

a display
of quality



VisitEngland®



Availability of National Signs

A Display of Quality

Displaying the independent endorsement of the national Quality Assessment Scheme gives you an advantage over your competitors by reassuring your potential customers that they can choose your accommodation or attraction with confidence. When you show your rating on a sign, you are giving your customers a message that they can trust about the quality of your accommodation or attraction.

Display signs are available for all the quality assessment schemes. This brochure contains details of the signs and stickers to help you to promote your quality rating in the VisitEngland scheme. Signs and stickers are also available for establishments with Gold, Silver and Breakfast Awards and the National Accessible Scheme.

Do not forget that signs may need planning permission (see Planning Application Service opposite). When ordering your signs or stickers please complete the official order form on the inside back cover of this brochure. NB Orders for stickers up to the value of £10 may be made over the phone. The address for information and queries is:

Alpen Signs
Central House
Marlow Road
Leicester
LE3 2BQ
Tel: 0116 2630550
Fax: 0116 2630579
Email: info@alpensigns.co.uk

Copies of the order form and the full brochure can be downloaded from the display signs company at www.alpensigns.co.uk

VisitEngland is no longer promoting Diamond ratings. Continued use of the Diamond rating or any other out-of-date rating/signage is misleading to potential guests and may constitute an offence under the Consumer Protection from Unfair Trading Regulations.

Your Planning Application Service

Local Authority planning consent is normally required for all illuminated signs, other than where the sign replaces a sign of similar size or where the sign is displayed within a window.

Non-illuminated signs, provided they are fixed on the front of the premises, do not normally require planning consent, but consent may be required if the establishment is a Listed Building or it is within a conservation area.

The attitude of planning authorities can vary and there is no hard and fast rule. If you are in doubt about the attitude of your planning authority we recommend you seek its advice or telephone our sign manufacturer **Alpen Signs** which is familiar with the requirements of planning authorities throughout the country and offers a Planning Application Service. A fee will be charged for this service.

Call Alpen Signs on 0116 2630550 for further details.

Bespoke Signs

If you don't find the type or size of sign you require, we can manufacture a 'one off' sign for you (such as those illustrated right). If you feel that you have a need for this service please contact Alpen Signs for further information. Please note that this service carries an additional cost.



Illuminated display signs

Sign types A., B., C. and D.

Sign type:

- A. Large double faced external projecting sign**
735mm (H) x 525mm (W) x 120mm (D)
or (29. x 20 1/2," x 4 7/8,") approx.
- B. Large single faced external sign**
735mm (H) x 525mm (W) x 120mm (D)
or (29. x 20 1/2," x 4 7/8,") approx.
- C. Small double faced external projecting sign**
390mm (H) x 284mm (W) x 120mm (D)
or (15. x 11 1/4," x 4 7/8,") approx.
- D. Small single faced external sign**
390mm (H) x 284mm (W) x 120mm (D)
or (15. x 11 1/4," x 4 7/8,") approx.



Availability:

* to *****

Activity Accommodation. Backpacker. Bed & Breakfast, Camping Park, Campus Accommodation, Chalet, Country House Hotel, Farmhouse, Forest Holiday Village, Group Accommodation, Group Hostel. Guest Accommodation, Guest House, Holiday & Camping Park, Holiday & Touring Park, Holiday Park, Holiday Village. Holiday. Touring & Camping Park. Hostel, Hotel. Inn. Metro Hotel. Restaurant with Rooms, Room Only, Self Catering, Serviced Apartments, Small Hotel, Touring & Camping Park, Touring Park, Town House Hotel, University Accommodation.

Also available to cover a range of ratings on a single sign, e.g. 2* to 5*.

Without stars: Approved Campus Accommodation. Approved University Accommodation. Budget Hotel. Bunkhouse. Camping Barn.

Material: Replaceable opal acrylic panels with vinyl graphics. Aluminium frame and bracket powder coated blue.

Application: External walls. Fixing instruction supplied. Alternatively, a fixing service is available. see the order form on the inside back cover.

