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Calderdale
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Calderdale
Council



Setting Up a Tourism Business

Introduction

This guide gives advice to prospective tourism providers in Calderdale. Starting a new business can be daunting, but this guide should give an idea of what you will need to consider. It gives pointers to the most relevant legislation you need to comply with, and provides advice and useful contacts.

The Tourism and Rural Development team is here to help develop tourism across Calderdale. If you have any queries not answered by this guide, or if you spot any errors or omissions, please feel free to contact us – details in Section 5.

The guide has five sections:

Section 1 – Covers the major types of tourist accommodation: bed and breakfast, self-catering, camping and caravan sites, and hotels and guesthouses, with information on planning issues, licences and business rates for each.

- *If you plan to open accommodation not covered here, e.g. spa, hostel or bunkhouse, it is recommended that you first contact the Tourism and Rural Development Team.*

Section 2 – Contains basic information on the main legislation that applies to tourism businesses. It is intended for guidance only and you are advised that it is your responsibility to ensure that your business is run properly and according to any relevant regulations or laws which may apply.

- *Further information on relevant legislation is available from:
the 'Pink Booklet' online service at:*

www.accommodationknowhow.co.uk

or Business Link at:

www.businesslink.gov.uk/bdotg/action/sectorsSIMLandingPage

Section 3 – Advice on improving your business

Section 4 – Marketing

Section 5 – Useful Contacts



Hebden Bridge Marina

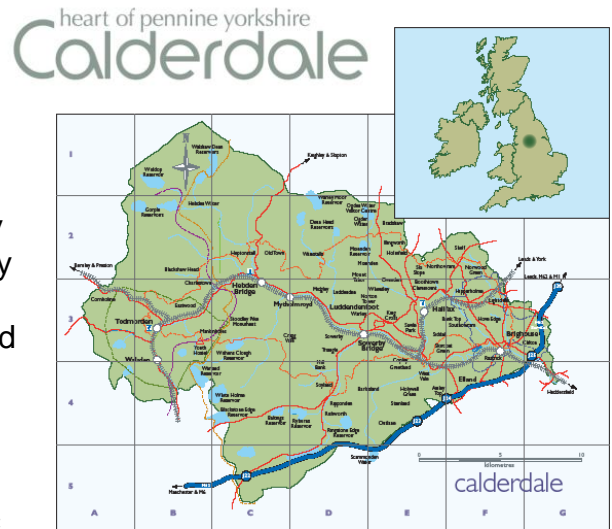
Revised and updated November 2009

An overview of tourism in Calderdale

Tourism is an important part of Calderdale’s economy; in 2007 it generated £248 million and supported nearly 4,200 full-time job equivalents. The 2005 visitor survey of the Upper Calder Valley found that while 86% of respondents were day visitors, overnight visitors stayed an average of 3.5 nights and spent, on average, £316. £283 of this was spent on accommodation.

Tourists visiting Yorkshire do not always see the boundaries on the map; while Calderdale is a fantastic place to visit we recognise that visitors often see us as part of a broader package. That’s why we work in partnership:

*All Tourism in Yorkshire is under the umbrella of ‘Welcome to Yorkshire’.
This used to be the Yorkshire Tourist Board.*



The West Yorkshire Tourism Partnership links together the West Yorkshire authorities to promote tourism in the county.



Calderdale, Kirklees and Bradford share the characteristic Pennine landscape and are marketed under the ‘Pennine Yorkshire’ brand.



Business tourism to West Yorkshire is handled by a single Conference Desk, Conference Leeds.

Group travel to West Yorkshire is marketed under the ‘Leeds & Pennine Yorkshire’ brand.



This system links together all quality assessed accommodation, attractions, places to eat, drink and shop and enables visitors to see what’s where, make online bookings and much more.

- **There is scope for further tourism development in Calderdale, offering the high level of quality and customer service now expected by tourists.**

Whatever type of tourism business you go into, you will need to consider your customer base. Tourists to Calderdale can be divided into three main types: day, business and leisure visitors. Business tourists tend to stay in Halifax or the Elland and Brighouse area, attracted by

accessibility to the motorway. Leisure tourists are attracted by the countryside, market towns and historic aspects of Calderdale and will be looking for accommodation within these areas. There are also visitors who travel through the area, including cyclists and walkers along the Pennine Way and Pennine Bridleway, and boaters on the South Pennine ring of canals.

Section 1 – Accommodation

Bed and Breakfast Accommodation

Bed and breakfast accommodation is the easiest type of tourism accommodation to provide. If you have a spare room you can set up a B&B and if the establishment has fewer than 3 rooms and 6 bed spaces there is less legislation to deal with. Although not a requirement, customers often prefer en-suite bathroom facilities and you should consider the space and cost implications of creating these.



Running a B&B business requires little training but you need good people skills, to make guests feel welcome, and create a warm atmosphere to encourage repeat visits. If you open a B&B, you will need to enjoy cooking and meeting people, you will have to welcome strangers into your home, and get up every morning to cook breakfast. You will need to fit locks on doors to your own rooms, and take holidays out of season, or close during peak periods.

