can I join VisitCornwall?

Accommodation membership - am I eligible?

You need to have a National Quality Assurance Standard (NQAS) star grading, as awarded by VisitBritain and/or the AA.

You can become a member of VisitCornwall as follows:

Your establishment will need to have obtained a grading by the AA or VisitBritain to the National Quality Assurance Standards. You will then need to pay VisitCornwall a membership fee appropriate to the size of your business.

Further details about the National Grading Scheme are available from:

Quality in Tourism (Assessors for Visit Britain)

Farncombe House
Farncombe
Broadway
Worcester WR12 7LJ

Tel: 0845 300 6996
Email: qualityintourism@gslglobal.com
Web: www.qualityintourism.com

The AA

Fanum House
Basingstoke RG21 4EA
Tel: 01256 844455

Non Accommodation Membership - am I eligible?

We ensure that only those non-accommodation establishments operating acceptable standards are members of the VisitCornwall/South West Tourism joint membership scheme.

You can become a member as follows:

- 1.** If your establishment has obtained a grading or approval through a Nationally recognised scheme such as **VAQAS** for visitor attractions, or local schemes like **CATA** or **CAR**. Then you will need to pay the appropriate membership fee to VisitCornwall and will not require an assessment visit.
- 2.** Those establishments that have not been graded or inspected by an external body, will be required to have a yearly assessment visit carried out by our Tourism Development Assessor.

Costs for VisitCornwall/South West Tourism Joint Membership - the current cost for the rest of 2008 is £88.12 (inc vat).

Join Now:

If you would like to join the VisitCornwall/South West Tourism membership scheme please contact us direct on (01872) 322905 or Email: **membership@cornwallenterprise.co.uk**

Code of Conduct:

In addition to fulfilling all statutory obligations where they relate to the comfort, safety and welfare of the visitor, or to the regulation of the contractual or other relationship with them, including having applied for a certificate under the Fire Precautions Act, members undertake to observe and adhere to the following Code of Conduct:

- To ensure high standards of courtesy, cleanliness, catering and service appropriate to the type of establishment.
- To follow a customer led philosophy, placing the customer at the centre of all activities.
- To describe fairly to all users of the establishment, the amenities, facilities and services provided, whether by advertisement, brochure, word of mouth, website or any other means. Details of what is included (or excluded) from all prices quoted, and any charges for additional services should be made clear from the outset.
- To deal promptly and courteously with all enquiries, requests, correspondence, and complaints.
- To provide public liability insurance or comparable arrangement and to comply with all applicable planning, safety and other statutory requirements, that may be in force, and which may vary from time to time.
- Agree not to cause, or be liable to cause, damage or disrepute to the tourism industry in Cornwall and the South West.
- To display the joint membership scheme logo prominently, and to include the symbol in all relevant literature, online advertising and signage to provide reassurance and signal compliance.
- To allow a VisitCornwall/South West Tourism representative reasonable access to the establishment, to confirm that the Code of Conduct is being adhered to.

Membership Terms and Conditions

- Once VisitCornwall/South West Tourism (hereafter VC/SWT) have received the establishment's completed application form and the appropriate non-refundable membership fee, VC will arrange for the completed details and an appropriate photograph of the establishment to appear on the VC database and website.
- Once the appropriate membership fee has been paid to VC/SWT the applicant shall be entitled throughout the currency of the establishment's membership to order and display an appropriate VC/SWT sign at the establishment site and to display an accurate reproduction of the VC/SWT logo on the establishments letterheads, brochures, website and appropriate promotional material.

- The applicant shall ensure that they comply with all laws and regulations in connection with any promotion of its VC/SWT recognition. They will also ensure that the establishment carries an up to date national grading (for accommodation) or similar (for non-accommodation).
- Any information provided by the establishment, its agents or representatives, to VC/SWT in relation to or in connection with the establishment is accurate and that it will notify VC/SWT promptly of any changes to such information.
- Whilst VC/SWT will use all reasonable endeavours to ensure the accuracy of any entry relating to the applicant's establishment which is published, the applicant agrees that VC/SWT shall not be responsible for any errors or omissions in such entries, or for failure to include any such entry in any media. VC/SWT will not be liable for any loss, damage, costs or expenses incurred by the applicant as a result of any such error or non-publication. VC/SWT will as a matter of goodwill, take all reasonable steps to rectify any errors if made.
- It is the responsibility of the establishment to update their availability and details on a regular basis. VC cannot guarantee or be held responsible for the number of enquiries that an establishment receives during the membership year.
- Throughout the currency of the membership year the applicant shall:

Immediately advise VC/SWT of any change of ownership or control of the establishment.

Investigate any complaint or dispute promptly which is received by VC/SWT in regard to the establishment and to fully co-operate with VC/SWT representatives in the resolution of any such complaint or dispute.

Allow reasonable access for a representative of VC/SWT in respect of any assessment which VC/SWT wishes to carry out at the establishment.

Whilst VC/SWT endeavours to ensure that their main websites are normally available, VC/SWT or its contractors will not be liable if for any reason the site is un-available for any period. Access to the sites may be suspended temporarily or permanently and without notice.

The applicant shall be entitled to terminate the establishment at any time (**membership fees are non-refundable**) on the giving of at least 28 days notice in writing to VC/SWT.

On termination of VC/SWT membership, however caused, the applicant shall:

Remove all VC/SWT recognition signs from the establishment.

Make no further use of, and withdraw from circulation, any documents, websites, or other material showing the VC/SWT logo or otherwise indicating an existing or part VC/SWT recognition.

Make no further representation, in any form that the establishment holds or has held VC/SWT recognition.