

# VisitEngland Visitor Attraction Quality Scheme 2017

## Broads Tours

You were visited by [REDACTED] on Friday 26 May 2017

The following report relates to the recent quality assessment of Broads Tours under the Visitor Attraction Quality Scheme. The report details the findings of the assessment, as discussed during the debrief on 26th May 2017 with Barbara Greasley, Marketing Manager.

This attraction has passed its VisitEngland accreditation.



	Score awarded	Score possible		Score awarded	Score possible		Score awarded	Score possible
Online presence	4	5	Car park & arrival areas	5	5	Ease of use & visitor flow	N/A	0
Leaflet / brochure	4	5	The attraction	5	5	Display units, fittings & lighting	N/A	0
<b>Pre-arrival total</b>	<b>8</b>	<b>10</b>	Toilets	5	5	Presentation of merchandise	N/A	0
	<b>80%</b>		Catering outlets	5	5	Range & appropriateness of merchandise	N/A	0
Car park	4	5	Retail outlets	5	5	<b>Retail total</b>	<b>0</b>	<b>0</b>
First impressions	4	5	<b>Cleanliness total</b>	<b>25</b>	<b>25</b>	Appearance of staff	5	5
Layout & entry management	4	5		<b>100%</b>		Admissions: customer care	5	5
Visitor information & signage	4	5	Provision, location & layout	4	5	Admissions: efficiency	5	5
<b>Arrival total</b>	<b>16</b>	<b>20</b>	Décor & maintenance	4	5	Admissions: knowledge	5	5
	<b>80%</b>		Fixtures & fittings	4	5	Guides: customer care	5	5
Tour introduction & information	5	5	<b>Toilets total</b>	<b>12</b>	<b>15</b>	Guides: efficiency	5	5
Comfort & quality of transport	5	5		<b>80%</b>		Guides: knowledge	5	5
Quality & delivery of commentary	5	5	Layout & ease of use	4	5	Catering: customer care	5	5
Quality of content	5	5	Ambience & first impressions	3	5	Catering: efficiency	5	5
Tour conclusion	4	5	Decoration, furniture & fittings	4	5	Catering: knowledge	5	5
Experience vs. expectations	5	5	Food: range & menus	3	5	Retail: customer care	N/A	0
<b>Tour total</b>	<b>29</b>	<b>30</b>	Food: quality & presentation	3	5	Retail: efficiency	N/A	0
	<b>97%</b>		<b>Catering total</b>	<b>17</b>	<b>25</b>	Retail: knowledge	N/A	0
				<b>68%</b>		<b>Staff total</b>	<b>50</b>	<b>50</b>
							<b>100%</b>	

You have achieved **157** marks out of a possible **175** marks, which gives a score of **90%**

KEY: 0 = unacceptable / 1 = poor / 2 = disappointing / 3 = good / 4 = very good / 5 = excellent

In order to achieve accreditation, the attraction must score at least 60% overall and in all sections, excluding Pre-arrival. Additionally, all individual elements must score 1 (poor) or higher. A sectional or overall score below 60% or an individual element score of 0 (unacceptable) will result in a fail.