S18M A. and C. above

Signs B. and D. below



Double faced non-illuminated display signs

Sign E. Double faced external projecting sign

Availability:

* to ***** Activity Accommodation. Backpacker, Bed & Breakfast, Camping Park, Campus Accommodation, Chalet, Country House Hotel, Farmhouse, Forest Holiday Village, Group Accommodation, Group Hostel, Guest Accommodation, Guest House, Holiday & Camping Park, Holiday & Touring Park, Holiday Park, Holiday Village, Holiday, Touring & Camping Park, Hostel, Hotel, Inn, Metro Hotel, Restaurant with Rooms, Room Only, Self Catering, Serviced Apartments, Small Hotel, Touring & Camping Park, Touring Park, Town House Hotel, University Accommodation. Also available to cover a range of ratings on a single sign, e.g. 2* to 5*.

Without stars: Approved Campus Accommodation, Approved University Accommodation, Budget Hotel, Bunkhouse, Camping Barn.

Size: 560mm (H) x 390mm (W) – (22" x 15") approx.

Material: White Dibond with an aluminium bracket. A combination of screen printed and self-adhesive vinyl graphics.

Application: External walls. Fixing instruction supplied.



Sign E. above and sign J. below

Sign J. Double faced hanging sign with bracket

Availability:

* to ***** Activity Accommodation, Backpacker, Bed & Breakfast, Camping Park, Campus Accommodation, Chalet, Country House Hotel, Farmhouse, Forest Holiday Village, Group Accommodation, Group Hostel, Guest Accommodation, Guest House, Holiday & Camping Park, Holiday & Touring Park, Holiday Park, Holiday Village, Holiday, Touring & Camping Park, Hostel, Hotel, Inn, Metro Hotel, Restaurant with Rooms, Room Only, Self Catering, Serviced Apartments, Small Hotel, Touring & Camping Park, Touring Park, Town House Hotel, University Accommodation. Also available to cover a range of ratings on a single sign, e.g. 2* to 5*.

Without stars: Approved Campus Accommodation, Approved University Accommodation, Budget Hotel, Bunkhouse, Camping Barn.

Size: 364mm (H) x 254mm (W) – (14" x 10") approx.

Material: Powder coated aluminium with a combination of screen printed and self-adhesive vinyl graphics. Powder coated steel bracket.

Application: External walls or customer-supplied post.



Single faced non-illuminated display signs

Sign types F, G. and K.

Sign type:

- F. Large single faced external display sign**
560mm (H) x 390mm (W)
or (22. x 15") approx.
- K. Medium single faced external display sign**
364mm (H) x 254mm (W)
or (14. x 10") approx.
- G. Small single faced external / Internal display sign**
210mm (H) x 146mm (W)
or (8'/. x 5'/:) approx.

Availability:

* t o * * * * *

Activity Accommodation, Backpacker, Bed & Breakfast, Camping Parle. Campus Accommodation, Chalet, Country House Hotel, Farmhouse. Forest Holiday Village, Group Accommodation, Group Hostel, Guest Accommodation, Guest House, Holiday & Camping Park, Holiday & Touring Parle. Holiday Park, Holiday Village, Holiday, Touring & Camping Parle, Hostel, Hotel. Inn, Metro Hotel, Restaurant with Rooms, Room Only, Self Catering, Serviced Apartments, Small Hotel, Touring & Camping Park, Touring Park, Town House Hotel. University Accommodation. *Also available to cover a range of ratings on a single sign, e.g. 2•10 5 **

Without stars: Approved Campus Accommodation, Approved University Accommodation, Budget Hotel, Bunkhouse, Camping Barn.

Material 'regular': White Di bond with a combination of screen printed graphics and self-adhesive vinyl.

Material 'premier': Clear silicon acrylic panels with polished edges and graphics applied to the rear of the panel. Supplied with polished chrome stand-off fixings.

Application: External/ Internal walls. Fixing instruction supplied. Alternatively, a fixing service is available – see the order form on the inside back cover.

Please note: There is a choice of styles for each of the single faced non-illuminated signs, available as 'regular' or 'premier'. The difference is in the material and finish of the signs – so that you can choose the one that best suits the needs of your establishment.

- Regular signs
- Premier signs are glass effect with polished chrome stand-off fixings.



Above: 'Regular' sign types F, K. and G. Below: Sample 'premier' signs/IS.