Quality Assurance



The policy of VisitBritain (the national tourism agency), central government, the regional development agency, Welcome to Yorkshire and all other Local Authorities across Yorkshire is to only promote accommodation providers who are registered and assessed by either Quality in Tourism or the AA. It is advisable to have your accommodation independently assessed, and given a star rating. B&B accommodation can be assessed by either The AA or by Quality in Tourism. It costs around £115 to join the scheme, with a yearly fee of around £200. See

section 3 for more details.

Planning

Planning permission is not usually needed for B&B accommodation in your own home. However a change of use application will be needed if it is considered that the proportion of the house used for the B&B is greater than the proportion that is used as your home.

Check with Development Control (see Section 5) if planning permission is needed when you first set up your B&B and again if you increase the proportion of your house given over to the business.

Business rates

A similar criterion to planning permission is used to decide if you will need to pay business rates or not. If you do not offer accommodation in your own home for more than 6 visitors at one time, and letting out



rooms is subsidiary to the use of the rest of your house as your home, then business rates will not be required. Either way, you will need to pay Council Tax.

Self-Catering Accommodation

In recent years demand for self-catering accommodation has increased across the country, reflecting the growth in second holidays being taken in the UK. While most self-catering accommodation is in houses, almost any building can be converted into this type of provision - with planning consent - making it a popular option for farm diversification or barn conversions.



Self-catering appeals to a wide range of visitors - couples, families, extended families and interest groups. You need to consider your potential visitors when fitting out your property to offer as much versatility as possible. For example, if you have two double rooms offer a double room and twin room, or consider a sofa bed or futon in the lounge. Guests expect all the modern comforts they have at home, so there can be a large outlay at the start of the business, as new

furniture and fittings need to be bought.

Self-catering accommodation tends to be booked for longer periods, usually of around a week. This means less day-to-day work, but someone must be on hand for emergencies and to clean the property at the end of the stay. If the self-catering accommodation is also your second home you need to consider how much time you want to stay in it, as this will have an impact on your income from the business.



While it is relatively easy to market your own self-catering property, there are various agencies that will run your self-catering accommodation for you, taking a commission – typically 10%.

Quality Assurance

Quality in Tourism is the only body that inspects self-catering accommodation. Fees vary depending on the number of units you have for rent. For one unit the joining fee is around £70 and the annual fee £130. See section 3 for more details.

Planning

Planning permission is not usually needed to change an existing residential property into self-catering accommodation. However 'change of use' permission will be needed to convert a non-residential building - e.g. a redundant farm building – to that use. Extensions to a property to convert the accommodation may also need planning permission; in every case you should check with Development Control (see Section 5) before you start.

Business rates

If the accommodation is only let out for short-term lets, and not occupied for more than 139 days per year, business rates are not payable. If it is let for more than 139 days per year, they

are payable. Council tax will be payable in every case. Please be aware that the rules around tax and Furnished Holiday Lettings are changing with effect from April 2010. See <http://www.welcometoyorkshire.net/Feature-Stories/Six-months-to-self-catering-tax-deadline.aspx> for more information.

Camping and caravan sites

Provided you have the land, setting up a small-scale campsite is generally quite easy and there is relatively little legislation to be dealt with. However, small sites will only provide a small additional income. Running larger scale operations can provide full time employment but there are more legislative and planning issues to consider.

Ideally a campsite needs a flat, well drained field, with appropriate screening and protection from prevailing winds. You will need to provide clean drinking water and waste disposal facilities. Safe access to and within the site will be needed, particularly for caravans.

If you have outbuildings, you could consider providing 'bunkhouse accommodation' for groups.

Quality Assurance

Camping sites and caravan parks are assessed by Quality in Tourism and given a star rating. For sites under 100 pitches, it will cost around £110 to join the scheme and then an annual fee between £150 and £255 depending of the size of the site. See section 3 for more details.



Planning

If a campsite is only used for 28 days a year, with the land reverting back to grazing for the remaining period, planning permission is not needed. This allows for temporary campsites during the peak season. However, any new permanent buildings or building conversions associated with the campsite, e.g. wash blocks, will need planning permission.

Most caravan sites need planning permission, although there are exceptions for small sites certified by the Camping and Caravanning Club or The Caravan Club. You should be aware that, due to the effect caravans can have on the landscape, it may be difficult to obtain planning permission. If you want to develop a caravan site, speak to Development Control first.

Planning permission will need to be obtained before a site licence will be issued. Campsites need licences if they are used more than 60 days within a 12 month period or more than 42 consecutive nights.

Site Licence



Site Licences are obtained from the Calderdale's Environmental Health Service (see Section 5).

They are needed for most caravan sites, although there are some exempted organisations. The Site Licence includes conditions which will stipulate the type, density and spacing of caravans and the facilities and fire precautions for the site.

Business Rates

If you run a camping or caravan site it is likely that business rates will be payable.

Hotels and Guesthouses

Accommodation with more than 6 bed spaces is defined as a guesthouse. Guesthouses are usually run on a more commercial basis than a B&B, often employing staff and providing evening meals. If you have five or more rooms you will need to consider employing extra staff.

Hotels are usually larger than guesthouses and offer more facilities, such as restaurants, function rooms and 24 hour service. Most hotels employ one person to look after 10 basic rooms.

