VISITSCOTLAND
QUALITY ASSURANCE SCHEME
GUIDANCE NOTES FOR
SHOPPING CENTRES
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THE VISITOR ATTRACTION QUALITY ASSURANCE SCHEME

The VisitScotland Quality Assurance Grading Scheme for Visitor Attractions has been developed in partnership with the industry to provide visitor attractions of all types with a comprehensive, independent, accurate assessment of the quality of experience they are offering across all areas of their business. Industry consultation continues to be a critical component in the ongoing development of the scheme, to ensure it fully meets the needs and ambitions of scheme participants and visitors’ needs and expectations.

The scheme is designed to inspire and encourage improvement within the Visitor Attraction sector, helping every participant achieve their full potential in providing the best possible visitor experience.

Participants in the scheme will receive a grading visit from a Quality & Tourism Advisor (QTA), who will undertake a full assessment of the complete experience offered to visitors. Following the visit bespoke feedback and advice will be offered, based on the QTAs experience and observations. A detailed written report will then be supplied, enabling each scheme participant to clearly see how they have achieved their award, as well as advice on how improvements can be made where appropriate. Visiting hundreds of attractions each year the highly experienced team will share examples of best practice and industry trends.

Participating in the Quality Assurance Grading Scheme and displaying your award speaks volumes to your visitors – it demonstrates you take quality seriously.

WHO IS ELIGIBLE FOR THE SCHEME
The scheme is open to any attraction, activity provider, tour operator or shop / shopping centre that offers a visitor experience.

WHAT IS ASSESSED
The grading visit comprises of an assessment of the quality of the entire visitor experience and takes into account every point of interaction visitor will have when engaging with your business.

The scoring guidelines below give a complete overview of all the elements that are assessed, split into a maximum of 7 key areas.

Please note, this is a quality based scheme and there are no facility requirements within the scheme. This ensures that, regardless of size, any shopping centre can achieve a maximum award if they are providing an outstanding visitor experience.
**Pre-arrival** – an assessment of website and digital information provision, along with other promotional material, e.g. brochures.

**Staff – Hospitality & Friendliness** – an assessment of the levels of friendliness shown by centre staff at information points or other key areas of the centre.

**Staff – Service & Efficiency** – an assessment of the levels of efficiency shown by centre staff at information points or other key areas of the centre.

**Cleanliness** – an assessment of the levels of cleanliness throughout the shopping centre.

**Arrival** – an assessment of the quality of experience when the visitor arrives at the shopping centre, e.g. initial first impression, appearance of building, quality of signage etc.

**Core Experience** – an assessment of the core, retail and catering experience, e.g. range and quality of outlets, how easy it is for the visitor to navigate through the centre, the quality of individual unit frontage, internal signage, etc.

**Toilets** – an assessment of the quality and condition of any toilet facilities, e.g. quality of fixtures & fittings, provision of facilities etc.

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**SCORING GUIDANCE NOTES**

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**PRE-ARRIVAL**

**Website/Print – Ease of Use**

This will assess how useful and easy it is to access the information a visitor will rely on prior to visiting. Elements considered:

- How easy it is to identify and find key pieces of information e.g. opening times, make contact and directions, provision of additional facilities etc.
- The ease of use of the website in terms of quality of images & legibility of content.
- How easy the website can be viewed on multiple platforms.
Digital / Print – Information Provision

This will assess the ease, accuracy and appropriateness of information made available to a visitor. Elements considered:

- Responding to queries e.g. tone, timeliness and effort made to add value to the original enquiry.
- Accuracy of key information on internet, website and promotional brochure.
- Provision of information for additional target audiences to enjoy their visit.
- Reassurance to visitor through the use of online review and / or known quality accreditations such as QA award.

Directional Advice

This will assess how easy it is for a visitor to find the shopping centre and the accuracy of the information provided. Elements considered:

- Comprehensive and accurate online directions.
- The detail and accuracy of mapping.
- The quality and comprehensiveness of official brown signage, *if this is used.*

STAFF – Hospitality & Friendliness

This will assess the level of hospitality and friendliness shown by shopping centre staff, i.e. at any manned information point. Elements considered:

- How friendly and pro-active staff members are with visitors. Do they smile, do they welcome the visitor, do they offer assistance etc.
- What efforts are made to create rapport, personalise the experience and exceed visitors’ expectations.
- The extent in which staff will anticipate visitors’ needs and create a positive first impression.
STAFF – Service & Efficiency

This will assess the level of service provided by shopping centre staff, i.e. at any manned information point. Elements considered:

- Provision of information and appropriate staffing levels to ensure maximum visitor enjoyment of the shopping centre experience.
- Responsiveness to varying levels of visitor needs & visitor volume.
- Display of comprehensive knowledge of all aspects of the shopping centre.

CLEANLINESS

This will assess cleanliness of the external and internal areas, i.e. the exterior and grounds of the centre, the interior of the centre and toilets.

