

## Guest Accommodation



Guest Accommodation ratings are available to serviced establishments other than Star-rated hotels. Diamond Rated includes Guest Houses, B&Bs, Farmhouses, Pubs and Inns offering accommodation and breakfast.

A fairly simple minimum standard of facilities and service needs to be achieved. Thereafter, the rating of 1-5 Diamonds is awarded following an assessment of the establishment, including physical quality of bedrooms, bathrooms and 'public areas', hospitality and service, cleanliness and food quality. Unlike the Hotel Stars, the number of Diamonds awarded is not related to extensive facilities and services, but rather to the quality standard of what is offered. This means that a very small establishment with limited facilities can achieve a high rating as long as the quality of the stay is at a high level. Quite simply, the higher the quality in each of the areas above, the higher the rating that can be achieved.

There is no requirement to offer meals other than breakfast, although if these are available they form part of the assessment for service and food quality.

All establishments receive an overnight visit, unannounced, in the first year of participation; subsequent visits will be carried out in a rotation of daytime and overnight visits. It is not normally possible to increase a rating level on a daytime visit, so an establishment hoping to increase their grade should inform their assessment provider in advance of their 2nd or subsequent assessment visit, so that an overnight visit may be arranged if needed.

A verbal debrief and written report follows each visit.

### Gold and Silver Awards for Serviced Accommodation

Serviced Accommodation providers participating in the VB schemes only, who are offering the highest standards of quality, may be eligible for an additional award.

For Star-rated Hotels, an establishment may be unable to reach a higher Star rating due to limitations in facilities and services that they are able to provide. However, if the overall quality standards of physical quality, cleanliness, service, hospitality and food exceed that normally expected at their Star level, then Silver or Gold Award may be received.

For Guest Accommodation Diamond ratings, the assessors are looking for particularly high standards of bedrooms and bathrooms, cleanliness and efficiency of service, as areas which have been identified of particular importance to the customer.

Eligibility for a Gold or Silver award is judged as part of the regular assessment process, and is based on achieving the required quality scores for each aspect.

The Awards last for one year, and are reviewed at each assessment visit, when they may be increased, reduced or removed.

### Restaurants with Rooms

This is a new standard specifically designed for high quality dining establishments whose core business is the restaurant rather than the accommodation, and therefore do not fit comfortably into the Guest Accommodation or Hotel standards.

Details of the Criteria are available from Lee on 01392 353246