

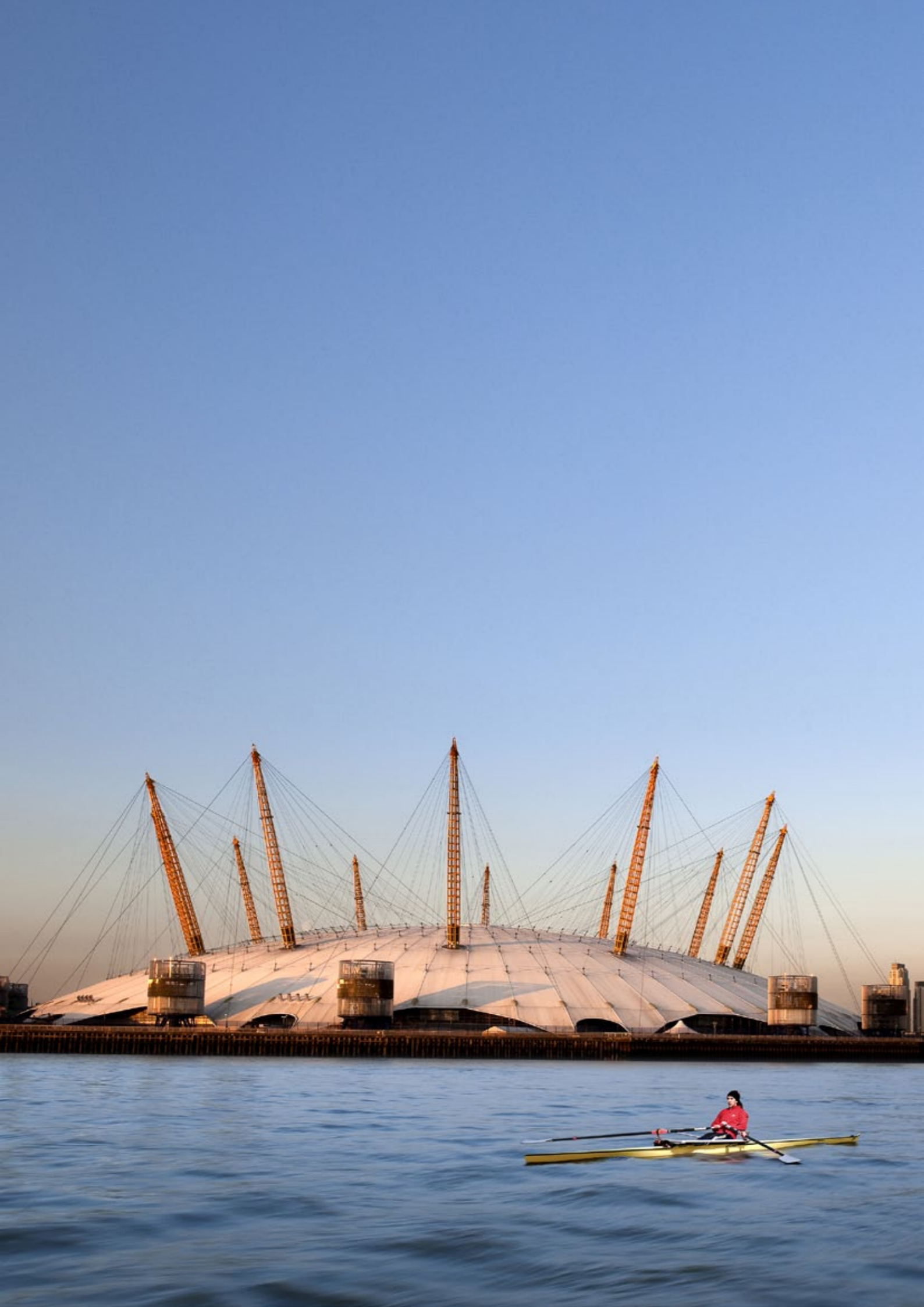
FAIR PRICING & PRACTICE CHARTER





CHARTER MISSION

To allow visitors, travel intermediaries and media to readily identify UK tourism producers and suppliers that have made a firm commitment to reasonable and fair trading terms during the year of 2012.



CHARTER PLEDGE

The signatories to this UK Fair Pricing & Practice Charter undertake to uphold and safeguard the good name of the Charter by honouring its commitments and by championing the professional standards that it sets out.



1 PURPOSE & SCOPE

- 1.1 There is a recognition among leading UK tourism businesses, suppliers and venues that over-inflated pricing and/or inappropriate trading practices during the period of time surrounding the Olympic Games and Paralympic Games in 2012 risk doing long term damage to the international reputation of London and the UK as a destination and undermine the huge potential for positive messages about the country.
- 1.2 The **UK Fair Pricing & Practice Charter** has evolved from an Event industry Charter launched in 2009 and 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 perceptions of London and the UK.
- 1.3 Although the Charter sets out guidelines for its signatories, 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.

