



Are you a hotel, guesthouse or self-catering business in London?

£250 subsidy until March 2010

Help your business prosper by getting a star rating in the national quality grading scheme offered by VisitBritain or the AA

The London Development Agency is helping businesses to become star rated through its scheme 'Get London Graded'.

Step 1. Call free phone 0800 077 8082 to arrange for one of our advisors to visit you.

Step 2. The advisor will spend time with you doing a 'walkthrough' in your property, providing ideas on the ways that you can easily improve your business or customer service.

Step 3. Apply to be assessed. The advisor will explain how star rating works and advise you on what grade you could go for. They will help you to work out the subsidy and fill out the application forms to either VisitBritain or the AA.

Step 4. Receive your assessment. (You should allow for up to about nine weeks for the assessment to take place.)

The benefits of being graded

1. A nationally recognised star rating. The assessment includes an overnight mystery shopper visit
2. You can attract more customers. VisitBritain research shows that travellers are increasingly looking for a recognised and trusted standard
3. Free listing in guides and on official tourism websites
4. Many other marketing benefits, exclusive offers and training opportunities.
5. Instant financial return – both the AA and VisitBritain pay their own bill when they carry out the overnight assessment.

You also receive a subsidy of £250 if you join before the end of March 2010.

Call free phone 0800 077 8082 to arrange a visit

See www.lda.gov.uk/getgraded for more information

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LONDON
DEVELOPMENT
AGENCY
WORKING FOR THE MAYOR OF LONDON



The subsidy

If you join the star rating scheme before 31 March 2010 you will receive a subsidy of £250. The LDA subsidy is taken off what you have to pay so you do not have to claim any money back. (The subsidy is not available to international hotel chains; please see the website for details.)

A B&B with 2-3 rooms wishing to become graded with VisitBritain could do so for as little as £64 including VAT in year one. A hotel going for three star grading with the AA can do so for £1160 including VAT in year one.



The benefits of being marketed by the AA and VisitBritain

The London Development Agency has negotiated special new marketing benefits for accommodation becoming graded with either the AA or VisitBritain. Our advisors can take you through the benefits, or look on the website www.lda.gov.uk/getgraded to see the details.



Who is behind Get London Graded?

Get London Graded is a London-wide drive from the London Development Agency to increase the amount of star rated accommodation in the capital in the run up to 2012. The programme is supported by Visit London, VisitBritain, the AA, Business Link and the Mayor of London. Get London Graded is delivered for the London Development Agency by quality specialists LiveTourism.

What do other hotels say?

Sean Harte, General Manager of the Commodore Hotel, *'We have had a major refurbishment and are going for 4 stars. We will benefit from being monitored and having regular inspections. I think it keeps everyone on their toes and the impact for guests is reassurance.'*

Jan Dooner, owner of the 9-room Railway Tavern Hotel in Stratford, *'I've gone for a star rating because we've got the eyes of the world on us in the next few years. And people from abroad and the UK do look at star ratings. Having them is having a feather in my cap.'*

More information

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