Quality Assurance Criteria for Self Catering



TOURISMNI.COM





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1. General Overview

1.1 Quality is key

Tourism Northern Ireland (Tourism NI) understands that quality is the key to success within the modern hospitality industry. For our Self-Catering sector to be successful both nationally and internationally, it is important that quality standards are set high and continue to improve.

Our commitment to you

Tourism NI's Quality Advisors will work with you to maximise the potential of your business. As a member of the Tourism NI Quality Grading Scheme, you will receive a quality grading assessment that will look at all customerfacing aspects of your business, from viewing your website right through to check-out. Each assessment is followed by a verbal debrief and a detailed written management report. Both of these tools are designed to help you to improve your business.

What is quality?

When a customer chooses accommodation, they have certain expectations based on its advertising materials and its star grade. Our Quality Advisors will help you to position the property at the right level for your customers. They will quality grade each aspect of your business based on customer expectations of quality and current standards seen across the sector. Whatever the style of your Self-Catering property, guests are looking for quality and comfort. The Advisor will look at areas such as:

Living & kitchen areas

- The quality and comfort of furniture.
- Co-ordinated décor and soft furnishings.
- Space for the maximum number of guests.
- Well-equipped, easy to use kitchens with a range of modern appliances.
- Extra touches such as Wi-Fi, Smart TVs, books, smart speakers and outdoor facilities.

Welcome & hospitality

Your Quality Advisor will be looking at the welcome that you provide for your guests, which can range from a personal welcome to a well-organised, remote arrival procedure. Welcome packs and guest information are an important element of the assessment, as is the ability to deal promptly with any problems that arise.

Bedrooms & bathrooms

- The quality, comfort and presentation of the bed and bed linen.
- The quality and range of furniture.
- Attractive well-coordinated soft furnishings and décor.
- · Accessibility of lighting and heating systems.
- The quality of bathroom fittings and towels.
- The quality and size of the bath or shower.
- Ease of use: bedrooms and bathrooms can offer good ease of use, if well designed, without necessarily being large and spacious.
- Good set down space for personal toiletries.
- Extra touches that make the rooms more welcoming.

Cleanliness

Cleanliness is of paramount importance to guests at all star levels. It is expected that all properties shall be thoroughly cleaned throughout for all new arrivals.







1. General Overview

1.2 How do we measure quality?

During the visit, your Quality Advisor will make a quality assessment across all customer-facing areas of your Self-Catering business. When the scores are totalled, you will have an overall percentage score that will place you within one of the five star rating bands.

To confirm a particular star grade, the quality scores awarded within each of the five key areas also need to fall within that band or higher. In this way, you can be confident that your business is offering a consistent level of quality at the star grade awarded.

There are up to eight areas to be scored. See the sample report below for the subheadings for each area. The areas that must achieve the minimum score for the target star grade are:

- Cleanliness
- Public areas
- Bedrooms
- Bathrooms
- Kitchen

The score for the other areas helps to improve the overall score to the minimum required for the target star grade but are not award critical.

Quality Advisors are trained to award scores against national benchmarks in an objective and consistent manner.

Assessment example

In the example on the next page, the property provides all services and facilities required for four-star and is seeking a four-star grade.

In order to be awarded four-stars, the property needs to meet the overall percentage required (at least 75%) as well as the percentages required in each of the five key areas. The property meets the overall percentage required for four-stars (with 78%) and meets four-star expectations for cleanliness, kitchen and bedrooms. However, the property does not meet the score required for public areas and the bathroom. While the property meets the four-star score for the kitchen, the score is borderline. The outcome is that a three-star grade is awarded but with the potential to achieve four-stars.

Advice is provided as to how to improve the scores in these two key areas in order to meet a four-star grade at the next visit.

Hints & tips

Be objective and self-critical when thinking about quality:

- Do not over promise: customers travel with expectations and it is better to exceed these expectations rather than not live up to them.
- Be a customer in your own business. Take time to use your own website and sleep in your own bedrooms to experience what your guests experience.
- No need to follow the crowd, do not be afraid to have your own style.
- Arriving at any Self-Catering property for the first time involves a series of first impressions. Paying attention to that first impression will pay dividends: tidy parking areas, well-tended grounds, fresh flowers, welcome packs, and clean and well-aired rooms.



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1. General Overview

Quality assessment report example

Exterior	
Appearance of buildings & kerb appeal Grounds, gardens & parking Privacy, peace & quiet 13/15	5 4 4 86%
Management efficiency	
Pre-arrival information Welcome & arrival procedure In-unit guest information & personal touches 12/15	4 4 4 80%
Cleanliness	
Living & dining areas Bedroom Bathroom Kitchen 17/20 (Four Star quality)	4 4 5 85%
Public areas	
Decoration Flooring Furniture, furnishings & fittings Lighting, heating & ventilation Space, comfort & ease of use 18/25	



Bedroom(s)	
Decoration	4
Flooring	4
Furniture, furnishings & fittings	4
Lighting, heating & ventilation	4
Beds	5
Bedding & bed linen	4
Space, comfort & ease of use	4
29/35	82%
(Four Star quality)	

Bathroom(s) & WC(s)	
Decoration	3
Flooring	3
Furniture, furnishings & fittings	4
Lighting, heating & ventilation	4
Space, comfort & ease of use	4
18/25	72%
(Three Star quality)	

Kitchen Decoration 4 Flooring 4 Furniture, furnishings & fittings 4 Lighting, heating & ventilation 4 Electrical & gas equipment 4 3 Crockery, cutlery & glassware Kitchenware, pans & utensils 3 Space, comfort & ease of use 4 30/40 75% (Borderline Four Star quality) 78% **OVERALL SCORE 137/175** Grade = three-star

with potential for four-star

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1. General Overview

1.3 The assessment process

Tourism NI Quality Advisors are professionally trained and have extensive knowledge of the tourism and hospitality sectors. They experience best practice in all areas and can pass that knowledge on to you for the benefit of your business. They will assess the quality of your business honestly and always with the objective of helping you to improve your business. Make use of your Advisor.

Determining the star grade

A Self-Catering Business will need to satisfy several elements to reach a particular star grade:

- The property must hold a Self-Catering certificate from Tourism Northern Ireland.
- All statutory obligations must be met.
- All relevant requirements in this booklet must be met.
- The total quality score must reach the appropriate threshold (see 'overall quality bands' below).
- The total quality scores in each of the five key areas must also reach the appropriate threshold:
 - Cleanliness
 - Public Areas
 - Kitchen
 - Bedroom
 - Bathroom

When awarding a quality score out of five for an item - be it a floor covering, a piece of furniture or a kitchen appliance our Quality Advisors will consider several factors:

- What is the intrinsic quality?
- What is the age and condition of the item?
- How well does the item perform the task for which it is intended?

