



QUALITY STANDARDS CAMPSITES

Department for Enterprise

Visit Isle of Man

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WELCOME TO THE ISLE OF MAN'S QUALITY "COMMON STANDARDS" FOR CAMPSITES

Improving Quality Standards

The Department for Enterprise is committed to improving quality within the Tourism Industry, including the area of Hospitality.

To achieve a quality product all elements of the tourism experience must meet or exceed consumer expectations.

The raising of standards is crucial to the future development of tourism in the Isle of Man and we must deliver a product of at least comparative quality to that offered across the British Isles and Channel Islands.

"Common Standards" were introduced in England, Wales, Scotland and Guernsey in 2006, after market research confirmed the need for an easily understood and uniform method for grading tourist accommodation, to ensure consistency and meet customer expectations. Indications from our Industry Partners have confirmed that this has had a very positive response from both the Hospitality Industry and its customers.

The Isle of Man has adopted their own version of accommodation 'Quality Common Standards' with initial inspiration taken from Visit England's 2006, 2012 and 2016 revised versions.

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CODE OF CONDUCT AND CONDITIONS FOR PARTICIPATION

Code of Conduct

The proprietor is required to undertake and observe the following code of conduct:

- To ensure high standards of courtesy and cleanliness; catering and service appropriate to the type of establishment;
- To describe fairly to all visitor and prospective visitors the amenities, facilities and services provided by the establishment, whether by advertisement, brochure, word of mouth or any other means;
- To allow visitors to see accommodation, if requested, before booking;
- To make clear to visitors exactly what is included in all prices quoted for accommodation, meals and refreshments, including cancellation charges or for service charges, taxes and other surcharges. Details of charges, if any, for additional services or facilities available should be made clear, also if payment is to be made in advance of the holiday;
- To adhere to, and not to exceed prices current at time of occupation or accommodation to other services;
- To advise visitors at the time of booking, and subsequently of any change, if the accommodation offered is in an unconnected annex, or similar, or by boarding out, and to indicate the location of such accommodation and any difference in comfort and amenities from accommodation in the main establishment;
- To give each visitor, on request, details of payments due and a receipt if required;
- To deal promptly and courteously with all enquiries, requests, reservations, correspondence and complaints from visitors.

Insurance

The proprietor must:

- Insure, and maintain insurance of an approved amount under one or more approved policies with an approved insurer or insurers against liability for bodily injury or illness sustained by any guest, where the injury or illness is caused as a result of the act or omission of the proprietor or of one of his employees acting in the course of his employment; or
- (SERVICED ACCOMMODATION REGISTER ONLY) in respect of loss or injury to the goods or property brought to the premises by any guest, but nothing in this paragraph shall require the proprietor to insure against liability other than a liability under any enactment and other than his liability at common law.

In this Condition:

- “Approved” means approved generally or specifically by the Treasury;
- “Employee” means an individual who has entered into, or works under, a contract of service or apprenticeship with an employer whether by way of manual labour, clerical work or otherwise, whether such contract is expressed or implied, oral or in writing.

