

## What our participants say

Of all the surveys received so far, every single participant would recommend the scheme to other accommodation providers.

*"Many thanks to you all for all the help you give me."*

Mrs Rowson, 'Resting Hill', Minsterley.

Awarded 3 stars for her self catering property.

*"The whole assessment service was efficiently organised and I received a very fair and competent assessment."*

Elizabeth Hatchell, 'Croft Cottage Bed and Breakfast'.

Awarded four stars under the new scheme.

*"I appreciated the friendliness and the help given."*

Mrs Chilton, 'Mortimer Cottage', Ludlow.

Awarded 3 stars for her self catering property.

## Tariff

### Guest Accommodation Assessment

Number of Bedrooms	Fee inclusive of VAT
1-3 Bedrooms	£145.00
4-6 Bedrooms	£165.00
7-10 Bedrooms	£185.00
11-15 Bedrooms	£225.00
16-20 Bedrooms	£245.00

### Self Catering Accommodation Assessment

Number of units	Fee inclusive of VAT
1 Unit	£130.00
2-6 Units	£55.00 per additional unit
7-11 Units	£55.00 per additional unit
12+ Units	£55.00 per additional unit

For example: fee for 3 units: £130 + (2 x £55 = £110) = £240

## Contact:-

For further information please contact:



Grove House  
8 St Julian's Friars  
Shrewsbury  
Shropshire

SY1 1XL

Tel: 01743 261919

Email: [enquiries@shropshiretourism.co.uk](mailto:enquiries@shropshiretourism.co.uk)

[www.stmem.com/assessments](http://www.stmem.com/assessments)

Or



Direct Tourism Services Limited  
8 St Julian's Friars  
Shrewsbury  
Shropshire

SY1 1XL

Tel: 01743 261910

E-mail: [enquiries@directtourismservices.co.uk](mailto:enquiries@directtourismservices.co.uk)

[www.directtourismservices.co.uk/assessments](http://www.directtourismservices.co.uk/assessments)



## Accommodation Assessment Scheme for Shropshire



## Introduction



The accommodation assessment scheme for Shropshire is delivered by Direct Tourism Services Ltd, on behalf of Shropshire Tourism. It offers a locally delivered

and managed assessment and grading scheme that also works to similar standards as Quality in Tourism, the AA and other Visit Britain approved organisations.

Shropshire operates a 100% inspected and graded criteria for establishments wishing to advertise in either Shropshire Tourism or district accommodation guides and websites, so it pays to be assessed.

In short, this scheme offers a cost effective alternative to some of the more expensive national inspections and offers a more supportive, advisory assessment visit.

## What the scheme is not

It is not a compulsory scheme nor will it be a condition of Shropshire Tourism membership.

It is not to replace the current national schemes in Shropshire, which will still be encouraged and supported.

It is not aimed at businesses who do not wish to comply with the national standards.

## Who is it aimed at?

This scheme is primarily aimed at businesses who do not need the full promotional benefits of a national inspection scheme. It is also aimed at businesses that, for whatever reason, are currently not accredited at all.

Your business may be inspected by one of the national schemes already but you may wish to be graded by Direct Tourism Services as well. That's fine. You will be recognised at a rate that acknowledges your current grading and the fact that you have a current inspection.

## How does it fit with the current national schemes?

The Direct Tourism Services assessment and grading scheme will operate utilising similar criteria as the AA and Quality in Tourism, although in areas such as cleanliness, we will be more robust and we will check every room.

## Why will it be different?

Whilst operating to similar standards, there are several key areas of difference between this scheme and other national schemes:-

- It will be locally run and operated to make it quick, efficient, responsive and cost effective
- It will link into other support services available in Shropshire and offer more direct support to businesses
- It will have a clear appeal process regarding gradings and inspections and a simple tariff structure
- It will have a transparent complaint procedure that will benefit both visitors and operators
- It will have strong emphasis on quality and, above all, it will be more accountable to the visitors as well as the tourism associations and marketing organisations in Shropshire

## Who will do the assessments?

Assessments will be conducted by one of our four locally recruited assessors. They have gone through extensive training and have significant tourism industry experience. They will bring local market knowledge into play and ensure that the service you receive is more personalised and time efficient.

## When will assessments take place?

If you hold a current grading we will endeavour to assess you on the anniversary of your last inspection visit. If you haven't been assessed before, we will aim to complete the process within four weeks of receiving your application.

## What will be awarded?



Direct Tourism Services believes that generally visitors already understand that the more stars an establishment has, then the better the quality. Visitors also understand the use of designators. Awards will therefore use a standard star rating system with designator. For example, 4 star B&B.

## What the stars mean

- ★ Simple, practical, no frills
- ★★ Well presented and well run
- ★★★ Good level of quality and comfort
- ★★★★ Excellent standard throughout
- ★★★★★ Exceptional with a degree of luxury