An example of this might be flooring in a cottage. Two cottages might have the same high quality real-wood floor but the mark of five is more likely to go to the cottage where the flooring has been maintained to the highest standard and dressed with quality rugs for increased comfort. To achieve a grade of five-stars and an overall quality score of at least 87%, the aim is to score five out of five in as many areas as possible, and certainly no lower than four anywhere. Scores of five are given when the item has an exceptional level of quality. A four-star grade is likely to be made up of mainly scores of four, with a few marks at three and perhaps a few at five. Continual investment from operators and rising guest expectations mean that the benchmarks are regularly shifting upwards. A bathroom that scored mostly 'fives' when it was installed ten years ago may only score 'fours' now. The Quality Advisors will always advise when and where upgrading should be prioritised to retain a grade. It is a good idea to visit other properties to get ideas or review websites of similarly priced and rated properties.

Scores

For each area included in the assessment, the Quality Advisor will decide whether to award a score of:

- 1 mark Satisfactory
- 2 marks Good
- 3 marks Very Good
- 4 marks Excellent
- 5 marks Exceptional

After the visit, you will receive a detailed written report on the customer experience with individual scores for each area. Positive aspects of your business will be highlighted as well as suggested areas for improvement. This will give a benchmark for maintaining the quality of service and facilities and shall help in prioritising and planning future developments.





1. General Overview

Dispensations

Dispensations for certain individual requirements may be given if all the remaining requirements and quality levels for that grade are exceeded. This flexibility will be considered on a case-by-case basis. Any exceptions will need a substantial increase in quality in other areas to compensate for the area where an exception is sought. Dispensations will only be awarded if the website description has already been amended to make it clear to prospective guests that the missing item is not found at the property. Grades cannot be confirmed until the outcome of the dispensation is known.

OVERALL QUALITY BANDS					
	one-star	two-star	three-star	four-star	five-star
Overall	30%-47%	48%-59%	60%-74%	75%-86%	87%-100%
Cleanliness	60%	60%	65%	80%	90%
Publin areas	34%	48%	60%	75%	87%
Kitchen	34%	48%	60%	75%	87%
Bedroom	34%	48%	60%	75%	87%
Bathroom	34%	48%	60%	75%	87%



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2. Overall Standards

2.1 Statutory obligations

Minimum entry requirements

Legislative requirements

- The property must have in place a valid certificate under the Tourism (Northern Ireland) Order 1992. If you do not currently have a certificate, please apply online at https://forms.tourismni.com
- The property shall comply with all other statutory requirements in force at that time.

Legislation affecting self-catering accommodation

You must ensure that the property is compliant with all relevant statutory legislation and non-statutory obligations, including, but not limited to:

- Tourism (Northern Ireland) Order 1992
- Fire Safety Regulations (Northern Ireland) 2010.
- Data Protection Act 2018 / GDPR
- The Planning Act (NI) 2011
- Disability Discrimination Act 1995
- Health and Safety
- Gas and Electrical Safety
- Electric Appliance Testing
- Product Safety
- Bunk Bed Regulations
- British Standards applying to items such as cots, high chairs and play pens
- Private Water Supplies
- TV Licensing
- Maintenance of a Guest Register
- Consumer Protection Act 2007
- Advertising Standards
- Public Liability Insurance

Accessibility legislative requirements

The Disability Discrimination Act 1995 requires that service providers must think ahead and take steps to address barriers that impede people with disabilities. Providers should not wait until a disabled person experiences difficulties using a service, as this may make it too late to make the necessary adjustment.

- Make 'reasonable' changes to the way things are done

 such as changing practices, policies or procedures
 where disabled people would be at a 'substantial disadvantage', e.g. amend a 'no dogs' policy.
- Make 'reasonable' changes to the built environment such as making changes to the structure of a building to improve access e.g. altering or removing a physical feature.
- Provide auxiliary aids and services such as providing information in an accessible format, or an induction loop for customers with hearing aids.

A service provider cannot legally justify failing to provide a reasonable adjustment. The only question is whether the adjustment is a 'reasonable' one to make. What is 'reasonable' will depend on a number of circumstances, including the cost of an adjustment, potential benefit, the resources an organisation has and how practical the changes are.

Tourism providers should treat everyone accessing their goods, facilities or services fairly, regardless of their gender, race, sexual orientation, disability, gender reassignment, religion or belief, and guard against making assumptions about the characteristics of individuals.

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2. Overall Standards

2.2 Safety & security

Legislative requirements

The establishment shall:

- Be of substantial and durable construction, structurally safe and in good repair throughout and of suitable design for the purpose.
- Maintain a Fire Risk Assessment in line with the Fire Safety Regulations (Northern Ireland) 2010 www.nifrs.org

All grades

- A high degree of safety and security, including information on procedures in the event of an emergency, e.g. doctor, casualty unit, dentist, vets (if pets accepted).
- If the proprietor is not resident on the premises, a contact name, address and telephone number is to be prominently displayed.
- Guests to be provided with a key to the entrance door of their unit and, where applicable, access to the building and any other relevant facilities.
- A minimum of one well positioned smoke detector per property. Your fire risk assessment will determine exact equirements.
- Adequate levels of lighting at night for safety and comfort in all public areas, including stairways, landings, car parks and paths/steps to the property.
- Some form of emergency lighting to be available, e.g., torch or night-lights. Candles are not acceptable for safety reasons. Rechargeable torches are useful, especially the type which flash in the event of a power cut.
- A functioning power supply, including an adequate number of power sockets commensurate with the number of electrical appliances provided.
- Provide a Carbon Monoxide Detector in every room where gas or oil are burnt, where a central heating boiler is housed and in rooms where there is an open fire or wood burner.
- Regular Portable Appliance Testing (PAT Testing) will help to ensure appliances are safe, but do not forget that all aspects of the electricity supply need to be safe.

- All units to be provided with suitable refuse disposal and recycling arrangements as required by the Local Authority. Dustbins, where provided, must have lids. Arrangements for refuse collection to be specified and prominently displayed.
- To prevent accidents, ensure that gardens and ponds are appropriately fenced, and you have handrails fitted to stairways.
- Have public liability insurance in place .

