

## Code of Conduct for Guided Tours

All Tour Operator members of VisitLiverpool and the guides they use are required to abide by a simple Code of Conduct which helps ensure the quality of the visitor experience and reduces any harmful impacts on other visitors or local businesses or residents.

1. You should conduct a full Risk Assessment before conducting a tour on foot or in a vehicle.
2. Starting and finishing points for tours should take account of pedestrian flows, parking restrictions, pick up and set down points. Permission is required from landowners to start tours in certain areas such as the Albert Dock Estate. Scheduled vehicle tours must comply with transport regulations and register the route and timetable with Merseytravel and North West Traffic Commissioners.
3. Stopping points on both walking and vehicle tours should be carefully selected to minimise disruption to other pavement and/or road users.
4. The Gower Street entrance/exit to Albert Dock is a particular pinch point. Guides on private hire coaches are asked to keep their stops there to an absolute minimum during busy summer weekends to allow scheduled sightseeing and Beatles tours, kerbside access to pick up and set down passengers safely. Similarly, guides should comply with the requests of constables at Liverpool Cathedral regarding pick up and drop off.
5. Liverpool ONE bus station now has dedicated coach bays and is an ideal point for picking up and setting down passengers for access to shopping and the waterfront. Please encourage your coach drivers to make use of this facility which is currently provided free of charge. Slots can be booked by email to: [coachbookings@merseytravel.gov.uk](mailto:coachbookings@merseytravel.gov.uk). If you are using this facility for the first time please request a safety induction. Contact: Tony Simpson, Tel: 0151 330 1539 [tony.simpson@merseytravel.gov.uk](mailto:tony.simpson@merseytravel.gov.uk) to book an induction. For general advice contact Andy Wallace at [andy.wallace@merseytravel.gov.uk](mailto:andy.wallace@merseytravel.gov.uk) or 0151 330 1354.
6. Beatles tours by vehicle in particular include residential areas. Tourist Guides and operators must respect the privacy of residents at all times. Visits to the Beatles' childhood homes are not allowed between 19.00 and 09.00. Those conducting tours during the day should park sensibly and courteously, allowing other companies and residents to park safely. Visits to the outside of properties should be kept to minimum duration (less than 10 minutes is suggested) and visitors must be advised to be as quiet as possible, not to encroach upon the private property of residents or disrupt neighbours in any way. This includes blocking entrances and leaning on walls etc. Commentary about the Beatles homes should be factually accurate and is best given before alighting from the vehicle. Visitors should be reminded that they must not take photographs of any children in the vicinity. (*Beatles specific training can be arranged on request for anyone already undertaking Beatles related tours.*)
7. Tourist Guides and Drivers should behave courteously at all time to visitors and to other tour operators. Never denigrate other guides or tour companies as this reflects very badly on our destination. Even done in a light-hearted way this can be misunderstood by visitors whose native tongue is not English, leaving them with a negative impression. This includes customer review sites, websites and social media.
8. Tourist Guides and Drivers should be courteous to visitors who mistakenly try to board the wrong tour vehicle. They should point out where and when they can find the tour for which they have booked a ticket.
9. As a Guide you are an ambassador for Liverpool. It is expected that you will behave and dress appropriately for that role.
10. Failure to comply with this Code of Conduct may result in suspension of your membership of VisitLiverpool and, for fixed route tours the removal of Visit England Quality Assured status.
11. VisitLiverpool's membership policy gives us the right to cancel your membership with no refund if we receive more than 3 complaints from bona fide visitors about your service during a 12 month period.

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**Please sign below to indicate your agreement to these conditions:**

Name ..... representing .....

agrees to abide by the Tourist Guide Code of Conduct and to ensure all staff involved in the operation of the tour are aware of the Code.

Signed..... Date .....