

VisitEngland ™

Hotel Accommodation

Quality Standard



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Welcome to the VisitEngland Quality Standard for hotels

Message from the Chairman of VisitEngland

Quality hotel accommodation is a critical element of the visitor experience for both our leisure and business visitors. VisitEngland's quality assessment scheme for hotels therefore plays a vital part in our national strategy and underlines our commitment to championing quality in England.

Taking the decision to be assessed annually against our national Hotel Standard by independent professional assessors will reassure your guests that you are seriously committed to quality. You can promote the star rating you achieve extensively in your own marketing.

This booklet explains in detail the standards expected at each star rating level, from one through to five star.

Since 2006 England has shared a 'Common Standard' for all hotels with the AA, Scotland, Wales and Northern Ireland. This means that all hotels in the UK are assessed to the same criteria and awarded one to five stars. Following extensive consumer research in 2009, the five UK assessment bodies ie VisitEngland, the AA, VisitScotland, Visit Wales and the Northern Ireland Tourist Board, set up a joint working group to agree the key changes to the national quality assessment scheme for hotels and bring it up-to-date. As you will see in this booklet the Standard now focuses more on the quality of both the service and hospitality offered with less prescription and less emphasis on facilities.

We look forward to working with you to continually drive forward the quality of accommodation offered by our hotel partners in England.



*Penelope, Viscountess Cobham
Chairman of VisitEngland*

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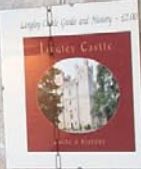


FIRE
EXIT



PROJECT SUPPORTED BY
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During this
cold weather
in order to try
to keep the
castle warm
PLEASE
CLOSE THE
DOOR
AFTER YOU



VisitEngland understands that quality is the key to success within the modern hospitality industry. In order for the English hotel industry to be successful both nationally and internationally it is important that quality standards are set high and continue to improve.

Our commitment to you

Our professional assessors will work with you in order to maximise the potential of your business. As a member of the VisitEngland star rating scheme you will receive an annual, overnight mystery assessment visit. This visit will look at all aspects of your customer facing business from the initial booking to check out. Each visit will be followed by a full verbal debrief and a detailed written management report. Both these tools are designed to help you to improve your business.

Quality across the star ratings

When a customer selects a hotel there will be an expectation of quality commensurate with the offer made by the hotel, in their advertising material, and the star rating. Our assessors will grade quality to five levels based on these general expectations. The assessors will not be making judgements about any aspect of your business based on style or personal taste.

In advance of their visit our assessors will review your property's website, as would a typical potential guest.

Service & Hospitality

A smile, a warm and genuine welcome and a willingness to please and serve customers is a common requirement and achievable across all star ratings.

A small hotel might be able to provide excellent hospitality and friendly, efficient service with a very small number of staff. Larger hotels will require a team of well-trained staff and this presents a different challenge. At the four star level it is expected that staff will be highly trained and skilled, anticipating the needs of their guests and providing an efficient service in all areas. Five star hotels in England should be offering a level of service excellence that would be universally recognised as five star by visitors from around the world.

Bedrooms & Bathrooms

Whatever the style or concept of the bedrooms and bathrooms, both quality and comfort is what guests and our assessors will be looking for, specifically:

- The quality and comfort of the bed
- The quality of the bed linen
- The controllability and usability of the lighting and heating systems
- The quality of bathroom fittings, of towels and toiletries

Cleanliness

Cleanliness is of paramount importance to all customers at all star levels. It is expected that all hotels will be clean in both front and back of house.

Hints & Tips

Be objective and self-critical when thinking about quality:

- Do not over promise: Do not be tempted to claim you offer luxury on your website unless the facilities you are selling are truly luxurious. Customers travel with expectations. It is better to exceed these expectations rather than not to live up to them.
- Be a customer at your own business: Take time to use your own website, sleep in your own bedrooms and eat in your own restaurant in order to experience what you are offering your guests.
- No need to follow the crowd: Don't be afraid to have your own style and local suppliers. For example, locally sourced toiletries can be of equal quality to national brands.
- First impressions: Remember that arriving at a hotel for the first time involves a series of first impressions. Paying attention to the following critical areas will pay dividends:
 - The clean and tidy parking areas
 - The well tended grounds & gardens
 - The welcoming smile
 - The fresh flowers
 - The final polish in the bedrooms and bathrooms with care taken over the presentation of bedding, towels and toiletries

1.1

How do we measure quality?

During your overnight assessment visit, your assessor will make quality judgements across all areas of your customer facing business. When the scores are totalled you will have an overall percentage score that will place you within one of the five different star rating bands. However, in order to confirm a particular star rating, the scores awarded within each of the **six key areas** also need to fall within that band or higher. In this way we, and you, can be confident that the hotel is offering a consistent level of service at the star rating awarded.

These key areas are:

- Cleanliness
- Bedrooms
- Bathrooms
- Service & Efficiency
- Food Quality
- Hospitality & Friendliness

Assessors are trained to award scores against national benchmarks in an objective and consistent manner.

Quality Assessment Report

The hotel **meets** the percentage scores required for **cleanliness, bedrooms** and **bathrooms**.

The hotel **fails** to meet the percentage score required for **service & efficiency**.

The hotel **meets** the percentage score required for **food quality**. However, the score awarded is below average for a 4 star hotel and is classed as borderline.

	Score	
Cleanliness		
Dining area	4	
Public areas	4	
Bathrooms	5	
Other public areas	4	
Bedrooms	4	
	84%	High 4 star quality
Bedrooms		
Decoration	3	
Furniture, fittings & furnishings	3	
Flooring	4	
Beds & Bedding	4	
Lighting, heating & ventilation	5	
Bedroom accessories	4	
Space, comfort & ease of use	4	
	77%	Safe 4 star quality
Bathrooms		
Decoration	4	
Fixtures and fittings	4	
Flooring	4	
Lighting, heating & ventilation	4	
Towels & toiletries	4	
Space, comfort & ease of use	3	
	77%	Safe 4 star quality
Service & Efficiency		
Booking service	3	
Arrival service	3	
Lounge service	3	
Bar service	3	
Other services (leisure etc)	4	
Departure service	3	
Room service	3	
Restaurant service	4	
Restaurant wine and drinks service	4	
Breakfast service	4	
	68%	High 3 star quality
Food Quality		
Dinner choice & presentation	4	
Dinner quality	4	
Room service	3	
Breakfast choice & presentation	3	
Breakfast quality	4	
	72%	Borderline 4 star quality

Assessment example

In the example shown, Hotel X provides all of the services and facilities required of a four star hotel and is seeking a four star rating.

In order to be awarded a four star rating the hotel needs to meet the overall percentage required (of at least 70%) as well as the percentages required in each of the key sections (cleanliness, bedrooms, bathrooms, service & efficiency, hospitality & friendliness, and food quality).

The hotel meets the overall percentage score required for four star (with 74%) and achieves four star for cleanliness, bedrooms and bathrooms.

However the hotel fails to meet the scores required for service & efficiency and also for hospitality & friendliness (both scoring high three star).

Although the hotel meets the four star score for food quality, this score is borderline.

The outcome is that a **three star rating** is awarded but with future potential for a four star rating. Advice is provided as to how to improve the percentage scores in these two key areas as well as the food quality in order to meet a four star rating at the next assessment visit.

The hotel **fails** to meet the percentage scores required **hospitality & friendliness**.

	Score	
Hospitality & Friendliness		
Booking service	3	
Arrival service	3	
Lounge service	3	
Bar service	3	
Other services (leisure etc)	4	
Departure service	3	
Room service	4	
Restaurant service	4	
Breakfast service	4	
	69%	High 3 star quality
Dining Room & Restaurant		
Decoration	4	
Furniture, fittings & furnishings	4	
Flooring	3	
Lighting, heating & ventilation	4	
Table appointment	4	
Space, comfort & ease of use	3	
	73%	
Exterior		
Building appearance	4	
Grounds, gardens & frontage	4	
Car parking	5	
Leisure	4	
	85%	
All Public Areas		
Decoration	4	
Furniture, fittings & furnishings	4	
Flooring	4	
Lighting, heating & ventilation	4	
Space, comfort & ease of use	4	
Stairs, corridors, hallways & public WCs	2	
	73%	
Overall Score 74% outcome is a 3 star rating		
Cleanliness	84%	High 4 star quality
Bedrooms	77%	Safe 4 star quality
Bathrooms	77%	Safe 4 star quality
Service & Efficiency	68%	High 3 star quality
Food Quality	72%	Borderline 4 star quality
Hospitality & Friendliness	69%	High 3 star quality

Note: This report is an example at the time of going to print.

Marks and scoring thresholds may be subject to change in future.

1.1.1

Gold, Silver and Breakfast Awards

VisitEngland's unique Gold and Silver awards are given in recognition of exceptional quality within a hotel's star rating. These awards help customers find those special places where the hotelier and team go the extra mile, whatever the size, style or star rating of the hotel. Hotels must demonstrate consistent levels of high quality in the six key areas identified by consumers as very important:

- Cleanliness
- Bedrooms
- Bathrooms
- Service & Efficiency
- Food Quality
- Hospitality & Friendliness

Eligibility for an award is triggered by the hotel's overall score meeting a minimum level plus a minimum score in each of the critical areas listed above (see separate sheet showing the percentages required).



Awards are confirmed with the written assessment report but Gold awards require confirmation by the Quality Assessment Area Manager and may involve a second 'mystery visit'. The assessment report will show the scores in all areas, so hotels can check how close they are to achieving an award and can ask the assessor's advice about the key improvements required to aim for a Silver or Gold award.

A Gold or Silver award gives hotels a significant marketing advantage – they can feature the award logo on their website as well as display their award certificate at their property.



VisitEngland's Breakfast Award – sponsored by Kellogg's

Hotels achieving exceptionally high scores for the quality of their breakfast will qualify for the VisitEngland Breakfast award.

As part of the annual assessment the assessor will score the breakfast served based on the following criteria:

- Choice and range of dishes offered
- Presentation and culinary skills
- Quality of ingredients/produce
- Breakfast service/hospitality

The assessor will confirm during the assessment de-brief if you have achieved the award.

The Breakfast award logo can then be used in your own marketing.



1.2

VisitEngland's professional team of assessors

All of our assessors are hospitality professionals and each has a proven background in the industry. The experience that they offer to you may include the management of country house, family-run or corporate hotels and many have a particular expertise in the food and beverage sector. More importantly, our assessors now spend their working lives as professional guests. They experience best practice in all areas and are able to pass that knowledge on to you for the benefit of your business. They are your eyes and ears for the duration of their visit. They will assess the quality of your business honestly, but always with the objective of helping you to improve your operation. Make use of your assessor.

Hints & Tips

Are some or all of your bedrooms or bathrooms on the small side?

Don't despair, maximise their potential:

- Space is an important factor when assessing quality, but a well-designed smaller room can compensate in many respects.
- Don't think of these rooms as 'last lets'; decorate, furnish and equip them to the highest standard that you can.
- Think ergonomically; have you maximised the usability of the available space?
- Design your room so that there is good ease of use to all areas such as the bed, curtains/blinds, thermostats etc.
- Have enough clothes storage, but not too much. Look at space saving ideas in this area or ask your assessor for guidance.
- Use the room yourself. Ask yourself: can I plug in all of my electronic devices? Is the hospitality tray usable? Are mirrors accessible and usable in conjunction with a hairdryer?
- In this way you can maximise the quality potential of your business and your star rating.

Hints & Tips

- Do not be afraid to innovate: This standards book is a flexible guide to the minimum services required at each level.
- The hospitality industry is dynamic in the way it provides services to its customers. If your customers would benefit from, or appreciate a new way of doing things do not dismiss the idea because it is not included in this standards book.
- Traditional check-in or electronic check-in? Either is capable of enhancing or diminishing the overall quality of the visitor experience, depending on how it is operated and handled.
- We are sure that you have many ideas for future delivery of service. Talk to your assessor. We are flexible and willing to accommodate new ideas wherever possible.

Hints & Tips

- How to get the most out of your assessor:
- Ask questions, lots of questions!
- At the morning debrief include as many staff as possible. Remember, praise or constructive criticism from the assessor might help to inspire and motivate staff.
- Stay in touch. Assessors are happy to answer your questions in between assessment visits. You might like to arrange an interim assessment visit in order to measure improvements made to your business, especially if you are aiming for a higher star rating or a Silver or Gold award.



1.3

Sustainability and Accessibility

Sustainability

Sustainability: Doing Business Even Better

Green tourism and sustainability practices in your business are one and the same thing; it's all about taking small steps that enable you to do business even better, not differently. Small changes will not only save money, improve employee relations, enhance profitability and provide a richer experience for customers but over time you will also improve your business's impact on the local economy, community and environment. 'Going Green' does not have to be a chore and is just as applicable to properties in a city centre as in a rural location.

VisitEngland Can Help

VisitEngland is committed to promoting the adoption of sustainable practices among all tourism businesses. It is our aim to ensure that a sustainable approach is complimentary to improving the overall visitor experience in England. Your help is needed in this aspiration. For further information on how to enhance your business to be more sustainable, please visit www.better-tourism.org for tools to help "green" your business. Or visit www.visitengland.com/green for further information and case studies on the benefits of adopting sustainable practices.

Sustainable Tourism Certification

If your business is already a successful sustainable business and you wish to demonstrate this to new or existing consumers, you may wish to join one of the certification schemes that exist in England. These schemes are not operated by VisitEngland but by independent organisations which have been verified to ensure they are offering a rigorous and well-founded sustainable accreditation scheme that will allow you to confidently promote your green credentials. Visit www.visitengland.com/green for more information.