There is a substantial amount of legislation you will need to be aware of when running a hotel or guesthouse, including employment legislation.

Quality Assurance



Having your hotel or guesthouse inspected will give you a star rating, so customers will know the quality of your establishment. Both The AA and Quality in Tourism inspect hotels and guesthouses, which are assessed under different criteria. Fees are calculated on the number of bedrooms and the room tariff. For a hotel with 11 to 20 rooms, charging £30 to £39.99 a night, the annual fee would be approximately £470. See section 3 for more information.



Planning

Hotels and guesthouses are in their own class, C1 Hotels, within the use class order. This means that, unless a building already has permission for a C1 use, planning permission will be needed for conversion into a hotel or guesthouse. The impact on neighbouring properties will then be considered, especially in terms of parking and noise. Because of the potential difficulties in gaining planning permission, it is often easier to buy an existing hotel or guesthouse than start one from scratch.

Business rates

Hotels and guesthouses are liable for business rates. If the property is used for both business and domestic purposes, only the part used for business purposes will be subject to business rates. The domestic accommodation is liable to council tax.

Section 2 – Legislation

- **This section is intended for guidance only and you are advised that it is your responsibility to ensure that your business is run properly and according to any relevant regulations or laws which may apply.**

Accepting Guests

The law treats tourist accommodation as either a hotel or a private hotel. Most accommodation will be considered as a private hotel. This is defined if any of the following apply:

- You do not provide food or drink
- You pick and choose your guests
- You have an advertised policy such as ‘no coaches’
- You can only book in advance.

If your establishment is a private hotel you can turn away guests provided you are not discriminating on the grounds of disability, gender, sexuality or race. If you run a hotel you can only refuse to let a room if the prospective guest appears unable or unwilling to pay or is not in a fit state to be received.

Booking terms and conditions

If you have specific conditions attached to bookings, for example relating to deposits and cancellations, you must give guests full details of these before they book. This will ensure they are part of the booking contract and therefore binding.

It is good practice to keep a clear record of the arrangements for each of your bookings. A checklist will remind you of the information you need to give to your guests. Although it is not always practical, try to confirm bookings in writing - this can be easily done by email.

Cancellation procedures

To reduce problems with cancellations, it is recommended that you have a cancellation procedure, made clear to your guests when they are booking. A common procedure is to charge a fee which varies with the amount of notice given.

If a guest cancels you will need to send out an invoice to the guest with the amount due. This should be exclusive of VAT and less any deposit retained. If a guest refuses to pay or you don't have a cancellation procedure you can take the matter to the small claims court. However to claim for damages you will need to prove you made reasonable efforts to re-let the accommodation.

If you cancel a guest's booking the guest is entitled to claim damages from you to compensate for any reasonable losses incurred.

Contracts

Once you have accepted a booking from a guest and agreed the terms of the booking such as the price and accommodation type, there is a legally enforceable contract between you and the guest. This contract applies whether the booking was conducted over the telephone, by email, fax or in writing.

- **It is worthwhile seeking basic legal advice when writing your terms and conditions and cancellation procedures.**

Disability Discrimination Act

The Disability Discrimination Act (DDA) came into force in 2004 with the aim of helping to end discrimination against people with disabilities by giving new rights of access to goods, facilities and services. All service providers must comply with the DDA. In practice this means that guest accommodation providers have to make reasonable adjustments to the way they deliver their services to better meet the requirements of people with a disability.

It is important to note that the vast majority of people with a disability are not wheelchair users; common disabilities include hearing or vision impairments, heart conditions and restricted mobility. For most people with a disability, relatively small changes are needed to improve the service you can give them.

A key element of the DDA is its demand for reasonable adjustments to be made. The law recognises that different approaches can be used to reflect the size and nature of a particular business. This means you should not be expected to make changes that are beyond your resources or are impractical. For example, while a large hotel would be expected to install a lift, this would be seen as impractical for a bed and breakfast.

The DDA expects service providers to remove, alter or provide a reasonable means of avoiding any physical barriers to accessing and using their premises. Simple changes that can be made to comply with the DDA include:

- Making your website accessible by increasing the font size and colour contrast, and including information about the physical access to the property, such as the number of steps.
- Print brochures in large text and include an email address so people can book if they have difficulty using the telephone.
- If you have a particular room that is more suitable for guests with disabilities, you could hold this room back when allocating rooms, giving you more flexibility when booking guests with disabilities.
- Having a general awareness and knowledge of local services and facilities more accessible for people with disabilities.
- Providing a clipboard if guests need to complete a registration form.
- Have easy to read wall signs at head height.
- Include overhead lights in bedrooms, and large digit alarm clocks.
- When showing every guest their room, check it meets their requirement and ask if there is anything additional that they need.

- Provide a well placed, high backed chair with firm arms.
- Be prepared to rearrange furniture and kitchen equipment in self-catering accommodation.
- Provide televisions with teletext and induction loops.
- Considering seating arrangements in dining rooms.
- Plan to incorporate access improvements when you redecorate or upgrade facilities.

If your business is larger, you should consider having an independent access audit undertaken. There is a National Register of Access Consultants, which will guarantee a minimum standard competency.