Sustainability best practice

 Maintaining electrical, gas and oil-fired equipment also helps ensure the equipment is working efficiently, keeping your fuel bills down as a result. When boilers are serviced, ask the engineer to carry out an efficiency test and provide an efficiency grade. If the grade is 'D' or lower, you could make significant savings by replacing it with an 'A' rated boiler.

Accessibility best practice

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 Consider fire safety for guests with disabilities e.g. visual & audible fire alarm system, domestic paging system, personal emergency egress plans for guests with disabilities etc.



2. Overall Standards

2.3 Booking & prices

All Grades

- Make clear to guests exactly what is included in the price quoted, including service charge, taxes and other surcharges. Where VAT is applicable, all prices to be shown inclusive of VAT at standard rate.
- Prospective guests should be made aware, prior to booking, of charges for additional services or facilities, including cancellation terms and damage deposits.
- Full details of accommodation, including sleeping arrangements along with bathroom configuration (whether it is equipped with a bath or shower). This should be displayed on the website and/or in printed form in advance of booking.
- Where additional sleeping accommodation is provided by means of bed settees, wall beds, "Z" beds, camp beds etc., the type, size and number of bed spaces should be clearly indicated.
- Details of any in-house policies, e.g., no smoking, no pets etc. must be communicated at the time of booking. For example, clearly stated on the website.
- If requested, allow guests to see the property before booking (if the property is occupied this may not be possible).
- Website or printed information is required, and a floor plan is encouraged. Arrangements for access should be communicated pre-arrival.
- Guests should be advised at the time of booking, or subsequently, of any change in booking details.
- Guests provided with details of payments due and a receipt if required.
- The receipt to be clearly presented and well laid out.
- The following information to be readily available prior to booking:
 - Car parking arrangements
 - Arrangements for pets
 - Distance from the nearest shop(s), public transport, etc.
 - Nature of water supply if not mains (water supply must meet all statutory regulations for drinking water)

- Types of energy supply if not mains electricity
- · Electricity voltage, if not standard
- A map and/or directions showing the location of the unit on booking or provided on website

Accessibility best practice

- Always ask if any guests have any specific access requirements.
- Highlight the accessible features of your premises on your website.
- Even if you do not accept pets, state that you welcome trained assistance dogs. This is a legal requirement. A person with a disability may rely on assistance dogs to provide independence. See the dog as being part of the person.
- Consider website accessibility e.g. the ability to change text size, colour contrast options, audible indication, etc.
- Offer your guests a choice of how to contact you e.g. elephone, letter, email or text message and find out about Text Relay used by people with a hearing impairment at www.textrelay.org
- Provide guest information in a range of formats on request, e.g. large print, photographs, video and audio description.

Sustainability best practice

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- Take part in a Green Tourism certification scheme.
- If you have taken actions to improve your impact on the environment and local area, make sure this is mentioned on your website/leaflet. This will add to the appeal of your business.
- Include the full range of transport options for reaching your property in promotional and booking information. As well as providing greater choice, this will enable you to appeal to a wider range of customers.
- Pre-arrival information can promote options for local food delivery services and nearby shops so that guests do not feel the need order a supermarket delivery.



3. Exterior

3.1 Appearance of buildings

Minimum entry requirements

Legislative requirements

• Be in good decorative order and kept clean and well maintained throughout, and any access roads, paths, gardens and surrounding areas should also be adequately maintained.

All grades

- First impressions are important. Whatever the size of the property or the location, guests will be impressed if, on arrival, the property looks tidy and well presented.
- Any signage should be prominent, well maintained and cleaned regularly. Some owners prefer not to advertise that their property is let out, in which case the name or number of the property should be clearly visible on approach. First-time guests will appreciate reassurance that they have arrived at their destination.
- Whatever the location of the property, it should look welcoming, with clean paintwork and windows, well tended gardens and evidence of extra touches such as hanging baskets or window boxes to make it stand out from other properties in the road or area.
- Wherever possible refuse bins or oil tanks should be screened.
- Ensure that porches, patio and parking areas are completely litter -free when guests arrive look out for cigarette butts left behind from previous stays.
- Advisors will award the highest scores in this area for properties where the owners' attention to detail and maintenance is exceptional and where the overall presentation of the exterior of the property suggests to guests, they will not be disappointed when they go inside.

3.2 Grounds, gardens & parking

All grades

- Gardens and shared outdoor areas that are part of the unit should be maintained in good order.
- Where gardens are available then garden furniture should be provided.
- If the property has ancillary areas, the facilities provided will be considered in the assessment of the establishment, where under the control of the operator. They should be well surfaced, in good condition and adequately lit.
- Parking is a key consideration for guests who arrive by car. If parking is not available off-road, Advisors will review the advice and steps taken by the property owner to assist guests in finding a parking space on their arrival and on their return to the property each day.
- On-site parking needs to be clearly marked and well-lit for guests arriving in the dark.

Advisors will award the highest scores for immaculate gardens and grounds that really 'wow' guests on arrival, whatever the size of the plot or the location.

If a property has no grounds, garden or parking, then advisors will not score this section, but mark as N/A. However it is expected that the host will provide information about parking or public transport arrangements.

Accessibility best practice

- Parking is a key consideration for guests with disabilities who arrive by car. If parking is not available off-road, provide information to guests on nearby accessible parking.
- Consider external lighting for guests arriving in the dark.





3. Exterior

3.3 Environment

All Grades

Many customers choose self-catering accommodation instead of serviced accommodation as they want to relax and enjoy the company of their friends or family in privacy.

- Any outside space should be screened from neighbouring properties, where possible.
- In city centre locations, this is inevitably more difficult, but guests will appreciate the provision of double or triple glazing to reduce traffic noise; good blackout curtains or blinds; and other measures to allow guests to enjoy a good night's sleep with minimal disturbance. Air conditioning might even be installed in locations where opening windows at night is not conducive to a good night's sleep.

Advisors will reserve the highest scores in this section for those properties where the guests' privacy is undisputable and there is minimal risk of disturbance from neighbouring properties or unwelcome traffic noise. The steps taken by property owners to minimise noise or light intrusion will be taken into account in the scoring.

Accessibility best practice

- Provide in or close to the property a free run/spend for area for assistance dogs.
- Ensure paths are kept clear of obstacles, debris, moss, ice and fallen leaves and have firm, well maintained surfaces. Ensure that any permanent features are securely fixed.

