



OPERATING STANDARDS GUIDELINES

CruiseBritain represents a partnership of interests who are willing to embrace professional standards and who accept the challenges of working in a fast-moving growth sector of the British travel industry. Cruise is a specialist product for incoming tourism and this is acknowledged in the Operating Standards Guidelines which provide an indicator to cruise lines as to the levels of service and facilities which they can reasonably expect.

There are two levels: Gold Standard and Platinum Standard. Each member of CruiseBritain must comply with the Gold Standard as a minimum requirement of membership. By virtue of their membership of CruiseBritain, each member is demonstrating an appreciation of the positive effect that cruise calls have on the local and regional economy.

Included in this document are sections for:

- ▶ PORTS
 - ▶ Transit Calls
 - ▶ Turnrounds

- ▶ GROUND HANDLERS

- ▶ PORTS AND GROUND HANDLERS WORKING TOGETHER

- ▶ SERVICE AND EVENT PROVIDERS

- ▶ VISITOR ATTRACTIONS

▶ PORTS

▶ TRANSIT CALLS

GOLD STANDARD

The following facilities are required:

- Gangway/tender pontoons
- Pilot
- Tug assistance on request
- Waste handling on request
- Security ISPS compliant

Plus the following quayside facilities:

- Taxis on quayside
- Coach laydown area on quayside
- Restrooms (including for disabled)
- Welcome Desk (port or local tourist office) on request (can be located on board ship if appropriate)
- Covered Meet and Greet area: This can be in the form of a temporary facility such as a marquee but must be of a size that can offer shelter for passengers in adverse weather conditions, spot security checks, tourist information and should include limited seating.
- Enough space for correct management for taxis and shore excursion coaches so that tours can depart safely and quickly in order to optimise excursion time.

PLATINUM STANDARD

In addition to Gold standard facilities, the following are required:

- ATM machines
- Currency exchange
- Permanent covered Meet and Greet area

► TURNROUNDS

GOLD STANDARD

The following facilities are required:

- Gangway/tender pontoons
- Pilot
- Tug assistance on request
- Waste handling on request
- Security ISPS compliant

Plus the following quayside and terminal facilities:

- Maximised clutter-free space in and round the terminal for check-in and baggage handling
- Taxis on quayside
- Coach laydown area on quayside
- Restrooms (including for disabled)
- Telephones
- Restaurant/Café*
- Newsagent*
- ATM Machine*
- Mail Box*
- Parking
- Baggage Handling/Porters
- Sufficient check-in staff to minimise queuing

*can be located up to 500m from the terminal

Plus, the following directional signage:

- To the Port
- Within the Port to taxis, parking, facilities, terminal
- Within the terminal to check-in, baggage control, Customs & Immigration and embarkation.

PLATINUM STANDARD

In addition to Gold standard facilities, the following are required:

Terminal facilities:

- Wi-Fi access
- Air Conditioning
- Currency exchange

Additional facilities or services:

- Good transport (air, road, rail and sea) links
- Wide selection of hotels for over-nighting passengers and for crew changes
- Wide selection of additional services within the local economy. This could include bunker supplies, selected food and drink supplies, fresh local produce, flowers and specialised engineering services.

► GROUND HANDLERS

GOLD STANDARD

The following is required:

- Understanding of port issues including Health & Safety, security & Transec regulations
- Awareness of cruise lines Risk Assessment requirements as it affects tour operations
- Awareness of any specific security/customs/immigration requirements affecting operations throughout the day
- Demonstrable knowledge of range of accessible destinations and scheduling of shore excursions to allow passengers to enjoy the destinations.

PLATINUM STANDARD

In addition to Gold standard services, the following are required:

- Appreciation of local sensitivities and environmental issues through co-operative working with local destinations and sympathetic scheduling
- Consideration of sustainable and responsible tourism when programming tours

► PORTS & GROUND HANDLERS WORKING TOGETHER

GOLD STANDARD

There is a strong requirement for Port & Ground Handlers to accept the principle of working together for mutual benefit and for the benefit of all ship operations.

- Port & Ground Handlers to have regular dialogue to share information on issues affecting the overall call and the shore excursions
- Early notification to Ground Handlers of potential double bookings
- Joint appreciation of the effect that too many ships on a single day will have on the supply of coaches and guides, and on over-crowding at venues/attractions – and a willingness to address issues that arise.
- Port considerations in arranging sufficient quayside space for coach marshalling and tour dispatch
- Sufficient security screening facilities as required to facilitate passenger re-embarkation
- Ground Handler understanding of port issues and their overall commercial interests

► SERVICE AND EVENT PROVIDERS

GOLD STANDARD

The following is required:

- Coaching standards/cleanliness and equipment to be consistent with cruise passenger expectations
- Regional and local Tourism Boards to promote Guide training and language skills

- Drivers and Guides to adhere to dress codes as advised by cruise lines and Ground Handlers
- Restaurant/hotel meal facilities to maintain standards as advised to them in accordance with cruise lines Risk Assessment requirements
- Tourist Office information services to maintain presence at ports for cruise calls
- Local dancing/singing shows to offer services for on-board entertainment
- Supply of smart, professional taxi drivers with clean, well-maintained vehicles
- Standardisation of taxi fares with tariff board on display
- Supply of vehicles suitable for disabled passengers

PLATINUM STANDARD

In addition to Gold standard services, the following are required:

- Local town commerce appreciation of the value to their businesses
- Flexible shop opening hours including Sundays and Bank Holidays
- In large cities where local Government is a service provider in respect of coach parking there should be adequate facilities for parking/drop-off and pick-up
- Excellent supply of smart, professional taxi drivers with clean, well-maintained vehicles

► VISITOR ATTRACTIONS

GOLD STANDARD

The following is required:

- Maintain regular flow of information to Ground Handlers especially for closure dates and special events
- Reduced entrance fees for large groups
- Adequate coach parking facilities
- Facilities for disabled passengers
- Restroom facilities
- Shopping availability
- Marketing considerations in conjunction with Port & Ground Handlers

- Supply appropriate foreign language audio guides
- Demonstrate awareness of independent visits by cruise passengers

PLATINUM STANDARD

In addition to Gold standard services, the following are required:

- Acceptance of US Dollar and Euro currency notes
- Venue familiarization visits for Ground Handlers
- Provision of appropriate foreign language-speaking staff
- Restaurant/café
- Refreshment offered to coach drivers
- Discount shopping offers to cruise passengers
- Additional reduced entrance fees for large groups

For further information on CruiseBritain and its members please visit www.cruisebritain.org or contact us info@cruisebritain.org