Throughout this standards booklet, suggestions are included on how you can improve the sustainable performance of your business. These are not compulsory but are recommended if you wish to make a positive impact on your business and also save money.



Accessibility

Improving your Accessibility – A Lucrative Market

Many people have access needs including disabled people such as those with hearing and visual impairments, wheelchair users, older and less mobile people and people with pushchairs. The accessible tourism market is worth over £2bn to tourism businesses in England and is growing due to an ageing population.

By making some small adjustments to your facilities, providing information on your accessibility and understanding the needs of disabled people, your business will appeal to a wider range of visitors and attract more business. Demand for accessible accommodation outstrips the current supply. Find out how other tourism businesses are benefiting from this loyal market at www.visitengland.org/access.

Legal Obligations

Tourism businesses have obligations under The Equality Act 2010, which replaced the Disability Discrimination Acts 1995 and 2005 (DDA) on 1 October 2010. Tourism providers should treat everyone accessing their goods, facilities or services fairly, regardless of their gender, race, sexual orientation, disability, gender reassignment, religion or belief, and guard against making assumptions about the characteristics of individuals.

The Equality Act 2010 requires that service providers must think ahead and take steps to address barriers that impede disabled people. Providers should not wait until a disabled person experiences difficulties using a service, as this may make it too late to make the necessary adjustment.

Make 'reasonable' changes to the way things are done – such as changing practices, policies or procedures where disabled people would be at a 'substantial disadvantage' e.g. amend a 'no dogs' policy.

Make 'reasonable' changes to the built environment – such as making changes to the structure of a building to improve access e.g. altering or removing a physical feature.

Provide auxiliary aids and services – such as providing information in an accessible format, an induction loop for customers with hearing aids.

A service provider cannot legally justify failing to provide a reasonable adjustment. The only question is whether the adjustment is a 'reasonable' one to make. What is 'reasonable' will depend on a number of circumstances, including the cost of an adjustment, potential benefit it may bring to other customers, the resources an organisation has and how practical the changes are.



We Can Help

It is important to provide information on the accessibility of your facilities and services. This can be achieved by producing an Access Statement, which is a requirement for all scheme members.

VisitEngland provides a number of tools and resources to help you accommodate people with access needs such as an Online Access Statement Tool. Go to www.visitengland.org/accesstatements

Accessibility good practice is included throughout this standards booklet to help you consider and improve your accessibility. More detailed guidance and accessibility ratings are provided by the National Accessible Scheme (NAS) www.visitengland.org/nas





1.4

Hotel Standard Summary & Hotel Designators

Quality assessed serviced accommodation in the UK is broadly divided into three categories:

Hotels: formal accommodation with full service.

Guest Accommodation (e.g. B&B's, Inns etc): informal accommodation with limited service.

Budget Hotel (e.g. roadside, budget lodge style): uniform accommodation, usually with limited service.

Any establishment operating with the word 'hotel' as part of their business name will be assessed using the hotel requirements listed in this booklet.

Hotel Designators

Hotel

Serviced accommodation providing hotel services with a minimum of 5 bedrooms.

Country House Hotel

Hotel with ample grounds or gardens, in a rural or semi-rural situation with an emphasis on peace and quiet.

Small Hotel

Smaller hotel with a maximum of 20 bedrooms. Likely to be personally run by the proprietor. May not provide all services expected at the star rating. Dispensations might be available.

Town House Hotel (3 – 5 star rating)

High quality town/city centre properties of individual and distinctive style with a maximum of 50 bedrooms. High staff-to-guest ratio. Public areas may be limited. Possibly no dinner served but room service available instead. Where a dining room is not available, room service breakfast is acceptable.

Metro Hotel

A town/city hotel providing full hotel services with the exception of dinner. Within easy walking distance of a range of places to eat.

Determining the star rating

A hotel will need to satisfy three elements to reach a particular star rating:

- All relevant requirements must be met.
- The overall percentage score for quality must reach the appropriate band (see quality bands on page 14).
- The relevant standard of quality in the six critical areas as highlighted below.
- There are nine key areas of assessment. The six most critical areas are:
 - Cleanliness
 - Bedrooms
 - Bathrooms
 - Service & Efficiency
 - Food Quality
 - Hospitality & Friendliness

The star rating level across all of these six areas must be met in order to achieve a particular star rating. The remaining three areas are: exterior, public areas, dining room/restaurants. Where additional facilities are provided e.g. spa, these will also be assessed.

Dispensations

Dispensations for certain individual requirements within these VisitEngland Quality Standards may be given as long as all the remaining requirements and quality levels for that rating are met or exceeded. This flexibility will be considered on a case-by-case basis.

Any exceptions will need a proportional increase in quality in other areas to compensate for the area where an exception is sought.



Note

Budget hotel – this is a scheme designed for national group hotels. Different criteria apply since this type of hotel is not awarded a star rating.

1.5

Key requirements at each rating level

Overall Quality bands

One Star	30 – 46%
Two Star	47 – 54%
Three Star	55 – 69%
Four Star	70 – 84%
Five Star	85 – 100%

1 Star ★ 30-46%

- A minimum of five letting bedrooms.
- 100% of bedrooms with en suite or private facilities.
- Resident guests, once registered, have access to the hotel at all times. Proprietor and/or staff on site all day and as a minimum on call to resident guests at night.
- A dining room/restaurant or similar eating area serving a cooked or continental breakfast seven days a week.
- A dining room/restaurant or similar eating area serving evening meals at least five days a week (but hotels that do not offer dinner and are located within easy walking distance of a choice of places to eat dinner, can also be rated under the hotel scheme as a Metro or Town House hotel, as long as this is made clear to all prospective guests in all marketing and all other hotel requirements are met).
- A bar or sitting area with a Liquor Licence.
- Hotel generally open seven days a week during its operating season providing, on every day open, the level of service and facilities appropriate to its star rating.
- Proprietor and/or staff available during the day and evening to receive guests and provide information/services such as hot drinks and light refreshments.
- A clearly designated reception facility.
- Meeting all the current statutory obligations and providing Public Liability insurance cover.

2 Star ★★ 47-54%

(In addition to the requirements for One Star)

- All areas of operation should meet the Two Star level of quality for cleanliness, maintenance and hospitality, and for the quality of physical facilities and delivery of services.

3 Star ★★★

55-69%

(In addition to the requirements for Two Star)

- All areas of operation should meet the Three Star level of quality for cleanliness, maintenance and hospitality, and for the quality of physical facilities and delivery of services.
- Once registered, residents have access at all times during the day and evening (e.g. from 7 am until 11 pm) without use of a key.
- Access available outside these times.
- Dinner served a minimum of six evenings a week with bar snack or equivalent available on seventh evening (unless hotel does not have a restaurant – i.e. metro or town house hotel, located close to choice of places to eat).
- Room service as a minimum of hot and cold drinks and light snacks (e.g. sandwiches) during daytime and evening. Option to provide on request only, without need for full menu promoted in bedroom. Guests should be made aware of this service provision via room information and made aware of prices before ordering.
- All bedrooms with en suite bathrooms.
- Internal or direct dial telephone system required (minimum is ability to phone from bedroom to reception and vice versa).
- Wi-Fi available in public areas.

4 Star ★★★★★

70-84%

(In addition to the requirements for Three Star)

- Expectation is for higher quality of service levels in all departments and in general higher staffing levels; as well as a serious approach and clear focus to the food and beverage offering.
- All areas of operation should meet the Four Star level of quality for cleanliness, maintenance and hospitality, and for the quality of physical facilities and delivery of services.
- Once registered, residents should have 24 hour access, facilitated by on-duty staff.
- 24 hour room service, including cooked breakfast and full dinner during restaurant opening hours
- Enhanced services offered, e.g. afternoon tea, offer of luggage assistance, meals at lunchtime, table service on request at breakfast.
- At least one restaurant, open to residents and non-residents, for breakfast and dinner seven days a week. Hotels without restaurants, located within easy walking distance of a range of places to eat, are required to serve as a minimum snacks/light refreshments in public areas/bedrooms, at least in core hours of between 7 am to 11 pm.
- All bedrooms with en suite bathrooms and all with WC and thermostatically controlled showers.
- Wi-Fi or internet connection provided in bedrooms.

5 Star ★★★★★

85-100%

(In addition to the requirements for Four Star)

- Excellent staffing levels with well-structured and dedicated teams with depth in management levels.
- Exceptional levels of proactive service and customer care.
- All areas of operation should meet the Five Star level of quality for cleanliness, maintenance, hospitality, and for the quality of physical facilities and delivery of services.
- Hotel open seven days a week all year.
- Enhanced services offered e.g. valet parking, escort to bedrooms, proactive table service in bars and lounges and at breakfast, 'concierge' service, 24-hour reception, 24-hour room service, full afternoon tea.
- At least one restaurant, open to residents and non-residents for all meals seven days a week.
- Minimum 80% bedrooms with en suite bathroom with WC, bath and thermostatically controlled shower. 20% may be shower only.
- A choice of environments in public areas of sufficient relevant size to provide generous personal space.
- Additional facilities e.g. secondary dining, leisure, business centre, spa, etc.
- At least one permanent luxury suite available (comprising three separate rooms – bedroom, lounge and bathroom).

2.1

Overall Standards

2.1.1

Statutory Obligations

Minimum Entry Requirements (1 Star ★)

- Public Liability Insurance: while not a statutory requirement, it is a requirement for participation in this scheme. Proprietors may be asked to provide evidence that Public Liability insurance cover is being maintained and that the requirements below are being fulfilled.
- Comply with all relevant statutory requirements including:
- Fire Risk Assessment: to comply with the Regulatory Reform (Fire Safety) Order 2005; supply evidence that a Fire Risk Assessment has been carried out annually, for guidance refer to: www.visitengland.org/fire.
- Food Safety/Hygiene: register with the local Environmental Health department.
- Guest Register: provide a register of all guests; record passport number of all overseas guests.
- Health & Safety: operate safely with due regard to health and safety legislation and with evidence of consideration for the safety of guests and security of guests' property; supply clear information on how to contact proprietor/manager in case of emergency. Supply multi-lingual instructions or diagram for fire evacuation procedure.
- Planning: comply with all local planning regulations.
- Licensing: comply with all local licensing regulations.
- Hotel Proprietors Act: comply with this Act.
- Data Protection Act: comply with this Act.
- Prices & Payment: make clear to guests exactly what is included in all prices quoted for accommodation including taxes and any other surcharges; adhere to and not exceed prices quoted at the time of booking.
- Cancellation Policy: communicate clearly the cancellation policy to guests at the time of booking i.e. by telephone, fax or email.
- Consumer Protection from Unfair Trading Regulations 2008: comply with these Regulations by describing accurately in any advertisement, brochure, or other printed or electronic media, the facilities and services provided.
- Advise visitors at the time of booking and subsequently, of any change, if the accommodation offered is in an unconnected annexe or similar, and indicate the location of such accommodation and any difference in comfort and/or amenities from accommodation in the main property.
- Equality Act 2010 (replaces the Disability Discrimination Act 1995): Comply with this Act. Welcome all guests courteously and without discrimination in relation to gender, sexual orientation, disability, race, religion or belief. Make 'reasonable' adjustments to improve service for disabled customers. Produce an Access Statement – a description of facilities and services offered, specifically in relation to accessibility, to inform people with access needs; for guidance and free tool refer to: www.visitengland.org/accessstatements.
- Provide guests with clean, hygienic, safe and well-maintained accommodation at all times.



2 Star ★★

● As One Star

3 Star ★★★

● As One Star

4 Star ★★★★★

● As One Star

5 Star ★★★★★★

● As One Star

NB It is unlikely that any establishment offering accommodation to DSS residents or operating as a refuge hostel for homeless people will be eligible to participate in the scheme.

2.1.2

Safety and security

Minimum Entry Requirements (1 Star ★)

- Proprietor and/or staff to be on site or on call to resident guests 24 hours a day.
- Printed instructions, provided in the bedrooms, for summoning assistance during an emergency at night. If the proprietor lives away from the hotel, it is expected that a member of management or staff sleep on site and that their night-time contact details are clearly advertised in every bedroom.
- A high degree of general safety and security, including information on evacuation procedures in the event of an emergency, to be advertised in every bedroom. Multi-lingual emergency procedure notices or use of symbols/diagrams clearly displayed in every bedroom.
- Adequate measures for the security of guests and their property.

2.1.3

Maintenance

Minimum Entry Requirements (1 Star ★)

- Buildings, their fixtures, furnishings, fittings and exterior and interior décor maintained in a sound, clean condition and fit for the purpose intended.
- All electrical and gas equipment in good working order and regularly serviced to ensure guests' safety.
- Monitoring procedure in place for reporting of broken/damaged items in guests' bedrooms.

2.1.4

Cleanliness

Minimum Entry Requirements (1 Star ★)

- As the cleanliness of hotels at every star rating is of paramount importance to the consumer, consistent standards of cleanliness are essential at every hotel. Particular attention should be given to bathrooms, shower rooms and toilets especially items involving direct contact with guests, including:
 - Bedding, linen and towels.
 - Baths, showers, washbasins and WCs.
 - Flooring and seating.
 - Crockery, cutlery and glassware.
- All bathrooms and shower rooms cleaned daily and checked to ensure appropriate standards of cleanliness.
- Bathrooms and shower rooms clean and fresh smelling. Particular attention paid to WCs, plugholes, shower curtains, mirrors and extractor fans.

2.1.5

Physical quality

Minimum Entry Requirements (1 Star ★)

- Hotels providing accommodation of acceptable quality and comfort.

2 Star ★★

- As One Star

3 Star ★★★

- Proprietor and/or staff to be on duty from 7 am to 11 pm, and on site 24 hours.

4 Star ★★★★★

- Proprietor and/or staff to be on duty 24 hours a day.

