

## **Code of Conduct**

All Commercial Members ('members') of Cumbria Tourism ('CT') agree to abide by the following conditions:

1. It shall be at the sole discretion of the Executive Board to approve any application for commercial membership of CT.
2. Any unsuccessful applicants may appeal to the Chief Executive of CT. In such circumstances, the Chief Executive will make a formal report to the Board of Directors of CT.
3. Members must at all times maintain the highest possible standards of courtesy, friendliness and service appropriate to their business or type of establishment.
4. Members at all times must provide accurate information to all visitors or other users of the facilities, amenities and/or other services provided by the establishment or business at all times, whether by advertisement, brochure, word of mouth or other means. In the case of accommodation, members must allow visitors to inspect the facilities, if requested before booking and to advise when accommodation is offered which is outside the main establishment (for example an annexe not attached to the main building or by boarding out) and to indicate the location of such accommodation and any difference in comfort of the amenities from accommodation in the main establishment.
5. Members must make it clear to all clients, customers and visitors or other users of the facility, amenity or other services, exactly what is included in all prices quoted, ie accommodation, taxes, meals, admission charges, other surcharges, postage, carriage, etc, in accordance with nationally accepted practices in operation at the time. Particularly in the case of attractions or accommodation, details of charges or additional services or facilities should be made clear from the outset.
6. Members who are also members of any national or local trade or professional association or other body recognised by CT, will adhere to the code of conduct laid down for that body. If a member is not a member of such a recognised trade or professional body, then they will operate so as to fully conform to the spirit of such codes of conduct where appropriate for their business.
7. Members must clearly display a statement of their cancellation policy which should be disclosed either on the website or in written form at the time of any booking, or verbally for a telephone booking.
8. Members should adhere to and not exceed the price quoted at the time of booking for accommodation or other services. If there should be a need to increase the price the customer should be informed immediately and should be given the right to cancel.
9. Members must deal promptly and courteously with all correspondence and other contact from customers, clients, visitors and CT.
10. Members must have a complaints handling procedure. This must be provided in written form on request. Any complaint received must be investigated and dealt with promptly and courteously and any outcome together with information in regard to furthering the complaint to CT must be communicated in writing to the person making the complaint as soon as possible.

11. Any individual or organisation who may be dissatisfied by how their complaint was dealt with may lodge a complaint with the Chief Executive or the Chair of CT. Where the Chief Executive feels it is necessary to intervene, the Chief Executive or his or her Deputy or the Chair of the Executive Board or all, will endeavour to resolve such complaints upon mutual agreement. If, in the opinion of the Chief Executive this does not resolve satisfactorily they will submit a report to the Board of Directors which will, at its sole discretion, be at liberty to recommend expulsion from membership. The same will apply if, for any other reason, the Chief Executive regards continued membership as inappropriate.

12. If a Member is accused of misconduct or of any act or omission that is considered by the Chief Executive to bring CT into disrepute, the member will be notified by the Chief Executive of the circumstances at the address shown on the membership record and advised that the matter is to be placed before the Board of Directors specifying in writing the day, time and place of the meeting and giving at least fourteen days' notice of the meeting and advising the member of their right to be present to make their representation to the Board of Directors in person or in writing. At the meeting the Board of Directors after consideration of the facts and evidence submitted shall vote on a resolution for expulsion of the member. The concurring vote of not less than two thirds of the Board of Directors members present shall confirm the expulsion of the member. On expulsion from the membership all membership benefits shall terminate immediately and CT shall not be liable for any loss caused to that person or organisation by the termination. The member shall not be entitled to any refund of membership fees. Any individual or organisation expelled from the membership shall not be re-admitted except by resolution of the Board of Directors passing with a concurring vote of two thirds of the Board of Directors of members present.

13. Where a member for whatever reason ceases to hold membership of CT all relevant display signs and printing must be removed without delay.

14. Members undertake to maintain and operate their businesses and premises in accordance with all statutory requirements that may be in force which may vary. Members must comply with all rules, regulations, legislation and directives imposed either by the Government or by a recognised relevant body.

15. Members must use their best endeavours to ensure that all staff have full knowledge of and participate fully with satisfying this code of conduct.

16. Through continuous training and development members will strive to achieve excellence in all areas and endeavour to exceed customer expectations wherever possible.

17. Should a business change ownership, CT must be notified within fifteen working days of the transfer. The notification must include the name of the individual or organisation, and contact name and details of the new owner, and the date of the transfer.

18. Members should use their best endeavours to ensure that any requirements of any visitors who may have disabilities or special needs are satisfied and where appropriate make suitable provisions.

19. No member will treat any individual or organisation, whether a customer or not, with less favourable treatment or consideration on the grounds of race, colour, religion, nationality, ethnic origin, sexual orientation, gender, age, disability, mental status nor will the individual or organisation be disadvantaged by any treatment that cannot be justified as necessary on operational grounds.

20. Members agree to be bound by this code of conduct which may be varied from time to time.