Hints & tips Don't forget the outside space:

- Outdoor features such as barbeques, hot tubs, fire pits and sheltered seating are popular with guests and add value. Ensure that they are safe, high quality, clean and easy-to-use.
- If you offer outdoor space, be it a garden or a balcony, treat it as part of the house and furnish it to a similar standard.
- Be sure to have enough seating for all guests, unless you have a small balcony area.
- Guests at the higher star grade levels will expect more than plastic garden furniture.
- If you welcome small children, consider enclosing at least part of the garden, where possible, to allow parents maximum opportunity to relax knowing their children can play safely.



4. Cleanliness

4.1 General

Minimum entry requirements

Legislative requirements

• Each unit shall be provided with a cleaning service at least once a week in order to keep it in a clean and orderly condition.

All grades

Cleanliness is of paramount importance to guests, so a high standard must be maintained throughout the property, whatever the star grade. Particular attention must be given to kitchens, bathrooms, shower rooms, toilets and any items involving direct contact with guests, such as bedding, linen, towels, baths, showers, washbasins, WCs, flooring, seating, crockery, cutlery, glassware, kitchen utensils and equipment.

Sustainability best practice

• Consider using low impact and chlorine free cleaning products, including microfibre cloths that reduce the amount of cleaning liquid required.

Hints & tips:

Housekeeping

Housekeeping is probably the single most important part of the holiday home letting process; there are more customer complaints about cleanliness than any other area.

- It is essential that the property is thoroughly cleaned and prepared for in-coming guests.
- There should be no evidence of the previous guests: no left-over food, clothes, rubbish, old newspapers and of course no hairs from the dog or human guests.

- For those owners who are not able to carry out their own housekeeping, a good, reliable cleaning service should be arranged. Think about who can carry out this task for you. It might be your letting agent, a contract cleaning company, or a neighbour.
- Remember, it is not just about the cleaning. The general presentation of the property also needs to be good, including the beds and contents of the kitchen cupboards, for example.
- Be specific when instructing cleaners and housekeepers to ensure that the extra touches are carried out to your requirements.
- Do not skimp on the hours allocated for the cleaning. If you are aiming for a four or five-star grade, your housekeeping standards will need to be consistently excellent. Allow enough time for those (hopefully) rare occasions when the outgoing guests leave the property in a mess.
- Most guests will leave the property tidy on departure, but do not expect them to thoroughly clean before they leave. They would not do this in a hotel or B&B.



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5. Management efficiency

5.1 Pre-arrival Information

Minimum requirements

The procedures for dealing with guests during booking and pre-arrival are assessed here. This is important to help guests make the most out of their stay. It can include brochures, website, social media pages and information provided via Online Travel Agents.

Hints & tips

- Arrival procedures vary greatly, and although a personal welcome is the 'Gold Standard', many owners and operators have developed alternative solutions that work very well. Whatever your process, this should be clearly communicated to guests in advance.
- Brochures and websites should be designed to a professional standard with extensive, clear information.
- Provide comprehensive information about the cancellation policy.
- Send detailed, easy-to-follow directions sent after booking.
- If providing a self-check-in ensure that guests have all the information they need to access the property and settle in.
- Provide advance information about the local area to help the guest make the most out of their stay.

5.2 Welcome & arrival procedure

Minimum requirements

Legislative requirements

The establishment shall:

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- Have adequate arrangements for the reception of arriving and departing visitors.
- Be under the supervision of a person capable of the efficient management and supervision of self-catering operations.

All grades

Your Quality Advisor will ask questions about your checkin procedures and guest information provided prior to arrival. The highest scores will be reserved for those that demonstrate an excellent understanding of guests' needs. The top-rated hosts will personalise their guests' stay to help every single guest make the most out of their stay and go home with lasting memories and experience.

5. Management efficiency

5.2 Welcome & arrival procedure continued

Accessibility best practice

• Ensure guests identifying themselves as being disabled are offered a familiarisation.

Sustainability best practice

- If you are showing guests around the property, time taken to familiarise them with the heating controls will help ensure they are comfortable, and your business does not incur unnecessary expense.
- Consider providing examples of local produce to welcome guests providing information on where they can purchase it and other similar items.

Hints & tips

- Although a personal welcome is the 'Gold Standard', many owners and operators have developed alternative solutions that work very well.
- Remember, guests have chosen a self-catering holiday. A personal welcome is very good but keep it short and informative and allow guests to settle into their holiday home. Calling back at the property, phoning or sending a text later in the day is a good idea. This gives the guests time to have any questions ready.
- Many owners do not live near their holiday home, so will rely on a housekeeper or agent to meet and greet guests. However, if using a third party means a fixed time for guests to arrive, this may be stressful for the guests if, for example, they get delayed.



- Key safes are increasingly used so guests can simply let themselves in at whatever time they arrive. For this to work well the property needs to be completely ready for the guests with the heating on in colder months. If there is an open fire, it should be ready to light.
- In summer, the property must not be too hot on arrival. Think about how this can be managed if you do not live nearby and cannot check just before the guests arrive.
- Guests will often arrive in the dark, so ensure outside lighting is effective and guest parking is clearly marked. Consider the safety of guests arriving in the dark at an unfamiliar location. Ensure there are no hazards.
- If there is no parking at your property, guests will appreciate detailed advice (in advance) on where to park and the charges and options for payment.
- Offer a welcome pack of essentials to ensure guests can at least make a hot drink (with fresh milk) on arrival. If you want to provide a special welcome hamper, think about including items that would exceed guests' expectations and tailor to the age of the party where practical. Homemade cakes and local produce may be appreciated.
- Remember that, however nice the property, it will not make up for a cold property, no hot water or missing towels.
- Consider how much to tell guests in advance about what you provide. Surprises are appreciated, but most guests would rather know in advance if they need to bring essentials such as toilet paper, dishwasher tablets etc.
- The booking process for self-catering can often involve many queries from prospective guests and these emails and calls provide an opportunity for the owner to tailor the welcome to each party. Try to find out your guests' interests and what they want to do when they stay in your property. Highlight before they arrive, or on arrival, any special local events or activities that may interest them, e.g., for families, put together a list of family activities for a rainy day.
- Tell your guests about what they can do in area: the best picnic spot, walk, viewpoint, live music, garden centre, coffee shop, bakery, etc.
- Think of what might surprise or delight your guests, e.g., box of toys by age, newspaper delivery or snacks.

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5. Management efficiency

5.3 Guest & tourist information

Minimum requirements

All grades

To award the highest score in this section, the Quality Advisor will be looking for well-indexed information on how everything works in the property plus a range of local information that demonstrates the owner's local knowledge and a genuine appreciation of the interests of the different guests.

Accessibility best practice

- Remember to include basic accessibility information for local amenities and attractions or Accessibility Guides where available.
- Provide guest information in a range of formats e.g. large print, photographs, video or audio description.

