



Dark Sky Friendly Cumbria Self-Assessment Form

Cumbria Tourism has developed this charter and logo to recognise businesses that support dark skies tourism and who wish to be working with Cumbria Tourism to promote this growing sector.

Please complete the information below. All relevant essential criteria must be met to enable use of the logo and to be included within Cumbria Tourism's promotional activity which members of Cumbria Tourism can get involved in:

- Extra listing on Visitlakedistrict.com's Dark Skies Cumbria page highlighting your businesses dark skies offer
- Involvement where appropriate in any relevant PR and media opportunities
- Inclusion in campaign blogs and social media where relevant

If you have any queries please contact campaigns@cumbriatourism.org

Essential;	Yes	No	N/a
Provide guests with information about what equipment and clothing to bring to enjoy the night skies (please provide examples e.g. link to website, social media, flyers etc.)			
Provide stargazing information e.g. websites, aps, guides, event information etc			
Include information about stargazing in your product listing for visitlakedistrict.com if applicable			
Provide refreshments – available at suitable times, if applicable			
Attend a business development webinar in relation to star gazing/dark skies tourism organised by Cumbria Tourism. <i>Book onto the next webinar taking place on Thursday 13th May 2021:</i> www.cumbriatourism.org/event/webinar-dark-skies-friendly-cumbria/			
Desirable;	Yes	No	N/a
Provide equipment that guests can use to view the stars – e.g. binoculars, telescopes etc.			
Accept late arrivals post star-gazing events and activities			
Are flexible with guests – consider requests for late check in/out or late breakfasts/evening meal			
Dark Sky Friendly lighting			

Working with Cumbria Tourism

Name:

Business name:

Business Address:

Telephone number:

Email:

Website:

Member of Cumbria Tourism: Yes/No

Signed:

Date:

By completing this self-assessment you agree to work positively and pro-actively alongside the staff and representatives of Cumbria Tourism and our partners. You agree to meet the requirements of the Cumbria Tourism Accommodation Charter or have a nationally recognised grading (where appropriate) at all times and understand that you will be asked to renew this commitment bi-annually.

Cumbria Tourism reserves the right to withdraw the use of the charter mark if the criteria are not met.

Please return completed forms to campaigns@cumbriatourism.org