Below: Sign type M. Gold, Silver and Breakfast Award – described on page 6



Awards signs and publicity stickers

Stickers L and N. Self-adhesive publicity stickers

A simple and cost-effective method of gaining valuable publicity and raising public awareness of your establishment's awards. These stickers can be applied to stationery, brochures and leaflets. **Packs of 500 stickers.**

Information applicable to Both sticker types - L and N.

Material: Self-adhesive paper.

Application: Letterheads, brochure, stationery, leaflets.

Information Specific to Publicity stickers type L.

Availability:

Size: 35mm (H) x 23mm (W) - (1 1/8" x 1/2") approx.

*to***** Guest Accommodation, Hotel, Bed & Breakfast, Camping Park, Touring Park, Holiday Park, Self Catering (Single rating only).

Without stars: Budget Hotel

Size: 38mm (H) x 21mm (W) - (1 1/8" x 7/16") approx.

*to***** Holiday Park, Camping Park, Touring Park (combination of up to 3 designators).

*to***** Activity Accommodation, Backpacker, Campus Accommodation, Chalet, Country House Hotel, Farmhouse, Forest Holiday Village, Group Accommodation, Group Hostel, Guest House, Holiday Village, Hostel, Hotel Boat, Inn, Metro Hotel, Restaurant with Rooms, Room Only, Self Catering, Serviced Apartments, Small Hotel, Town House Hotel, University Accommodation. (also covers a range of ratings on a single sticker).

Without stars: Approved Campus Accommodation, Approved University Accommodation, Bunkhouse, Camping Barn.

Gold, Silver and Breakfast Awards - Publicity stickers type N,

Available to Hotels and Guest Accommodation Scheme properties which have achieved a Gold, Silver and/or Breakfast Award as part of their annual assessment.

Gold Award publicity stickers are also available to Self Catering Accommodation and Serviced Apartments which have achieved a Gold Award.



Above: Window stickers P. Right: Self-adhesive publicity stickers type L and N.

Sign M. Gold, Silver and Breakfast Award signs

Available to Hotels and Guest Accommodation Scheme properties which have achieved a Gold, Silver and/or Breakfast Award as part of their annual assessment.

Gold Award signs are also available to Self Catering Accommodation and Serviced Apartments which have achieved a Gold Award.

Size: 210mm (H) x 146mm (W) - (8 1/4" x 5 7/8") approx.

Material: Clear silicon acrylic panels with polished edges and screen printed graphics on the rear of the panel. Supplied with polished chrome stand-off fixings.

Application: Internal/external walls, doors, display boards. Fixing instructions supplied. Illustrated on page 5.

Sticker P. Self-adhesive publicity window stickers

A small printed sticker, easy to apply/peel off for use on the inside of windows. Can be bought individually or in a pack of 20 and be supplied for a combination of ratings:

Availability:

Size: 140mm (H) x 98mm (W) - (5 1/2" x 3 7/8") approx.

*to***** Activity Accommodation, Backpacker, Bed & Breakfast, Camping Park, Campus Accommodation, Chalet, Country House Hotel, Farmhouse, Forest Holiday Village, Group Accommodation, Group Hostel, Guest Accommodation, Guest House, Holiday & Camping Park, Holiday & Touring Park, Holiday Park, Holiday, Touring & Camping Park, Holiday Village, Hostel, Hotel, Hotel Boat, Inn, Metro Hotel, Restaurant with Rooms, Room Only, Self Catering, Serviced Apartments, Small Hotel, Touring & Camping Park, Touring Park, Town House Hotel, University Accommodation. Also available to cover a range of ratings on a single sign, e.g. 2* to 5*.

Without stars: Alternative Accommodation, Approved Campus Accommodation, Approved caravan Holiday Home, Approved University Accommodation, Budget Hotel, Bunkhouse, Camping Barn.

Welcome Schemes: Available only to properties that have achieved this accolade. Walkers Welcome, Cyclists Welcome, Families Welcome. Welcome Pets! (see size below)

Size: 120mm (H) x 120mm (W) - (4 3/4" x 4 7/8") approx.

Material: Clear self-ting with printed graphics on reverse.

Application: Reverse of windows. Illustrated bottom left.



National Accessible Scheme

The National Accessible Scheme includes places to stay that provide accessible accommodation for guests with mobility, hearing or visual impairment.