5 Star ★★★★★

- As Four Star

Good Practice**Accessibility**

Ensure the fire evacuation strategy details emergency exit procedures for disabled people. Remember guests with hearing impairment may not hear knocking at the door. Record room location and any specific requirements and pass to staff at change of shift.

2 Star ★★

- As One Star

3 Star ★★★

- As One Star

4 Star ★★★★★

- Buildings, their fixtures, furnishings, fittings and exterior and interior décor maintained in a superior condition.

5 Star ★★★★★

- Buildings, their fixtures, furnishings, fittings and exterior and interior décor maintained in an excellent, immaculate condition.

2 Star ★★

- As One Star

3 Star ★★★

- As One Star

4 Star ★★★★★

- As One Star

5 Star ★★★★★

- Exceptional standards of housekeeping.

Good Practice**Sustainability**

Consider using using low impact and chlorine-free cleaning products, such as microfibre cloths that reduce the amount of cleaning liquid required.

2 Star ★★

- Hotels providing accommodation of quite good quality and comfort.

3 Star ★★★

- Hotels providing good quality, comfortable and more spacious accommodation.

4 Star ★★★★★

- Hotels setting high standards for the hospitality industry.
- All aspects of the hotel offering a very good level of quality, spaciousness and comfort.

5 Star ★★★★★

- Hotels setting the highest international standards for the hospitality industry.
- All aspects of the hotel offering an excellent level of quality, spaciousness and comfort, providing an overall luxurious standard.

2.1.6 Hospitality

Minimum Entry Requirements (1 Star ★)

- Guests will be greeted and acknowledged in a friendly, efficient and courteous manner throughout their stay.

Good Practice

Accessibility

- Ensure staff ask if the guest has any accessibility needs.
- Welcome assistance dogs (legal obligation). Many disabled people rely on assistance dogs to provide independence. See the dog as being part of the person.

2.1.7 Services

Minimum Entry Requirements (1 Star ★)

- A relatively straightforward range of services offered – often provided by the proprietor and family/staff.
- All enquiries, requests and reservations, correspondence and complaints from visitors dealt with promptly and politely.
- Service and efficiency skills of a competent standard.

Good Practice

Accessibility

- Specific training is available for staff on how to welcome all types of guests e.g. Welcome All and WorldHost Customers with Disabilities.
- Consider learning to communicate in basic British Sign Language (BSL).

Good Practice

Sustainability

- Include public transport options material in promotional and booking information.
- Ensure all staff are fully briefed and updated on the hotel's sustainable tourism policy, particularly reception, concierge and dining room staff.

2.1.8 Opening

Minimum Entry Requirements (1 Star ★)

- Hotel generally open seven days a week during its operating season providing, on every day open, a consistent level of service and facilities appropriate to its star rating.

2.1.9 Guest access

Minimum Entry Requirements (1 Star ★)

- Once registered, resident guests have access to the hotel at all times. Proprietor and/or staff to be on site or on call to resident guests 24 hours a day.
- It is acceptable for a front door key or security code to be issued.

<p>2 Star ★★</p> <ul style="list-style-type: none"> ● As One Star 	<p>3 Star ★★★</p> <ul style="list-style-type: none"> ● As One Star 	<p>4 Star ★★★★</p> <ul style="list-style-type: none"> ● Proactive interaction and anticipation of guests' needs. 	<p>5 Star ★★★★★</p> <ul style="list-style-type: none"> ● Excellent levels of hospitality and customer care offering a personalized approach to every individual guest. 	<p>2.1.6</p>
<p>2 Star ★★</p> <ul style="list-style-type: none"> ● As One Star 	<p>3 Star ★★★</p> <ul style="list-style-type: none"> ● Good guest service with appropriate staffing levels to provide a prompt and efficient service without detriment to other service areas at the same time. Good social skills and anticipation of individual guests' needs evident in dealings with all guests. ● All staff demonstrate a positive attitude and a willingness to help. ● Service, efficiency and technical skills of a good standard. 	<p>4 Star ★★★★</p> <ul style="list-style-type: none"> ● Very good guest service, giving guests the impression of being well cared for by trained, professional and attentive staff. ● Very good social skills and anticipation of individual guests' needs evident in dealings with all guests. ● Service, efficiency and technical skills of a very good standard and without detriment to other service areas at any time. 	<p>5 Star ★★★★★</p> <ul style="list-style-type: none"> ● Flawless and unobtrusive guest service, giving guests the impression of being very well cared for by highly trained, professional, proactive and well managed staff. ● Excellent social skills and anticipation of individual guests' needs evident in dealings with all guests. ● Service and efficiency of an excellent standard without detriment to other service areas at any time. Delivered by a structured team of staff with a management and supervisory hierarchy. ● Some multi-lingual staff in hotels with an international market. 	<p>2.1.7</p>
<p>2 Star ★★</p> <ul style="list-style-type: none"> ● As One Star 	<p>3 Star ★★★</p> <ul style="list-style-type: none"> ● As One Star 	<p>4 Star ★★★★</p> <ul style="list-style-type: none"> ● As One Star 	<p>5 Star ★★★★★</p> <ul style="list-style-type: none"> ● Open seven days a week all year, providing a consistent level of service and facilities. 	<p>2.1.8</p>
<p>2 Star ★★</p> <ul style="list-style-type: none"> ● As One Star 	<p>3 Star ★★★</p> <ul style="list-style-type: none"> ● Once registered, residents must have access at all times during the day and evening without needing to use a key. Best practice suggests between 7 am and 11 pm. ● There must be access available outside these times possibly using a door key or security code. 	<p>4 Star ★★★★</p> <ul style="list-style-type: none"> ● 24 hour access, facilitated by on-duty staff. 	<p>5 Star ★★★★★</p> <ul style="list-style-type: none"> ● Both prior to and after registration, guests should have access without having to ring a bell. During the night a bell is acceptable. 	<p>2.1.9</p>

2.2

Services

2.2.1

Staff appearance

Minimum Entry Requirements (1 Star ★)

- Staff tidily dressed and well groomed.
- Staff clothing fresh and well ironed.
- Particular attention given to personal hygiene.
- The style of hotel may dictate how staff dress – from formal uniforms to informal and casual outfits.

2.2.2

Reservations, prices and billing

Minimum Entry Requirements (1 Star ★)

There should be an easy and efficient booking service that includes the following:

- Prospective visitors told clearly what is included in the prices quoted for accommodation, meals and refreshments, including service charges, taxes and other surcharges.
- Other information which may impact on the guests' stay e.g. smoking policy, refurbishment work in progress, planned functions/events etc. provided. Where house policy dictates that certain facilities need to be pre-booked e.g. spa treatments, dinner etc., these should also be mentioned at the time of booking.
- Advance warning if the restaurant is to be closed or likely to become fully booked.
- Full details of the hotel's cancellation policy. This especially includes information about charging credit cards for cancellation or changes to the booking.
- Information about deposits if required, including details of how the deposit is taken and whether or not it is refundable on cancellation.
- Clear explanation of charges for additional services or available facilities including cancellation terms.
- Information about any unacceptable types of payment, e.g. credit cards, travellers' cheques etc.
- Information and full details about any fees charged for the acceptance of credit cards.
- Bookings may be confirmed in writing by email/letter, verbally by phone or via text message.

Communication with prospective guests, whether verbal or written, should be prompt, efficient, professional and helpful. A good first impression is critical at all levels. Therefore:

- The price agreed at the time of booking must not be exceeded.
- All agreed prices must include service charges, taxes and other surcharges where applicable.
- Every endeavour should be made to advise guests in advance about the hotel location and any car parking restrictions.

continued on p24



2.2.1

2 Star ★★

- As One Star

3 Star ★★★

- Staff smartly attired.
- Staff dressed in such a way that guests can easily distinguish between staff and guests.

4 Star ★★★★★

- As Three Star

5 Star ★★★★★

- Staff impeccably presented and in a uniform way.

2.2.2

2 Star ★★

- As One Star

3 Star ★★★

- Ability to make a prompt and effective reservation during the day and evening.
- Guests should be able to charge all account services to one main account, and pay on departure.
- Guest accounts to be updated on an ongoing basis to minimize the delay at check-out.
- Confirmation provided by email/fax/text or letter on request from hotel (not only from third party booking site).

4 Star ★★★★★

- Ability to make a prompt and effective reservation during the day and up to 11 pm.
- Confirmation provided by email/fax/text or letter from hotel (not only from third party booking site).

5 Star ★★★★★

- Ability to make a prompt and effective reservation 24 hours a day. Every booking confirmed by letter, fax, email or text message.
- The account well explained and well presented, perhaps in an envelope or folder.

2.2.2

Reservations, prices and billing

(continued from p22)

- Visitors advised when they are booking, and subsequently in the case of any change, if the accommodation offered is in an unconnected annexe or has separate external access.
- Unless notified in writing in advance, price confirmation is to be at least indicated on a key card or similar.
- Prospective guests should be left confident that their booking was recorded accurately. As a minimum, name, address and/or contact telephone number recorded at the time of booking.
- All bookings handled in a friendly and courteous manner, even when there is no dedicated reservations department.
- Provide each guest with printed or clearly written details of payment due and a receipt on request.
- Presentation of accounts ensuring that purchases are clearly detailed.
- Particular attention should be paid to accuracy.
- The VAT element of the account (where applicable) should be clearly identified.

2.2.3

Reception: staff availability for guest arrival and departure

Minimum Entry Requirements (1 Star ★)

- As reception is likely to be the guest's first and last point of contact with a hotel, special attention should be given to providing a good standard of customer care.
- Direct guest contact given priority over other reception duties. Proprietor or staff available to receive guests and provide information/services from just before breakfast to late evening at approximately 10 pm.
- Receptionist's attention possibly summoned by a bell or telephone.
- Guests clearly directed to their room and given a brief explanation of location of hotel facilities.
- The issuing of a bedroom key to guests and the charging of items to account always done discreetly to ensure guest's security.
- In the interests of safety, guests to be escorted to bedrooms if requested.
- Guests informed of meal times, bar opening times etc.

Good Practice

Accessibility

- Ensure guests identifying themselves as being disabled e.g. visual impairment are offered a familiarisation tour.

2.2.4

Luggage handling

Minimum Entry Requirements (1 Star ★)

- Assistance with luggage available on request throughout the day and evening.



Good Practice

Accessibility

- Offer your guests a choice of how to contact you e.g. telephone, fax, letter, email and find out about Text Relay used by people with a hearing impairment at www.textrelay.org
- Always ask if the enquirer or any of the guests in the party have any specific access requirements.
- Promote your Access Statement.

Good Practice

Sustainability

- Consider drafting and promoting an environmental management policy, setting out the environmental and sustainable management actions taken by you and your organisation. If you need help drafting a policy, go to the Resource Zone on VisitEngland's Green Start website at www.better-tourism.org (you will need to register, but it's free).

2 Star ★★

- As One Star

3 Star ★★★

- Reception service provided from just before breakfast until late evening. Best practice suggests 7 am to 11 pm.
- Receptionist on duty during busy check-in/out times when it is essential to provide full cover.
- However, at other times, possibly summoned by bell or telephone for minimal delay.
- Additional reception services such as express check-out, 24 hour check-in/out, provided in hotels where the need exists, e.g. in hotels in city centres and hotels by airports.

4 Star ★★★★

- Reception staffed at all times between 7 am and 11 pm. Staffing levels sufficient to ensure a minimal delay.
- A member of staff – possibly the night porter – available and able to perform reception duties between 11 pm and 7 am.

5 Star ★★★★★

- 24 hour reception with sufficient highly skilled staff to ensure no delay for guests.
- Arriving guests greeted without delay outside the hotel entrance.
- Valet parking offered. A seamless transition on arrival from outside the hotel entrance to the reception area.
- All guests offered an escort to the bedroom by a member of staff with excellent skills.
- Guests informed of important hotel and bedroom facilities by the escort.

2 Star ★★

- Secure short-term luggage storage.

3 Star ★★★

- As Two Star

4 Star ★★★★

- Assistance with luggage readily available.

5 Star ★★★★★

- Hotel staff taking control of luggage from guest's arrival outside to prompt delivery in bedroom. The same quality of service repeated on departure.
- Secure short-term luggage storage with receipt provided.

2.2.5

Other – Reception/ Concierge/ Housekeeping services

Minimum Entry Requirements (1 Star ★)

- Iron and ironing board available.
- Early morning call on request or an alarm using a clock, telephone or television available in the room.
- Appropriate tourist, travel and/or local information available, suitable to market needs. Should be well presented e.g. in a folder, rack or electronic.

Good Practice

Accessibility

- Provide a vibrating alarm clock for hearing impaired guests.
- Provide hotel information in a range of formats e.g. large print, Braille, photographs, MP3 downloads and audio description on websites.

Good Practice

Sustainability

- Make best use of local tourist information in both the hotel's promotional literature and visitor information folders located in the bedrooms.



2 Star ★★

- As One Star

3 Star ★★★

- Laundry service may be provided and advertised with prices.
- Incoming telephone calls to resident guests handled in a professional and discreet manner.
- Messages written down and every effort made to inform guests a message is waiting for them. Interactive TV and voicemail systems are acceptable.
- A selection of daily newspapers available for purchase or complimentary paper provided.
- Well presented travel and/or local information such as details of visitor attractions, taxi firms, banks, churches, railway stations, florists etc. available in bedrooms.

4 Star ★★★★★

- Laundry and possibly dry cleaning service provided and advertised with prices.
- Early morning call. Guests not expected to set their own alarm call.
- Messages delivered promptly to the bedrooms or to the guest in the public areas.
- Newspapers can be ordered and delivered to guests' bedrooms.

