



## **Shropshire Tourism Membership - Registered Business Scheme**

The Shropshire Tourism Registered Business Scheme is essentially a 'Fit For Purpose' approach that enables businesses to be able to join membership of Shropshire Tourism, and be eligible to be promoted through Shropshire Tourism's marketing activities including its websites and brochures.

To be a Registered Business with Shropshire Tourism, the operator needs to enter into a signed agreement (a declaration) with Shropshire Tourism for the duration of their membership.

The declaration will include confirmation that your business/organisation is in full compliance with all necessary regulations and consents, has adequate public liability insurance, adheres to all legal requirements, has both a fire risk assessment and accessibility assessment and agrees to adhere to levels of customer care and complaint handling.

On the declaration form you will be asked to confirm that you comply with all legal requirements prevailing at the time, and stay in compliance for the duration of your membership with Shropshire Tourism. Examples of these include, but are not limited to, the following:

- Trading Standards
- Equality Discrimination
- Disability Discrimination
- Planning, listed building and building regulation consents
- Licencing and Food Hygiene regulations
- Fire Risk Assessments
- Accessibility Audit
- Electrical equipment and gas safe regulations
- Legal Permissions

It will also ask you to confirm that you have current and adequate Public Liability Insurance and that you provide appropriate customer care and have a clear complaints procedure. That you will also ensure that your property and its associated equipment and facilities are maintained in a clean, safe and fit for purpose manner.

All legal liabilities relating to the business/organisation participating in this scheme are the sole responsibility of the operator concerned and Shropshire Tourism must be indemnified from any liability arising from your business being registered with and promoted by Shropshire Tourism.

The Shropshire Tourism Registered Business and membership logo can be used on your website, in your property and on any of your marketing literature for as long as you are in membership. By being a Registered Business, your business will be eligible to participate in Shropshire Tourism's marketing activity and appear on those appropriate websites run by Shropshire Tourism. Subject to any participation fees and advertising costs.



## **Shropshire Tourism Membership**

### **Registered Business Scheme – Declaration**

#### **Name of Property/Business/Organisation to be Registered**

**Name:**

**Address:**

**Telephone:**

**Email:**

**Website:**

#### **Authorised Contact Name:**

**(This person represents the business named above. They will become a voting member of Shropshire Tourism, receive our communications, and are eligible to stand for election as a Director.)**

#### **I confirm that the above named organisation:-**

Is in full compliance with all legal requirements needed for the operation of the business and that all the necessary permissions to operate are in place.

Has adequate Public Liability Insurance and that this cover will be maintained for the duration of being in membership with Shropshire Tourism.

Will indemnify Shropshire Tourism from all and any liability arising from being promoted by Shropshire Tourism or from being in membership of Shropshire Tourism.

Will provide all customers with clean, hygienic, safe and well-maintained premises and facilities at all times.

Agrees to welcome all customers courteously and without discrimination in relation to gender, sexual orientation, disability, race, religion or belief, or age.

Will operate safely with due regard to health and safety legislation and with consideration for the safety and the security of customers and their property.

Will supply clear information on who to contact and how, in the event of an emergency.

Will make clear to customers exactly what is included in all prices quoted, including taxes, and any other surcharges; that details of charges for additional services are made clear and that prices quoted at the time of booking are adhered to.

Where appropriate will have a clear statement of policy on cancellations and refunds made available to customers at the time of booking. The cancellation policy should be fair and reasonable. That customers will be provided on request, with details of payments due and a receipt for payments made.

Will ensure that the descriptions about the facilities and services provided in any advertisement, brochure, or other printed or electronic media, are true and accurate.

Will ensure that customers will be advised of any changes in the services or facilities or amenities being offered from the time of booking.

Will respond to all complaints whether verbal, or in writing (including by email) in a courteous and sensitive manner, and that such complaint will be acted on in an appropriate manner.

Agrees to remove all Shropshire Tourism logos wherever they are being used by the business, as soon as membership lapses.

Agrees that in the event of non-compliance or any breaches of the above, a refusal to act on or rectify any issues concerning the above, or in the event of undue levels of customer complaints, Shropshire Tourism reserves the right to terminate membership and remove registration without recourse or compensation.

**Signed:**

**Date**

**Print Name:**

**Position:**