

## The West Norfolk Visitor Accommodation Accreditation Scheme

The West Norfolk Visitor Accommodation Accreditation Scheme was introduced in 2014 for serviced and self-catering accommodation, touring, camping and holiday parks.

This basic scheme is not a substitute for the star grading national quality assurance scheme run by Quality in Tourism (on behalf of VisitEngland) and by the AA. Brochure and website information on West Norfolk continue's to emphasise the importance of the star grading and associated special quality awards which are strongly established within the UK Tourism Industry.

However, the new West Norfolk - Safe, Legal & Clean Visitor Accommodation Accreditation Scheme is aimed at businesses who are not graded through the National Quality Assurance Scheme, but who do still wish to work with West Norfolk Tourism (Visit West Norfolk) and be eligible to participate in our promotional activity and be represented at West Norfolk Tourist Information Centres.

This basic new scheme aims to give the visitor reassurance that the accommodation meets all legal requirements and offers an acceptable level of cleanliness and comfort.

Once either star graded under the established scheme, or accredited under this new scheme, accommodation businesses are eligible to participate in the promotional activity run by West Norfolk Tourism such as entry on our [www.visitwestnorfolk.com](http://www.visitwestnorfolk.com) website, in our printed Holiday Guide, and have their business details available at the Tourist Information Centres in West Norfolk.

To confirm, the position for all the star-graded businesses through the established National Quality Assurance Scheme does not change in terms of their involvement with Visit West Norfolk, this new Safe, Legal and Clean Accreditation Scheme simply being an alternative way of getting involved.

For more details about this West Norfolk Approved Visitor Accommodation Scheme, please contact Quality in Tourism;

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