CODE OF CONDUCT AND CONDITIONS FOR PARTICIPATION

Advertising Rules - Isle of Man Visitor Accommodation

- Visit Isle of Man and Quality In Tourism (the independent accommodation assessors) has created a list of accommodation advertising rules to help accommodation providers on the Island accurately advertise the accommodation you offer and the expectations guests have when using certain designators to describe your accommodation. The main focus of the list is to ensure your marketing is selling your business accurately, honestly and legally.
- Don't confuse your guests.
- Don't try to be something that you're not – don't overpromise visitors on the accommodation quality, facilities or service at your accommodation, be honest.
- Keep the descriptions honest, transparent, punchy and in simple language easy to understand.
- Be clear and concise about the sleeping arrangements; i.e. sofa beds, more than two guests to one room, bunks, smaller beds, 4" doubles, 2'6" singles as examples.
- Be clear and concise about the facilities you offer, as an example, the type of breakfast offered, reception times, is there parking on site, are there any additional charges?
- Highlight your Unique Selling Points otherwise known as your USP – a USP is something that makes your accommodation stand out against the rest for example, a sea view, quirky yurts, located deep in the Manx countryside with rolling hills and not another property in sight, Isle of Man themed bedrooms, 100% Manx breakfast served as examples.
- Highlight your good bits and bad bits i.e. the second bedroom is rather small with a low ceiling, but perfect for visitors up to a height of 4 feet.
- Think about what you look for when you're booking something and make sure that your guests can access this information quickly and easily for your accommodation.
- Make sure you provide clear contact information for visitors to communicate with you and give an indication of how long it will be before you get back to them via a direct response or answer machine message e.g. we will endeavour to contact you within 48 hours.
- Do you have your booking, cancellation and refund policy and if so, are these communicated clearly to visitors before booking, upon booking and after booking? If you don't have any policies in place, this is something you must think about putting in place.
- Do you send an email to visitors once they have made the booking to confirm their reservation, arrival details and to clarify the cancellation policy? If not, this is worth doing! If visitors are made aware of all of the terms of their booking at the earliest opportunity it alleviates the possibility of visitors complaining at a later stage.

Just a reminder! – Legally you must advertise transparently

Schedule 3 Part 1 of The Tourist (General) Regulations 1991 states under "Code of Conduct" inter alia the following:

"To describe fairly to all visitors and prospective visitors the amenities, facilities and service provided by the establishment, whether by advertisement, brochure, word of mouth or any other means."

Please ensure that you are not miss-describing your accommodation. For example, if you are registered with the Department as a Guest House or Guest Accommodation you must use these words on all advertising and do not call the property a Hotel. This also relates to the accommodation star-rating award. If you are registered as a 4-Star Guest house, you must advertise as such, and refrain from confusing visitors by thinking the property is a 4-Star Hotel.

THE QUALITY STANDARD FOR CAMPSITES

Quality Assessment

There are five levels of quality ranging from One to Five Stars. To obtain a higher Star rating progressively higher quality standards should be provided across all areas with particular emphasis in five key areas - Water, Drainage, Refuse, Space, Electrics & Leisure Facilities.

At the highest levels of quality, some additional and appropriate facilities and services are expected in addition to the very best in guest care.

Quality Terminology

The phrases such as 'good', 'very good' etc. signify ascending levels of quality in broad terms only. These standards indicate typical consumer expectations of each star level. They are neither prescriptive nor definitive because we recognise the wide variety of quality elements that can be included - for example, style, which can range from traditional to minimalist.

What is Quality?

When we are assessing quality we take into account the following:

- Intrinsic quality - the inherent value of an item.
- Condition - the maintenance and appearance of an item. Is it fit for the purpose?
- Physical and personal comfort - does the quality or lack of an item detract in any way from the comfort of the guest?
- Attention to detail - the evident care taken to ensure that the guest experience is special and offer the same high standards for all guests.
- Guest choice and ease of use - the guest experience is enhanced through choice - be it the choice of beverages in his/her room or the choice of room temperature. This is further improved by how usable the guest finds the site and its facilities.
- Presentation - the way the room and its contents are presented for guests' arrival and during their stay.

THE QUALITY STANDARD FOR CAMPSITES

How is the quality (Star-rating) assessed?

Registration Certificate

Once the site has met all of the re-requisites (Public Liability Insurance, Accessibility Statement and Fire Risk Assessment) and from other Government agencies including planning, building control, fire safety, and environmental health, the site can be officially registered with the Department. You can start trading – and you will be issued a registration certificate which should be displayed in the site at all times.

Star Grading and Accolades

There is a compulsory registration and star grading system in operation on the Isle of Man under the Tourist Act 1975.

Visit Isle of Man has a Contract with Quality in Tourism, an Independent hospitality company who travel to the Island throughout the year to complete assessments.

The site will be classed as 'Rating Pending' until a Quality in Tourism assessor visits and officially grades your site - this is where your star grading comes from. The Assessor will arrange a visit to your site every 2 years, which will either be a day or overnight visit.

What happens during the assessment?

