

Quality Scheme – Terms & Conditions

Our Commitment

Your commitment

Core Criteria of the Quality Scheme

Our advisor will evaluate each aspect of your attraction based on visitor expectations of quality and best practices. The assessment is entirely objective—no judgments are made based on personal preferences. The assessment can take place at any time during the visitor attractions opening hours. This can be in busy periods, but also at quieter times. Our advisor will visit as a regular visitor and experience all aspects of the operation, from prearrival to departure.

The goal of the assessment is to enhance quality while preserving the unique character, style, and individuality of Scottish Attractions.

**Please note, ASVA will provide suggested business improvement advice as part of the assessment process – while every effort is made to make advice bespoke, suggestions should only be implemented by the quality member if they feel that it is suitable to their specific attraction. ASVA accepts no responsibility or liability for any actions taken, or outcomes arising as a result of business improvement advice offered.*

Our Commitment

If, in the unlikely event ASVA is unable to fulfil its commitment to offering the Quality scheme, a full refund of all fees paid will be made.

The Quality Scheme year will run from April to the end of the following March. You will be invoiced yearly for membership of the Quality Scheme.

Our advisor will work closely with you to help unlock the full potential of your business. As a valued member of the ASVA Quality Scheme, you will receive an incognito visit either annually or biennially. During this visit, we will assess

every aspect of your visitor-facing operations—from your website and social media presence to the on-site visitor experience and departure.

Where practicable, a verbal debrief will be provided following the assessment. You will also receive a comprehensive written report designed to help you enhance the visitor experience. This report serves as a business development tool—ideal for staff discussions, tracking progress against targets, and supporting your strategic objectives.

During the debrief, your advisor will also take the opportunity to learn more about your attraction. By understanding your unique context and challenges, they can provide tailored recommendations to support and grow your business. We are committed to being open and transparent in everything we do. Any updates to the scheme will be developed in consultation with scheme members and agreed upon before implementation. Updated guidance and criteria will always be available on the ASVA website under the Quality Scheme section. Please note, the scheme is operated on a non-profit basis, ensuring that all resources are focused on supporting our members and enhancing the visitor experience across the sector.

Demonstrating Your Commitment to Quality

By joining the Quality Scheme for Visitor Attractions, you demonstrate a strong commitment to delivering outstanding visitor experiences. Together, we can raise industry standards and ensure every visitor leaves with unforgettable memories.

Member Commitments:

As a valued member of the scheme, you commit to:

- ***Maintaining a Quality Contact:*** Designate a dedicated Quality contact and inform us of any changes to their details. This ensures we communicate with the right person during after visits.
- ***Refunding Visit Costs:*** Reimburse the cost of the Quality visit on the day, including entry and any café or retail purchases, upon receipt submission and return of retail items. This enables a full and fair quality assessment.
- The **sharing of anonymised data** to allow for benchmarking within the Quality scheme to inform the sector.
- Relinquishing the right to using the ASVA branding and Star rating if you do not maintain yearly membership of the Quality Scheme.

Core Areas of Focus

Quality Standards

- High Standards: Maintain exceptional levels of cleanliness, safety, and accessibility.
- Accurate Information: Provide visitors with clear, reliable, and up-to-date information.
- Staff Training: Ensure staff are knowledgeable about your attraction and its offerings.
- Continuous Improvement: Actively seek and act on visitor feedback to improve experiences. Visitor Experience
- Warm Welcome: Create a friendly and welcoming atmosphere for all.
- Clear Communication: Use effective signage and provide essential information throughout the site.
- Well-Maintained Facilities: Ensure cleanliness, functionality, and accessibility across all facilities.
- Engaging Experiences: Deliver informative and enjoyable experiences that captivate and educate.

Safety and Accessibility

- Regulatory Compliance: Adhere to all relevant health and safety regulations.
- Proactive Risk Management: Conduct regular assessments and resolve issues promptly.
- Universal Access: Ensure accessibility for all, including visitors with disabilities.
- Emergency Preparedness: Maintain clear procedures and train staff accordingly.

Sustainability and Environmental Responsibility

- Responsible Operations: Operate your attraction sustainably and responsibly.
- Accreditation Goals: Work toward recognised environmental certifications and standards.

Inclusion and Accessibility

- Welcoming All Visitors: Treat every visitor with courtesy and respect, without discrimination.
- Equality Act Compliance: Make reasonable adjustments in line with the Equality Act 2010.
- Access Guide: Provide an up-to-date guide detailing accessibility features.

- Universal Design: Ensure your facilities accommodate people of all ages, abilities, and backgrounds.
- Accessible Information: Offer content in formats such as braille, large print, and audio.
- International Visitors: Consider the needs of non-native English speakers and provide suitable information when possible.
- Inclusive Training: Train staff to meet the diverse needs of all visitors.
- Inclusive Programs: Offer events and activities that are accessible to everyone.
- Visitor Feedback: Act on input from disabled visitors to enhance accessibility. *Customer Service*
- Service Excellence: Deliver outstanding service at all visitor touchpoints.
- Professional Communication: Respond to inquiries, complaints, and feedback promptly and respectfully.
- Courteous & Informed Staff: Ensure staff are helpful, approachable, and knowledgeable.

Continuous Improvement

- Ongoing Development: Regularly evaluate and refine operations to meet evolving standards.
- Training & Development: Invest in staff training and professional growth.
- Knowledge Sharing: Learn from and collaborate with other scheme members to share best practices. *Compliance and Monitoring*
- Prompt Resolution: Address any non-compliance issues swiftly and effectively to uphold scheme standards.