



A Guide to the
Welcome Awards

**SELF CATERING
ACCOMMODATION**



All Awards Criteria Checklist

1. YOU MUST BE A PARTICIPANT IN THE VISIT WALES GRADED/APPROVED SCHEMES

Contact Name:

Visit Wales Ref No:

Establishment Name and Address:

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Post Code: Telephone Number:

Email:

Website:

Date:

2. THIS SECTION HAS TO BE COMPLETED FOR ALL AWARDS

Information Provision	Yes	No
Details of nearest doctor, hospital, dentist, all night chemists and vets (if pets accepted)		
Maps and information available for reference on local area. This can be provided through website, apps, printed guides, social media or other visitor information		
Information on local public/regional transport. Additionally details of any baggage transfer and taxi companies operating locally to be available. Provide information on the nearest electric vehicle (EV) charging facilities		
Weather forecast, climbing conditions/routes, traffic/road updates, Ordnance Survey coordinates (if property not located in a named town or village), tide tables (if applicable) or other information for the area to be prominently displayed together and/or telephone numbers that can be called for the latest information by guests if required. Sat Nav, GPS and Three Little Words information to be provided		
Information on local attractions, boat charter/beaches (if applicable) and events and/or tourism information centre telephone numbers and directions supplied. Wet weather options also to be considered		
Location and opening times of the nearest shops and garages, including directions to be available		
Details of nearest bank/cash machine, post office and defibrillator, including directions to be available		
Details displayed or provided for local rescue services, including stating 999 telephone number (112 from a mobile). There should be an explanation for overseas visitors that they should always ask for the police in the first instance. Additionally include numbers for mountain rescue and coastguard (if applicable)		
Details displayed of the Countryside Code, where applicable – https://naturalresources.wales/days-out/the-countryside-codes/the-countryside-code-advice-for-countryside-visitors/?lang=en		
Details of local restaurants and pubs offering food and activities in the area, including opening times to be available		

Information Provision	Yes	No
First aid kit to be available		
A separate space, facilities or service should be available for drying outdoor clothing and footwear (for example, washing line, dehumidifier, tumble dryer or indoor heated drying area). If not available, information provided on washing facilities, laundry service (including overnight washing/drying service) or details of nearest laundrette facilities.		
If group bookings taken, information should be available for groups on storage facilities, dining facilities/options (if applicable), group registration, and pre arrival information		
Hot and cold drinks available		
Free unrestricted Wi-Fi (if available and provided). This needs to be advertised as does any additional charges made for the provision. Is Wi-Fi or good mobile signal available at the site? Good mobile signal area to be defined		
Nature of provided water supply to be described, if not mains (water supply must meet all statutory regulations for drinking water)		
Full details of accommodation, including sleeping arrangements and washing facilities (whether it is equipped with a bath, shower or shared) to be provided		
Details of the Wales Way to be available – https://www.visitwales.com/inspire-me/wales-way/explore-wales-way		

Below are not award critical – but are suggestions for Best Practice	Yes	No
Cups, flasks and storage containers for day trips		

Notes Box: If any points above are not applicable or answered 'No', please elaborate further below:

Families Welcome

Croeso
Teuluoedd
Families
Welcome



The Families Welcome award has been developed by Visit Wales in recognition of the considerable efforts businesses have made to cater for families, especially for those with young children. Displaying the logo will give families confidence that they are booking quality accommodation or visiting attractions that meet their particular needs.

Facilities, Services and Information Provision (Additional)	Yes	No
Provide a suitable cot or child's bed which meets the current safety standards		
Provide secure storage area for guests' use – e.g. prams etc.		
Ensure safety features are in place inside the accommodation and outside – cordless blinds, trailing wires, window catches, guard in front of a wood burner, adequate lighting at night from car park along paths, steps, etc. leading to the accommodation and to any separate washing/toilet facilities		
Provide a high chair(s). Suitable crockery/cutlery/drinking cups for small children should be available		
Provision of a low level urinal/step or toilet seat for children. Nappy disposal bin and nappy bags to be provided in public toilets on complex, if requested		
Be able to offer a family sized room with blackout lining for curtains or blackout blinds in rooms occupied by children		
If there is a play room/outdoor facilities available, it should be secure and well maintained		
Full details of accommodation, including sleeping arrangements and washing facilities (whether it is equipped with a bath or shower or shared). A baby bath to be available (if requested) if there is no full-sized bath available		
Portable baby changing mat being available		
Provision of a stair gate (if applicable)		
Emergency lighting to be available, e.g., torch or night-lights in all areas accessible to customers		
Supply of children's entertainment to be available – selection of toys, games, books, CDs or DVDs, etc.		
The Families Welcome Award logo to be visible on your business website		