- Booking is made in a mystery guest style (if it is an overnight assessment)
- Overnight stay in a mystery guest style (the assessor will try as many facilities as possible)
- Account to be settled and the assessors will introduce themselves to the management
- The assessor will request a show round of site

If the visit is a 'day visit', the Assessor will make contact with the site manager and will arrange for a convenient time to meet with the management and assess the site without an overnight stay involved.

Following the visit the Assessors will prepare a report, which will be sent directly to you via email, and to the Visit team. Upon receipt of this report, the Visit team will arrange for your official rating and accolade plaques to be sent to you, which are to be displayed at the site. We will also send you the digital files so you can display your accolades across your online advertising.

1.0 THE MODEL STANDARDS FOR CAMPSITES

THE MODEL STANDARDS FOR CAMPSITES

These Standards are set by the Department of Environmental, Food and Agriculture Model Standards for temporary and permanent camping sites. They also incorporate the Fire Safety Guidance Note 7 as created by the Isle of Man Fire Safety Team.

Campsites must meet all aspects of the Standards to gain the approval of the Department of Environmental, Food and Agriculture in order to register as visitor accommodation.

1.1 GENERAL

- 1.1.1** The site occupier must be in possession of a valid license, issued by the Local Authority, in accordance with Section 3 of the Local Government Amendment Act 1929
- 1.1.2** A copy of the license, together with its conditions, must be displayed prominently on the site
- 1.1.3** The licensee must ensure proper levels of supervision by a person or persons capable of maintaining good order and control of the site users to meet the requirements to the licence conditions
- 1.1.4** The licensee shall keep a register of all site users, their home addresses and vehicle registration numbers
- 1.1.5** The licensee shall, at all times be in possession of a valid policy of insurance and such insurance policy shall insure adequate cover against third party claim involving:
 - a)** Loss of life
 - b)** Personal injury
 - c)** Fire
 - d)** Theft
 - e)** Damage to buildings, structures or fittings, including goods and chattels in the possession of the site user, whether on a temporary basis or permanent basis

The licensee may be required to produce the valid certificate of insurance and/or the policy, to an authorised officer of the Local Authority or the Department of Environment, Food and Agriculture for examination

1.2 SITE NOTICES

- 1.2.1** Notices should be prominently displayed on the site setting out the action to be taken in the event of an emergency. The location of the nearest public telephone along with the contact details of the:
 - a)** Site licence holder (or his/her representative)
 - b)** Police
 - c)** Fire brigade
 - d)** Ambulance
 - e)** Local doctors should also be prominently displayed
- 1.2.2** Site users must be advised by notice of any other identified hazards/risks specific to the site (e.g. flood risk, overhead cables etc)
- 1.2.3** All notices should be suitably protected from the weather and displayed, where possible, out of direct sunlight, preferably in areas lit by artificial light.

1.3 SITE ACCESS

- 1.3.1** The access road to the site and to communal facilities, are to be surfaced so as to avoid to accumulation of surface water and mud and to provide suitable ingress and egress
- 1.3.2** The access to the site from the main highway is to be to the satisfaction of the Department for Infrastructure

THE MODEL STANDARDS FOR CAMPSITES

1.4 SITE BOUNDARIES, LAYOUT & DENSITY

- 1.4.1 The boundaries of the site should be clearly marked, for example by fences or hedges
- 1.4.2 It is recommended that a 3 metre wide area should be kept clear within the inside of all boundaries
- 1.4.3 The gross density should not exceed twenty five units per acre, calculated on the basis of the useable area (i.e. excluding lakes, roads, communal services and other areas unsuitable for the siting of units) rather than the total area
- 1.4.4 The minimum distance between units in separate occupation should be at least 6 metres
- 1.4.5 Where multiple units are in single occupation a separation distance of not less than 3 metres may be permitted
- 1.4.6 There should be a minimum distance of 2 metres between any unit and the edge or kerb of any road
- 1.4.7 On the written application of the licence holder, and for specified peak holiday periods only, an additional ten percent of the number of units normally permitted may be allowed by the operator without the provision of additional facilities, subject to the site complying with criteria to be specified by the Local Authority of the Department for Environment, Food & Agriculture

1.5 PARKING

- 1.5.1 Vehicles and other ancillary equipment should be permitted within the 6 metres space between units in separate family occupation but, in order to restrict the spread of fire, there should always be 3 metres clear space within the metres separation.
- 1.5.2 Emergency vehicles should be able to secure access at all times to within 90 metres of any unit on the site.

