



**COTSWOLD**  
DISTRICT COUNCIL



**WEST OXFORDSHIRE**  
DISTRICT COUNCIL

## Cotswolds Tourism Accommodation Quality Charter

Cotswold District Council and West Oxfordshire District Council, as key partners of Cotswolds Tourism Partnership, work to promote tourism across *The Cotswolds* and our aim is to make *The Cotswolds* a leading destination for visitors who are looking for a day out, short break or longer stay by promoting the high standard of tourism businesses that we have in the area. Whilst we encourage and support quality accreditation schemes, including our own local assessment scheme, to ensure that accommodation is clean, legal and safe, we recognise that these schemes might not be relevant for everyone. However, we do believe that customers have a right to expect excellent levels of service when they visit *The Cotswolds*, and we want to support and promote the quality businesses in the region. Our Quality Charter is for all non-accredited members to sign up to so that, in close collaboration with the local councils and Cotswolds Tourism Partnership, we can make a quality commitment to visitors and promote the very best about our wonderful area.

When you purchase advertising space for your accommodation on [www.cotswold.gov.uk](http://www.cotswold.gov.uk) or [www.oxfordshirecotswolds.org](http://www.oxfordshirecotswolds.org) or [www.cotswolds.com](http://www.cotswolds.com) or in our visitor guide, work with the area's Tourist/Visitor Information Centres, or in our tourism marketing campaigns, we ask that you agree to the 10 point charter listed below.

- 1. Working with Cotswold & West Oxfordshire Tourism** – To work positively and proactively with Cotswold & West Oxfordshire Tourism team and Cotswolds Tourism Partnership representatives to promote the Cotswolds brand by offering a genuinely warm welcome to visitors and ensuring positive promotion of the area.
- 2. Legal Requirements** – To fulfil all legal requirements and responsibilities (including fire precautions, food safety / hygiene, licensing, health and safety, anti-discrimination, trade descriptions, data protection, public liability insurance cover) and maintain adequate insurance.
- 3. Discrimination** – To provide a welcoming and caring service to all visitors that does not discriminate, e.g. by gender, sexual orientation, race or religion.
- 4. Customer Satisfaction** – To have a documented Complaints Policy that is available for customers to view and can be implemented speedily and effectively; to ensure that any issues that may arise are resolved by prompt, professional and polite action.
- 5. Accessibility** – To fully assist visitors with specific needs and where possible to ensure facilities and services are reasonably accessible to visitors with disabilities. To maintain an Accessibility Statement that is regularly reviewed and amended to take account of the needs of visitors with disabilities and to incorporate any feedback received.

**6. Quality and Standards** – To maintain good standards of facilities, cleanliness and service delivery.

**7. Service and Welcome** – To provide good quality service to visitors at all times, making customers feel welcome and appreciated.

**8. Information & Accuracy**– To ensure all information on available facilities, payments, pricing and charging is readily available to visitors by an appropriate method, and is clear, accurate and up to date.

**9. Cancellations** – To maintain a Cancellations Policy that is readily available for visitors at each stage of their visit, from pre-booking through to after departure.

**10. Sustainability** – To manage your business in a way that supports the natural environment and minimises carbon footprint, and to actively source/use local produce where reasonable.

Please check that you have read, understood and agreed to the full terms and conditions above and note any accommodation bookings made through Cotswold and West Oxfordshire Visitor Information Centres will take a 10% commission charge on the whole stay booked.

**I've read and agree to the 10 points of the Tourism Accommodation Quality Charter**

Name.....

Business Name .....

Address .....

Postcode ..... Telephone number .....

Website ..... Email address .....

Signed..... Position.....

Date.....

**NB In the event of receiving 3 or more complaints we reserve the right to discontinue the marketing of your business both in the Visitor Guide, through our Visitor Information Centres and on our website.**

Please sign and return to: Cotswold & West Oxfordshire Tourism Team C/O Trinity Road, Cirencester, Gloucestershire, GL7 1PX