All participants in the national quality assessment scheme will be required to prepare an access statement. The view of the assessing bodies is that displaying an Access Statement on a website or having a printed copy to send out with a brochure could go some way to show what the Disability Discrimination Act calls “due diligence”. The VisitBritain tourism trade website www.tourismtrade.org.uk has self assessment check lists which can be used in preparing an access statement.

Displaying prices

It is a criminal offence to give misleading information on any prices charged. Also, if your accommodation has four or more letting bedrooms or eight letting beds and you have guests who do not book in advance you need to display prominently the standard price for your rooms. The information should include the standard price, or the maximum and minimum prices, for single and double rooms and any other type of room. Prices must be inclusive of any service charge and if prices are inclusive of meals this should be stated along with the meals included.

Employment

If you employ staff to help run your business you must register yourself as an employer with HM Revenue and Customs, and deduct National Insurance and income tax from employees’ wages. You don’t need to produce a written contract, but workers are entitled to written statements setting out the main terms and conditions of the employment contract and a written pay slip showing any deductions.

You will need to pay at least the national minimum wage and keep records to show this. The national minimum wage applies to most employees over 16 years old and varies according to age. The current amounts can be found on the **Department for Business, Innovation and Skills** website, www.bis.gov.uk/ . Under the Working Time Regulations 1998 you are responsible for ensuring that workers do not work more than 48 hours a week, although workers can choose to opt-out of this. Under-18s can work no more than 40 hours per week.

Workers, both full and part time, are also entitled to four weeks’ paid leave a year. A ‘week’s leave’ is equivalent to the time normally worked in a week. Workers must also have a day off every 7 days, and 20 minutes rest if they work more than 6 hours.

There are also further rights to paternity, maternity and adoption leave.

Fire Regulations

A new fire safety law affecting all non-domestic premises in England and Wales came into force on October 1st 2006. The Regulatory Reform (Fire Safety) Order 2005 has replaced fire certificates and over 70 other pieces of legislation. As a result, existing fire certificates no longer have any legal status. The law affects all forms of non domestic sleeping premises, including self-catering accommodation, in England and Wales.

It now falls upon accommodation operators to take responsibility for fire safety, by carrying out a fire risk safety assessment. The purpose of this is to determine the level of fire safety required for the accommodation. You will need to consider whether you have adequate means for giving warning of a fire and means of escape, taking into account the types of guests you have, especially children, the elderly and disabled people.

Whoever carries out the risk assessment will be liable for anything that is found to be incorrect or if anything goes wrong. Penalties for not complying with the legislation include unlimited fines and up to two years in jail.

The West Yorkshire Fire Authority is responsible for enforcing the new legislation in Calderdale. In the event of a fire or rescue operation, the safety assessment will be handed to the fire services to show that the person responsible for the premises took adequate steps to avoid a fire and protect their staff and customers. The fire authority will also inspect businesses to check they are complying with the legislation; this will be undertaken according to risk, with larger establishments being inspected more often.

Owners of smaller establishments should be able to undertake the risk assessment themselves, however various companies can undertake a fire risk assessment for you, and this is recommended for larger or complicated premises. Detailed information on how to undertake fire risk assessments can be found on the government website www.communities.gov.uk.

- *Because the act is so new it is hard to know the effect it will have on tourism providers, or if increased fire safety measures will need to be put in place. However, when quality assessment is undertaken, a fire risk assessment will be expected.*

Food Safety

Food Safety legislation is varied and complex and applies to all tourism businesses supplying food or drink. It is a legal requirement to register your business with Calderdale's Environmental Health Service at least 28 days before you open for business. If you buy an existing business you must notify Environmental Health of the change in ownership.

Environmental Health officers (EHOs) will visit your premises on routine visits and if there is a complaint. They will offer advice on best practice to comply with the law.

Environmental Health and Trading Standards Officers both have the right to inspect all food premises at any reasonable time, without an appointment, and to refuse them access is an offence.

All accommodation providers who offer food to guests must also comply with The Food Hygiene (England) Regulations 2006. These set out the basic hygiene requirements for all aspects of your business. As part of the regulations, you must have written procedures in place to manage food safety 'hazards' in your business and identify how you plan to ensure these hazards are not realised. The records you keep must be archived and regularly reviewed. The regulations are designed to be flexible; if you have a small business you can have simple procedures and records. EHOs can advise you as to what records and documents you should have.

The publication 'Food Safety, A Guide to Business', available from Environmental Health, has detailed information on how to comply with the regulations.

Food hygiene training is a legal requirement for all staff who handle and prepare food. Foundation, Intermediate and Advanced Courses are available through the Council's Adult Learning service and Calderdale College.

The star rating system called 'Scores on the Doors' is linked with all the other councils in West Yorkshire. The system is based on the structure, hygiene practices and management controls within the food business. The ratings go from five stars (excellent) to zero stars (very poor) with the concept that two stars indicates legal compliance.



Health and Safety

There is a variety of health and safety legislation which you must comply with, and this will increase if you become an employer. Legislation includes reporting serious accidents and injuries to Environmental Health, and undertaking risk assessments to minimise threats to health and safety. If you employ staff you will also need to register as an employer with Environmental Health and either display the HSE health and safety law poster or provide the health and safety law leaflet to each member of staff.