Sustainability best practice

- Each property could contain, where possible, an up-todate visitor information folder including a range of places to visit and events – placing an emphasis on those within a short distance, and accessible by public transport.
- Don't forget the property itself highlight points of interest or opportunities to explore.
- Rather than simply providing timetables and maps, provide example itineraries showing potential experiences to discover on foot or by bike, including options for stopping points, as well as details of places nearby to buy local food, drink and gift products.
- Promote any actions being taken by the business to improve the impact of guests' stays and ideas for how they can join in to make a difference.

- A good house manual, with an index, is vital to ensure guest feel comfortable staying in a property with which they are unfamiliar. It is also essential if you want to reduce the number of calls from guests when they cannot locate something or cannot operate an appliance.
- All the instructions for operating the appliances need to be easy to locate and understand. Top of the list will be controls for the heating and hot water and how to operate the TV, but knowing how to operate the timer on the oven might be important for some guests. If the manual is not that clear, re-write the information in your own words. Any idiosyncrasies about your property should be explained.
- Include how to contact the owner, housekeeper or agent with any questions or problems. If you are aiming for a high star grade, you should provide a contact number that will be answered 24/7, in case of an emergency.
- Provide a list of local services, such as the nearest doctor, A&E, dentist, vet, etc.
- Think about how easily guests will find items in the kitchen and consider having an inventory with the location of each item listed. Torches, matches, spare light bulbs etc. might be needed in a hurry. Will guests easily locate the switch for the heated towel rail? Will they know where to find the bedding for the sofa bed?
- Guests will need information on your recycling procedures and make sure you provide spare recycling bags if these are essential.
- Local information is just as important. As well as the usual tourist information leaflets you might also provide menus for local pubs, restaurants and takeaways.
- Consider including information on upcoming local events, especially at visitor attractions nearby.Providing maps for walking and cycling will be appreciated and you may wish to leave information on guided walks and local cycle hire. Tailor your information to suit your location and the interests of the guests you tend to attract. The more personal the service you can offer, the more appreciative your guests will be.

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5. Management efficiency

5.3 Guest & tourist information continued

- A simple 'Guest Notebook' might also be provided. By making the first entry about how much you enjoyed a local restaurant or tourist attraction, you will soon find that many more recommendations follow.
- Consider buying a local Ordnance Survey map, which you could mount on the wall, even marking recommended places.
- Provision of Wi-Fi is essential for most guests and then a whole extra layer of information is available to your guests. If Wi-Fi in your area is severely limited, do you offer a range of up-to date guidebooks and maps? If service is variable due to your location, make this clear to your guests and manage their expectations.
- If mobile coverage is variable at your property, make sure guests are aware of this and which networks tend to provide a usable signal. If you have neither Wi-Fi nor a strong mobile signal, then a payphone may be required, otherwise guests will struggle to contact you in an emergency. In rural areas it is important to make clear in all booking and confirmation information the connectivity at the property.

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6. Public areas

6.1 General

Minimum entry requirements

Legislative requirements

• The unit shall have an area suitable for use as a lounge and dining area and which shall contain sufficient furniture, fittings and equipment, of good quality and condition for those purposes and that such furniture, fittings and equipment shall be sufficient for the number of persons for whom sleeping accommodation is provided.

One Star

- Dining table and seating facilities for the maximum number of guests.
- Where there is a functional open fireplace, a fireguard, poker, hearth brush, tongs, shovel, fuel container and ashes bucket provided.
- Easy chair and/or sofa seats provided, sufficient for the maximum number of advertised guests.
- A TV to be provided where a TV signal is available. Where terrestrial TV channels are not available, every effort should be made to provide an alternative such as cable or satellite TV.
- Non-flammable wastepaper bins provided in living areas.

Accessibility best practice

- Ensure dining tables are stable and provide sufficient knee space beneath.
- Ensure dining chairs provide support for people rising from their chairs.
- Provide a variety of seating: low, high, firm, soft, with and without arms.
- Ensure TVs can provide subtitles to benefit hearing impaired and foreign language speaking guests.
- Avoid deep pile carpets that may cause trips or make it difficult for a wheelchair to manoeuvre.
- Provide suitable colour contrast between floors, skirting, walls, doorframes, fixtures and fittings and avoid high gloss finishes to aid people with visual impairments.

Hints & tips

- Some of your guests might book your holiday home to 'get away from it all'. Others will want some technology to hand, and those that do not, will not turn it on. Think about providing Wi-Fi, Smart TVs, film/TV streaming services, home virtual assistant device and games consoles.
- There are many other extra touches that can be added to make your holiday home more comfortable and to encourage repeat business. These range from walking maps of the local area, binoculars, books and games to larger items such as hot tubs.
- Guests will appreciate the extra effort that goes in to providing the extra touches but try to avoid personal clutter. Personal items should be stowed away in locked cupboards and containers.



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6. Public areas

6.2 Furniture, furnishings & fittings

Minimum entry requirements

All grades

- All exterior windows in living areas fitted with curtains, blinds or shutters. Glass doors will also require covering where the lounge is used for sleeping or where lack of privacy could be an issue.
- Where there is sleeping accommodation in living areas, there must be light-excluding window coverings and adequate storage for bedding and guests' clothes.

Accessibility best practice

• Provide suitable colour contrast between floors, skirting, walls, doorframes, fixtures and fittings and avoid high gloss finishes to aid people with visual impairments.

Sustainability best practice

- Make sure that furniture or furnishings are not blocking heat from circulating into the room.
- When an item has come to the end of its life in your property, remember that it may still have a useful life elsewhere. You could donate it to charity or offer to local community facilities.
- For electric appliances, remember to choose energysaving models with low running costs (check for an energy grade or consult www.sust-it.net).
- Use could be made of local artists' work, prints, or photographs depicting local scenes, historical and heritage related images it all adds to a visitor's enhanced sense of place.

Hints & tips: Privacy

- Beautiful views might be one of the main selling points for your holiday home, but always be mindful of the privacy of your quests.
- Bathrooms without opaque window covers will make guests feel uncomfortable and a wellfitted blind helps to dress and finish a room. Indeed, all windows within the property should be fitted with a curtain or blind.

6.3 Heating, lighting & ventilation

Minimum entry requirements

Legislative requirements

- Each unit must contain effective means of natural lighting and ventilation, and generally conform to modern standards of cleanliness, orderliness and sound insulation.
- Each unit must have a means of heating capable of maintaining, when required, a room temperature of 18.5 degrees Celsius.