Food Arrangements	Yes	No
Information on location and opening times of local family friendly restaurants and breakfast serving establishments to be provided		
Details and directions of the nearest food shop to be provided		
Provision made for the pre-ordering of basic grocery items prior to arrival of guests, if requested		

Notes Box: If any points above are not applicable or answered 'No', please elaborate further below:

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Pets Welcome

Croeso
Anifeiliaid Anwes
Pets
Welcome



The Pets Welcome Award has been developed by Visit Wales in recognition of the considerable efforts businesses have made to cater for pets. Displaying the logo will give pet owners confidence that they are booking quality accommodation or visiting attractions that meet their particular needs.

The Pets Welcome Award is predominantly focused on dogs, as this is the major market, however, other visitors like to travel with other pets. In these instances the pet owner should contact the business directly with regards to the suitability of their pet. As nearly half of all UK households has one pet or more, this is a large market.

Facilities, Services and Information Provision (Additional)	Yes	No
The provision of water and food bowls to be available		
The provision of doggy waste bags and bins to be provided or available, if requested		
Pets welcomed inside the accommodation, but not left alone. Any restrictions on where pets can go to be advised at time of booking		
One of the following available to guests on request – chews/treats, toys, spare bedding and spare leads – can be charged		
Dog cleaning area outside with hose and bucket to be made available. Provision of old towels for drying/wet and muddy paws to be made available with a view to protecting interior accommodation		
A torch/night light to be available on request		
Where pets have access to an exercise area, then suitable fencing should be provided. If none available, then details of a suitable exercise area for dogs nearby to be provided along with information and directions of local dog walks		
Storage area for animal transportation crates to be provided, if requested		
Hooks to be placed outside all facilities to secure pets		
Information available on local pet shop, vets, pubs/restaurants and attractions where pets are welcomed		
If your property is situated near to an airport or ferry port, then information to be provided on the location of the pet check-in areas at the airport or port and what the ferry's own arrangements are for pets whilst on board		
Clear information about number, type and size of pets accepted, including additional charges for pets and any restrictions or rules for pets if damage or breakages occur		
The Pets Welcome Award logo to be visible on your business website		

Food Arrangements	Yes	No
Information on location and opening times of local pet friendly restaurants and breakfast serving establishments to be provided		
Details and directions of the nearest food shop to be provided		
Provision made for the pre-ordering of basic grocery items prior to arrival of guests, if requested		

Notes Box: If any points above are not applicable or answered 'No', please elaborate further below:

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Anglers Welcome

Croeso
Pysgotwyr
Anglers
Welcome



The Anglers Welcome Award has been developed by Visit Wales in recognition of the considerable efforts businesses have made to cater for anglers. Displaying the logo will give anglers the confidence that they are booking quality accommodation that meets their particular needs.

With 750 miles of coast and an interior scattered with pristine rivers and dotted with wild lakes, is it any wonder the fishing in Wales is among the very best in Britain?

Facilities, Services and Information Provision (Additional)	Yes	No
The provision of a chest freezer/deep freezer to be available for anglers' use to store their catch alternatively this could be made available either within the property or made available in nearby owners residence		
Provide safe storage for all fishing equipment etc.		
Facilities provided for washing fishing gear and preparing fish		
Information available on local permits/rod licensing		
Information of local tackle/bait shops to be made available		
Information on local slipways/boat launching sites to be provided, including local knowledge on where to fish. Additional information details on local rivers, fishing lakes or fishing trips, etc. to be provided		
The Anglers Welcome Award logo to be visible on your business website		

Food Arrangements	Yes	No
Information on location and opening times of local restaurants and breakfast serving establishments to be provided		
Details and directions of the nearest food shop to be provided		
Provision made for the pre-ordering of basic grocery items prior to arrival of guests, if requested		

Notes Box: If any points above are not applicable or answered 'No', please elaborate further below:

Wales is well known for its winding roads and its spectacular scenery. On a beautiful day, bikers flock across the border to take advantage of some great riding. Wales offers plenty of wonderfully diverse routes from cruising along sleek and smooth roads that wind between green rolling hills or ride along dirt trails through majestic ranges.