Elements considered:

- The levels of cleanliness in all customer facing areas.
- The levels of monitoring undertaken to ensure that standards are being maintained.

ARRIVAL

Appearance of External Grounds & Car Park

This will assess the condition and maintenance of the grounds and parking areas that fall under the shopping centre’s responsibility. Elements considered:-

- Parking provision appropriate to the size of the centre.
- Condition of parking area with evidence of ongoing maintenance.
- Ease in identifying parking zones and directional flow of traffic.
- Appearance of grounds and provision, quality and use of additional features such as planting, seating and lighting.

Appearance of Buildings

This will assess the intrinsic quality and condition of the shopping centre building, taking into account the age of the building and any listed building restrictions. Elements considered:

- Build quality and maintenance.
- Use of enhancing features such as lighting, banners, architectural features or floral displays.
Signing

This will assess the provision of signage highlighting all the main points, services and areas of the shopping centre. Elements considered:

- Sign quality and maintenance.
- The visibility and consistency of corporate branding.
- The detail and accuracy of information and the ease in understanding by all visitors.

Visitor Flow Management

This will assess the layout of the arrival area to allow the free and unobstructed movement of visitors. Elements considered:

- The ease of the visitor flow in and out of the shopping centre.
- Ease in identifying and locating all facilities.

Décor / Maintenance

This will assess the quality and condition of décor and maintenance of all internal areas. Elements considered:

- Windows, doors, walls and flooring and fixtures and fittings.
- Heating, lighting and ventilation fitments and the appropriate provision of these elements.

CORE EXPERIENCE

Orientation

This will assess the information provision to allow a logical and natural progression through the shopping centre. Elements considered:

- How easy it is for the visitor to navigate themselves through the centre.
- Quality of information provided to enable the visitor to get the most out of their experience.

The range of mediums providing all visitor information and the strategic positioning of information points.
Visitor Flow Management

This will assess the spaciousness of the shopping centre and the ease of visitor flow throughout the centre. Elements considered:

- The physical space within the centre, focusing on steps taken to avoid any congestion / bottlenecks.
- The accessibility of all areas of the centre for all visitors.

Inclusivity

This will assess the consideration given to ensure a complete experience for all visitor types within the entire target audience. Elements considered:

- The measures and tools in place to assist different visitor types.
- What the shopping centre does to ensure the expectations of the varying visitor types are met e.g. requirements for children, elderly, visitors with mobility difficulties etc.

Retail and Catering Outlets

This will assess the quality and the range of retail and catering outlets on offer. Elements considered:

- The quality and range of retail outlets on offer to suit the visitor mix and theme of the centre.
- The range of catering outlets available to suit the visitor mix and budgets.

The number of empty/vacated units

Presentation of Centre / Business Units

This will assess the presentation of individual business units, including use of corporate branding and lighting levels. Elements considered:

- The quality and condition of unit frontage.
- Efforts made to include corporate branding or theme of the centre.
- Provision of information on vacated units to detract from the empty space.

Appearance of Staff

This will assess the appearance and smartness of shopping centre staff and how identifiable they are. Elements considered:

- Quality and condition of clothing and presentation of staff.
- Consistency of uniforms worn, including, where appropriate, methods of personal identification.
Signing
This will assess the quality and condition of all signage and materials. Elements considered:-

- Accuracy of information provided and ease of understanding by all visitors.
- Positioning of signage and consistency of corporate branding (where appropriate).

Décor / Maintenance
This will assess the quality and condition of décor and maintenance of all elements comprising the shopping centre. Elements considered:-

- Windows, doors, walls, flooring and fixtures and fittings.
- Heating, lighting and ventilation fitments and the appropriate provision of these elements.

TOILETS

Visitor Flow Management
This will assess the spaciousness of any toilet facilities and the ease of visitor flow around key points. Elements considered:

- Manoeuvrability in cubicles and levels of congestion around wash hand basins, hand dryers and mirrors.
- Level of space to hang/store personal belongings when using facilities.

Fixtures and Fittings
This will assess the quality and condition of fixtures and fittings and ancillary products. Elements considered:

- Hand dryers, hand towel dispensers, soap dispensers, tissue holders, waste bins, locks, hooks, light fittings, heaters, toilets and urinals, wash basins, vanity units, mirrors, taps and other chrome work.
- Soap, tissues and towels (where used) and the quality of baby changing facilities (where provided).

Décor / Maintenance
This will assess the quality and condition of décor and maintenance of all elements comprising the toilet facilities. Elements considered:

- Windows, doors, walls, flooring and fixtures and fittings.
- Heating, lighting and ventilation fitments and the appropriate provision of these elements.
Adequacy of Provision

This will assess the provision of toilet facilities. Elements assessed:

- Provision of toilets to cope with peak demand.
- Provision of washbasins, hand dryers etc. to cope with peak demand.
- Provision of additional facilities, e.g. baby change.

Visitor Information – scored for reference only and will not impact on your award.

