

Membership Application Form: Accommodation Businesses

Please return this form with your payment to: The Membership Team,
Tourism South East, 40 Chamberlayne Road, Eastleigh, SO50 5JH

Your Business Details

Business Name:		
Invoice/Correspondence Address:		
		Post Code:
Title:		
Name: (first name and surname)		
Job Title:		
Telephone:		
Mobile:		
Email:		
Website:		
Property Address (if different):		
	Town:	Post Code:
Membership Fee Enclosed including VAT – we will send you a receipted invoice		

Membership Category Applied For (please tick and complete details as appropriate)

Type of Business:		
Bed & Breakfast	<input type="checkbox"/>	Number of Rooms:
Guest House	<input type="checkbox"/>	Number of Rooms:
Hotel	<input type="checkbox"/>	Number of Rooms:
Self Catering Accommodation	<input type="checkbox"/>	Number of Units:
Holiday Park	<input type="checkbox"/>	Number of Units/Pitches:
Groups – If you are part of a group you may qualify for a discount. Please complete a separate application form for each group member and we will confirm your fee based on this information.		

Please state the national or local assessing organisation, and accommodation grading for your business. If you are in the process of applying for grading, please confirm the date of your application and the assessing organisation. Please note that your listing on visitsoutheastengland.com may not be published until your grading is confirmed.

Assessing Organisation:

Grade:

If you are not participating in a recognised assessment scheme the Accommodation Charter (page 3) states the criteria required to continue your membership of TSE. Your signature on this application form will confirm your acceptance of this Charter.

Alternatively if your business is part of a national chain operating under internal quality assessment scheme, please provide details.

Your Interests

To help us keep you informed of product developments and new opportunities, please take a few moments to indicate your interests below:

- Group Travel
- Weddings and Conferences
- PR
- International Marketing

- Training
- Research
- Discount Purchasing
(maps, books, guides)
- MICE

Digital Marketing

- Themed Online Marketing
tourismsoutheast.com/getdiscovered
- Social Media (facebook, twitter)
- Banner Advertising
- E-mail marketing (e-newsletters)

Your Preferences

Like many organisations we use email to keep you informed of the latest news, opportunities and events:

- Please ✓ the box to confirm you are happy to receive e-communications to the email address you have provided overleaf.

From time to time we are approached by other organisations to promote a product or service. We only forward this to our members using the personal information provided if we think it is relevant or maybe of interest. Please ✓ below if you DO NOT WANT to receive this information.

- Please DO NOT send me third-party information or pass my details to other organisations.

Data Protection Act 1998

I/We acknowledge that Tourism South East (TSE) will process by computer or otherwise information about me/us as a result of the application whether or not it proceeds. By signing this membership form I/we consent to TSE using the personal data to:

- a. manage my/our dealings with TSE; and
- b. provide information on any of the products and services of TSE. I/We understand that TSE may contact me/us by post, telephone, e-mail and any other appropriate means of communication.

I/We understand that I/we have the right to ask for a copy of the personal data about me/us held by TSE in return for a payment and require TSE to correct any inaccuracies in the personal data. The Data Controller is TSE and its representative can be contacted at TSE's offices.

Payment Instructions

Payments can be made by BACS, cheque or debit/credit card.

Cheques should be made payable to Tourism South East.

BACS payments to be sent to: LLOYDS TSB, Sort Code: 30-92-94, Account No: 00758778
Account Name: Southern and South East England Tourist Board (SSEETB)
Bank Address: Eastleigh Branch, 36 Market Street, Eastleigh, Hampshire, SO50 9YT **Please quote your business name in the payment field.**

Credit/Debit Card payments: please telephone 02380 625544 (please note we do not accept American Express).

When your payment is received we will send you a receipted VAT invoice.

Signed	Print Name:
Date:	

ACCOMMODATION CHARTER

At Tourism South East, we and our partners are passionate about promoting local tourism businesses. We also recognise that visitors have the right to be fully informed, with clear and accurate information about accommodation and expect an appropriate level of quality and service. We want to work with businesses that are equally committed to these principles.

This can be demonstrated by inclusion in the Visit England/AA national quality assessment schemes, any Visit England accredited local assessment scheme or a recognised and accredited national quality brand.

In the absence of this form of accreditation, we have developed an Accommodation Charter as a basis for accepting businesses into membership and/or marketing opportunities. Acceptance will be at the discretion of Tourism South East and its partners taking account of any previously received complaints.

As a member and/or an advertiser you agree to:-

1. Work positively with Tourism South East and its partners at all times and provide access to premises on request to ensure the Charter is being followed.

Membership implies working collaboratively with the Tourism South East's team, its partners and other members to improve the standing and profile of tourism across the South East.

2. Provide in promotion material or online entry, an accurate description of the quality, standard of facilities and services of the establishment.

For this purpose, promotion material means any advertisement or brochure, printed, on line or other media. Pictorial images and descriptive text should accurately represent the establishment concerned.

3. Welcome all visitors courteously and without discrimination in relation to gender, sexual orientation, disability, race, religion or belief.

This encompasses the requirements of the Equalities Act 2012 which requires reasonable adjustments to improve service for disabled people and the provision of an Access Statement describing the accessibility credentials of the establishment. An Access Statement should be a clear, accurate and above all honest written description of the facilities and services offered that enables a potential guest to make an informed decision as to whether the establishment meets their particular access needs.

Staff must understand the need for sensitivity when communicating with actual or potential guests with disabilities and make every effort to make them welcome and meet their needs

4. Describe accurately and display clearly prices for the services being offered including any service charges and taxes where appropriate.

This applies to prices listed in promotional material, on line and on site, packaged items and extra charges.

5. Maintain good standards of service and cleanliness

Every business should be striving to deliver the best standards possible for the type of accommodation they are offering. However, high standards of cleanliness should apply to all.

6. Have a complaints policy that can be implemented speedily and effectively

This should be designed to enable any issues that may arise to be resolved by prompt, professional and polite action.

7. Maintain an fair and effective cancellations policy

This needs to be readily available for guests at each stage of their visit, from pre booking through to after departure.

8. Fulfil all legal obligations and responsibilities

This includes fire precautions, price display orders, food safety/hygiene, liquor licensing, health and safety laws, discrimination, trade descriptions, data protection, Hotel Proprietors Act, public liability cover and any other insurance necessary to comply with statutory requirements. Tourism South East and its partners reserve the right to ask for documentary evidence of compliance.

9. Manage the business in a way that supports the local environment and community

Changes in operation practice such as actively sourcing and using local produce, recruiting locally and taking an active role in community events can make a difference to local communities and reduce your carbon footprint. It also makes good businesses sense

Terms and Conditions

- i. Tourism South East and its partners will monitor on-line reviews and any complaints relating to members that have accepted the Charter. After proper investigation and consultation with the proprietor, should complaints be deemed legitimate and sufficiently serious/detrimental to the reputation of the destination, Tourism South East and its partners reserve the right to withdraw advertising and/or membership benefits without liability or reimbursement. This decision will be final with no right to appeal.
- ii. Upon termination of membership, Tourism South East and its partners will, as soon as reasonably possible, remove the details of the tourism business from relevant websites and any marketing materials used in campaigns.

By payment of our membership fee we hereby confirm that we are authorised to do so on behalf of the business and agree on behalf of the business to observe the Accommodation Charter and to be bound by these Terms and Conditions as a condition of advertising/membership.