



Dark Sky Friendly and Dark Sky Stay & Gaze Complaints Procedure



Dark Sky Friendly and Dark Sky Stay & Gaze Complaints Procedure:

The Dark Sky Friendly awards are a joint initiative under the banner of the Northumberland Dark Sky Partnership to help promote our award winning International Dark Sky Park which is the largest of its kind in Europe. The awards are facilitated by Northumberland Tourism on behalf of the Dark Sky Partnership.

It is important that visitors choosing to stay in Dark Sky Friendly accredited accommodation experience what is expected, as per the essential criteria required to achieve the awards.

Upon receiving a complaint regarding a Dark Sky Friendly or Dark Sky Stay & Gaze award we will take the following steps:

1. The accommodation in question will be contacted regarding the complaint so that the situation can be investigated. The Dark Sky Partnership will also be informed.
2. The accommodation provider will be asked to provide evidence proving that they are meeting the essential criteria necessary to be promoted as a Dark Sky Friendly or Dark Sky Stay and Gaze Business. The evidence can come in the form of photographs, screenshots or written evidence.
3. The business will have seven days to send all supporting evidence to us to provide reassurance that the essential criteria is being met.
4. If the accommodation under investigation fails to provide any supporting evidence, within seven days of our request, that they are operating as a 'Dark Sky Friendly' business then their awards will be removed from their website listing. They will also be unable to use the awards in their marketing material. It will then be up to the Dark Sky Partnership as to if the accommodation can reapply for the award.
5. If any Dark Sky Friendly recognised business receives a total of 3 justified complaints then we will recommend to the Dark Sky Partnership that the Dark Sky Awards will be completely removed from website listings and the business will no longer be promoted as Dark Sky Friendly. The business may not use any Dark Sky Friendly logos in their marketing material. Neither the Dark Sky Friendly Award nor the Dark Sky Stay & Gaze award may be applied for again within the next 12 months.