All grades

- Adequate means of heating must always be available and guests must be able to override a time switch for the heating and hot water.
- If storage heaters are the means of heating the property, additional supplementary heaters must be provided.
 Free-standing paraffin and Calor gas heaters are not acceptable. Coin meters are not acceptable (except for a washing machine in laundries).
- All living room areas to have at least one window opening directly into the open air.

Accessibility best practice

- Ensure windows and curtains can be reached by your guests and are easy to open and close.
- Enable lighting levels to be adjusted using a dimmer switch.

Sustainability best practice

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- Achieve comfort and efficiency by maximising insulation, ensuring that any radiators have thermostatic radiator valves (TRVs) and guests are confident in how to use heating controls.
- Properties need to be warm ready for guests' arrival but consider when to start bringing the property up to the required temperature so that energy is not used unnecessarily.
- Consider fitting pre-set digital timer clock to electric immersion heater switches.
- As lights in these areas are likely to be on the longest, make these a priority for low energy options such as LEDs and low energy bulbs. Providing a number of lights and light switches helps to avoid an 'all or nothing' situation.



7. Bedrooms

7.1 Furniture, furnishings & fittings

Minimum entry requirements

Legislative requirements

- Visitors' sleeping accommodation shall contain a bed or beds for each visitor the unit is intended to hold.
- Shall contain adequate furniture, fittings and equipment of good quality and condition for the purpose and in particular a supply of linen, blankets or duvets and pillows sufficient for the number of beds provided.
- Secure headboard or 'equivalent' on all permanent beds, some dispensation for continental beds on a case by case basis.
- Window curtains or blinds which shall be sufficient to ensure privacy and the exclusion of light.

One Star

- A bedside table or shelf and light for each permanent bed, including bunk beds.
- Twin beds may share a table and light. Each bunk bed should have its only light, but a shelf should only be provided where safe to do so).
- Non-flammable waste bins to be provided.
- A dressing table (or equivalent) with mirror; wardrobe or clothes hanging space; and adequate drawer space. This should ideally be provided in each bedroom, however shelf space is an acceptable alternative to drawers.
- Sufficient hangers per person. Wire hangers are not acceptable.

Two Star

• As minimum.

Three Star

• A hairdryer must be provided.

Four Star

• As three star.

Five Star

• A hairdryer is provided in every bedroom (except children's rooms).

Accessibility best practice

- Providing a ground floor bedroom may increase the property's appeal to older people, extended family groups and people with limited mobility.
- Provide low-level hanging rail and shelves in wardrobes, maximum height 1,200mm.
- Ensure the vanity unit provides a maximum height of 760mm with minimum knee space of 500mm.
- Ensure windows and curtains can be reached by your guests and are easy to open and close.
- Consider the following aids and equipment for guest use: hoist, height adjustable bed, vibrating alarm clock.
- Provide suitable colour contrast between floors, skirting, walls, doorframes, fixtures and fittings and avoid high gloss finishes to aid people with visual impairments.
- Avoid deep pile carpets that may cause trips or make it difficult for a wheelchair to manoeuvre.

Sustainability best practice

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• Thermally lined curtains will not only help to keep the bedroom warm but will help to block out light and reduce noise, leading to better sleeping conditions.

Hints & tips

How many guests should I be catering for?

- There is no hard and fast rule here, but always be aware of space, comfort and usability in all areas of the property.
- Gone are the days of squeezing as many beds as possible into the available space; today's guests expect more.
- Bedrooms need to be comfortable for the number of guests sleeping in them and you need to provide ample clothes storage and easy access to all items of furniture.
- Do not be tempted to accommodate more guests than can comfortably use the lounge dining and kitchen areas.
- Sofa beds might provide that extra sleeping space, but if you are looking to provide a high-quality experience, then it might not be the best option.



7. Bedrooms

7.2 Beds & bedding

Minimum entry requirements

Legislative requirements

- Shall contain a bed or beds for each visitor the unit is intended to hold.
- Shall contain adequate furniture, fittings and equipment of good quality and condition for the purpose. In particular, a supply of linen, blankets or duvets and pillows sufficient for the number of beds provided.
- Window curtains or blinds which shall be sufficient to ensure privacy and the exclusion of light.

One Star

- Single beds should be a minimum size of 183cm x 76cm / 6' x 2'6".
- Double beds should be a minimum size of 183cm x 120cm/6' x 4'.
- At least one bed for adults, which is not a bunk bed.
- Pillow protectors and mattress protector fitted to all beds. Plastic or rubber mattress protectors are not acceptable for normal use. Where a rubber cover is provided for children, it should be as an optional extra in addition to the normal mattress protector.
- All beds (excluding sofa beds) should be made up on arrival with freshly laundered linen. Fresh linen should be supplied, and refreshed at least weekly for guests that stay more than one week.
- Spare linen and bedding available on request. Sheets must be poly-cotton or cotton.
- Linen must be included in the rental fee.
- Where a bedroom is accessed via another bedroom, then this must be clearly advertised.
- Where a bathroom is accessed via a bedroom (not including en suites), then these units must be designated and advertised as only being suitable for single family occupation.

Two Star

- All beds to be full size, except those clearly specified in promotional materials as being for children's use; or sofa beds.
 - Adult single: minimum size 190cm x 90cm / 6'3" x 3'
 - Adult double: minimum size 190cm x 137cm / 6'3" x 4'6"
 - Child size: minimum size 183cm x 76cm / 6' x 2'6"

Three Star

As two star.

Four Star

- All advertised sleeping spaces are to be in bedrooms only.
- Where studio flats are clearly advertised as such, an exemption will be made to this.

Five Star

- All beds to be full sized proper beds including beds for children.
- King size beds for double occupancy are usually expected at this level.

Bed access

Where there is only access to one side of a double bed, a maximum grade of Three Stars can be awarded, and guests must be made aware at the time of booking.

Galleried bedrooms

- Where a property accommodates only two guests, any grade can be achieved. The galleried bedroom must be advertised as such.
- Where the property accommodates more than two guests and there is a galleried bedroom, this must be clearly advertised.

Accessibility best practice

- Provide zip and link beds so that a guest and partner or a guest and carer/personal assistant can be accommodated.
- Provide blocks so that bed heights can be adjusted.
- Provide hypoallergenic bedding.

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- Provide a 1500 mm x 1500 mm wheelchair turning space to the transfer side of bed.
- Enable lighting levels to be adjusted using a dimmer switch and/or make available additional bedside/ dressing table lamps.