2 PRICING

All signatories to this Charter undertake:

- 2.1 to offer pricing that will be fair and reasonable and will meet with individual standard and regular year on year increases during the year of 2012 and in particular during the period of 1 June to 30 September 2012.
- 2.2 not to enter into any cartel or similar arrangement to artificially inflate pricing levels for any goods or services.
- 2.3 to accept that VisitBritain reserves the right i) 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 ii) to make such an exclusion known.



3 CODE OF PRACTICE & QUALITY

All signatories to this Charter undertake:

- 3.1 to deal professionally with their clients, employees and suppliers in ways that are consistent, open, decent and ethical and which comply with UK law.
- 3.2 to invoice clients promptly, accurately and in good faith, including reference to quotations submitted and about which agreements are in place.
- 3.3 to provide products and services that are “fit for purpose” and that adhere to and support appropriate health and safety regulations.
- 3.4 to provide standard terms and conditions of business that are simple, clear to understand, are made publicly available and which are consistent with the spirit of the Charter.

4 HEALTH & SAFETY

All signatories to this Charter undertake:

- 4.1 to ensure that all systems, procedures and assessments comply with all UK statutory regulation, guidance and good practice for the purposes of safety.
- 4.2 to ensure that all staff and personnel under their control are appropriately trained in Health and Safety considerations pertaining to the delivery of the company’s products or services, in addition to those concerning the delivery environment and circumstances.
- 4.3 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.



5 ACCESSIBILITY

All signatories to this Charter undertake:

- 5.1 to have given due consideration to providing access for all. Ensuring obligations under the Equality Act 2010 are met including making reasonable adjustments to the built environment and practices, policies and procedures where disabled people would be at a 'substantial disadvantage'. Auxiliary aids and services should also be provided.

6 SUSTAINABILITY

All signatories to this Charter undertake:

- 6.1 to promote the benefits of supporting sustainability within the tourism industry and elsewhere.

7 EMPLOYMENT

All signatories to this Charter undertake:

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



8 BRAND COMMUNICATIONS & CONFIDENTIALITY

All signatories to this Charter undertake:

- 8.1 to honour any written confidentiality or non-disclosure agreement entered into with their clients, and to treat all sensitive or proprietary client information with responsible discretion.
- 8.2 to refer any media communication relating to the Charter to the VisitBritain press office and to obtain relevant permissions prior to making comment to any media outlet.
- 8.3 not to make or allow the unauthorised use of their client's name, brand, trademark or details of their project for the purposes of self-publicity or marketing.

9 AMBUSH MARKETING

All signatories to this Charter undertake:

- 9.1 to avoid unauthorised use of any of the Olympic and Paralympic Games' marks (or any other marks or logos that are confusingly similar to, or likely to be mistaken for them), which they understand is strictly prohibited.
- 9.2 to refer to these bespoke **Brand Protection Guidelines for Tourism Businesses** published by LOCOG.



10 CHARTER MEMBERSHIP

All signatories to this Charter undertake:

- 10.1 to promote the value of the Charter to potential clients and faithfully represent the stated ideals and intent of the Charter in doing so.
- 10.2 to make signatory membership of the Charter an important criteria in their selection of venues, services and equipment subcontractors for any project in the coming years and to communicate that fact to the companies concerned, urging them to consider becoming fellow members of the Charter.
- 10.3 to use the “Committed to Fair Pricing” logo below that they will receive on registration solely in their own marketing and promotions and not to distribute this logo to any 3rd parties.



SIGN UP

Please link to www.tourism2012Games.org/fppc to sign your business up to the Charter.

For businesses in the Events sector, a bespoke Charter can be found at www.visitlondon.com/2012charter



ACKNOWLEDGEMENTS

Appreciation is shown to the following organizations in the creation of this Charter:

- Visit London and the UK Events Industry Steering Group for co-creating and championing the original Events sector Charter.
- The organisations and industry associations that have co-operated to take a lead to ensure there is legacy benefit to the UK tourism industry post 2012 from hosting the London 2012 Olympic and Paralympic Games.
- The original signatory members of the Charter who have actively supported that stand, rather than take a short-term view of the 2012 Games opportunity.
- The Meetings Industry Association for their support in allowing various extracts from their Accredited in Meetings documentation to be used in the drafting of the original Events sector Charter.

The FPPC is recognised, endorsed and promoted by a number of Olympic organisations, Government, tourism bodies and industry associations:

Coordinating Agencies:

VisitBritain
Visit London

Olympic Organisations:

London 2012 Organising Committee of the Olympic and Paralympic Games (LOCOG)

Government and Tourism Bodies:

Department for Culture, Media and Sport (DCMS)
Greater London Authority (GLA)
Business Visits and Events Partnership (BVEP)
East of England Tourism