

Our Promise to you

National Code of Practice for Visitor Attractions

The owner and management have undertaken:

1. To provide in promotional materials an accurate description of the amenities, facilities and services of the Attraction.
2. To indicate on all such promotional materials any requirements for pre-booking and any significant restrictions on entry.
3. To welcome all visitors courteously and without discrimination in relation to gender, sexual orientation, disability, race, religion or belief. To respect the requirements of the Equality Act 2010 by making 'reasonable' adjustments to improve service for disabled people and make available an Access Statement describing the accessibility aspects of a visit to the Attraction.
4. To describe accurately and display clearly:
 - a. Any charges for entry including service charges and taxes where applicable and any additional charges for individual attractions or special exhibitions.
 - b. Dates and hours of operation, both opening and closing.
5. To provide in promotional materials for visitor enquiries a postal address, an e-mail address, a telephone number and a website address from which the detailed information specified in 1, 2, 3 and 4 can be obtained.
6. To hold a current public liability insurance policy or comparable Government indemnity, and to comply with all applicable planning, health, safety, fire and other statutory requirements and regulations.
7. To provide signage and orientation information as appropriate to the Attraction to assist visitors in understanding and enjoying the Attraction.
8. To consider the needs of visitors for whom English is not their first language and, as appropriate to the Attraction, to make arrangements that enable them to be adequately informed to enjoy their visit.
9. To manage the Attraction in such a way as to ensure visitor safety, comfort and service by sustaining a high standard of maintenance, customer care, courtesy and cleanliness.
10. To ensure that all staff who meet visitors can provide information and guidance about the Attraction, and are readily distinguishable as staff, whether employees or volunteers.
11. To have regard to the need to manage and operate the Attraction in a sustainable way.
12. To provide, as appropriate to the nature, scale and location of the Attraction, coach, car, motorcycle and bicycle parking, adequate toilets, and catering facilities. If any of these requirements cannot be made available on site, to provide information at appropriate points on where they can be found locally.
13. To deal promptly and courteously with all enquiries, requests, reservations, correspondence and comments from visitors and try to resolve any complaints on site at the time of the visit.
14. To provide a facility on site for comments to be recorded and to advise clearly the name and contact details (address, telephone and e-mail) of the person to whom comments by visitors should be addressed.
15. To display prominently this National Code of Practice Certificate.

Visitors' comments concerning this Attraction's compliance with this National Code of Practice should be made during your visit to a member of staff or in writing to the Manager, with a copy to the Enterprise Team, VisitEngland, Sanctuary Buildings, 20 Great Smith Street, London SW1P 3BT.