This will assess the provision and range of visitor information promoting other businesses in the area that could complement the visitor experience to your attraction, including:

- Range of platforms where the visitor can access the information
- Provision of information to reflect the visitor mix.

Even though this score is for reference only, advice will be provided as necessary on how to improve this element

THE GRADING BANDS AND SCORING

The awards are represented by 1-5 stars, as follows:

5 star award - 85% - 100% - reflects an Exceptional customer experience

4 star award - 78% - 84% - reflects an Excellent customer experience

3 star award - 71% - 77% - reflects a Very Good customer experience

2 star award - 64% - 70% - reflects a Good customer experience

1 star award - 55% - 63% - reflects an Acceptable customer experience

No Grade Awarded reflects an Unacceptable customer experience

Scores from 0 to 10 are awarded for all the elements assessed. The overall percentage score determines the award a tour merits.

If, however, a shopping centre scores a zero for any of the below elements, this will result in no award being confirmed, as the shop will be failing to meet minimum acceptable standards for the overall experience to merit an award.

- Staff – Hospitality & Friendliness
- Staff – Service & Efficiency
- Cleanliness
WHEN DOES THE VISIT TAKE PLACE
All visits are scheduled during your normal opening hours in the form of an incognito visit. A business will normally receive a visit every 2 years unless the business specifically requests an earlier visit in order to review an award. This visit would incur an additional fee. Details of a second visit are included at the end of the guidance notes.

*Please note, at VisitScotland’s discretion a 5* business can receive a grading visit more frequently, usually every year, to ensure that the highest possible standards are maintained.*

New applicants are given priority when scheduling visits and it is endeavoured to visit them within 6 weeks of receipt of application (unless otherwise instructed by the business).

HOW DO I LEARN ABOUT MY AWARD
Where possible, the Quality Tourism Advisor will give detailed feedback and relevant business advice to the owner or manager of the business immediately after the visit and will confirm the award. The written report will be received within 2-3 weeks of the visit.

*An Award Review Committee supports the QTAs in confirming awards of all new applicants and in any change of award.*

If there is a need to consult the Award Review Committee as part of the confirmation process, you will receive notification of the award in the following weeks.

FEES, SCHEDULE OF CONDITIONS & APPLICATION FORM
To view our fees, schedule of conditions and complete an online application form, please go to [www.visitscotland.org/joining-quality-assurance.aspx](http://www.visitscotland.org/joining-quality-assurance.aspx)

ADDITIONAL ELEMENTS OF THE ASSESSMENT
- SUSTAINABILITY
- TASTE OUR BEST
- WELCOME SCHEMES
SUSTAINABILITY
As part of participation in any one of VisitScotland’s Quality Assurance Schemes a business is required to undertake a minimum amount of sustainability actions. This is reviewed by the Quality Tourism Advisor as part of the main grading visit and will include the following topics:-

1. Energy Efficiency
2. Water Efficiency
3. Waste management
4. Sustainable Purchasing
5. Travel and Transport
6. Natural and Cultural Heritage
7. Sustainable Management
8. Customer Engagement and Communications
9. Inclusivity

Relevant advice and signposting to key industry partners will be given to help make a business more sustainable. Further information can be found on www.visitscotland.org/sustainable-tourism.aspx

TASTE OUR BEST
Where there is a catering outlet, a business can be considered for the Taste our Best food award as part of the main grading assessment and with no additional fees.

Taste our Best is VisitScotland’s Quality Assurance food and drink scheme, developed in response particularly to visitors’ growing interest in sampling local produce. This scheme assesses the overall quality of the eating experience, as well as the extent to which businesses use and promote Scottish produce.

Further information can be found on: www.visitscotland.org/taste-our-best.aspx

WELCOME SCHEMES
To complement our Quality Assurance Scheme, a range of Welcome Schemes are offered. Welcome Schemes recognise the special efforts a business makes and the facilities they offer to cater for visitors with specific interests. For further information on all our Welcome Schemes go to www.visitscotland.org/welcome_schemes.aspx

OTHER SERVICES OFFERED
Advisory Visit
If you are new to tourism or looking to achieve a specific grading, an advisory visit prior to your main grading visit is highly recommended. One of the experienced QTAs will visit your establishment and give face-to-face advice to help you work towards achieving a specific star grading. The QTA will give you an insight into your current award (if applicable) from their own visitor experience and will identify the key areas for improvement in order to meet your desired award.
**Second Visit**
A second visit can be requested if you wish to have your award re-assessed. This could happen after the completion of a major refurbishment in between normal grading visits, resulting in an increase in the overall quality of the property. Alternatively it could be following extensive staff training and/or key operational changes which could offer an improved visitor experience.

Please contact the Customer Services team at customerservices@visitscotland.com to request a second visit application form and details of the cost for this service. On receipt of the form and payment a visit will be arranged to re-assess your award.

**Brown Signage**
Brown signage is not authorised by VisitScotland but participation in the scheme provides eligibility to submit an application to Transport Scotland. [Full details on Brown Signage, FAQs and an application form](#)