5 Star ★★★★★★

- Pressing service (minimum same day), dry cleaning and 24 hour return laundry service.
- Cloakroom service (coat storage) with a receipt provided.
- An advertised shoe cleaning service which can include a conveniently positioned machine or shoe cleaning materials available.
- All messages discreetly handled and written messages presented in an envelope.
- A full concierge service provided.
- This may vary depending on location and style of the hotel but may include some or all of the following: theatre bookings, sightseeing trips, taxi bookings, valet parking and other requests.



2.3

All meals – dining quality and information

2.3.1 Dining provision

Minimum Entry Requirements (1 Star ★)

- Designated eating areas can include restaurant, dining room, brasserie, bistro or bar.
- A designated eating area, open to residents for breakfast, seven days a week.
- Evening meals provided at least five days a week.
- Guests informed when they book if dinner is not available on a particular evening. When this happens, a range of refreshments and snacks, e.g. soups, sandwiches etc. should always be offered.
- Residents' guests may take dinner by prior arrangement.

Good Practice

Accessibility

- Try to be flexible with meal times to help diabetic people regulate their blood sugar.

2.3.2 Restaurant ownership

Minimum Entry Requirements (1 Star ★)

Where dinner is served in a restaurant, which is separate or contracted out, it will nevertheless be assessed as part of the overall operation. Such a restaurant is acceptable as long as:

- The hotel accepts full responsibility over the quality of surrounding, food and service provided in the restaurant.
- Guests are informed when they book a bedroom that dinner is served in a separate restaurant.
- Access is easy e.g. within approximately 250 metres walking (1/4 mile or ten minute walk), preferably umbrella provided, or within 5/10 minutes if hotel provides complimentary transport.
- There is a facility for guests to charge meals and drinks to their hotel account.



2 Star ★★

- As One Star

3 Star ★★★

- At least one restaurant, open for dinner six days a week, to residents and their guests. Where the location is appropriate, the restaurant should be open to non-residents e.g. city centre and by airports.
- On the day the restaurant is not open a bar meal option or similar must be available.
- A bar is not acceptable as the only eating area.
- It is acceptable that non-residents are required to book dinner in advance.

4 Star ★★★★

- At least one restaurant, open to residents and non-residents, for breakfast and dinner seven days a week.
- A superior brasserie/ bistro/bar is acceptable for lunches, providing that guests are able to eat in comfort and order and be served at the table.

5 Star ★★★★★

- At least one restaurant, open to residents and non-residents, for all meals seven days a week.

2 Star ★★

- As One Star

3 Star ★★★

- As One Star

4 Star ★★★★

- As One Star

5 Star ★★★★★

- As One Star



2.3.3

Tables/table appointment

Minimum Entry Requirements (1 Star ★)

- Individual tables available for each guest or party.
- Table appointments of acceptable quality and appropriate to the type of meal served.
- Tables of an appropriate height for comfortable dining, even if set close together.

Good Practice

Accessibility

- Ensure tables are stable and provide support for people rising from their chairs.
- Ensure crockery contrasts with table linen or surface to assist visually impaired guests.

2.3.4

Meal service: staff

Minimum Entry Requirements (1 Star ★)

- Sufficient staff to ensure prompt service at all meals served.
- Polite and courteous staff providing an acceptable standard of customer care and demonstrating acceptable levels of knowledge about the dishes being served.

Good Practice

Accessibility

- Offer guests a choice of seating location. Provide a selection of chairs with and without arm rests.



2 Star ★★

- As One Star

3 Star ★★★

- Table appointments of good quality, in many cases using propriety brands.

4 Star ★★★★

- Table appointments of very good quality.
- Tables to be a good size and well spaced.

5 Star ★★★★★

- Table appointments of excellent quality.

2 Star ★★

- As One Star

3 Star ★★★

- A supervisor on duty in the dining area to ensure a more efficient service.
- Polite and courteous staff providing a good standard of customer care and demonstrating good levels of food, beverage and wine product knowledge and service skills.

4 Star ★★★★

- A manager on duty in the restaurant to ensure a highly efficient service.
- Unobtrusive, polite and courteous staff providing a very good standard of customer care and demonstrating very good levels of food, beverage and wine product knowledge and service skills.

5 Star ★★★★★

- A well-structured team of staff with management presence.
- The restaurant always staffed.
- Unobtrusive, polite and courteous staff providing an excellent standard of customer care. Highly trained, professional and proactive staff.
- Guests welcomed and escorted to their table at all meals and in all areas where food and drinks are served.
- Prompt table service in public areas where guests seat themselves.
- Staff demonstrating excellent levels of food, beverage and wine product knowledge and service skills.



2.4

Breakfast

2.4.1 Provision

Minimum Entry Requirements (1 Star ★)

- A cooked or continental breakfast provided in a designated eating area on the premises and advertised as such.

2.4.2 Breakfast times

Minimum Entry Requirements (1 Star ★)

- Breakfast served at an appropriate time for the market of the hotel.

2.4.3 Pricing

Minimum Entry Requirements (1 Star ★)

- Breakfast price on display when a room-only rate option is available.
- The price of any breakfast items carrying an additional charge clearly advertised.

2.4.4 Menu

Minimum Entry Requirements (1 Star ★)

- A verbal explanation of dishes available is acceptable.

Good Practice

Sustainability

- Menus highlighting local specialities can really help differentiate your offering from that of your competitors. So highlight the connection with local producers wherever possible, and incorporate a little description of where ingredients are sourced, who the producer is and why you have chosen them.



2.4.1

2 Star ★★

- As One Star

3 Star ★★★

- A cooked and continental breakfast provided in a designated eating area on the premises and advertised as such.

4 Star ★★★★★

- As Three Star

5 Star ★★★★★★

- As Three Star

2.4.2

2 Star ★★

- As One Star

3 Star ★★★

- Breakfast served for at least one and a half hours.

4 Star ★★★★★

- Breakfast served for at least two hours.

5 Star ★★★★★★

- Breakfast served for at least three hours.

2.4.3

2 Star ★★

- As One Star

3 Star ★★★

- If breakfast available to non-residents, the price should be clearly displayed.

4 Star ★★★★★

- As Three Star

5 Star ★★★★★★

- As Three Star

2.4.4

2 Star ★★

- A clean and well-presented menu provided for breakfasts served from the kitchen.
- Where there is a buffet, any items available but not included on the buffet should be detailed on a menu.

3 Star ★★★

- As Two Star

4 Star ★★★★★

- A menu detailing the full breakfast range provided.

5 Star ★★★★★★

- A menu, presented to the highest standard, detailing the full breakfast range provided.

Good Practice

Accessibility

- Provide a large print menu (minimum font size 16pt) in a clear font such as Arial.

2.4.5

Range of dishes

Minimum Entry Requirements (1 Star ★)

- A set menu is acceptable.
- Continental offering to include as a minimum: fruit juice, cereal, yogurt, coffee, tea and toast. Cooked breakfast to include at least three hot items e.g. bacon, egg, sausage, mushroom, baked beans plus coffee, tea and toast.

Good Practice

Accessibility

- Provide for different dietary requirements e.g. dairy free, wheat free, lactose free, nut free.

2.4.6

Food quality

Minimum Entry Requirements (1 Star ★)

- All hot foods well presented and served at the correct temperature on hot plates.
- Care taken to ensure that juices are chilled, toast is crisp and coffee/tea is freshly made.

Good Practice

Sustainability

- Where possible, source food and drink products locally. Build up relationships with local producers and traders.
- Staff dealing with food and drink service should be fully briefed on the source, characteristics and significance of local food and drink products.

2.4.7

Style of Service

Minimum Entry Requirements (1 Star ★)

- Table appointment appropriate to the style of service.
- Self-service buffet-style is acceptable. However, buffets should be replenished on a regular basis. Where provided, buffets laid out and operated in a practical and customer-friendly manner.
- Self-service hot beverages are acceptable.

Good Practice

Accessibility

- Offer guests assistance with self-service buffet where appropriate.



2 Star ★★

- As One Star

3 Star ★★★

- A good range of hot and cold items, together with a choice of good quality accompaniments. Examples include preserves, ground and decaffeinated coffee, teas, butters and spreads.
- Guests offered a choice of how their eggs are cooked to include fried, poached, boiled and scrambled.

4 Star ★★★★★

- A superior range of hot and cold items.

5 Star ★★★★★★

- A comprehensive range of excellent quality hot and cold dishes. Examples might include freshly squeezed juices, a variety of fresh fruits in season and ripe, cold meats and cheeses, free range eggs, local specialities, fresh fish, range of bakery items and pastries, special dietary produce and a comprehensive range of appetising hot items.

2 Star ★★

- As One Star

3 Star ★★★

- Good quality ingredients cooked and presented to a good standard.
- Consideration given to providing healthy eating options.

4 Star ★★★★★

- All food cooked correctly and prepared with a very good level of skill, care and presentation and served at the correct temperature.

5 Star ★★★★★★

- High quality ingredients cooked and presented to an excellent standard.

2 Star ★★

- As One Star

3 Star ★★★

- Breakfast tables laid with a table setting for each guest of main knife, side knife, fork, cereal spoon, cup, saucer, teaspoon, side plate and napkin. The table laid with salt, pepper, sugar, milk, butter and preserves.
- Hot beverages are served at the table but the additional option of high quality vending machines is acceptable.

4 Star ★★★★★

- There is a heightened level of service with extra attention to detail.
- Table service advertised and available on request.

5 Star ★★★★★★

- Table service proactively offered.
- Where there is a buffet, a higher level of assistance available.



2.5

Other meals

2.5.1 Dinner: hours of service

Minimum Entry Requirements (1 Star ★)

- Dinner served for minimum of one hour, specific times according to market need and clearly advertised.
- Some snacks or cold meal provision for late arrivals, by prior arrangement.
- It is acceptable for resident guests to be asked to choose dishes for dinner at an earlier time of the day. However, guests who prefer to choose later, including up to the meal time, must be able to do so without being put under any pressure to choose earlier. New arrivals should not be asked to choose dishes for dinner in advance of arrival.

Good Practice

Accessibility

- Try to be flexible with meal times to help diabetic people regulate their blood sugar.

2.5.2 Range of dishes

Minimum Entry Requirements (1 Star ★)

- Two courses available. The main course should be a substantial hot dish.

Good Practice

Accessibility

- Provide for different dietary requirements e.g. dairy free, wheat free, lactose free, nut free.

2.5.3 Menu and pricing

Minimum Entry Requirements (1 Star ★)

- Acceptable, clean and well presented written menus, with accurate descriptions. However, it is acceptable instead to offer a verbal description of the dishes available.
- The price of dinner should be displayed if the accommodation tariff does not include dinner.
- Clearly advertised price for any surcharge made for a particular dish.
- Additional charges, such as VAT, service, and cover charge, clearly identified on the menus.

Good Practice

Accessibility

- Provide a large print menu (minimum font size 16pt) in a clear font such as Arial.



2.5.1

2 Star ★★

- As One Star

3 Star ★★★

- The restaurant should be open for a minimum of two hours. Specific opening times to suit market need.
- Guests not expected to choose dishes for dinner at an earlier time of day.
- Meal times should be clearly advertised and explained to guests in advance, to avoid disappointment.

4 Star ★★★★

- As Three Star

5 Star ★★★★★

- As Three Star

2.5.2

2 Star ★★

- As One Star

3 Star ★★★

- Three courses available.
- A choice of substantial hot and cold dishes.

4 Star ★★★★

- As Three Star

5 Star ★★★★★

- An extensive choice of food.
- A broad range of dishes of outstanding quality.

2.5.3

2 Star ★★

- As One Star

3 Star ★★★

- Quality written menus with prices clearly displayed.

4 Star ★★★★

- As Three Star

5 Star ★★★★★

- Immaculately presented menus.

Good Practice

Sustainability

- Menus highlighting local specialities can really help differentiate your offering from that of your competitors. So highlight the connection with local producers wherever possible and incorporate a little description of where ingredients are sourced, who the producer is and why you have chosen them.

2.5.4

Food quality

Minimum Entry Requirements (1 Star ★)

- All meals freshly cooked/prepared on the premises with an acceptable level of skill and presentation, and served at the correct temperature. Evidence of some fresh produce.
- At least one vegetarian option available (at least on request) at each course.

Good Practice

Sustainability

- Where possible, source food and drink products locally. Build up relationships with local producers and traders.
- Staff dealing with food and drink service should be fully briefed on the source, characteristics and significance of local food and drink products.

2.5.5

Style of service

Minimum Entry Requirements (1 Star ★)

- A self-service operation e.g. carvery or buffet-style, is acceptable.

Good Practice

Accessibility

- If a self-service operation, offer guests assistance where appropriate.

2.5.6

Wine and wine service

Minimum Entry Requirements (1 Star ★)

- Red and white wine provided.
- Wine prices and measures clearly displayed.
- Staff demonstrating basic knowledge about the wines available e.g. country of origin.



2.5.7

Alcoholic drink services/ licences

(as applicable under the licensing laws in England)

Minimum Entry Requirements (1 Star ★)

- A current liquor licence or equivalent.
- Alcoholic drinks served at meal times to residents.
- A range of drinks available in a bar or lounge. Honesty bars and dispense bars are acceptable.
- A price list displayed wherever drinks are served.

2 Star ★★

- As One Star

3 Star ★★★

- All meals, including any room service, prepared with a good level of skill, care and presentation and served at the correct temperature.
- Particular attention given to food quality rather than extensive menus.

4 Star ★★★★

- All meals, including any room service, prepared with a very good level of skill, care and presentation and served at the correct temperature.
- Provision made for a variety of dietary requirements.

5 Star ★★★★★

- All meals, including any room service, prepared with an excellent level of skill using fresh produce.
- Cuisine quality meeting a high international standard.