Mobility impairment:

Level M1 Typically suitable for a person with sufficient mobility to climb a flight of steps but who would benefit from fixtures and fittings to aid balance.



Level M2 Typically suitable for a person with restricted walking ability and for those who may need to use a wheelchair some of the time and can negotiate a maximum of three steps.



Level M31 Typically suitable for a person who depends on the use of a wheelchair and transfers unaided to and from the wheelchair in a seated position. **This person may be an independent traveller.**



Level M3A Typically suitable for a person who depends on the use of a wheelchair and requires assistance from a carer, and maybe a hoist, when transferring to and from the wheelchair in a seated position.



Access Exceptional is awarded to establishments that meet the requirements of independent wheelchair users or assisted wheelchair users and also fulfil more demanding requirements with reference to the British Standard BS 8300:2001.



Visual impairment

Typically provides key additional services and facilities to meet the needs of visually impaired guests.



Typically provides a higher level of additional services and facilities to meet the needs of visually impaired guests.



Hearing impairment

Typically provides key additional services and facilities to meet the needs of guests with hearing impairment.



Typically provides a higher level of additional services and facilities to meet the needs of guests with hearing impairment.

Sign Q. National Accessible Scheme Sign

Size: 320mm (H) x 250mm (W) – (12'6" x 9'6") approx.

Material: Oibond with self-adhesive vinyl graphics.

Application: External walls. Fixing instruction supplied.

Sign R. National Accessible Scheme Sign

Size: 130mm (H) x 124mm (W) – (5'1" x 4'1") approx.

Material: Oibond with self-adhesive vinyl graphics.

Application: External/ Internal walls. Fixing instruction supplied.

Sign S. Self-adhesive Publicity Stickers, pack of 500

Size: 38mm x 21mm – (1 1/2" x 7/8") approx.

Material: Self-adhesive paper.

Application: letterheads, brochures, stationery, leaflets.



Terms and conditions

1. Sub licence

- 1.1 This is a Sub Licence Agreement
- 1.2 In consideration of your payment of the fee, we hereby licence you to use the VisitEngland (incorporated under the Development of Tourism Act 1969 as the British Tourist Authority). (VE) name and logos on the signs and stickers ("the goods") in accordance with the terms of this agreement.
- 1.3 The goods will remain the property of the VE licence holder at all times and can never become yours. You must not sell or dispose of them.

2. Payment

By signing this agreement you agree to pay the fee by the specified dates to us at our address or to any person or address notified by us in writing. Punctual payment is essential.

3. Place Where Goods are Kept

You must keep the goods safely at your address and may not *move them elsewhere without first obtaining our written consent.*

4. Care of Goods

You shall ensure that the goods displayed will be maintained in good order at your own expense and shall insure against damage howsoever caused and will pay us the cost, including delivery, of repairing or replacing the goods. You shall ensure that any electrical installation shall be made using correct and appropriate methods.

5. Insurance against Loss or Damage

You are responsible for all loss or damage to the goods even if caused by acts or events outside your control. You must therefore insure the goods against loss or damage.

6. Termination

We may terminate the agreement and take back the goods after **giving you written notice if at any time:**

- a) you fail to pay any amount within 14 days of its due date or commit any other breach of your obligations;
- b) you commit any act of bankruptcy or have a **receiving interim or bankruptcy order made against you** or you petition for your own bankruptcy, or are served with a creditor's demand under the Insolvency Act 1986 or make a formal composition or scheme with your creditor's or call a meeting of them;
- c) execution is levied or attempted against any of your **possessions or income;**
- d) you have given false information in connection with your entry into this Agreement;
- e) the goods are destroyed or the insurers treat a claim under the policy for the goods on a total loss basis;
- f) your rating changes; or
- g) you withdraw from the VE quality assessment scheme.

8. Display signs

7. Effects of Termination

- 7.1 If we terminate this agreement you must pay us all sums due to us up to the date of termination.
- 7.2 Properties leaving the scheme should remove all reference to VE branding including the removal of signage. Failure to do so could result in action being taken by Trading Standards.

8. Regulations and Consents

You shall ensure that all local planning authorities regulations are complied with and that all necessary permissions have been sought and obtained regarding the display of the goods.