There is also specific legislation relating to electricity and gas safety which requires these systems to be maintained in a safe condition. You can often tell from a visual inspection whether a piece of electrical equipment is faulty or damaged, although it is recommended that earthed equipment, leads and plugs are regularly tested. Gas appliances and flues will need an annual gas safety test. This should be undertaken by an approved fitter, and you will need to keep a written record of the inspection for two years. On the 1st of April 2009, the CORGI Gas registration scheme was replaced by the Gas Safe Register, to promote the highest standards in gas appliance and installation work.

Insurance

Your general household insurance policy is unlikely to cover the use of your house as B&B accommodation. You may be able to add extra cover to your insurance or specialist insurance packages are available. If you employ staff you will also need employer's liability insurance, and display a copy of the certificate.

You should also consider taking Public Liability Insurance. This is not a legal requirement, but it will be required if you choose to be assessed.

Tax

If you set up a tourism business, you are likely to be classified as self employed and so will have to register with HM Revenue and Customs within three months of starting the business. You will need to fill in a tax return each year and be taxed on your business's profits. You will also have to make flat-rate National Insurance contributions throughout the year.

You will also need to register for VAT if the goods and services you supply amount to more than £68,000 a year in any 12-month period. See www.hmrc.gov.uk for full details.

Trade Descriptions Act

The Trade Descriptions Act 1968 makes it an offence to knowingly make 'false statements' about any facilities or services offered by you. All literature and advertising material you produce, including information on websites, must include only factually correct statements. Displaying a sign or logo you are not entitled to - including star ratings - can also constitute a false statement.

Trade Waste

If you are running a business you will need to make special arrangements to remove the waste arising from your business. The Waste and Resources Action Programme – WRAP – will be able to give you more specialised advice. See the website at www.wrap.org.uk

Trading Name

As a sole trader or partnership you can trade under your own name or under a different business name. If you choose a different name you must include your own name and the business address on all business stationery.

TV Licensing

If you have installed television sets in your guestrooms or properties you will need a Hotel and Mobile Units Television Licence, if you have no more than 15 guestrooms the fee is the same as the domestic licence fee.

Visitors Registers

Under the Immigration (Hotel Records) Order 1972 you must keep a record of all guests over the age of 16. For all guests you need to record, on arrival, their full name and nationality. For non-British, Irish or Commonwealth guests you also need to record their passport number and place of issue, then on departure, details of their next destination. These details need to be kept for at least 12 months. Many B&B's and self-catering accommodation simply include a visitors' book in the property.

Section 3 – Advice

Quality Assurance

In 2005 the national scheme for the inspection of tourism accommodation and facilities was harmonised across England, Scotland and Wales. All accommodation is now given a star rating between 1 and 5 stars and all quality assessment bodies use the same, common standards.

- ***Visit Britain and Visit England, the national tourism websites, only feature inspected accommodation, while Tourism Information Centres and Calderdale Council can only promote, or recommend, assessed accommodation.***

Inspection is not compulsory, but it reassures your customers of the quality of your accommodation and increases your marketing opportunities. The free promotional activity open to you as an assessed provider should outweigh the cost of assessment. When starting your business from scratch it is a good idea to decide which star rating you wish to have before using the inspection criteria as a basis for planning the quality of facilities you offer.

Quality assurance inspections are undertaken by both The AA and Quality in Tourism. Both companies use common standards, but there are differences in terms of fees for both membership and yearly renewal. The complete list of schemes is as follows:

The AA

- ***AA Hotel***
- ***AA Guest Accommodation***

Quality in Tourism

- ***Hotel***
- ***Country House Hotel***
- ***Small Hotel***
- ***Town House Hotel***
- ***Metro Hotel***
- ***Bed & Breakfast***
- ***Guest House***
- ***Farmhouse***
- ***Inn***
- ***Restaurant with Rooms***
- ***Guest Accommodation***
- ***Self-Catering Accommodation***
- ***Holiday, Touring & Camping Park***
- ***Holiday Villages***
- ***Hostel Accommodation***
- ***Campus Accommodation***
- ***Individual Caravan Holiday Homes***
- ***Hire Craft & Hotel Boats***
- ***Spas***

The following schemes are available and give extra accreditation for particular services:



Cyclists Welcome and Walkers Welcome

These two schemes are available for all types of accommodation and show you have considered the particular needs of cyclists or walkers.



You should consider joining these schemes if you want to encourage such customers or if your accommodation is particularly rural.



Families Welcome and Pets Welcome

These two schemes are available for all types of accommodation, and give guests confidence that they are booking accommodation which will meet their needs.



National Accessible Scheme

The NAS is a voluntary scheme to allow accommodation providers to accurately promote the facilities they offer to disabled guests or older visitors. It identifies how accessible the accommodation is to people who may have difficulty in any of three categories, for:

- mobility impaired people
- blind or visually impaired people
- deaf or hearing impaired people

The individual ratings are represented by symbols displayed on websites and used in promotional literature such as the Easy Access Britain guidebook.