7. Bedrooms

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7.2 Beds & bedding continued

Sustainability best practice

- Blankets do not need to be wrapped; freshness can be indicated by tying the folded blankets with a reuseable ribbon, or other tie, or simply by folding neatly. Alternatively, they could be placed in a re-useable bag.
- As bedrooms can be left unoccupied for long periods, encourage guests not to leave power on unnecessarily when they leave by using friendly, positive information.
- Check windows are draught-proof and that heating appliances are not blocked by furniture or curtains.
- Choose good quality low energy light bulbs to avoid the frustration of long warm-up times (Which? provide online reviews of low energy lighting and other appliances) and make use of multiple lights/ switches to provide guests the choice of how much lighting is required.

Hints & tips

- Beds are one of the most important items you will purchase. Always buy the best quality that you can afford. Also consider high quality mattress toppers, unless built-in.
- Increasingly, guests will expect over-sized beds, especially at the highest star grades, e.g. king beds for double occupancy and more generously sized 4ft wide single beds.
- A good quality bed will last longer if the mattress is turned regularly.

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• Match quality of the bed with high quality bed linen and dress it well to give the best first impression.



8. Bathrooms & WCs

8.1 General

Minimum entry requirements

Legislative requirements

• Each unit shall contain a separate room providing bathroom and toilet facilities. These facilities shall include a wash hand basin, mirror, toiletries cupboard and towel rail, a bath or shower of good quality and good condition complete with all plumbing for the continuous supply of hot and cold running water and the disposal of waste water.

One Star

- All units to have at least one bathroom and WC for every six guests.
- Bathroom to be equipped with a bath or shower, bathmat, towel rail (pegs and hooks are not acceptable), shelf or flat surface and wash basin. Where the base of the bath or shower is not anti-slip then a non-slip mat must be available. Soap dish to be provided in showers.
- If any bedrooms have an en suite bathroom, then the ratio of other bathroom(s) to other bedrooms must meet the minimum of 1:6 guests.
- Where no shower is available, this must be clearly advertised.
- Unless ensuite and the unit sleeps only two people, access through a bedroom to the only bathroom in the unit is not normally acceptable.
- The washbasin in the main bathroom is minimum 36cm x 24cm/14" x 9" internal, although a standard size wash basin is always recommended where space allows. Additional basins offered in en suites or separate WCs - where the basin in the main bathroom complies - could be of smaller dimensions).
- A mirror above or adjacent to the washbasin.
- All units to have at least one WC equipped with a full toilet roll and holder, toilet brush and disposal bin with sanitary bags or a lidded bin.
- All windows to have opaque curtains, blinds or shutters. Glass doors to bathrooms and WCs must also have opaque curtain(s) or blind(s).
- Heating to be provided in all bathrooms. Heated towel rails are acceptable, but heated bulbs are discouraged.
- A lock or bolt to be provided on all bathroom doors, including en suites.

• Shaver point adjacent to the mirror, preferably with light. An adapter elsewhere in the unit is an acceptable alternative, providing it can be used close to a mirror.

Two Star

• As minimum.

Three Star

- Where three or more guests are accommodated, a shower must be available. This must be hands-free but can be fitted over a bath e.g., mixer tap.
- One hand towel and one bath towel to be provided per guest, at no extra cost. However good practice is to provide additional towels.

Four Star

• Extra WC and washbasin to be provided if the unit sleeps five or more people. Extra hand towels and bath towels should be provided. Bath sheets are expected at this level.

Five Star

- All units to have at least one bathroom with bath/ shower, WC and basin for every four guests.
- Ratio to be maintained if the property sleeps more than four guests.
- If there is no bath in the unit, showers should be of exceptional quality and the shower room spacious with top quality fittings. This must be clearly highlighted in pre-booking information.
- There must be a means of drying towels in the bathroom all year round, e.g. radiator or heated towel rail.

Accessibility best practice

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- Hot water supply should have at each fitting a mixer valve, controlled to a maximum 41°C to prevent scalding.
- Level entry showers are preferable.
- Provide suitable colour contrast between floors, skirting, walls, doorframes, fixtures and fittings and avoid high gloss finishes to aid people with visual impairments.
- Provide aids and equipment for guest use e.g. grab-rails, hoist, bath seat/board, bath step, shower chair, toilet seat riser.
- Provide towels that contrast in colour to the walls and floor to assist visually impaired guests.
- Ensure windows and curtains can be reached by your guests and are easy to open and close.



8. Bathrooms & WCs

8.1 General continued

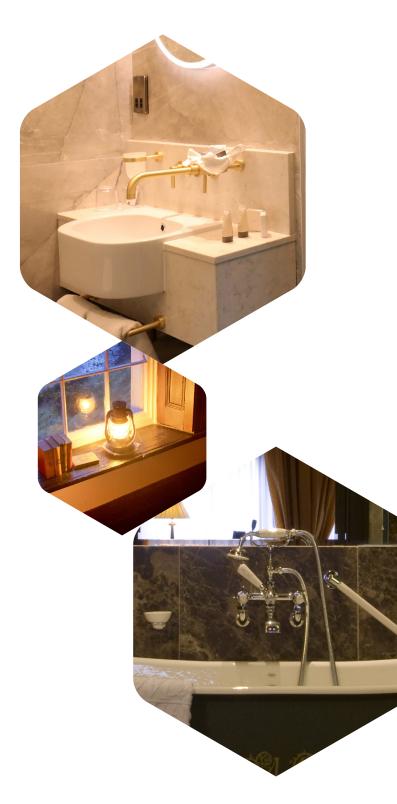
Sustainability best practice

- Although providing shower facilities can help reduce water consumption, remember that power showers can use more water than a bath. Where water pressures are not low, aerated shower heads, which mix air with the water to provide power with less water, can be used to improve water efficiency.
- In older toilet cisterns with a larger capacity, water saving devices (often available free from water supply companies) can be fitted easily to reduce water use.
- Large pump action dispensers can replace the need for individually wrapped soaps and toiletries. Advisors will look at the contents and style of presentation. Alternatively, make use of locally produced individual soaps.
- There is no need for the spare drinking cup to be either plastic or wrapped.
- Heated towel rails can enhance the visitor experience but ensure that they can be controlled so that they are not left on unnecessarily throughout the whole day.

Hints & tips:

Bathroom ratios

- The provision of en suite bathrooms in holiday homes is growing and growing quickly.
- When setting up your holiday home consider the ratio of bathrooms to guests. The Tourism NI standard looks for different ratios at the different star grade levels, but try to exceed these, as customer demand will move that way over time.
- That extra bathroom might be a greater value to you than a third or fourth bedroom. Think of the two or even three couples wanting to holiday together (or two or three single guests).