2 Star ★★

- As One Star

3 Star ★★★

- The main course, served to the guest at their table on request.
- Full table service but a carvery is acceptable.

4 Star ★★★★

- As Three Star

5 Star ★★★★★

- All courses served to the guest at their table.

2 Star ★★

- As One Star

3 Star ★★★

- A choice of good quality wines offered.
- Clean and well presented wine list, clearly and accurately listing the choice of wines and measure available, should be provided.
- Staff demonstrating good knowledge of the wines available.

4 Star ★★★★

- Superior range and quality of wines offered.
- An informative and detailed wine list.

5 Star ★★★★★

- Excellent range and quality of wines offered.
- Staff demonstrating excellent wine knowledge and wine service skills. Likely to involve dedicated wine team (sommelier).

2 Star ★★

- As One Star

3 Star ★★★

- Alcoholic drinks served throughout the day and evening to residents and their guests.
- A wide range of drinks provided in a bar or lounge.
- Table service should be provided in the lounge if there is no bar counter.

4 Star ★★★★

- Alcoholic drinks served 24 hours to residents.
- Table service on request.

5 Star ★★★★★

- A comprehensive range of drinks, including wines and cocktails.
- Table service provided.



2.5.8

Lunch service

Minimum Entry Requirements (1 Star ★)

- Lunch service is not required.

2.5.9

Light refreshments, snacks and afternoon teas

Minimum Entry Requirements (1 Star ★)

- Hot and cold drinks available to residents and their guests in the public areas during the day and evening. Guests may be required to order at reception or at the bar. Vending option in the public areas may be acceptable. (Referral to in-room facilities is not acceptable.)



2.5.10

Room service provision

Minimum Entry Requirements (1 Star ★)

- Optional except in the case of illness.
- Any room service provided may be limited in choice.

Good Practice

Accessibility

- Provide meals in rooms (on request) where appropriate e.g. disabled guests.

2 Star ★★

- As One Star

3 Star ★★★

- As One Star

4 Star ★★★★

- A superior brasserie/ bistro/bar is acceptable for lunches, providing that guests are able to eat in comfort and order and be served at the table.
- A choice of hot and cold dishes at each course of starters, main courses and desserts.

5 Star ★★★★★

- Lunch served in a formal restaurant.
- Extensive choice at each course.

2 Star ★★

- As One Star

3 Star ★★★

- Light refreshments of at least hot and cold drinks and sandwiches available to residents and their guests in the public areas throughout the day and evening. This service is to be clearly advertised.

4 Star ★★★★

- Light refreshments and hot and cold snacks available to residents and their guests in the public areas throughout the day and evening.
- Guests able to order and be served at their table.

5 Star ★★★★★

- Light refreshments and hot and cold snacks available to residents in the public areas 24 hours.
- Full afternoon tea available.

**2 Star ★★**

- As One Star

3 Star ★★★

- Hotel should be able to offer as minimum room service of hot and cold drinks and light snacks e.g. sandwiches during daytime and evening, on request. If no room service menu provided in bedrooms, then room service availability should be promoted in room information.

4 Star ★★★★

- Room service menu should be clearly advertised in bedrooms with prices.
- 24 hour room service of light snacks such as sandwiches and hot and cold drinks including alcoholic drinks.
- Provision of room service breakfast and a range of substantial hot and cold dishes during lunchtime and evening restaurant hours.

5 Star ★★★★★

- 24 hour room service of hot and cold snacks and drinks including alcoholic drinks.
- Guests able to choose from a full dinner menu during restaurant hours, from either the hotel restaurant or brasserie, or both.

2.5.11

Room service: service and presentation

Minimum Entry Requirements (1 Star ★)

- No requirement.

2.5.12

Room service: breakfast

Minimum Entry Requirements (1 Star ★)

- No requirement.



2 Star ★★

- As One Star

3 Star ★★★

- Can be simply choice of hot and cold drinks and snacks, or full menu. Whatever level of room service is provided, guests should be made aware of prices before ordering.
- Room service items well presented and served on a tray large enough to easily accommodate its contents. Appropriate cutlery, crockery and condiments provided.
- Prompt and efficient service.
- Procedure in place to arrange for the collection of trays.

4 Star ★★★★

- Full room service menu, clearly promoted with prices.
- Must include provision of continental and cooked breakfast and a substantial dinner menu during restaurant hours.
- Hot and cold snacks should be available 24 hours, when restaurant is closed.
- Hotels without restaurants must at least provide hot and cold snacks, 24 hours.

5 Star ★★★★★

- Room service ordered, delivered and cleared in a highly professional and efficient manner and without impacting on other services.
- Full room service of lunch and dinner during restaurant hours, even if hotel has no restaurant. Service delivery allows each course to be eaten at the correct temperature. All meals served on a dining table or heated trolley, or each hot course delivered separately. Presentation of the highest standard.

2 Star ★★

- As One Star

3 Star ★★★

- Hot drinks should be freshly served with any room service breakfast offered.
- Guests able to order their morning breakfast by phone or breakfast order card without leaving their room either in the morning or the night before.

4 Star ★★★★

- Room service of both continental and full cooked breakfast advertised and provided.

5 Star ★★★★★

- A wide choice of substantial hot and cold dishes. A la carte items are often the norm at this level.



2.6

Bedrooms

2.6.1 Provision

Minimum Entry Requirements (1 Star ★)

- Minimum of five letting bedrooms.

Good Practice

Accessibility

- Try to provide a ground floor bedroom.

2.6.2 General quality

Minimum Entry Requirements (1 Star ★)

- Means of securing bedroom doors from inside and out, and a key or keycard provided.
- Acceptable quality and condition in the standard of furniture, furnishings, flooring, fittings and décor.
- Every effort made to minimise noise levels from adjacent rooms and corridors e.g. creaking floorboards, noisy extractor fans, mechanical toilets, noisy plumbing etc.
- Hotels situated in a particularly noisy environment – in a city centre or by an airport – need to have tried to minimize noise, possibly by using double/triple glazing.



2.6.1

2 Star ★★

- As One Star

3 Star ★★★

- As One Star

4 Star ★★★★

- As One Star

5 Star ★★★★★

- As One Star

2.6.2

2 Star ★★

- As One Star

3 Star ★★★

- Good quality and condition with a matched and well co-ordinated standard of furniture, furnishings, flooring, fittings and décor.

4 Star ★★★★

- Better levels of sound insulation provided by more substantial doors and walls.

5 Star ★★★★★

- Excellent intrinsic quality and condition, with a luxurious standard of furniture, furnishings, flooring, fittings and décor.
- Internal and external noise levels absolutely minimal. Possibly achieved by use of double-glazing, excellent structural insulation and a spacious bedroom lobby area.



2.6.3 Housekeeping

Minimum Entry Requirements (1 Star ★)

- All bedrooms cleaned daily, and checked to ensure a good standard of cleanliness. Rooms looking clean and smelling fresh. Particular attention given to rooms used by smokers.
- All walls, ceilings, pipes, ledges, equipment and fittings, which are beyond reach from floor level, cleaned on a regular basis. All flat surfaces, equipment and furniture free from dust, dirt, grease and marks.
- All beds made daily. Bed linen changed at least once in every week and for each new guest.
- Rooms prepared with the right temperature and ventilation ready for the guests' arrival.
- Good practice procedure followed so that clean bedding is kept off floors and in-room crockery and glassware are hygienically washed.

Good Practice

Accessibility

- Ensure housekeeping staff do not move furniture and personal items in the bathroom or bedroom as in most cases they have been placed in positions that are accessible to the guest.
- Ensure housekeeping trolleys do not obstruct corridors.

2.6.4 Size and spaciousness

Minimum Entry Requirements (1 Star ★)

- All bedrooms with sufficient space to allow guests freedom of movement around all furniture and fittings including sofa beds. Rooms may be small but careful planning ensures best use of space.
- The ceiling height for the major part of the room sufficient for a person of 6 ft. to move around without stooping. Sloping eaves and roofs acceptable provided they do not impinge on a major part of the room.
- When we assess the acceptability of bedroom size, we will take into account the useable space available. There should be no restriction of free movement.
- Family rooms should be more spacious.
- Doors and drawers fully openable without having to move furniture.
- Easy and convenient use of facilities e.g. use of surfaces without moving tea tray or TV, access to power points etc.

2.6.5 Suites

Minimum Entry Requirements (1 Star ★)

- Not required.

2 Star ★★

- As One Star

3 Star ★★★

- Bed linen changed at least every three to four days depending on the length of stay and for each new guest. (Exception made when, as part of a hotel's clearly advertised environmental policy, guests are invited to agree to a less frequent change of linen during their stay.)

4 Star ★★★★★

- As Three Star

5 Star ★★★★★

- Bed linen changed frequently in accordance with the hotel's own policy and for each new guest.
- Rooms prepared in advance of the guest's arrival – possibly including setting an appropriate ambient temperature for the time of year, airing the room well, closing curtains and putting on a light during the hours of darkness.
- An evening housekeeping service provided and advertised - possibly including some of the following services: bed turn-down, bins emptied, curtains drawn, towels tidied, room service trays removed.

Good Practice**Sustainability**

- If it is policy to prepare guests' rooms in anticipation of their arrival by leaving lights on, consider completing this activity much later in the day or not at all.
- Use could be made of towel and laundry agreement notices, whereby guests are asked to indicate if they wish their bed linen and towels to be laundered less frequently. Signs could be made in-house or sourced externally. Good examples of wording can be found on the CoaST website – www.coastproject.co.uk (select business support).

2 Star ★★

- As One Star

3 Star ★★★

- All bedrooms with good free space to allow the appropriate level of room service.
- Area available for luggage storage without cluttering the room or obstructing access.
- Consideration given to location of bedroom facilities, including power sockets for ease of use. This also includes televisions being placed at a convenient viewing height and visible from the bed and from easy seating.
- Family rooms to be substantially more spacious.

4 Star ★★★★★

- All bedrooms with a higher degree of spaciousness, allowing ample ease of use for guests and considerably exceeding the minimum entry requirements.
- Provision made for room service meals to be eaten in comfort in the majority of rooms.
- Where the hotel has a substantial leisure market, the dining comfort of both guests in a double/twin room taken into account.

5 Star ★★★★★

- The significant majority of bedrooms very spacious, allowing generous ease of use for movement, comfort, dining and relaxation.
- All bedrooms with a well-planned layout relative to the needs of the guest i.e. business or leisure use.
- Room size, layout and delivery method ensures the highest guest dining experience for room service.

2 Star ★★

- As One Star

3 Star ★★★

- As One Star.

4 Star ★★★★★

- Whilst there is no expectation to have a suite at this level, many hotels will offer suites or larger bedrooms with sitting area. May also include bedrooms that are particularly large and spacious that clearly have a lounge area whilst in an open-plan arrangement (e.g. minimum 40 sq feet).

5 Star ★★★★★

- At least one permanent luxury suite available (comprising three separate rooms – bedroom, lounge and bathroom).

2.6.6

Bed size: quality

Minimum Entry Requirements (1 Star ★)

- Minimum bed sizes, including sofa beds and bunks, as follows:
Single: 190 cm x 90 cm (6 ft. 3 ins x 3 ft.)
Double: 190 cm x 137 cm (6 ft. 3 ins x 4 ft. 6 ins); 122 cm (4 ft.) beds to be designated as singles. 76 cm (2 ft. 6 ins) beds are unacceptable, except in family rooms where they are clearly designated for children only.
- Sofa beds are not acceptable as permanent bed spaces.
- Bunk beds (permanent bed spaces) are acceptable for child use only. When bunk beds are used, guests told when they make the booking.
- All beds, including supplementary beds, such as z-beds, sofa beds etc. to be of acceptable quality and in good condition. They should have a sound base and sprung interior, foam or similar quality, modern, comfortable mattress.
- Secure headboard or equivalent on all permanent beds.

2.6.7

Bed access

Minimum Entry Requirements (1 Star ★)

- There should be access to both sides of beds for double occupancy, but dispensation may be given at one star only if restrictions are clearly advertised to all guests.

Good Practice

Accessibility

- Provide zip and link beds so that a guest and partner or a guest and carer can be accommodated, particularly in accessible bedrooms.
- Provide blocks so that bed heights can be adjusted.

2.6.8

Bedding requirements

Minimum Entry Requirements (1 Star ★)

- Two sheets, two blankets and a bedspread or one/two sheets and duvet with cover per bed.
- Where feather duvets or pillows are used, a non-allergenic alternative available on request.
- Two pillows in individual pillowcases, per person. (One pillow per person acceptable at One Star)
- Spare pillows and blankets available on request.
- Any additional bedding kept in bedrooms to be clean, fresh and wrapped.
- A mattress protector provided for each bed. Plastic or rubber mattress protectors are not acceptable except for children's beds.

2.6.9

Bedding quality

Minimum Entry Requirements (1 Star ★)

- Bedding of good quality and condition.

2.6.10

Décor: walls, ceiling and paintwork

Minimum Entry Requirements (1 Star ★)

- Décor in sound condition.
- A quite good standard of décor and paintwork.

Good Practice

Accessibility

- Consider having the door frames a contrasting colour to the wall and avoid high gloss finishes, to assist visually impaired guests.