Information about the scheme, including pictures and explanation of the symbols, is available on the enjoyEngland website, where you can also search for hotels, B&Bs, campsites and self-catering accommodation rated under the NAS.

Green Tourism Scheme

Sustainability and green issues are now very much mainstream, with governments, businesses and individuals all involved. Tourism has its part to play, and this is where the Green Tourism Business Scheme (GTBS) comes in.



Businesses opting to join Green Tourism are assessed by a qualified grading advisor against a rigorous set of criteria, covering a range of areas, like energy and water efficiency, waste management, biodiversity and more. Those businesses that meet the required standard, receive a Bronze, Silver, or Gold award based on their level of achievement.

Section 4 – Marketing

Marketing is a vital part of your business; you need to promote your venture continually in order to keep receiving visitors. However advertising can be very expensive and you will need to target your publicity carefully. Always take full advantage of any free marketing opportunities; including listings within brochures and visitor guides, and on websites. For example, quality assessed accommodation businesses setting up in Calderdale are entitled to free listing on pennineyorkshire.com and visitcalderdale.com. Remember to check that all websites have the correct contact details and prices for your business.

When you start your business you need to carefully consider your intended market and target your publicity to this audience.

You can break down your market by:

- Age/gender
- Distance/time away from your business
- Income/Occupation
- Benefits sought
- Family life cycle

Once you have defined your market you need to look at the range of options for publicity, for example regional newspapers published within the area defined by the driving time and special interest magazines, e.g. for walkers, birdwatchers.

If your business is already established, monitor the type of visitors you receive and consider which visitors seemed most happy with your accommodation, and then target your publicity to this market. It is also important to monitor how well you have managed to target your publicity, ask your guests how they heard about your business and use this information to decide where to spend your advertising budget the next year. Similar businesses within the locality may be able to suggest suitable publications to advertise in.

If you want your business to grow, plan to widen your market by targeting some publicity at a different section of society, but make sure your new market is comparable with your existing customers.

'Quality Edge', a magazine published by Visit Britain for quality-assessed accommodation, has a lot of useful information on marketing. It can be downloaded from the Visit Britain tourism trade website (www.tourismtrade.org.uk).

Publicity materials

Website – A website is a vital publicity tool and one of the most cost-effective ways to advertise. You can design your own website or get a web designer to do this for you. Make the site simple to start with, develop an online brochure that tells your customers who you are, what you are offering and how they can get in touch. You should include good quality photographs showing the rooms available and contact information including an email address. The style of your

website should reflect your business and the type of customer you wish to encourage. Also consider including the option to book online.

Once your website is up and running you should link it to websites which contain business listings and include the web address on your other publicity.

- **Remember to keep all the information on your website up to date.**

Brochure/business cards - Your brochure needs to be kept clear and simple; include photographs and always put the business name at the top of the brochure so it will be seen in leaflet holders. Provide copies of your brochure to the tourist information centres at Halifax, Todmorden and Hebden Bridge, and consider providing brochures to TICs outside Calderdale. Give business cards to departing guests to help encourage repeat business.

Your website, brochure and business cards should all have a consistent style, for example the same typesetting and font for each form of publicity.

Brown signs – how to apply for tourism signing.

In some cases your business might be considered as a tourist attraction, in which case you could apply for a 'brown sign', telling drivers the way to you. There is a Council policy for tourism signing. Where signing is permitted it will be limited to the nearest main road (normally an 'A' or 'B' road).

- **Department for Transport definition of a tourist attraction:-**
'a permanently established destination or facility that attracts or is used by visitors to an area and which is open to visitors without prior booking during its normal opening hours'

General Criteria:-

1. Do you have accessible off street parking? If not only white on blue signs for pedestrians could be considered.
2. The facility or attraction must be open for at least 150 days or host at least 10 eligible events per annum.
3. Show evidence of promotion to the tourism market.
4. Be something that you would not reasonably expect to find in that location.
5. Have all the necessary consents (planning, fire, health & hygiene etc)
6. Where relevant, accreditation in an appropriate quality accreditation scheme.

Procedure and costs:-

The full cost of design, assessment, manufacture, erection and maintenance must be met by the applicant. There is an initial assessment fee of £60, and further costs for design, manufacture and erection. The overall price varies due to several factors, but as a ball park figure, 4 signs would cost in the region of £600, plus £100 per post if there are no available, suitably located lighting columns to accept the signs.

Publicity opportunities

If your accommodation has been quality assessed you can buy advertising space in the Calderdale Visitor Guide. 20,000 copies of this are produced each year, distributed throughout England and advertised in national publications. Being quality assessed also allows you to advertise in various Visit Britain and Visit England specialist publications, and tap into marketing opportunities offered by Welcome to Yorkshire. Look for opportunities to advertise on websites and consider offering holidays at your accommodation as a prize in competitions to get your business noticed.

Training

'Welcome to Excellence' is a training programme specifically tailored to the tourism industry. It consists of a series of 7 one-day courses covering customer services training, e-business, and serving customers with disabilities. For details of your nearest course please contact the Tourism and Rural Development team.

Business Link Yorkshire also runs a number of free courses which may be useful for tourist providers. These include courses on marketing, setting up a website, e-business and taxation. Business Link Yorkshire can also offer individual advice to your business.



