



Self Appraisal Questionnaire

Welcome to the Jurassic Coast Quality Business Scheme. This questionnaire is your first step towards becoming a recognised Jurassic Coast Quality Business.

To be part of the Scheme every business is expected to demonstrate a professional approach to running their business as well as a commitment to the visitor experience and the environment.

This form is designed to provide a starting point for the business advice that comes as part of the Jurassic Coast Quality Business Scheme. It tells us what you are already doing well, which of the one-day courses you might need to attend and what other help we can provide to help you towards Jurassic Coast Quality Business Status.

After returning this completed questionnaire you will receive a call from our Business Advisor who will arrange a convenient time to meet up.

Please return this questionnaire with your payment of £200. Cheques and payments to be made to Bournemouth Borough Council.

Dorset New Forest Tourism Partnership
Bournemouth Town Hall Bournemouth BH2 6DY
Tel: 01202 451151 email:dnftp@bournemouth.gov.uk
www.dorsetnewforest.org www.jurassiccoastbiz.com

Self Appraisal Questionnaire

Please tick appropriate box

Marketing

Q1	How well informed do you feel your business is in relation to the following aspects of marketing?	Very informed	Reasonably informed	Not Very informed	Not at all informed
	A clear understanding of marketing as a concept				
	Market research				
	Pricing policy				
	Active promotion of product and analysis of promotional impact				
	Your USP (unique selling point)				
	Your competition - both direct and indirect				
	Effective communication				
	The need to accurately portray your business on your website				

Q2	Do you have a marketing plan?	Yes	No

Q3	Do you have an annual marketing budget?	Yes	No

E Business

Q4	Is your computer an essential business tool?	Yes	No

Q5	To what extent are the following utilised within your business?	Extensively	Occasionally	Rarely	Not at all
	Broadband internet access				
	Email				
	A computerised customer database				
	Word processed correspondence				
	A computerised financial management system				
	The internet/computer facilities for market research				
	Electronic Stock control procedures				
	The internet/computer facilities for sourcing goods and services				

Q6	To what degree do you feel the appropriate procedures are in place in relation to your business's internet access?				
		Comprehensive procedures	Adequate procedures	Limited procedures	No procedures
	The provision of an individual/group website				
	Regular updating of website (if applicable)				
	Fire wall and virus protection				
	On-line reservations				
	On-line payments				
	The provision of guest internet access				

Business Planning

Q7	Do you have a written business plan?	Yes	No

Q8	Do you regularly and consistently monitor performance and progress?	Yes	No

Q9	To what extent does your business plan address the following?				
		Fully	Adequately	Limited	Not at all
	Mission statement				
	SMART Business objectives				
	Analysis of the market				
	SWOT analysis				
	Your resources				

Quality Assurance

Q10	Are you part of a recognised quality grading system? eg VAQAS, AA, VB, Local Authority	Yes	No

Q11	Have you or any members of your staff been on a Welcome Course?	Yes	No

Q12	How important do you feel the following elements of customer service/quality assurance are to your business?				
		Very	Reasonably	Not very	Not at all
	Consistent, prompt, courteous and efficient service and customer care				
	The cumulative nature of customer care and communication				
	Staff understanding that customers/guests are the focus within your business				
	Actively listening to customers/guests, including eye contact and warm and friendly approach, and positive 'can-do' attitude				
	Non-verbal communication and signals, including body language				
	Providing appropriate customer care for people with disabilities				
	First impressions of property, business and staff				
	General decor and quality of furnishing				

Health and Safety

Q13 To what degree do you feel your business is compliant with the following Health and Safety requirements?	Fully compliant	Mainly compliant	Limited compliant	Not compliant
A clear understanding of Health and Safety requirements, provisions, maintenance and owners liability				
Regular General and Fire Risk Assessments				
A written Health and Safety policy or 'Stating your Business' summary				
Public liability insurance				
Accident book (officially approved version)				
First Aid Box (correctly stocked)				
New Fire Safety regulations				
Regularly tested fire alarms which can be heard through the premises				
Adequate and annually serviced fire fighting equipment				
Clearly signed unobstructed fire exits/escape routes				
Professional maintenance of Gas/Electrical appliances				
Induction and staff training on Health and Safety issues				

Financial Management

Q14 Is your annual turnover more than £61,000? (VAT Registration Threshold)	Yes	No

Q15 Do you understand the difference between...	Yes	No
Capital and Revenue expenditure		
Fixed and Variable costs		

Q16 Do you know what your break even point is?	Yes	No

Q17 To what degree do you feel the appropriate procedures are in place within your business for the following financial management issues?	Comprehensive procedures	Adequate procedures	Limited procedures	No procedures
Placing orders for purchases				
Receiving deliveries				
Paying invoices				
Receiving payments, banking and credit control				
Accurate recording of income and expenditure				
Accurate records for completing VAT Returns				
Annual budgeting reflecting seasonality				
The provision of a maintenance budget				
Preparation of cash flow and profit forecasts inclusive of realistic assumptions for receipts and payments				
Arranging an annual independent auditing of accounts				

