



OSWESTRY BORDERLAND TOURISM LTD MEMBERS CHARTER

Oswestry Borderland Tourism (OBT) is committed to promoting Oswestry and the Borderlands as a high-quality destination for visitors. On becoming a member of OBT, we ask that you sign up to this charter and agree to the conditions in it.

We encourage all members to take part in any quality assessments schemes that are available to their business types. However, we do recognise that visitors research and book their holidays in many different ways using social media and peer review sites and that inspection schemes may not suit their business circumstances.

If, as a business, you have decided not to participate in any nationally recognised inspection scheme, we do ask that you sign up to the following criteria before becoming a member of Oswestry Borderland Tourism:

Working with OBT – you agree to work positively with OBT to promote Oswestry and The Borderlands as a high-quality visitor destination

Welcome- to provide a warm, professional, courteous and ‘friendly Borderland’ welcome to all visitors and not to discriminate against any visitor.

Customer Satisfaction – to have a clear complaints policy that visitors can easily access and to ensure that any complaints are dealt with in a professional manner, promptly and politely. To also have a clear cancellation policy if that is appropriate to your business.

Quality and Standards – to maintain good standards in all areas of business including facilities, buildings and services and to consider cleanliness of facilities a priority at all times. To display any required safety and hygiene notices clearly.

Information – to ensure that information required by visitors is easily available to them and that with regard to your business that all information regarding pricing and facilities is up to date and correct.

Accessibility and legal requirements – to fulfil all legal requirements pertaining to your type of business including public liability insurance and to maintain an accessibility statement appropriate to your premises.

As a member of Oswestry Borderland Tourism your membership will be valid for one year from joining date.

You may use the membership logo of Oswestry Borderland Tourism and Visit Oswestry on any advertising or marketing that you do. You are also able to use any images for which Oswestry Borderland Tourism holds the copyright providing the publication or media does not make a charge for the finished product (OBT should be credited with use).

All images supplied to Oswestry Borderland Tourism (OBT) must be copyright free and be available for use in any promotions carried out by OBT. On becoming



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a member of OBT, you are providing permission for OBT to share images from member's social media and websites in order to promote the member's business and Oswestry and The Borderlands. This may include third parties employed by OBT (eg.. marketing and PR agencies) that will further promote our region nationwide.

Your business will be promoted by OBT during the year of membership.