Business Plan

Before you start your business, you should put a business plan in place. You may consider your venture as more of a hobby or to give you extra income during retirement, however writing a business plan is relatively simple and will help you to keep focused.

Your business plan should include your objectives, strategies, market and financial forecasts. The Business Link Yorkshire website has a comprehensive guide on how to write a business plan (www.businesslinkyorkshire.co.uk), Business Link Yorkshire runs free courses on how to write a business plan. They can also provide individual advice.

Research

Researching the market is another important task you should undertake before starting your business. The information you find can then be fed into the business plan. Welcome to Yorkshire (formerly The Yorkshire Tourist Board) www.yorkshire.net administers the regional occupancy surveys. These are broken down by type of accommodation and area, and will give you a good idea of the occupancy levels you should expect. Visitor surveys will give an indication of what visitors look for when coming to Calderdale. The results of the Upper Calder Valley visitor survey are available from the Tourism and Rural Development Team and national visitor surveys are published on the VisitBritain trade website (www.tourismtrade.org.uk). The Star UK website www.staruk.org.uk also contains tourism statistics and research.

Food

In recent years, there has been an upsurge in interest in regional food and drink. Experiencing local food is now an important part of many people's holidays. The food you offer should reflect

this interest. Providing high quality, locally sourced food can be a real selling point for your business. If your accommodation is self-catering consider providing local biscuits and teas as part of a welcome pack. If you provide breakfast, meat and dairy products may be sourced from local farms. The deliciouslyorkshire website (www.deliciouslyorkshire.co.uk) includes a local sourcing directory.



Deliciouslyorkshire also runs a 'deliciouslyorkshire breakfast' scheme. If you source at least 5 breakfast ingredients locally, are a member of Welcome to Yorkshire and are quality assessed you can join the scheme, and will benefit from appearing in the various publications.

Local Information

In order to reach higher quality standards you will need to provide your guests with information about the surrounding area. This should include details of dentists, doctors and the hospital. Also provide a list of local restaurants and takeaways and places to visit, including local walks. The Tourist Information Centres will be able to provide brochures for local attractions. Have a reference copy of the Calderdale Visitor guide available and consider keeping local maps to lend out to your visitors. Providing bus and train times and taxi numbers is also advisable.

Contacts

When you set up your business get in touch with other local providers. While some of them may be your competitors, you can benefit from good relations. Having an informal network of providers who can recommend each other when they are full is very useful; make sure the accommodation you recommend is of a similar quality to your product. If you recommend a certain local restaurant or other business, try to negotiate a discount for your guests.

You also need to build up relations with your local TIC, provide your brochure and make sure they are continually aware of your accommodation. You want to be the first assessed provider they contact when people enquire about accommodation.

Going the extra mile

You need to decide how you can give your business an edge over the competition. Think about the best place you have stayed in and the reasons why, then try and incorporate this into your accommodation product. Picking guests up from the station, providing a welcome hamper and booking activities for your guests are all extras you could include. Always think about the costs of these extras and make sure they are financially worthwhile.

Section 5 – Useful Contacts

Council Contacts

Tourism and Rural Development

Regeneration Service, Northgate House
Halifax HX1 1UN
Tel: 01422 392293
Email: tourism@calderdale.gov.uk

- *can provide business advice and visits,*
- *produces a quarterly newsletter and tourism conference*
- *produce promotional material*
- *provide training so that accommodation providers can update listing details and manage online bookings*

Growing Calderdale

Regeneration and Development
Northgate House, Halifax HX1 1UN
Tel: 01422 392222
Website: www.growingcalderdale.org
Email: jon.crowther@calderdale.gov.uk

- *working to create the best possible conditions for businesses. Offers support to businesses on: Skills bursaries - Job creation bursaries -Vacancy service - Property searches -Economic Intelligence - Signposting Service*

Adult and Community Education

Halifax Adult Learning Centre
Horton House, Horton St
Halifax HX1 1PU
Tel: 01422 392820

- *Provides food hygiene courses.*

The Business Rates Section

Revenues Services, PO Box 72
Princess Buildings, Halifax HX1 1UD
Tel: 01422 393699
Email: business.rates@calderdale.gov.uk

- *For advice and assessment of business rates.*

Development Control

Planning and Regeneration Services
Northgate House, Halifax HX1 1UN
Tel: 01422 392237
Email: town.planning@calderdale.gov.uk

- *For enquiries concerning planning permission, will also provide pre-application advice.*
- *Reception open 9pm-5pm Mon-Fri.*

Environmental Health Services

Northgate House, Halifax HX1 1UN
Tel: 01422 357257
Email: environmental.health@calderdale.gov.uk

- *If you supply food or drink and/or employ staff, you need to register your business with Environmental Health.*
- *Environmental Health Services also deal with site licences for camping and caravan sites.*

Please Contact: Nick Moore, Traffic Liaison Officer
Telephone: 01422 392124
Email: nick.moore@calderdale.gov.uk

Tourism Contacts

West Yorkshire Tourism Partnership

Contact: Liz Tattersley

Tel: 0755 442 1019

Email: l.tattersley@yorkshire.com

- *a partnership of the five West Yorkshire Authorities and the private sector, to develop West Yorkshire's visitor economy on these themes: - Business tourism, rural tourism, group travel, and the Destination Management System.*