2 Star ★★ <ul style="list-style-type: none"> ● As One Star 	3 Star ★★★ <ul style="list-style-type: none"> ● Beds and headboards of good quality and condition. 	4 Star ★★★★ <ul style="list-style-type: none"> ● A choice of larger-sized beds. Very good quality beds e.g. pocket sprung mattress and base, in very good condition with superior headboards or similar. 	5 Star ★★★★★ <ul style="list-style-type: none"> ● Beds for single occupancy to exceed 90 cm (3 ft.) width. ● Beds for double occupancy to be at least 153 cm (5 ft.) in width. ● Several beds to exceed this size. Bunk beds are not acceptable. ● Beds and headboards of excellent quality and condition. 	2.6.6
NB Bunk beds should have a minimum 75 cm (30 ins) clear space between the mattress of the bottom bed and the underside of the top bed. Reference: Bunk Bed (Entrapment Hazards) (Safety) Regulations 1987				
2 Star ★★ <ul style="list-style-type: none"> ● Easy access to both sides of beds for double occupancy. 	3 Star ★★★ <ul style="list-style-type: none"> ● Good access to both sides of beds for double occupancy. 	4 Star ★★★★ <ul style="list-style-type: none"> ● As Three Star 	5 Star ★★★★★ <ul style="list-style-type: none"> ● Generous access to both sides of beds for double occupancy. 	2.6.7
2 Star ★★ <ul style="list-style-type: none"> ● As One Star 	3 Star ★★★ <ul style="list-style-type: none"> ● As One Star 	4 Star ★★★★ <ul style="list-style-type: none"> ● More likely to be choice of type of pillows 	5 Star ★★★★★ <ul style="list-style-type: none"> ● As Four Star 	2.6.8
Good Practice Accessibility <ul style="list-style-type: none"> ● Provide hypoallergenic bedding. 		Good Practice Sustainability <ul style="list-style-type: none"> ● Spare bedding does not need to be wrapped in plastic bags; it can be placed in a reuseable cotton or fabric bag. 		
2 Star ★★ <ul style="list-style-type: none"> ● As One Star 	3 Star ★★★ <ul style="list-style-type: none"> ● As One Star 	4 Star ★★★★ <ul style="list-style-type: none"> ● Bedding of superior quality and condition. The presentation of the bed enhances the overall impression of the room. 	5 Star ★★★★★ <ul style="list-style-type: none"> ● Beds presented to an excellent standard. All bedding of the highest quality and immaculately laundered. 	2.6.9
2 Star ★★ <ul style="list-style-type: none"> ● As One Star 	3 Star ★★★ <ul style="list-style-type: none"> ● A good standard of décor and paintwork in good condition with some thought given to co-ordination of design. ● Some use of decorative enhancements where appropriate. 	4 Star ★★★★ <ul style="list-style-type: none"> ● Superior quality, professionally applied wall coverings with decorative enhancements where appropriate. ● Décor and paintwork in very good condition. 	5 Star ★★★★★ <ul style="list-style-type: none"> ● Décor showing attention to detail and co-ordination of design, as well as finished to a professional standard. Wall coverings and paintwork of an excellent intrinsic quality and condition. High quality paintings and prints in evidence. 	2.6.10

2.6.11

Heating and temperature control

Minimum Entry Requirements (1 Star ★)

- Heating provided at no extra cost, and controllable (on/off) by the guest.
- Supplementary heating provided in rooms on request when temperature levels are not within the control of the guest e.g. some heating systems.
- Heating to come on automatically prior to breakfast and during main hours of guest occupancy e.g. check-in and early evening.
- Heating able to heat the entire bedroom safely, quietly, adequately and quickly whatever heating system is used.

2.6.12

Lighting

Minimum Entry Requirements (1 Star ★)

- Bedrooms well lit. A low energy light bulb is acceptable.
- A shade or cover provided for all bulbs, unless decorative.
- At least one light controlled from the door.
- Bedside reading light for each person, controllable from the bed, in addition to the light controlled from the door. However, twin beds may share a central bedside light.

Good Practice

Accessibility

- Enable lighting levels to be adjusted using a dimmer switch and/or make available additional bedside/writing table lamps.

2.6.13

Windows

Minimum Entry Requirements (1 Star ★)

- At least one window that can be opened safely and which provides good levels of direct natural light and ventilation. Windows well fitted, easy to shut and open and remain open. A pole provided to open any Velux-style windows or skylights.
- Rooms without windows are generally not acceptable (however dispensations may be available on specific rooms).
- Security fittings installed on all bedroom windows where, when open, access could be gained from outside e.g. patio doors and windows near fire escapes.
- It is acceptable for a bedroom to overlook a large internal atrium. The bedroom should be air-conditioned and naturally illuminated.
- Air conditioning provided where windows cannot be opened.

2.6.14

Window coverings

Minimum Entry Requirements (1 Star ★)

- Opaque curtains, blinds or shutters provided on all windows and ideally including glass panels to doors, fanlights and skylight windows so that guests have privacy and can exclude any light from outside the room. All window coverings to be properly fitted or hung.
- Curtains large enough to draw easily and completely across the width and height of the window with or without linings.
- In ground floor bedrooms additional privacy provided by means of a net curtain or blind.

2 Star ★★ <ul style="list-style-type: none"> ● Automatic fixed heating at no extra cost. 	3 Star ★★★ <ul style="list-style-type: none"> ● Fixed individually controlled thermostatic heating. 	4 Star ★★★★ <ul style="list-style-type: none"> ● Best practice suggests an effort be made to provide fans on request for guest's use in hot weather. ● Individually controlled thermostatic heating operable 24 hours. 	5 Star ★★★★★ <ul style="list-style-type: none"> ● Air conditioning expected at this level. 	2.6.11
Good Practice				
Sustainability <ul style="list-style-type: none"> ● Use of thermostatically controlled radiators helps to manage your energy consumption. 				

2 Star ★★ <ul style="list-style-type: none"> ● As One Star 	3 Star ★★★ <ul style="list-style-type: none"> ● Good lighting intensity with thought given to ambience and a range of lighting options. ● Lighting specifically provided to illuminate the writing desk. 	4 Star ★★★★ <ul style="list-style-type: none"> ● Superior levels of lighting with good positioning and ease of use, including lighting specifically for the lobby area, wardrobe area, dining area and easy seating. ● Room lighting controllable from the bedside. 	5 Star ★★★★★ <ul style="list-style-type: none"> ● Excellent levels of lighting with a range of separately controllable options. 	2.6.12
Good Practice				
Sustainability <ul style="list-style-type: none"> ● Increased use should be made of energy saving light bulbs throughout the hotel. Greater use can also be made of natural light. ● Signs could be used to request guests to switch off lights when not in use. 				

2 Star ★★ <ul style="list-style-type: none"> ● As One Star 	3 Star ★★★ <ul style="list-style-type: none"> ● As One Star 	4 Star ★★★★ <ul style="list-style-type: none"> ● As One Star 	5 Star ★★★★★ <ul style="list-style-type: none"> ● As One Star 	2.6.13
Good Practice				
Accessibility <ul style="list-style-type: none"> ● Ensure windows and curtains can be reached by your guests and are easy to open and close. 				

2 Star ★★ <ul style="list-style-type: none"> ● As One Star 	3 Star ★★★ <ul style="list-style-type: none"> ● Window coverings of good quality and condition. Curtains, where used, substantial, fully lined, with ample drape and width. ● Window coverings providing full blackout in hotel rooms with a specific market need, such as hotels in city centres with high levels of outside illumination and airport hotels with guests on different time zones. 	4 Star ★★★★ <ul style="list-style-type: none"> ● Window coverings of a superior quality and condition. 	5 Star ★★★★★ <ul style="list-style-type: none"> ● Excellent quality window dressing. Window coverings providing full blackout. 	2.6.14
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2.6.15 Flooring

Minimum Entry Requirements (1 Star ★)

- All flooring, carpets, rugs, hard wood flooring etc. properly fitted and of an acceptable quality and condition.

Good Practice

Accessibility

- Avoid deep pile carpets that may cause trips or make it difficult for a wheelchair to manoeuvre.

2.6.16 Furniture, soft furnishings and fittings

Minimum Entry Requirements (1 Star ★)

- All furniture, soft furnishings and fittings providing acceptable ease of use and of an acceptable quality and condition.

NB

- Furniture includes tables, luggage and clothes storage, seating etc.
- Soft furnishings includes curtains, cushions etc.
- Fittings include mirrors, light fittings, heating appliances, light shades etc.

2.6.17 Tables

Minimum Entry Requirements (1 Star ★)

- Writing table or equivalent such as substantial flat surface or desk providing sufficient free space for practical use with mirror adjacent.
- Lighting adequate for use.
- Conveniently positioned spare 13 amp power socket.
- A bedside table or equivalent provided for each person. Twin beds may share a bedside table.

NB A chair instead of a bedside table is not acceptable.

2.6.18 Clothes and luggage storage

Minimum Entry Requirements (1 Star ★)

- Wardrobe or clothes hanging space.

NB An alcove is an acceptable substitute but hooks on walls or behind doors are not.

- Acceptable drawer or shelf space. Drawers running freely and lined or with an easily wiped interior surface.
- The amount of clothes storage provided suitable for the style of hotel and the number of guests the room will accommodate.
- Sufficient hangers (not wire).

2.6.19 Seating

Minimum Entry Requirements (1 Star ★)

- Single – one chair. Double/twin – two chairs or one chair plus one stool.
- Seating provided appropriate to the style and size of the room.

2 Star ★★ ● As One Star	3 Star ★★★ ● Flooring of a good quality and condition throughout.	4 Star ★★★★ ● Flooring of superior quality and condition throughout.	5 Star ★★★★★ ● Flooring of an excellent quality and condition throughout.	2.6.15
2 Star ★★ ● As One Star	3 Star ★★★ ● All furniture, soft furnishings and fittings providing good ease of use and of a good quality and condition.	4 Star ★★★★ ● All furniture, soft furnishings and fittings providing very good ease of use and of a superior quality and condition.	5 Star ★★★★★ ● All furniture, soft furnishings, and fittings providing excellent ease of use and of an excellent quality and condition.	2.6.16
2 Star ★★ ● As One Star	3 Star ★★★ ● Writing table or equivalent with clear under-space so guests can easily use it. ● Lighting provided specifically to illuminate the writing table.	4 Star ★★★★ ● Writing table or equivalent providing very good and ample free space. ● Occasional/dining tables of appropriate height for dining – unless trolleys are used.	5 Star ★★★★★ ● A substantial writing table with excellent free space. ● Multiple power sockets often with international sockets/adaptors according to market need.	2.6.17
2 Star ★★ ● As One Star	3 Star ★★★ ● Dedicated area for unpacking luggage – possibly a moveable stand or raised flat surface.	4 Star ★★★★ ● Alcoves acceptable only when located in the entrance or lobby area. ● A choice of good quality hangers.	5 Star ★★★★★ ● A fully fitted or free-standing wardrobe. <div>NB Open alcoves not acceptable. A generous amount of clothes storage.</div> ● A wide range of excellent quality hangers provided. ● Illumination inside the wardrobe expected.	2.6.18
2 Star ★★ ● As One Star	3 Star ★★★ ● Single – one easy chair. Where this is the only chair, consideration given for ease of use at the writing table, or an additional chair provided. ● Double/twin – two easy chairs or one easy chair plus one upholstered stool. <div>NB An easy chair offers a greater degree of comfort, either upholstered or of another quality material.</div>	4 Star ★★★★ ● Double/Twin – two easy chairs (stools are not acceptable). ● Where the hotel's market is predominantly business clientele, a substantial chair at the desk may replace the second easy chair. ● Seating used for room service eating of an appropriate style and height.	5 Star ★★★★★ ● Single – one substantial easy chair plus an additional chair providing comfortable use at the writing table. ● Double/twin – two substantial easy chairs plus an additional chair providing comfortable use at the writing table.	2.6.19

2.6.20

Mirrors

Minimum Entry Requirements (1 Star ★)

- At least one mirror in the bedroom.
- If there is only one mirror it should be a full-length mirror and be placed next to the writing table surface or equivalent. A full-length mirror is a mirror of suitable size and in a convenient position for guests to see the majority of themselves from head to toe.

2.6.21

Beverage-making facilities

Minimum Entry Requirements (1 Star ★)

- Tea/coffee-making facilities available and accessible 24 hours either in bedrooms or in public areas (Self-service/Vending option in public areas acceptable).
- Where only room service is provided, the availability of a hospitality tray at no extra charge to be advertised to guests.
- Self-service ingredients for making hot drinks kept wrapped or in lidded containers.
- Bedroom kettles should not have to be operated at floor level.

Good Practice

Sustainability

- Items on hospitality trays, such as sugar and biscuits, do not need to be individually wrapped – use can be made of airtight containers for dried goods and wherever possible, locally produced goods or Fair Trade products could be sourced. Assessors will look at the quality of the contents and style of presentation.

2.6.22

In-room entertainment

Minimum Entry Requirements (1 Star ★)

- Digital TV available in all bedrooms.
- All available channels properly tuned in.
- Televisions may be safely mounted on a wall bracket. Ease of viewing and safety taken into account when positioning television.
- Where clock radios are used, instructions for use provided and clock set accurately.

Good Practice

Accessibility

- Ensure TVs can provide subtitles (Teletext page 888, digital (DVB), Sky subtitles), to benefit hearing impaired and foreign language speaking guests.

2.6.23

Communication and business services

Minimum Entry Requirements (1 Star ★)

- Bedroom telephone optional.
- Where not provided, a means of communication with staff at night in the event of an emergency must be provided, and advertised in the bedroom.
- Telephones, where provided, displaying the hotel telephone number together with the bedroom extension or telephone number.
- Telephones, where provided, with instructions on how to use any additional services such as telephone message service, and room-to-room calls.

Good Practice

Accessibility

- Provide a textphone eg minicom in at least one bedroom, to benefit profoundly deaf guests.