Facilities, Services and Information Provision (Additional)	Yes	No
The provision of a secure, lockable and undercover area for the guest to leave bikes. Alternatively, there should also be the ability to lock bikes indoors in garages or sheds, if preferred by the guest		
Dedicated on-site safe parking provided on a hard standing surface. If not possible, direct visitors to nearest bike parking location		
The provision of wash down facilities for bikes to be available including visor spray, cloths, hot soapy water, boot polish/brushes and degreasing hand wash, if requested		
Display safe biking safety information, e.g. Think Road safety logo – https://www.think.gov.uk/campaign/motorcycling/		
Information provided on availability, directions and opening times of local specialised/local garages, petrol stations and bike shops		
Maps and books available for reference on biking in the area and details about local and regional biking routes and organisations		
Provide information on recommended bike tours to include nature of the roads (twisting, narrow, rough, etc.), viewpoints, attractions, etc. This can be by way of suggested Apps, GPS or Three Little Words		
Information on dedicated e-bike charging stations		
The Anglers Welcome Award logo to be visible on your business website		

Food Arrangements	Yes	No
Information on location and opening times of local restaurants and breakfast serving establishments to be provided		
Details and directions of the nearest food shop to be provided		
Provision made for the pre ordering of basic grocery items prior to arrival of guests, if requested		

Notes Box: If any points above are not applicable or answered 'No', please elaborate further below:

With 1,200 miles of National Cycle Network in Wales, challenging road climbs, incredible mountain biking, and traffic-free family trails taking you through some stunning scenery and welcoming towns and villages, Wales offers something for every rider.

Facilities, Services and Information Provision (Additional)	Yes	No
Lockable, secure and undercover area for safe overnight storage of bicycles and panniers with an unobstructed entrance		
Access to water point for washing bicycles and outdoor clothing. Hose and/or bucket and cloth to be available		
Emergency cycle and puncture repair kit and details of nearest cycle repair/spares shops. Suggested items to include tyre levers, lubricant and a pump for valves		
Display safe cycling safety information, e.g. Think Road safety logo – https://www.think.gov.uk/cycle-safety/		
Details and directions of nearest cycle hire outlets to be available		
Do you provide information on local cycling opportunities and routes that reflects the type of cycling available in your area (e.g. traffic-free family trails, mountain biking, road cycling)? Information may be provided through your website, apps, printed guides, social media or other visitor information. Consider signposting visitors to Visit Wales cycling for information and inspiration: www.visitwales.com/cycling www.croeso.cymru/seiclo		
Provide information on recommended cycle tour companies, viewpoints, attractions and cycle friendly places to eat, etc. This can be by way of suggested Apps, GPS or Three Little Words		
Information on public transport, cycle transport services and dedicated e-bike charging stations		
The Cyclists Welcome Award logo to be visible on your business website		

Food Arrangements	Yes	No
Information on location opening times of local restaurants and breakfast serving establishments to be provided		
Details and directions of the nearest food shop to be provided		
Provision made for the pre-ordering of basic grocery items prior to arrival for guests arriving without a car, if requested		

Notes Box: If any points above are not applicable or answered 'No', please elaborate further below:

Walkers Welcome

Croeso
Cerddwyr
Walkers
Welcome



The Walkers Welcome Award has been developed by Visit Wales in recognition of the considerable efforts businesses have made to cater for walkers. Displaying the logo will give walkers confidence that they are booking quality accommodation or visiting attractions that meet their particular needs.

Walking is an increasingly popular activity on domestic overnight trips. There are over 1,368 miles of the finest walking in the world in Wales, with towns and villages along the way in which to relax and recharge. Superb scenery is the constant of our walking regions, whether coast, mountains, valleys or hills.