Quality in Tourism

Farncombe House, Broadway

Worcestershire WR12 7LJ

Tel: 0845 300 6996

Email: qualityintourism@gslglobal.com

Website: www.qualityintourism.com

- *Provides a national quality assurance scheme for a comprehensive range of accommodation, including self catering accommodation and caravan sites.*

Welcome to Yorkshire

Dry Sand Foundry, Foundry Square

Holbeck, Leeds, LS11 5DL

Tel: 0113 322 3500

Website: www.ytb.org.uk

To ensure that your Welcome to Yorkshire emails get to your inbox, please add DMS_170@webmailexpress.co.uk to your **address book, contacts list or safe list.**

- *Promotes Yorkshire tourism in Britain and abroad. Publishes various brochures that quality assured businesses can advertise in and online business information.*

DeliciouslyYorkshire

The Regional Food Group for Yorkshire and Humber

2 Grimston Grange, Sherburn Road

Tadcaster, North Yorkshire LS24 9BX

Tel: 01937 80354

website: deliciouslyyorkshire.co.uk

- *Administers the deliciouslyyorkshire breakfast scheme.*

Visit Britain

Thames Tower, Black's Road

Hammersmith, London W6 9EL

Tel: 020 8846 9000

Website: www.visitbritain.com/ukindustry

- *National agency promoting England and the UK to home and overseas visitors. Has various marketing opportunities for quality assessed businesses. The Pink Booklet (www.accommodationknowhow.co.uk) website provides a guide to legislation for tourism businesses.*

AA Hotel Services

15th Floor Fanum House

Basing View, Basingstoke RG21 4EA

Tel: 01256 844455

website: www.theaa.com

- *Provides a national quality assurance scheme for hotels and guest accommodation.*

The Camping and Caravanning Club

Greenfields House, Westwood Way

Coventry CV4 8JH

Tel: 02476 5198

Website:

www.campingandcaravanningclub.co.uk

- *Provides a Certificated Sites scheme*

The Caravan Club

East Grinstead House

East Grinstead

West Sussex RH19 1UA

Tel: 01342 336792

Website: www.caravanclub.co.uk

- *Provides a Certificated Location scheme*

Green Tourism Business Scheme

Website: www.green-business.co.uk

Tel: 01738 632162

Email: gtbs@green-business.co.uk

- *The largest sustainability certification programme of its kind in the world. GTBS provides a wide range of tourism firms in England and Scotland with first class environmental advice and auditing.*

Advice and information

West Yorkshire Fire Authority

Oakroyd Hall, Bradford Road
Birkenshaw, West Yorkshire BD11 2DY
Tel: 01274 682311
Website: www.westyorkfire.gov.uk

- *For information and advice on fire regulations.*

Disability Rights Commission

DRC Helpline
FREEPOST MID 02164
Stratford Upon Avon CV37 9BR
Tel: 08457 622633
Email: enquiry@drc-gb.org
Website: www.drc-gb.org

- *For information on the Disability Discrimination Act, the DRC publishes a very useful document entitled: 'The Disability Discrimination Act 1995, What do guest accommodation owners need to know?'*

HM Revenue and Customs

Southgate House
6 Southgate
Halifax HX1 1DF
Tel: 08459 15 45 15
Website: www.hmrc.gov.uk

- *It is likely that you will have to register with HM Revenue and Customs as self-employed. You also need to register if you become an employer.*



West Yorkshire Trading Standards

West Yorkshire Joint Services
PO Box 5
Nepshaw Lane South
Morley LS27 0QP
Tel: 08454 04 05 06
Website: www.ts.wyjs.org.uk

- *For advice on the Trade Descriptions Act and on displaying prices.*

Customer Services

TV Licensing
Bristol BS98 1TL
Tel: 0870 241 6468
Website: <http://www.tvlicensing.co.uk>

- *To obtain a Hotel and Mobile Units Television Licence.*

Business Link Yorkshire

1 Capitol Court
Capitol Business Park
Dodworth
Barnsley S75 3TZ
Tel: 08456 048 048
Email: info@businesslinkyorkshire.co.uk
Website: www.businesslinkyorkshire.co.uk

- *Provides training, advice and support for business start ups and existing businesses, including information on locally available sources of funding.*

Calderdale College

Francis Street
Halifax HX1 3UZ
Tel: 01422 399399
Email: info@calderdale.ac.uk
Website: www.calderdale.ac.uk

- *Provides food hygiene courses.*

Checklist for New Tourism Businesses

- Contact the CMBC Tourism and Rural Development Team for advice
- Check if a change of use planning application is needed
- Register your business with Environmental Health (if applicable)
- Register yourself as self-employed with HM Revenue and Customs
- Carry out a fire risk assessment
- Carry out a health and safety risk assessment
- Check your accommodation complies with the DDA
- Purchase a Hotel and Mobile Units Television Licence
- Set up a visitors register
- Find out if you need to pay business rates
- Purchase insurance to cover the business use
- Research quality assessment
- Produce a brochure and website
- Plan your marketing strategy
- Welcome your guests!