

# LONDON VISITOR CHARTER



Supported by

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# CHARTER MISSION

To provide the means by which visitors to London can readily identify London hotels, attractions, transport, travel providers and restaurants and bars that have made a firm commitment to reasonable and fair trading terms during the Olympic and Paralympic Games period of 2012.

# CHARTER PLEDGE

The signatories to this London Visitor Charter undertake to uphold and safeguard its good name by honouring the commitments made when signing it and by upholding and championing the professional standards that it sets out.

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# 1 PURPOSE AND SCOPE

- 1.1 There is a recognition among a number of venues, hotels, attractions and leisure outlets that over-inflated pricing and/or inappropriate trading practices during the period of time surrounding the Olympic and Paralympic Games in 2012 risks doing long term damage to the international reputation of London as a visitor destination.
- 1.2 ***The 2012 London Visitor Fair Pricing and Practices Charter (working title: London Visitor Charter)*** provides a vehicle for its signatories to declare their intentions with regard to such matters during the peak periods of demand in 2012. In doing so, these companies are committing to the guidelines set out within this Charter to protect the long term reputation, image and international perception of London as a premier visitor destination.
- 1.3 Although the London Visitor Charter sets out guidelines for its signatories to be measured against by visitors, it is not a legally binding document, but rather a firm statement of intent upon which signatories are prepared to risk the good reputation of their companies to deliver.

# INDUSTRY- WIDE ENDORSEMENT

2.1 The London Visitor Charter is recognised, endorsed and promoted by the following UK industry associations, independent organisations and government:

- London 2012 Organising Committee (LOCOG)
- Greater London Authority (GLA)
- London & Partners
- VisitBritain

Charter Provisions

# PRICING POLICY

All signatories to this Charter undertake:

- 3.1 That their pricing to be offered during the period of June 1st to September 30th 2012 will be fair and reasonable. It will meet with regular year on year increases in that period, and/or will be transparent and not exceed prices offered in the current/existing fare range.
- 3.2 That pricing for visitors should be clear and understandable – both at the venue or space of business or on-line.
- 3.3 That staff should be briefed and able to advise on special offers and packages – which might mean cost saving for visitors.
- 3.4 Not to enter into any cartel or similar arrangement to artificially inflate sector pricing levels for any goods or services.
- 3.5 to accept that the advisory group of the Charter reserves the right to exclude from the Charter membership any company that, in its opinion and after a full audit, has not upheld the spirit, standards and/or intent of the Charter and the right to make such an exclusion known.

# 4 CODE OF PRACTICE AND QUALITY

All signatories to this Charter undertake:

- 4.1 To deal professionally with their visitors (customers), employees and suppliers in ways that are consistent, open, decent and ethical and which comply with UK law.
- 4.2 To provide products or services that are “fit for purpose”, that adhere to and support appropriate health and safety regulations (see section 5).

# HEALTH AND SAFETY

All signatories to this Charter undertake:

- 5.1 to ensure that all systems, procedures and assessments comply with the Health and safety at Work etc. Act 1974 and, with all other UK statutory regulation, guidance and good practice for purposes of safety.
- 5.2 to ensure that all the staff and personnel under their control are appropriately trained in Health and Safety considerations relative to the delivery of the respective product or services, in addition to those concerning the delivery environment and circumstances.
- 5.3 to ensure that all contractors, subcontractors, freelance workers and any other persons commissioned to undertake activities or provide a service are competent. These person(s) or companies undertaking the activity or providing the service shall comply with all relevant health and safety Legislation.
- 5.4 to ensure that all its operators of venue space or machinery are appropriately trained, certified and insured.
- 5.5 to maintain employer, public and product liability insurances and, where appropriate, professional indemnity cover, each at least in line with legal minimum requirements and which are proportional to the scale of project and associated risks undertaken.



# 6 ACCESSIBILITY

All signatories to this Charter undertake:

- 6.1 To ensure that all policies, practices and arrangements will meet with the requirements of the Equality Act 2010
- 6.2 To anticipate the needs of disabled customers and to be aware of the barriers they might encounter in trying to use the service. \*Note that with some historic or listed buildings every endeavour is made to ensure compliance.
- 6.3 To ensure that measures are in place to overcome any physical barriers to accessing the service and by offering a flexible approach meet the needs of individual customers.
- 6.4 To raise awareness of disability throughout the business and in particular among employees involved in customer facing roles.



# SUSTAINABILITY

All signatories to this Charter undertake:

- 7.1 To support London's ambition to host a sustainable Olympic and Paralympic Games.
- 7.2 To pay particular attention to positive and negative impacts of their business upon: climate change; waste; biodiversity; inclusion; and healthy living, in the planning and delivery of products or services.
- 7.3 To promote the benefits of sustainable development and help inspire visitors to do their bit for a more sustainable future.

# EMPLOYMENT

All signatories to this Charter undertake:

- 8.1 to publish and commit to a statement on equal opportunities and minimum wages policies with regard to their employees.

# 9 AMBUSH MARKETING

All signatories to this Charter undertake: although points 9.1 – 9.2 do not apply to those businesses, brands or venues which are already official LOCOG 2012 Olympic and/or Paralympic Games partners or are being used as venues for official sponsors or brands and have their own agreements on marques and official 2012 branding.

**9.1** to avoid the use of any of the Olympic and/or Paralympic Games marques (or any other marks or logos that are confusingly similar to, or likely to be mistaken for, them), which they understand is strictly prohibited.

**9.1.1** It is also unlawful, whether through the use of the Games' marques or otherwise, to falsely represent any association, affiliation, endorsement, sponsorship or similar relationship with London 2012, the British Olympic and/or Paralympic teams, or any other part of the Olympic and/or Paralympic Movements.

**9.1.2** As a charter signatories you are able to display the official London Visitor Charter marque – both on-line and through use of the window sticker

**9.2** that they will not encourage, assist or otherwise support any activity, action or statement by any business or company that they know or suspect impinges upon the provisions set out in section 9.1 above.

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## CHARTER MEMBERSHIP PROPAGATION

All signatories to this Charter undertake:

- 10.1 to make signatory membership of the London Visitor Charter an important criterion in their business and to communicate that fact to their customers and staff.
- 10.2 To (where possible) carry the London Visitor Charter logo at their venue and on their website
- 10.3 to promote the value of the London Visitor Charter to potential customers and faithfully represent the stated ideals and intent of the Charter in doing so.

# ACKNOWLEDGEMENTS

The Mayor of London and GLA would like to express their appreciation to the following:

London & Partners for their championing of and secretariat support to the London Visitor Charter.

The organisations and visitor-facing businesses that have co-operated and taken a lead to secure the legacy benefits for London from hosting the Olympic and Paralympic Games.

The signatory members of the Charter who have actively supported that stand, rather than take a short-term view of the Olympic and Paralympic opportunity.

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