2 Star ★★ ● As One Star	3 Star ★★★ ● At least two mirrors in the bedroom, one of which must be a full-length mirror and one at the table area.	4 Star ★★★★★ ● As Three Star	5 Star ★★★★★★ ● As Three Star	2.6.20
2 Star ★★ ● As One Star	3 Star ★★★ ● As one star, but a wider range of hot drinks likely to be provided e.g. choice of teas, and other drinks such as hot chocolate, and biscuits. ● Fresh milk available on request.	4 Star ★★★★★ ● As well as 24 hour room service, the availability of a hospitality tray, if not provided, advertised to guests.	5 Star ★★★★★★ ● In-room facilities, where provided, of an excellent standard, e.g. china cups and teapot, choice of hot drinks including a range of speciality teas, fresh milk, and freshly ground coffee. ● May feature bespoke coffee machines in room.	2.6.21
Good Practice Accessibility ● Ensure hospitality trays are at a height accessible to all guests. Kettles should be cordless and a variety of drinking cups/mugs either provided or available on request.				
2 Star ★★ ● As One Star	3 Star ★★★ ● Guests able to watch TV in comfort from both a chair and the bed. ● Radio provided in each bedroom – possibly part of television installation.	4 Star ★★★★★ ● Televisions with generously-sized screens – greater than 61 cm (24 ins). ● Extensive range of television channels available. ● A range of radio channels available. ● Additional audio-visual options provided e.g. in-house channels, CD player, DVD library, satellite, cable, PlayStation, iPod etc.	5 Star ★★★★★★ ● Adoption of the latest innovation in entertainment technologies expected.	2.6.22
2 Star ★★ ● As One Star	3 Star ★★★ ● Internal telephone system provided. ● Wi-Fi and/or internet connection recommended. If chargeable, this must be clearly advertised prior to booking.	4 Star ★★★★★ ● Direct dial telephone system provided. ● Wi-Fi and/or internet connection provided. If chargeable, this must be clearly advertised prior to booking. ● Notepad with pen or pencil provided.	5 Star ★★★★★★ ● A minimum of two direct dial telephones if fixed – one at the bedside and one on the desk/writing table. Single cordless phone acceptable. ● Guests able to call individual hotel departments directly. ● Wi-Fi and/or internet connection provided. If chargeable, this must be clearly advertised prior to booking. Excellent in-room communication technology with best available connectivity and good support to resolve any problems.	2.6.23

2.6.24

Telephone charges

Minimum Entry Requirements (1 Star ★)

- Where telephones are provided, rate card displayed in bedrooms illustrating typical charges for local, long-distance, international, internet, use of phone card and connection to mobile phones.
- Sample call charges required, but not per unit.

2.6.25

Hairdryers

Minimum Entry Requirements (1 Star ★)

- A hairdryer provided in every bedroom.

2.6.26

In-room information

Minimum Entry Requirements (1 Star ★)

- Hotel services and facilities advertised in all bedrooms (possibly in a room information folder or via in-room technology). This should include the following where applicable:
- How to summon assistance in a night-time emergency.
- Meal times (and menus).
- Iron and ironing board advertised as available, if not already provided in the bedroom.
- Multi-lingual emergency procedure notices or use of symbols/diagrams clearly displayed in every bedroom.

Good Practice

Accessibility

- Ensure all information is in clear print at a height accessible to all guests. Consider providing door notices for hearing impaired guests as part of your emergency evacuation procedures.
- Include a copy of your Access Statement with in-room information.



2.6.27

Miscellaneous

Minimum Entry Requirements (1 Star ★)

- A waste paper container – non-flammable if smoking permitted.
- A drinking tumbler per guest, in glass, scratchless plastic or wrapped disposable.
- An ashtray where smoking permitted.
- Sufficient and conveniently situated power sockets allowing for the safe use of all electrical equipment provided.

2 Star ★★ ● As One Star	3 Star ★★★ ● As One Star	4 Star ★★★★ ● As One Star	5 Star ★★★★★ ● As One Star	2.6.24
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2 Star ★★ ● As One Star	3 Star ★★★ ● As One Star	4 Star ★★★★ ● A superior quality hairdryer. ● Provision of hair straighteners is sometimes seen.	5 Star ★★★★★ ● An excellent quality hairdryer (non-fixed).	2.6.25
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2 Star ★★ ● As One Star	3 Star ★★★ ● Telephone information e.g. charges, internal directory, local services. ● Room service menu. ● Message-taking service. ● Laundry service information, if offered. ● 'Do not disturb' notices for guests to use.	4 Star ★★★★ ● As Three Star, plus a more comprehensive guest directory.	5 Star ★★★★★ ● Laundry/pressing/dry cleaning service information. ● Consideration given to multi-lingual and visually enhanced material.	2.6.26
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Good Practice

Sustainability

Each room could contain, where possible, an up-to-date visitor information folder. Visitor information folders could include:

- Details of nearby outlets supplying local food, drink and gift products.
- Local visitor attractions
- Local heritage and culture information, including details of special events.
- Options for car-free travel such as walking and cycling routes, public transport timetables and contact numbers.
- Suggestions for a series of car-free days out.
- The hotel's environmental policy if there is one, or details about any green scheme with which they are affiliated.
- If the business is part of a visitor payback scheme, information regarding this scheme should also be included.
- Notices could be used to request guests to completely turn off all electrical appliances when not in use, rather than leaving them on standby. Staff could also be trained to turn them off standby when cleaning the room if guests have left them on.

2 Star ★★ ● As One Star	3 Star ★★★ ● As One Star	4 Star ★★★★ ● A high quality glass drinking tumbler per guest.	5 Star ★★★★★ ● An in-room safe. ● Valet tray/provision. ● May feature an umbrella.	2.6.27
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2.7

En suite bathroom and shower rooms and private facilities

2.7.1 Provision

Minimum Entry Requirements (1 Star ★)

- All bedrooms to have en suite bathroom or shower rooms or private facilities, which all have WC and bath or shower.
- A private facility is one designated solely for the occupants of one bedroom, situated close to the bedroom on the same floor and lockable with a key provided (guests informed of this at the time of booking).
- Access to private bathrooms or WCs, or extra public bathrooms, from bedrooms via public areas such as reception or lounge etc. is not acceptable.
- A washbasin with hot and cold running water and a minimum internal measurement of 36 x 24 cm (14 x 9.5 ins). Basin provided in either the bedroom, en suite or private facility.

NB An en suite facility has the bath or shower and WC situated in room(s) with door(s) separate to the bedroom. In-bedroom showers are not generally acceptable.

2.7.2 General quality (applies to all bathroom and shower room types)

Minimum Entry Requirements (1 Star ★)

- All bathrooms of acceptable quality and condition with practical fittings, flooring and décor providing ease of use.
- Practical, well-fitted and easily cleanable flooring.
- Best practice suggests that washable flooring is more hygienic than carpeting.
- Particular attention given to maintenance and lighting levels.

2.7.3 Room size

Minimum Entry Requirements (1 Star ★)

- Bathrooms of sufficient size for adequate guest comfort and ease of use.



2.7.1

2 Star ★★

- As One Star

3 Star ★★★

- All bedrooms to have en suite bathrooms or shower rooms which all have WC and bath and/or shower.
- A full-sized washbasin. Where sited in the bedroom area, likely to be in a vanity unit commensurate to Three Star quality.

4 Star ★★★★

- All bedrooms to have en suite bathrooms or shower rooms. All en suites with WC and thermostatically controlled showers.
- Where there is no bath, the quality of the shower fittings, water pressure, space etc. must be of an excellent standard to compensate for the lack of the bath.

5 Star ★★★★★

- All bedrooms with en suite facilities with WC, bath and thermostatically controlled shower.
- Up to 20% of bedroom stock may have shower only rooms, if size and quality are exceptional.

2.7.2

2 Star ★★

- As One Star

3 Star ★★★

- All bathrooms of good quality and condition, and providing good ease of use with matched and well co-ordinated fittings, flooring and décor.

4 Star ★★★★

- All bathrooms of superior quality and condition, and providing very good ease of use with a superior standard of fittings, flooring and décor.

5 Star ★★★★★

- All bathrooms of excellent quality and condition, and providing excellent ease of use with a luxurious standard of fittings, flooring and décor.

2.7.3

2 Star ★★

- As One Star

3 Star ★★★

- As One Star

4 Star ★★★★

- Bathrooms more spacious and with a good degree of free space.

5 Star ★★★★★

- Spacious bathrooms with generously-sized bath, basin and shower.
- Separate walk-in shower often seen at this level.

2.7.4

Water supply

Minimum Entry Requirements (1 Star ★)

- Sufficient hot water provided at all reasonable times – usually 7 am until 10 pm.
- Baths and showers providing a strong and easily adjustable flow of water.

Good Practice

Accessibility

- Hot water supply should have at each fitting a mixer valve, controlled to a maximum 41 degrees C to prevent scalding.

2.7.5

Equipment in en suite and private facilities

Minimum Entry Requirements (1 Star ★)

All bathrooms or shower rooms – private and en suite – equipped with:

- Internal lock or bolt on all private bath or shower rooms (not necessary for en suites).
- A mirror situated above or adjacent to the washbasin.
- Bath or shower, washbasin and mirror.
- Adequate storage with space for guest's own toiletries.
- Soap (can be pump-action dispenser).
- Hook for clothes.
- Non-slip surface or mat for use in bath or showers.
- Towel rail or equivalent sufficient for the number of guests in the room.
- Conveniently located electric shaver point, with voltage indicated or adaptor for use in bedroom.
- Windows fitted with curtains, blinds or shutters to ensure privacy.
- Window coverings (possibly not necessary for Velux-style windows) fitted in in the ceiling and in no way overlooked.

All toilets equipped with:

- A lidded WC.
- Toilet paper and holder plus spare toilet paper.
- A lidded sanitary disposal bin and sanitary bags.

2.7.6

Lighting, heating and ventilation

Minimum Entry Requirements (1 Star ★)

- Lighting: adequate covered lighting in all bathrooms, shower rooms and toilets. Lighting provided above or adjacent to the washbasin mirror.
- Heating: adequate heating. Heater light bulbs are not acceptable. All bathrooms with an external window require dedicated heating. A heated towel rail is acceptable.
- Ventilation: adequate ventilation and extraction (window or extractor fan). Where a Velux-style window or skylight acts as the only form of ventilation, a pole or other means of opening should be provided. Opaque window covering required (see above under 2.7.5).
- Security fittings installed on any bathroom window which could be left open and access gained from outside, e.g. windows near fire escapes.

2.7.7

Towels and toiletries

Minimum Entry Requirements (1 Star ★)

- A clean, absorbent, cotton hand and bath towel provided for each new guest and changed every day except where, as part of an advertised environmental policy, guests agree to a less frequent change during their stay.
- Bath mat (paper mats not acceptable).
- Fresh soap provided for each new letting. Particular attention paid to the cleanliness and hygiene of liquid soap dispensers where provided.

Good Practice

Accessibility

- Provide towels that contrast in colour to the walls and floor to assist visually impaired guests.

2 Star ★★ ● As One Star	3 Star ★★★ ● Sufficient hot water available 24 hours.	4 Star ★★★★ ● As Three Star	5 Star ★★★★★ ● As Three Star	2.7.4
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Good Practice
Sustainability ● Use thermostatically controlled settings for hot water.

2 Star ★★ ● As One Star	3 Star ★★★ ● As One Star	4 Star ★★★★ ● As One Star	5 Star ★★★★★ ● As One Star	2.7.5
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Good Practice
Accessibility ● Provide a selection of equipment such as bath seats, toilet seat height raisers and shower chairs. Provide a support rail by the shower attachments.

Good Practice
Sustainability ● Use could be made of water saving devices such as ‘Hippos’ in toilet cisterns. ● There is no need for soaps and other complimentary products to be individually wrapped – these can be presented in suitable attractive dispensers. Assessors will assess the quality of the products offered and the style of presentation. ● There is no need for the spare drinking cup/glass to be either plastic, or wrapped. ● Although providing shower facilities can help reduce water consumption, remember that power showers can use more water than a bath. Therefore, consider using reduced flow shower heads or gravity fed showers where possible.

2 Star ★★ ● As One Star	3 Star ★★★ ● Good lighting, heating, ventilation and extraction.	4 Star ★★★★ ● A heated towel rail or equivalent (with on/off switch) operational throughout the year, or some means of providing guests with additional dry towels on request.	5 Star ★★★★★ ● Excellent light intensity overall, especially at the mirror. ● Excellent heating, ventilation and extraction.	2.7.6
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Good Practice
Sustainability ● Use of thermostatically controlled radiators helps to manage your energy consumption.

2 Star ★★ ● As One Star	3 Star ★★★ ● Generously-sized, co-ordinated towels of good quality and condition. ● Good quality soap, shampoo and bath/shower gel provided. ● Emergency toiletries such as toothbrush, and disposable razor available, possibly for a charge.	4 Star ★★★★ ● A range of superior quality guest toiletries.	5 Star ★★★★★ ● A range of towels which includes bath sheets, robes and face cloths of excellent quality and condition. ● An excellent range of luxury guest toiletries.	2.7.7
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Good Practice
Sustainability ● Use could be made of towel agreement signs.

2.8

Public areas

2.8.1

General quality: all public areas

(bars, lounges,
reception,
restaurants etc.)

Minimum Entry Requirements (1 Star ★)

- Furnishings, fittings and décor of acceptable quality and condition.
- Acceptable space and comfort for guests, relative to the number of bedrooms.
- Wi-Fi is recommended in public areas.

Good Practice

Sustainability

- Décor – use could be made of local artist's work, prints and/or photographs of images depicting local scenes and historical and heritage related images – it all adds to a visitor's enhanced sense of place.

2.8.2

Lighting, heating and ventilation

Minimum Entry Requirements (1 Star ★)

- Acceptable levels of lighting appropriately positioned for safety and comfort in all public areas, including sufficient light on stairways and landings at night.
- Good levels of heating and ventilation, providing an ambient temperature and adequate air flow at all times of the year.