9. Customer's Acknowledgement

- 9.1 You understand and accept that:
 - (i) all rights including copyright and any other intellectual property rights in the name "VE" and the names, terms, symbols and logos used for the purposes of VE national accommodation schemes are owned by VE; and
 - (ii) the goods are and shall remain the property of the VE licence holder.
 - (iii) The VE licence holder *reserves* the right at any time and without notice to alter the names, terms, symbols and logos used for the purposes of the VE quality assessment schemes.
- 9.2 Further, you accept the goods may only be displayed during the currency of your period of recognition by VE and you undertake to advise us of any change of ownership in respect of the establishment detailed overleaf, recognising that such change will terminate this Agreement, whereupon the goods shall be removed at your cost and returned to Alpen Signs at your cost.
- 9.3 You undertake to maintain any goods displayed in good **order and to insure against damage howsoever caused** and will pay us the cost including delivery of repairing or replacing the goods. You understand that it is your responsibility to obtain planning permission in respect of any goods supplied should this be appropriate.
- 9.4 You shall comply at all times with the VE quality assessment scheme of which you are a participant.

10. Assignment

- 10.1 This Agreement shall be binding on you and you shall not be entitled to novate or assign all or any part of your burdens rights or benefits under this Agreement.
- 10.2 We shall be entitled to novate or assign all or any part of our burdens rights or benefits under this Agreement ~~to~~ the VE licence holder at any time.

Order by Phone Please call **0116 2630550**, 8.30am - 5pm, Mon - Fri.

Order by Post Complete this form and send to:
Alpen Signs, Central House, Marlow Road, Leicester, LE3 2BQ

OFFICE USE ONLY

Job number: _____

Date received: _____

Resource ID: _____

Rating verified: _____

PLEASE COMPLETE IN BLOCK CAPITALS

FROM (ESTABLISHMENT)

ADDRESS _____

POSTCODE _____

PHONE (IN CASE OF QUERY)

DELIVERY ADDRESS (IF DIFFERENT)

POSTCODE _____

Sign	Description	Types available	Price per item		Qty. required	Total £
			Regular	Premier		
A	Large illuminated double faced external projecting sign (incl. 2 panels)	★	£540.00			
	* Fixing Service, extra		£221.00			
	Replacement panels, per pair	★	£177.00			
B	Large illuminated single faced external sign (incl. panel)	★	£486.00			
	* Fixing Service, extra		£221.00			
	Replacement panel	★	£125.00			
C	Small illuminated double faced external projecting sign (incl. 2 panels)	★	£389.00			
	* Fixing Service, extra		£221.00			
	Replacement panels, per pair	★	£141.00			
D	Small illuminated single faced internal/external projecting sign (incl. panel)	★	£345.00			
	* Fixing Service, extra	★	£221.00			
	Replacement panel	★	£89.00			
E	Double faced non-illuminated external projecting sign	★	£115.00			
F	Large non-illuminated single faced external sign	★	£56.00	£92.00		
G	Small non-illuminated single faced wall/door sign	★	£35.00	£60.00		
J	Double faced non-illuminated hanging sign with bracket	★	£132.00			
K	Medium non-illuminated single faced external sign	★	£42.00	£70.00		
L	Small self-adhesive stickers in packs of 500	★	£13.00			
P	Self-adhesive sticker (window) Pack of 20	★	£90.00			
P	Individual sticker	★	£10.50			
M	Gold/Silver/Breakfast Award Plaque <input checked="" type="checkbox"/> [] Gold or [] Silver or [] Breakfast			£60.00		
N	Gold/Silver/Breakfast Award stickers in packs of 500 <input checked="" type="checkbox"/> [] Gold or [] Silver or [] Breakfast		£13.00			
Q	National Accessible Scheme (Single faced sign). If the Access rating is for a Park please indicate if it has been awarded for the Park & Facilities or the Caravan Holiday Homes. Mobility Level [] 1 [] 2 [] 3 [] 3 Exceptional [] 3A [] 3A Exceptional [Q] Large Hearing [] 1 [] 2 Visual [] 1 [] 2		£67.00			
R	Mobility Level [] 1 [] 2 [] 3 [] 3 Exceptional [] 3A [] 3A Exceptional [R] Small Hearing [] 1 [] 2 Visual [] 1 [] 2		£60.00			
S	Small self-adhesive stickers in packs of 500 Mobility Level [] 1 [] 2 [] 3 [] 3 Exceptional [] 3A [] 3A Exceptional Hearing [] 1 [] 2 Visual [] 1 [] 2		£13.00			

