

Quality Assured Tour Application Form 2014

Contact name: Tour name:

Correspondence address:

Tour start point:

Telephone: Email:

Website:

1. Description of tour:

2. What type of tour is it?

- A walking tour
- A vehicle tour
- A live guide
- A recorded commentary

3. Have guides received formal training?

- Blue Badge
- Green Badge
- None
- Other (please specify).....

4. Number of guides employed:

5. If you use recorded commentary, please state how this has been compiled:

6. Is commentary (live or recorded) provided in languages other than English? Yes / No

7. Have details of your public indemnity insurance been provided? Yes / No
You will need to produce an original document and schedule which clearly states that you are covered for being in charge of a guided tour.

8. What are your annual visitor numbers?

Participation fees

Visitor numbers	Participation fee	VAT @ 20%	Total fee
Up to 10,000 visitors	£195.00	£39.00	£234.00
10,001 visitors or more	£250.00	£50.00	£300.00
Cheques should be made payable to 'Liverpool City Region Local Enterprise Partnership'			

Declaration

- I confirm that I abide by all statutory obligations relevant for my tour and have public liability cover.
- I understand that the timing of the assessment will be at the discretion of the assessor.
- I understand that VisitEngland expressly reserve the right in its absolute discretion to refuse to accept this application and to require any tour to cease using an accreditation in any form whatsoever.
- I understand that granting and subsequent use of accreditation is conditional upon the tour continuing to comply with the VisitEngland conditions of participation.
- I understand that VisitEngland accreditation must not be used until written confirmation has been received.
- I have read the legal statement listed below and hereby confirm that I understand and accept all these terms and conditions.

Signed: Date:

Name (block capitals): Position:

Please return to:

Membership Department, Liverpool City Region Local Enterprise Partnership, 12 Princes Parade, Liverpool, L3 1BG

Supporting information

All tour companies or individuals using their own vehicles for guided tours must comply with UK Law, particularly statutory rules and regulations and local by-laws governing the operation of Passenger Carrying Vehicle (PCV), Public Hire and Private Hire vehicles. In addition, all tour companies and individual operators including tourist guides must ensure they are fully covered by 'out of vehicle' public liability insurance if any element of their tours requires the necessity to leave the vehicle or their tour does not require the use of a vehicle.

You will be required to provide documentary proof of this compliance upon request. Photocopies may be used for application, but please be aware that original documents can be requested at any point either by the assessor at debrief or by Liverpool City Region Local Enterprise Partnership.

Please provide details of your Licence Number (badge number and issuing authority):

Please provide details of your vehicle insurance cover:

If you use a Hackney Carriage, how are your tour prices displayed and agreed?

Tour packages

Operators offering accommodation with their tours (both elements being included in the one price) must have Tour Operators Liability Insurance, not just public liability. Your duty of care under the legislation requires you to establish the public liability cover of every organisation providing any element included in the package. You must also comply with the 1992 EU Directive regarding Package Tours and Package Holidays see: http://www.abta.com/about/lobbying_and_government_affairs/package_travel_directive

Vehicle Livery / Publicity

Please be aware that there are severe restrictions on imagery that can be used on livery and publicity material / websites and social media, especially anything relating to The Beatles. Please confirm you have permission to use proposed images. VisitLiverpool may be able to advise you on this.

- a) Yes – all images copyright approved
- b) No / Don't know

LEGAL STATEMENT for submission of information to tourism promoters. TERMS AND CONDITIONS FOR USE OF INFORMATION

1. The information your organisation (hereafter 'you') has entered on the form displaying these terms and conditions (together with any further information or amendments you may subsequently provide), including any personal details, will be held on the computer database of VisitEngland. For the purposes of the Data Protection Act 1998, the Data Controller will be VisitEngland, Sanctuary Buildings, 20 Great Smith Street, London SW1P 3BT.
2. The information you provide may be used by VisitEngland and their agents and your appointed local and regional tourism organisations (hereafter the 'Tourism Promoters') for the purposes of data collection, tourism marketing related activities such as inclusion in the Tourism Promoters publications and websites, providing information to those interested in the services you provide via tourist information centres, market research, statistical analysis and the promotion and sale of the Tourism Promoters' services and marketing opportunities which may be of interest to you.
3. The Tourism Promoters do not guarantee that the information you have supplied will be published or used either in the form submitted or at all. If it is, the Tourism Promoters will make every reasonable effort to ensure accuracy but will not accept liability of any kind arising from or in connection with the use or publication of the information, either by themselves or third parties, including as a result of any error or omission on the part of the Tourism Promoters.
4. The Tourism Promoters expressly reserve the right, at their absolute discretion, to refuse or withdraw your eligibility to participate in any of their marketing and/or publishing activities.
5. The information you provide may sometimes be made available to other carefully selected organisations in order that they may contact you about their products and services which may be of interest to you.
6. All of the provisions in these terms and conditions relating to how your information may be used and to whom it may be passed shall be subject to any elections you may make under the heading 'Restrictions on Use of Information' on the opposite page.
7. You warrant that the information you have provided is true and accurate and, if published, will not constitute an offence under the Trade Descriptions Act 1968 or the Consumer Protection Act 1987.
8. You agree to indemnify and keep indemnified the Tourism Promoters against any and all liability, loss, damage, costs and expenses which any of them may suffer as a result of a third party alleging that a Tourism Promoter's use of any information provided by you constitutes an infringement of such third party's intellectual property rights.
9. If you require any information with regard to the treatment of the information you have provided, please contact VisitEngland at Sanctuary Buildings, 20 Great Smith Street, London SW1P 3BT.

CONDITIONS OF PARTICIPATION

All attractions participating in the VisitEngland quality assessment schemes are required to:

- Meet or exceed the VisitEngland minimum entry requirements for accreditation, including having public liability cover;
- Observe the National Code of Practice for Visitor Attractions (see reverse of this page);
- Be assessed regularly, and in the event of complaints, by authorised representatives of VisitEngland;
- Pay an annual participation fee;
- Any participant disqualified from the VisitEngland Visitor Attraction Quality Scheme for whatever reason will not be allowed to re-join for a minimum period of one year from the date of disqualification. Re-application at an earlier stage may be considered by VisitEngland where it is felt special circumstances apply. In all cases acceptance of re-application will be at the sole discretion of VisitEngland. Application to re-join the scheme will always incur an additional fee. If disqualification was on the basis of quality or the level of complaints, then it must be demonstrated that the areas of concern have been addressed. This may be done in the form of an advisory visit by a VisitEngland representative, for which an additional charge is likely to be made.

CHANGE OF OWNERSHIP

When an attraction business is sold or the method of operation changed, e.g. contracted out, and the new owner does not continue participating in the VisitEngland Visitor Attraction Quality Scheme, the existing accreditation cannot be transferred.

RESTRICTIONS ON USE OF INFORMATION (please refer to 'Terms and Conditions for Use of Information' on the enclosed sheet).

- The Tourism Promoters sometimes make their data available to carefully selected organisations whose products and services may be of interest to you. Please tick if you consent to your data being passed on in this way.
- The Tourism Promoters sometimes make their data available to carefully selected organisations for inclusion in tourism related publications and websites for the purpose of **providing you with potential additional customers and/or sales leads**. Please tick if you consent to your data being distributed in this way.
- If you consent to the Tourism Promoters passing the data you have supplied to persons and/or organisations located outside the European Economic Area, please tick this box.
- VisitEngland may sometimes wish to contact you regarding products and services which may be of interest. If you do **NOT** wish VisitEngland to contact you, please tick this box.