

What benefits will a National Accreditation bring to my business?

1. It is internationally recognised Quality marque
2. Quality assured ratings assist in consumers making an informed choice of where to stay on business or vacation. It enables expectations of facilities and service to be met, and hopefully be exceeded
3. There are vast marketing opportunities available abroad, and more importantly closer to home with the local Council and Tourism Department. Look at the VisitBlackpool Marketing Opportunities booklet and read about local Guide and Web advertising, Conference bookings and Accommodation listings
4. Free line entry on VisitBlackpool.com, VisitLancashire.com, enjoyEngland.com, and VisitBritain.com, and linked international gateway websites. (Over 7.5 million visits to the enjoyEngland.com website in 2007)
5. Discounted rates available on the www.accommodationknowhow.co.uk website – VisitBritain's online service for accommodation providers
6. Listing in the next available edition of the enjoyEngland Official Tourist Board Guide – this is only for quality assessed accommodation
7. Marketing exposure which includes appearance on special TomTom Enjoy England download available to over two million users in the UK
8. Regular updates from the VisitBritain database to Google and Google Maps
9. Unlimited use of the quality rating in all promotional activity and use of the internationally recognised Quality Rose Marque
10. All new participants receive a FREE single-faced external display sign or sticker
11. A free copy of the 'Quality Edge' magazine, the Visit Britain newsletter
12. Assessments carried out by experienced industry professionals with clear verbal and written feedback of the assessment
13. Grant assistance available to assist with initial participation fees
14. Support from Blackpool Tourism, the Lancashire and Blackpool Tourist Board, VisitBritain and Blackpool Council through Blackpool Unlimited
15. Reduced participation fees in the National Accessible Scheme which is designed to enhance facilities and services provided for guests who have a disability

Further information on the benefits can be found on www.qualityintourism.com

Why should I be Nationally Accredited?



What is a National Quality Assessment and what will it do for my business?

A National Quality Assessment informs your consumers before they book accommodation, to recognise quality and to understand the different levels of facilities and services, which as potential guests to Blackpool they can expect.

The standards that Quality in Tourism and the AA - the assessment teams - assess to, have been created as a result of harmonising the standards from the National Tourist Boards for England, Scotland and Wales, but also with the cooperation of the AA who also assess accommodation properties. The RAC no longer assess properties.

The schemes recognise increasing levels of quality using 1-5 Stars and are based on a minimum entry requirement. Some schemes further recognise excellence with the use of Silver and Gold awards – these are called accolades. Copies of the comprehensive Standards Book showing all the requirements are readily available

From April 1st, 2009, only those businesses that have achieved national accreditation will be recognised.

There is one fee to pay, and many benefits...



What are the barriers stopping participation and frequently asked questions?

My bed sizes are too small because of the size of some of my bedrooms, what can I do?

Consider if it is possible to reconfigure the bedroom – furniture, bed or the room capacity, possibly a single room as an alternative if practical. Purchase 4ft 6in beds when replacing, and 3ft single. However, a full size bed for double occupancy placed against a wall allowing access only from one side will not prevent you having an accreditation.

What types of heating can I install in my bathrooms with windows and public bathrooms?

Heated towel rail, fan heater, or central heating radiator, as long as all comply with H&S regulations.

Bathroom and toilet ratios for guest usage are confusing – can you clarify?

Where en suite facilities are not provided, the requirement is for at least one bath or shower room with washbasin for every six guests. At least one WC for every six guests, separate from the bath or shower room must be provided.

Rooms in the eaves of the property – is there a minimum height required for the ceiling?

The ceiling height for the major part of the room needs to be sufficient for a person of 6ft to move around without stooping. Sloping eaves are acceptable as long as they do not restrict guests' movement to an unacceptable degree particularly when getting in and out of bed.

Who should I listen or speak to as I hear so much conflicting information from different people including other Hoteliers?

Speak to The Accommodation Standards Team 01253 478223 or email accommodation.standards@blackpool.gov.uk in the first instance, or contact Quality in Tourism who administer the Schemes on 0845 300 6996.

Is there any grant assistance available for structural changes to be made?

Yes, there will be a scheme – Invest in the Best Lancashire. Call 477331a / 477340 for further details.

What will the cost be for my property?

Quality in Tourism AA or the Accommodations Standards team will advise you. It will depend on the number of bedrooms, the scheme you wish to participate in, and the tariff you charge.

What is the difference between Visit Britain and the AA?

Both the schemes are harmonised and the process of assessment is the same. The costs and marketing benefits differ.

Will there be anybody that can mentor me as I work towards it?

There will be several small workshops arranged on a regular basis. The local Accommodation Standards team will also be available to assist and advise you on a one to one basis.

Are there any training courses I can attend?

Yes, various business seminars will be held in the future covering Legislation, Customer Service, IT, Marketing, Green issues, etc

What are the Council going to do to help me?

The Business Development Officer, Events and Training Coordinator, Accommodation Standards team in close collaboration with Quality Standards and other partners, will be available to work with you to achieve your goal.

Is there any financial assistance available for Accreditation?

Yes – up to 50%

Do call and speak to any of the people mentioned in this booklet if you have ANY questions. We look forward to hearing from you.