Display signs order form

Please your Establishment Type

- | | | |
|--|---|---|
| <input type="checkbox"/> Hotel | <input type="checkbox"/> Metro Hotel | <input type="checkbox"/> Camping Barn* |
| <input type="checkbox"/> Small Hotel | <input type="checkbox"/> Room Only | <input type="checkbox"/> Bunkhouse* |
| <input type="checkbox"/> Country House Hotel | <input type="checkbox"/> Budget Hotel* | <input type="checkbox"/> Hotel Boat |
| <input type="checkbox"/> Town House Hotel | <input type="checkbox"/> Hostel | <input type="checkbox"/> Bed & Breakfast |
| <input type="checkbox"/> Guest Accommodation | <input type="checkbox"/> Group Hostel | <input type="checkbox"/> Guest House |
| <input type="checkbox"/> Self Catering | <input type="checkbox"/> Group Accommodation | <input type="checkbox"/> Farmhouse |
| <input type="checkbox"/> Chalet | <input type="checkbox"/> Campus Accommodation | <input type="checkbox"/> Inn |
| <input type="checkbox"/> Serviced Apartments | <input type="checkbox"/> University Accommodation | <input type="checkbox"/> Backpacker |
| <input type="checkbox"/> Holiday Park | <input type="checkbox"/> Holiday Village | <input type="checkbox"/> Activity Accommodation |
| <input type="checkbox"/> Camping Park | <input type="checkbox"/> Forest Holiday Village | |
| <input type="checkbox"/> Touring Park | <input type="checkbox"/> Restaurant with Rooms | |

Order Total _____

- Approved Campus Accommodation*
 Approved University Accommodation*

* These do not have ratings
 Star rating - Please your Rating

- ★
 ★★
 ★★★
 ★★★★
 ★★★★★
- Please range of ratings if applicable

Prices: Prices include delivery and VAT at the current rate. A consignment note incorporating a VAT receipt will accompany each item.
Delivery: Signs - all signs are made to order. Please allow up to 28 days for delivery. Stickers - normally ex-stock. Please allow up to 14 days for delivery.
Removal: Participants leaving the scheme should return any signs to Alpen within 30 days of departure. For those deciding Alpen should remove the signs there will be a fee of £75 for non-illuminated and £136.50 for illuminated signs.
Exchanges: Signs ordered incorrectly can be exchanged. However there will be a £10 administration cost plus postage for this facility.
Fixing: All signs are despatched complete with fixing instructions. *The Fixing Service for illuminated signs includes up to 3 metres of cable. Extra cable will be charged by the Sign Contractor at £3 + VAT per metre.

I have read, understood and agree to the terms and conditions of the Sub-licence agreement as set out on page 8 of this brochure

SIGNED

DATE

NAME (BLOCK CAPITALS PLEASE)

POSITION



Maximise your business potential with the Quality Assessment Schemes

Activity Accommodation, Alternative Accommodation, Approved Campus Accommodation, Approved Caravan Holiday Home, Approved University Accommodation, Backpacker, Bed & Breakfast, Breakfast Award, Budget Hotel, Bunkhouse, Camping Barn, Camping Park, Campus Accommodation, Chalet, Country House Hotel, Cyclists Welcome, Families Welcome, Farmhouse, ForestHolidayVillage, Gold Award, Group Accommodation, Group Hostel, Guest Accommodation, Guest House, Holiday & Camping Park, Holiday & Touring Park, Holiday Park, Holiday Village, Holiday, Touring & Camping Park, Hostel, Hotel, Hotel Boat, Inn, Metro Hotel, National Accessible Scheme, Restaurant with Rooms, Room Only, Self Catering, Serviced Apartments, Silver Award, Small Hotel, Touring & Camping Park, Touring Park, Town House Hotel, University Accommodation, Walkers Welcome, Welcome Pets!