Good Practice

Sustainability

- Lighting – increased use should be made of energy saving light bulbs throughout the hotel. Greater use can also be made of natural light.
- Heating – improved insulation and greater use of thermostatically controlled and zoned heating will save on energy use.



2 Star ★★

- As One Star

3 Star ★★★

- Furnishings, fittings and décor of good quality and condition.
- Good space and comfort for guests, and non-residents, possibly including separate sitting areas and a choice of seating styles.
- Wi-Fi to be provided in public areas (dispensations available for rural properties where no internet service exists).

4 Star ★★★★★

- Furnishings, fittings and décor of superior quality and condition.
- Very good space and comfort for guests, taking into account the needs of different markets (e.g. business or leisure).

5 Star ★★★★★

- Furnishings, fittings and décor of an excellent quality and condition, providing an overall luxurious standard.
- A choice of environments of sufficient size to provide generous personal space.
- Additional facilities such as secondary dining, leisure, business centre, spa.

2 Star ★★

- As One Star

3 Star ★★★

- Good levels of lighting with thought given to both intensity and to positioning e.g. for reading menus.

4 Star ★★★★★

- Superior lighting, giving sufficient light for all practical purposes and also designed to good effect showing off features.

5 Star ★★★★★

- Excellent lighting.
- Excellent temperature control, which may include air conditioning.

2.8.3

Reception areas/lobby

Minimum Entry Requirements (1 Star ★)

- A clearly designated reception facility.
- A clearly designated area at one end of a bar counter is acceptable.
- A bell or internal telephone provided to summon attention when staff not present.

Good Practice

Accessibility

- Provide a well lit and uncluttered area allowing ease of access to the reception facility with seating for guests.
- A hearing loop or clip board and pen will assist communication with hearing impaired guests.

2.8.4

Bars, lounges, sitting areas and restaurants

Minimum Entry Requirements (1 Star ★)

- A bar or lounge with adequate comfortable seating for resident guests accessible throughout the day and evening – at least from breakfast time to 10 pm.
- The bar and lounge possibly combined and providing the only sitting area in the hotel's public areas.
- Guests should not be expected to share tables in the restaurant.

Good Practice

Accessibility

- Provide a variety of seating: low, high, firm, soft, with and without arms.

2.8.5

Other public areas including corridors and staircases

Minimum Entry Requirements (1 Star ★)

- Corridors and stairs in good repair and free from obstruction.
- Adequately lit 24 hours.
- Particular attention given to the maintenance of door handles, numbers, brassware and glass panels.
- Clear, directional signage to bedrooms and reception (where needed).

Good Practice

Accessibility

- On each step or change of level, provide a nosing strip that contrasts in colour to the floor.
- Provide at least one continuous handrail on steps and where changes in levels occur.
- Provide clear signage, see Sign Design Guide www.signdesignsociety.co.uk

2 Star ★★

- As One Star

3 Star ★★★

- Dedicated reception area with desk, counter or table, unless alternative, well-managed procedures in place to check in guests in lounge or in guest bedroom.
- Sufficient space for guests arriving with luggage.

4 Star ★★★★★

- Greater amount of space and comfort (including seating) for arriving and departing guests.

5 Star ★★★★★

- Generally a clearly designated reception area within an impressive foyer or entrance hall, but in town house properties this may not be the case.

2 Star ★★

- Provision of further seating where there is a market need e.g. in resort hotels, leisure and business hotels and where non-residents dine or visit the bar.

3 Star ★★★

- Suitable seating layout and range of furniture appropriate for meeting the market needs of certain hotels e.g. hotels where business meetings take place or where refreshments are offered in the lounge.

4 Star ★★★★★

- There should be sufficient full height dining tables, especially at breakfast, to prevent delays.

5 Star ★★★★★

- The environment of all sitting areas of excellent quality and condition, and of sufficient size and with well-designed layout to provide generous personal space and privacy for guests.
- A variety of seating styles expected.
- Sitting areas not necessarily all lounges but certainly offering a range of environments.
- Restaurant tables should have sufficient space around them to allow a high degree of privacy and freedom of movement.

**2 Star ★★**

- As One Star

3 Star ★★★

- As One Star

4 Star ★★★★★

- Corridors normally wide and spacious.

5 Star ★★★★★

- Corridors and staircases wide and spacious allowing freedom of movement for guests and service trolleys.
- A serviced coat storage cloakroom provided. Receipts given.
- Corridors and staircases permanently lit.

2.8.6

Lifts*

Minimum Entry Requirements (1 Star ★)

- Optional
- Assistance with luggage available on request when there is no lift.

*Dispensation is possible in older buildings and/or architecturally listed buildings where it can be shown that fitting a lift is impractical or unacceptable to planning authorities. In this instance, help with luggage must be offered on arrival and departure.

Good Practice

Accessibility

- Ensure lifts provide audible messages and have raised letters and numbers on the control panel. A mirror on the rear wall assists a wheelchair user to manoeuvre in and out.

2.8.7

Public telephone

Minimum Entry Requirements (1 Star ★)

- A guest should be able to make a telephone call via house phone, payphone or mobile phone from reception/public areas, on request.

2.8.8

Public area WCs

Minimum Entry Requirements (1 Star ★)

Where hotel is open to non-residents:

- A toilet facility conveniently situated for the public areas.
- Toilets possibly shared by men and women.
- All toilets well-maintained, regularly cleaned, checked and adequately ventilated. The following facilities provided as a minimum: washbasin with soap, hand drying facilities, seat with lid, covered light, mirror, hook on door, lidded sanitary bin and bags, toilet roll holder with toilet paper.

2 Star ★★

- A lift is required when there is a guest bedroom that is more than three floors higher or lower than the entrance level floor i.e. on the fourth floor.
- Where there is no lift, this should be made clear at the time of booking.

3 Star ★★★

- A lift is required when there is a guest bedroom more than two floors higher or lower than the ground floor i.e. on the third floor.

4 Star ★★★★★

- At this level, it is not only the provision of a lift that is important, but also the size, comfort, quality and speed.

5 Star ★★★★★★

- It is expected that a lift will be provided to all floors in the main building.
- The expectation at Five Star is a separate lift for hotel services such as luggage, laundry and room service.

2 Star ★★

- As One Star

3 Star ★★★

- As One Star

4 Star ★★★★★

- As One Star

5 Star ★★★★★★

- As One Star

2 Star ★★

- As One Star

3 Star ★★★

- More spacious, higher quality standards.
- Efficient hand drying and ample mirrors.

4 Star ★★★★★

- Separate facilities for men and women.

5 Star ★★★★★★

- Spacious, luxurious and numerous toilet facilities and with refinements such as individual hand towels, high quality toiletries and accessories, serviced very regularly during the day.

Good Practice**Accessibility**

- Provide appropriate support rails at urinals, toilets and wash basins.



2.9

External areas (as applicable)

2.9 External areas

Minimum Entry Requirements (1 Star ★)

- External areas include the appearance of the building, grounds and gardens, pathways and drives and any car parking.
- Particular attention given to the safety and security of guest and their belongings in car parks, ground floor and annexe bedrooms including external paths and walkways.
- All aspects of these areas improve in quality and condition as the Star rating increases.
- The hotel entrance should be clearly identifiable and the doorway illuminated where it is dark. Adequate levels of lighting for safety and comfort in all public areas, including sufficient light on stairways and landings at night.
- Grounds and gardens well maintained and kept tidy.
- Parking areas tidy, well maintained, clearly defined, well lit and clearly signed.
- Security issues taken into account.

Good Practice

Accessibility

- Provide within the grounds of the property or identify nearby, a free run/ spend area for assistance dogs.
- Ensure paths are kept clear of obstacles, debris, moss, ice and fallen leaves and have firm, well-maintained surfaces. Ensure that any permanent features en route are securely fixed - e.g. flower pot arrangements, statues.





2 Star ★★

- As One Star

3 Star ★★★

- As One Star

4 Star ★★★★

- Grounds and gardens a feature in their own right. Well-maintained and high-quality appearance all year round.

5 Star ★★★★★

- As Four Star

Good Practice

Sustainability

- For grounds, gardens and frontages, establishments could consider the use of materials which are in keeping with the local environment and physical characteristics of the local geography, geology and age of the buildings. Consider using local varieties of flowers, plants etc.
- If possible and where available, provision should be made in the car park for a clearly marked public transport pick-up and drop-off point for taxis, buses and/or coaches.

2.10

Annexes

2.10 Annexes

Minimum Entry Requirements (1 Star ★)

- Where a hotel has an annexe, we will take into account the facilities provided in this annexe when determining the rating for the hotel as a whole.
- Annexe accommodation may be situated in a separate unit or units within the hotel grounds or within easy walking distance of the main building – with good levels of external lighting.





2 Star ★★

- As One Star

3 Star ★★★

- As One Star

4 Star ★★★★

- As One Star

5 Star ★★★★★

- Access to any accommodation separate to the main building to be under cover. This could include chauffeured transport or escort with umbrella provided.

Code of Conduct and Conditions for Participation

Code of Conduct

The operator/manager is required to undertake and observe the VisitEngland Code of Conduct:

Prior to booking

- To describe accurately in any advertisement, brochure, or other printed or electronic media, the facilities and services provided.
- To make clear to guests in print, in electronic media and on the telephone exactly what is included in all prices quoted for accommodation, including taxes, and any other surcharges.
- To provide information on the suitability of the premises for guests of various ages, particularly for the elderly and the very young.
- To allow guests to view the accommodation prior to booking if requested and possible.

At the time of booking

- To clearly describe the cancellation policy to guests i.e. by telephone, fax, internet/email as well as in any printed information given to guests.
- To adhere to and not to exceed prices quoted at the time of booking for accommodation and other services.

On arrival

- To welcome all guests courteously and without discrimination in relation to gender, sexual orientation, disability, race, religion or belief.

During the stay

- To maintain standards of guest care, cleanliness, and service appropriate to the style of the operation.
- To deal promptly and courteously with all enquiries, requests, bookings and correspondence from guests.
- To ensure complaint handling procedures are in place and that complaints received are investigated promptly and courteously and that the outcome is communicated to the guest.

On departure

- To give each guest, on request, details of payments due and a receipt, if required/requested.

General

- To give due consideration to the requirements of guests with special needs, and to make suitable provision where applicable.
- To ensure the accommodation is prepared for the arrival of guests at all times when the operation is advertised as open.
- To advise guests, at any time prior to their stay, if there are any changes in what has been booked.
- To hold current public liability insurance and to comply with all relevant statutory obligations including legislation applicable to health and safety, planning and fire.
- To allow VisitEngland representatives reasonable access to the operation, on request, to confirm that the Code of Conduct is being observed or in order to investigate any complaint of a serious nature notified to them.
- When a business is sold or ceases to trade, every effort should be made to inform VisitEngland.

Conditions for Participation

All businesses participating in the VisitEngland quality assessment schemes are required to:

- Meet or exceed the VisitEngland minimum entry requirements for a rating in the relevant accommodation sector.
- Observe the VisitEngland Code of Conduct.

- Be assessed annually, and in the event of complaints, by authorised representatives of VisitEngland.
- Pay an annual participation fee.
- Complete an annual information collection questionnaire either online or by post, as required.
- Any participant disqualified from the VisitEngland National Quality Assessment Schemes for whatever reason will not be allowed to re-join for a minimum period of one year from the date of disqualification. Re-application at an earlier stage may be considered by VisitEngland where it is felt special circumstances apply. In all cases acceptance of re-application will be at the sole discretion of VisitEngland. Application to re-join the scheme will always incur an additional fee. If disqualification was on the basis of quality or the level of complaints, then it must be demonstrated that the areas of concern have been addressed. This may be done in the form of an advisory visit by a VisitEngland representative, for which an additional charge is likely to be made.

Change of Ownership

When an accommodation business is sold or the method of operation changed eg contracted out, and the new owner does not continue participation in the VisitEngland National Quality Assessment Scheme, the existing rating cannot be transferred.

If a property is sold as a going concern, for continued use to accommodate guests and details of the new owners are provided to VisitEngland, the rating may be continued under the following circumstances:

- The current (outgoing) owners have made all payments due to date for the current participation year. If payment is made by Direct Debit this should remain active until the change of ownership process is completed.
- The current (outgoing) owners provide forwarding details for themselves along with full contact details for the new (incoming) owners to VisitEngland's appointed assessment contractor.
- The current (outgoing) owners provide the expected completion/transfer date to VisitEngland's appointed assessment contractor.
- The new (incoming) owners apply and pay for participation in the VisitEngland National Quality Assessment Scheme within 28 days of the completion/transfer date.

If all of these criteria are met then the current (outgoing) owners may be entitled to a pro-rata refund for any complete remaining months paid for in the current participation year.

Signage

Use of all quality ratings should always be accompanied by the VisitEngland Quality Rose Marque.

Any listing in a VisitEngland publication or website and within the Tourist Information Centre network is conditional on continued participation in the quality assessment schemes. Continued use or display of inaccurate, misleading or out-of-date signage by a participant in the VisitEngland quality assessment schemes may result in VisitEngland withdrawing the establishment from participation in the schemes.

Where a business, for whatever reason, ceases to participate in the VisitEngland quality assessment schemes, all relevant display signs and electronic and print material must be removed (please note that this may not apply in the case of change of ownership if the new owner joins within 28 days of completion. See 'Change of Ownership' text above).

Failure to observe these conditions may result in the establishment becoming ineligible to display or use the VisitEngland endorsement in any form whatsoever.

To find out more about VisitEngland's quality assessment scheme for hotels please contact:



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