

## Northumberland's Accommodation Quality Charter

When you purchase advertising for your accommodation on [www.visitnorthumberland.com](http://www.visitnorthumberland.com) and related websites; in our print publications; within Northumberland County Council's Tourist Information Centres; and in our tourism marketing campaigns, we ask that you agree to the 11 point charter below.

1. **Working with Northumberland Tourism.** To work positively and proactively with Northumberland Tourism's team and representatives; to ensure the positive promotion of Northumberland to our visitors.
2. **Welcome.** To provide a warm welcome to all visitors, demonstrating our 'Independent Spirit'
3. **Customer satisfaction.** To have a complaints policy that can be implemented speedily and effectively; to ensure that any issues that may arise are resolved by prompt, professional and polite action.
4. **Quality and Standards.** To maintain good standards of service and cleanliness.
5. **Accuracy.** To ensure all information provided for visitors is up to date, accurate, provided at the right time and by appropriate methods.
6. **Information.** To ensure all information is readily available to visitors, especially with regard to pricing (including extras), taxes and payment, and packaged items.
7. **Accessibility.** To maintain an Accessibility Statement that is regularly reviewed and amended to take account of the needs of visitors with disabilities; to fully assist visitors with specific needs, in order to maximize enjoyment of their visit; to ensure facilities and services are reasonably accessible to visitors with disabilities.
8. **Legal Requirements.** To fulfill all legal obligations and responsibilities (fire precautions, display orders, food safety/hygiene, licensing, health and safety, discrimination, trade descriptions, data protection, Hotel Proprietors Act etc.), and maintain adequate insurance cover.
9. **Discrimination.** To provide a welcoming and caring service to visitors that does not discriminate e.g. by gender, race, religion.
10. **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.
11. **Sustainability.** To manage your business in a way that supports the natural environment; to minimise carbon footprint; to actively source/use local produce where reasonable.