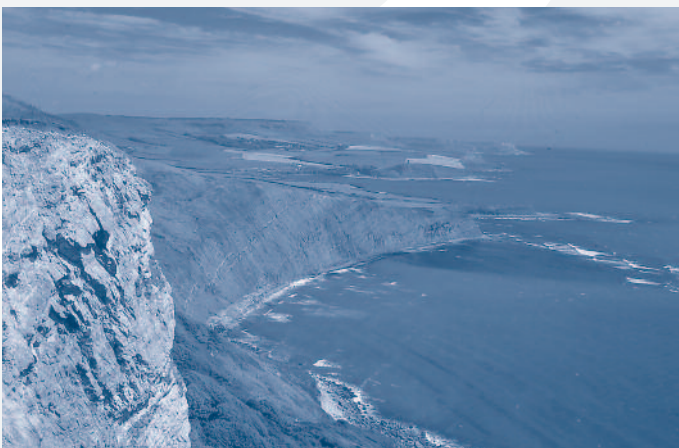
Legislation and Trading Standards

Q18 To what degree do you feel your business is compliant with the following legislation and Trading Standards criteria?	Fully compliant	Mainly compliant	Limited compliant	Not compliant
Broadly is your business legislatively compliant				
Gaining planning consent for any change of use, amendments or additions to business premises				
Proper signage of business premises, stationery and website indicating ownership of the business				
Adherence to the Data Protection Act				
Ensuring accurate descriptions of all products and services in promotional material such as brochures and websites				
Advising clients of cancellation conditions/refund procedures at time of booking				

Q19 Are there aspects of Trading Standards and Local Authority legislation that you feel you need advice on?	Yes	No

Discrimination

Q20 To what extent do you feel your business is compliant with the following anti-discrimination polices and criteria?	Fully compliant	Mainly compliant	Limited compliant	Not compliant
Awareness of all types of discrimination, including age, gender and disability				
The Disability Discrimination Act 2004				
Comprehensive awareness of the breadth and definition of disability and implementation of viable measures and services to meet the needs of a variety of disabilities including reasonable adjustments / auxiliary aids and provision of access				
Accessible promotional material and website for clients with disabilities				
Disability friendly rooms and facilities				
The new Age Discrimination legislation				
Determining special needs of clients at the time of booking in order to make appropriate provisions				



Jurassic Coast Knowledge

Q21	Have you or your staff attended a Welcome Jurassic Host course?	Yes	No

Q22	Do you display leaflets, posters or books about the Jurassic Coast?	Yes	No

Q23	How informed do you feel you and your staff are in relation to the following?	Fully	Adequately	Limited	Not at all	
		Awareness of the designation of the Jurassic Coast as a World Heritage Site				
		The implications of the Jurassic Coast being a World Heritage Site				
		The main features of the coast near your premises				



Green Tourism

Q24	Have you/do you participate in any of the following?	
	Green awareness seminar	
	The Green Tourism Business Scheme	

Q25	To what extent has your business implemented measures to address sustainability?	Fully	Adequately	Limited	Not at all	
		Use Email for bookings				
		Compost food scraps and garden waste				
		Recycle glass, tins and plastics				
		Measures to reduce electricity consumption				
		Measures to conserve water (eg towel agreement)				
		Purchase items made from recycled paper/plastics				
		Purchase Fair Trade products				
		Purchase food and drink from local suppliers				

Your People - For Businesses which Employ Staff

Q26	How many staff do you employ?	Less than 5	5-10	10-20	More than 20

Q27 To what extent does your business comply with the following staff related issues?	Fully compliant	Mainly compliant	Limited compliant	Not compliant
A clear understanding of legislation				
A written job description for all employees				
Written contract/conditions of employment				
Ensuring a comprehensive staff induction programme, including health and safety, customer care, product knowledge, disability awareness and staff handbook				
Registration for tax and National Insurance for all employees				
A comprehensive training review and development plan for employees				
A training budget				
External training opportunities				
A displayed Health and Safety poster				
Accessible written proof of Employers liability insurance				

Catering - For businesses which serve food

Q28 Approximately what proportion of your food comes from local suppliers?	< 25%	< 50%	< 75%	< 100%

Q29 Do you have a written food safety management policy?	Yes	No

Q30 To what extent does your business comply with the following?	Fully compliant	Mainly compliant	Limited compliant	Not compliant
Possession of a food safety hygiene certificate				
Possession of personal and premises licenses for selling alcohol (if applicable)				
High standards of cleanliness and hygiene				
Strict standards of stock rotation and storage				
Ensuring that all health and safety regulations are met				
Ensuring that all staff handling food are suitably inducted and trained				
Provision of the appropriate toilet and wash basin facilities				
Ensuring all facilities are cleaned on a regular basis				
Provisions made in order to cater for vegetarians and other special requirements				
Ensuring appropriate provisions are made for chilling, cross-contamination, cooking and cleanliness				

Retail - For businesses which merchandise

Q31

How extensively does your retail strategy continuously address the following issues?	Fully	Adequately	Limited	Not at all
Service				
Setting				
Pricing				
Products				
Promotion				
Personnel				

Q32

How extensively do you address the following retail issues?	Fully	Adequately	Limited	Not at all
"Footfall" in your premises				
Stock layout				
Ensuring staff have a good commercial approach to stock management and display				
Encouraging an impulse to buy				
Ensuring the sales area is attractive, well lit, warm and interesting				
Ensuring a well presented in-store image and appearance				

About your organisation

Name of Organisation	
Address	
Postcode	
Telephone	
Email	
Web Address	
Contact Name	
I hereby confirm that all the details given on this self-appraisal questionnaire are true to the best of my knowledge	
Signed _____	Date _____

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