1.6 LIGHTING

- 1.6.1 Taking into account the needs and characteristics of the site and any identified hazards within the site, suitable and sufficient lighting may be required
- 1.6.2 Suitable and sufficient lighting to sanitary accommodation must be provided at all times

1.7 DRINKING WATER SUPPLY

- 1.7.1 The site should be provided with an adequate supply of drinking water, suitably labelled 'DRINKING WATER'
- 1.7.2 Water stand pipes with adequate supply of potable water should be situated not more than 45 metres (50 yards) from any unit
- 1.7.3 A suitable and adequate soakaway should be provided underneath each stand pipe, or a surfaced area draining to a trapped gully, such gully discharging to a soakaway or storm drain
- 1.7.4 Waste Water Disposal
 - 1.7.4.1 The site should be provided with adequate facilities for the disposal of waste water and cleaning of waste water receptacles
 - 1.7.4.2 No unit pitch should be more than 55 metres from a waste water disposal point
 - 1.7.4.3 Waste water disposal points should be separate from Drinking Water Points
 - 1.7.4.4 Water supplies should be clearly marked 'WASTE WATER DISPOSAL ONLY' or 'NOT DRINKING WATER'

THE MODEL STANDARDS FOR CAMPSITES

1.8 SANITATION AND DRAINAGE

- 1.8.1** Communal toilet blocks should be provided with separate water closet provision for each sex. The drainage from such water closets should be to the main sewer, where available, or, where a main sewer is not available, to a sewage disposal system approved by an authorised officer of the Department of Environment, Food and Agriculture
- 1.8.2** The following minimum provisions should be provided:
- a)** Females:
- i)** One water closet for every forty persons
 - ii)** One shower for every forty persons
 - iii)** One wash hand basin for every fifteen persons
- b)** Males:
- i)** One water closet and one urinal for every forty persons
 - ii)** One shower for every forty persons
 - iii)** One wash hand basin for every fifteen persons
- 1.8.3** Particular considerations should be given to the needs of the disabled in the provision made for water points, toilets, washing points and showers
- 1.8.4** The licensee is to be responsible for ensuring the sanitary and hygienic conditions of these facilities
- 1.8.5** Proper facilities for ensuring land drainage are to be provided and maintained where, in the opinion of an authorised officer of the Department of Environment, Food and Agriculture, it is considered necessary.
- 1.8.6** Whether or not WC's are provided, a properly designed disposal point for the contents of chemical closets should be provided together with an adjacent supply of water for cleaning the containers. Where applicable the water supply should be clearly labelled as not potable

1.9 REFUSE DISPOSAL

- 1.9.1** Sufficient refuse receptacles of an approved type should be provided
- 1.9.2** These receptacles should be emptied sufficiently frequently to avoid the deposit of waste and litter on the ground
- 1.9.3** All such receptacles should be sited on a hard standing to facilitate the cleansing of the area

1.10 FIRST AID PROVISION

- 1.10.1** Suitable and sufficient first aid facilities must be provided on the site
- 1.10.2** If a site is situated near a lake, river or sea, suitable life saving equipment must be provided

1.11 ELECTRICAL INSTALLATIONS

- 1.11.1** Any installation should be maintained in such a way as to prevent danger as far as reasonably practicable and should be periodically inspected and tested by a competent person in accordance with the Institution of Electrical Engineers (IEE) Wiring Regulations
- 1.11.2** LPG – Where LPG is provided, storage facilities must comply with current Health and Safety standards, Codes of Practice and Regulations

1.12 MISCELLANEOUS

- 1.12.1** Where a site and its management met the previous version of the model standards, but does not now meet the revised standards, the Local Authority may grant an extended period of time (not normally more than 5 years) within which additional necessary works may be carried out.
- 1.12.2** All new works shall comply with the revised model standards

2.0 QUALITY STANDARDS FOR CAMPSITES

THE QUALITY STANDARDS FOR CAMPSITES

DETAILED REQUIREMENTS

To be recognised with the Campsites standard you must meet all the detailed requirements. In addition to this you must meet all the minimum quality requirements for One Star, in all areas of the operation covered by the Quality Indicators in the Quality Guidance section, between pages 13 and 15.