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9. Kitchen

9.1 Kitchen provision

Minimum entry requirements

Legislative requirements

- Catering facilities shall be adequate to provide hot meals at any one time for the number of visitors the unit is intended to hold and shall contain facilities, equipment and fittings of good quality and condition for the storage, refrigeration, preparation, cooking and service of food and for the storage and cleaning of utensils used for these purposes.
- Shall have adequate and proper ventilation.

One Star

- A cooker with an oven, with at least two shelve; a grill and at least four boiling rings that may be used simultaneously with the oven or grill. If two guests only are accommodated, then two boiling rings plus oven and grill must be provided. For any larger numbers i.e. twelve or more, it is anticipated that additional cooking facilities will be provided.
- A microwave is an acceptable alternative for one boiling ring. A combination microwave (oven, grill and microwave) is acceptable as a grill or oven, provided that a three-ring hob is also available separately.
- Microwave oven to be provided, and microwave cookware or compatible crockery.
- A refrigerator with an ice-making compartment (unless a freezer is also provided). Larder fridges are not acceptable on their own if no freezer is provided.
- A sink equipped with a draining board, dish drying rack, hot water and cold drinking water.
- At least one hygienic work surface.
- An opening window or Local Planning Authority approved ventilation system.
- Opaque curtains, shutters or blinds on external glass doors and windows.
- A covered waste disposal bin to be provided, with liner.
- A fire blanket to be readily available. This should be between the cooker and the door, and wall mounted. Storage in a cupboard or over the cooker is not acceptable. It could be sited outside the kitchen provided it is quickly and easily accessible (further advice can be sought from your local fire prevention officer).
- Storage space suitable for food.

- Vacuum cleaner provided in each unit, unless a daily cleaning service is provided.
- Where a dishwasher is provided, crockery, cutlery and utensils should be dishwasher safe. Extra crockery should also be provided, so the dishwasher does not have to be operated at each mealtime for smaller numbers of guests.
- Sufficient storage space for crockery, cutlery, kitchen and cleaning equipment provided.

Two Star

• As minimum.

Three Star

• As minimum.

Four Star

- Access to washing machine if not provided in the unit. Ratio of one machine to every five units.
- Access to a freezer (not just an icebox within a fridge), but it could be in a shed/garage etc.
- Advisors will use their judgement on appropriate size, depending on the occupancy of the unit. Dispensations may be considered if the property sleeps up to four guests, as long as the lack of a freezer is clearly highlighted in pre-booking information. Access to a shared freezer would be acceptable.
- If owners choose to put in a dishwasher instead of a washing machine, where space is limited, a dispensation may be requested. It must be clear on the website which appliances are in the unit and which are not.

Five Star

- Freezer provided within the unit.
- Dishwasher provided within the unit.
- Washing machine provided in the unit. This may be provided in an exterior purpose-built laundry room on multi-unit sites but must have 24-hour access. Ratio maximum of one machine to every five units. Use of property owner's washing machine is not acceptable.

Accessibility best practice

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- Ensure crockery contrasts with table surface to assist visually impaired guests.
- Store kitchen items in lower level units to enable access for wheelchair users.
- Provide suitable colour contrast between floors, skirting, walls, doorframes, fixtures and fittings and avoid high gloss finishes to aid people with visual impairments.



9. Kitchen

9.1 Kitchen provision continued

Sustainability best practice

- Most guests will now be familiar with separating at least some of their waste, but systems do vary around the country so providing a simple, clear system is essential to gaining participation. Clean, well-presented and labelled containers are essential.
- Given that fridges and freezers will be on for long periods, then it is essential to consider their running costs as well as their purchase cost by choosing an energy efficient model. Where there is going to be a gap of several days between guests, consider switching off the fridge and leaving the door open to ensure there is ventilation.

Hints & tips: Equipping the kitchen

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- Guests expect all the modern conveniences of home, even if they are not intending to use them. Your property might be in an area surrounded by restaurants, but not all guests want to or can afford to eat out all the time; therefore, it needs to be fully equipped.
- If you have the space, then a dishwasher, washing machine, dryer and separate freezer should all be considered, in addition to the other essential equipment.
- Provide double the amount of crockery, cutlery and glassware, particularly if you do provide a dishwasher.
- Add extra touches, such as champagne flutes.





9. Kitchen

Kitchen inventory

Items	Notes	Higher Star Grades
Per Person	Per Unit	
Matching crockery	Colander	Mixing bowls
Cereal and soup bowls	Condiment set	Over cloth or mitts
Large and small plates	Corkscrew and bottle opener	Oven roasting tray
Mugs and teacups	Cutlery box or drawer divider	Potato masher and peeler
Large and small tumblers	Dish cleaning cloths	Saucepans: large, medium and small with lids
Red and white wine glasses	Doormat at exterior doors	Serving dishes x 4, to include salad bowl and vegetable dishes
Champagne flutes	Duster, dustpan and brush	Sieve
Knives: table and side	Fish slice	Sugar bowl
Forks: table and side	Floor cloth and/or mop	Table cloth or one place mat per person
Baking trays or tins; biscuit or cake tins	Frying pan	Tea pot
Bread bin	Grater	Tea towels
Bread knife and vegetable knife	Ice making tray	Tin opener
Broom or brush	Iron and ironing board	Toaster and toast rack
Butter dish	Kettle	Vacuum cleaner
Cafetiere or coffee maker	Kitchen scissors	Washing up bowl with brush or sponge
Casserole dish with lid and pie dish	Matches or lighter	Waterjug
Carving knife, fork and dish	Measuringjug	Whisk
Clothes rail and pegs	Milkjug	Wooden or plastic mixing spoon and ladle

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10. Additional facilities

10.1 General

Legislative requirements

• Provide access to laundry facilities. This applies to all self-catering establishments certified for the first time on or after 11/11/09.

Additional facilities may include recreation, reception, shop, bar or restaurant facilities. None of these are required, but where they are provided, their quality and condition will form part of the quality assessment.

Sustainability best practice

- Laundry: washing machines and, in particular, dryers, can use significant quantities of energy. When replacing equipment choose an energy efficient model with lower running costs. Some businesses also invite guests to make a donation towards a local charity when making use of dryers as a means of moderating use without being prohibitive.
- Reception/shop/bar/restaurant: use the opportunity to stock a range of the best locally produced food and drink. e.g. jams, artisan breads, eggs, craft beer and local crafts, which can act as souvenirs and gifts.





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