Facilities, Services and Information Provision (Additional)	Yes	No
A separate drying space should be available to hang wet clothes, store rucksacks, etc.		
Boot scrapes at main doors and/or access to facilities with water supply for cleaning boots and outdoor clothing. This should be clearly labelled and advertised and should be separate from the drinking water points		
Maps and books available for reference on walking in the area and details of local and regional walking routes and organisations		
Details and directions of nearest outdoor equipment retail providers to be available		
The Walkers Welcome Award logo to be visible on your business website		

Food Arrangements	Yes	No
Information on location and opening times of local restaurants and breakfast serving establishments to be provided		
Details and directions of the nearest food shop to be provided		
Provision made for the pre-ordering of basic grocery items prior to arrival for guests arriving without a car, if requested		

Notes Box: If any points above are not applicable or answered 'No', please elaborate further below:

Golfers Welcome

Croeso
Golffwyr
Golfers
Welcome



The Golfers Welcome Award has been developed by Visit Wales in recognition of the considerable efforts businesses have made to cater for golfers. Displaying the logo will give golfers confidence that they are booking quality accommodation that meet their particular needs.

Wales is home to over 200 golf courses, from historic seaside links to beautifully manicured parkland resorts.

Facilities, Services and Information Provision (Additional)	Yes	No
Convenient battery charge point areas for electric trolleys		
Provide a safe lockable storage area for guests' golf clubs or equipment		
Ability to book tee times if required		
Provide information on local courses (clubhouse facilities, course maps, contact numbers, usual visitor tee times, dress code, directions, drive times between each level of difficulty, green fees or their acceptance of Golf Passes or saver voucher schemes)		
Provide information details on local sports/golf shops/club shops/hire clubs/coaching/availability of practice areas or driving ranges		
General information on the local area with alternative suggestions for the non-golfer		
The Golfers Welcome Award logo to be visible on your business website		

Food Arrangements	Yes	No
Information on location and opening times of local restaurants and breakfast serving establishments to be provided		
Details and directions of the nearest food shop to be provided		
Provision made for the pre-ordering of basic grocery items prior to arrival of guests, if requested		

Notes Box: If any points above are not applicable or answered 'No', please elaborate further below:

TV/Film Crew Welcome

Croeso
Criwiau Teledu/Ffilm
TV/Film Crew
Welcome



The TV/Film Crew Welcome Award has been developed by Visit Wales in recognition of the considerable efforts businesses have made to cater for TV/Film Crew. Displaying the logo will give TV/Film Crew confidence that they are booking quality accommodation or visiting attractions that meet their particular needs.

Wales has a wide variety of locations on offer to film and television productions, from epic mountains to stunning coastline, industrial landscapes to remote cottages, historic castles to modern office blocks.

Facilities, Services and Information Provision (Additional)	Yes	No
To provide flexible arrival times with 24 hour access by arrangement to the premises		
To respect the confidentiality of the filming company, including the nature of the filming, locations used and the guests staying at the premises. Any servicing of the accommodation/rooms to be organised to suit the crew's work patterns		
To provide ample parking or advise of alternative suitable arrangement for the film crew vehicles with consideration given to the security of the vehicles and the crew's equipment		
Provision of secure storage area to be available, if requested		
Provision of desk areas in rooms, a private lounge and/or meeting room/work centre to be made available		
Provision to negotiate rates for stays or longer lets (where applicable) to be available if required. The provision of company billing also to be available to the filming company		
Local car/van hire company details to be made available		
The TV/Film Crew Welcome Award logo to be visible on your business website		

Food Arrangements	Yes	No
Information on location and opening times of local restaurants and breakfast serving establishments to be provided		
Details and directions of the nearest food shop to be provided		
Provision made for the pre-ordering of basic grocery items prior to arrival of guests, if requested		

Notes Box: If any points above are not applicable or answered 'No', please elaborate further below:



Llywodraeth Cymru
Welsh Government

Quality Assurance Department
Visit Wales
Welsh Government
Rhodfa Padarn
Llanbadarn Fawr
Aberystwyth
Ceredigion, SY23 3UR

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E-mail: quality.tourism@gov.wales