2.1 GENERAL

Star Rating Quality Indicators	
1 star	<ul style="list-style-type: none">• Suitable surfaced access to the site• Owner's contact details displayed• Emergency contact details advertised• Maintenance• Site supervision• Fire fighting equipment• Provision of tourist information• Encourage provision of an access statement
2 star	<ul style="list-style-type: none">• Warden available at stated times• Shops for milk, bread, camping gas advertised (unless shop close by)• Suitable area for motorised units if applicable
3 star	<ul style="list-style-type: none">• Warden on duty at stated times• Milk, bread, camping gas available on site at advertised times (unless shop close by)
4 star	<ul style="list-style-type: none">• Reception area provided – which is signposted around the site• Milk, bread, camping gas available on site at advertised times (unless shop close by)
5 star	<ul style="list-style-type: none">• 24 hour supervision available• Visitors car park provided

2.2 WATER

Star Rating Quality Indicators	
1 star	<ul style="list-style-type: none">• Portable water supply• Soak aways provided under taps or surface areas draining into a gully• Separate Male/Female toilets
2 star	<ul style="list-style-type: none">• Bathroom facilities – toilets 1:40, showers 1:40, washbasins 1:15• Bathrooms facilities – toilets 1:30, showers 1:30, washbasins 1:15
3 star	<ul style="list-style-type: none">• Bathrooms facilities – toilets 1:20, showers 1:20, washbasins 1:10
4 star	<ul style="list-style-type: none">• Washing up facilities with deep sinks• Provision of washing machine on site• Bathroom facilities – toilets 1:20, showers 1:20, washbasins 1:10
5 star	<ul style="list-style-type: none">• Provision of washing machine of site• Provision of tumble dryer on site• Iron and ironing board provided• Bathroom facilities – toilets 1:10, showers 1:20, washbasins 1:10

THE QUALITY STANDARDS FOR CAMPSITES

2.3 DRAINAGE

Star Rating Quality Indicators (All star levels - minimum one star)

- All star Levels**
- Disposable facilities for foul waste if motorhomes are accommodated
 - Drainage connected to a main sewer or to a sewage disposal system

2.4 REFUSE

Star Rating Quality Indicators (All star levels - minimum one star)

- All star Levels**
- Covered refuse bins
 - Availability of recycling facilities
 - Collection procedures advertised

2.5 SPACE

Star Rating Quality Indicators (All star levels - minimum one star)

- All star Levels**
- Adequate space in every direction

2.6 ELECTRIC

Star Rating Quality Indicators

- 3 star**
- Adequate electrical shaver points and mirrors
 - 13 amp sockets for hairdryers provided or fixed hairdryers provided
 - All night internal lighting of WC facilities (can be sensor lighting)
 - All essential access routes lit after dark (can be sensor lighting)
- 4 star**
- Electrical hook up facilities provided
 - All night internal lighting of WC facilities (can be sensor lighting)
 - All essential access routes lit after dark (can be sensor lighting)
- 5 star**
- Electrical hook up facilities provided
 - All night internal lighting of WC facilities (can be sensor lighting)
 - All essential access routes lit after dark (can be sensor lighting)

THE QUALITY STANDARDS FOR CAMPSITES

2.7 LEISURE

Star Rating Quality Indicators

- | | |
|---------------|--|
| 4 star | <ul style="list-style-type: none">• Children's play area provided (if children taken), area to be adequately fenced in and in a safe condition• Adequate leisure space for adults• Picnic tables or alternative provided• Provision of WiFi |
| 5 star | <ul style="list-style-type: none">• Indoor recreational facilities provided (adults and children's area separated)• Additional facilities, i.e. Swimming pool, indoor/outdoor facilities for adult recreation• Café or restaurant provided on site• Picnic tables or alternative provided |

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