

Is Your Establishment Changing Ownership or are you New Owners?

If an establishment is changing ownership or control of the establishment is changing, whether this is the immediate owner or a parent organisation please notify Hotel Services Customer Support in writing as we need to implement a change of hands procedure. Please include details of the new proprietor(s) and the date when they will take over.

If you are the new owner of an establishment please telephone our Customer Support Team on 01256 844455 and they will discuss the change of ownership process and how to apply for AA Recognition.

In our Terms and Conditions, AA Recognition is terminated when a change of ownership takes place. AA Recognition is non transferable so a new owner must apply in their own right for AA Recognition.

Fees already paid by existing owners are non refundable.

New owners will be sent a Change of Ownership pack with details of the joining fees, questionnaire and application form. If an application to join the AA Recognition Scheme is not received within 6 weeks the establishment will be withdrawn from the scheme and a letter written to confirm this. We would also request that all reference to the AA, any signage, logos etc. be removed immediately.

If a proprietor changes their mind at a later date and wishes to join they may do so as a new applicant.

Some Helpful Q & A's

The people I bought this establishment from had a rating of 4 Stars, can I advertise in my local guides as this?

No, the rating that the previous owners had is not transferred over. Any ratings and awards (Merit Score, Rosettes, Red Stars and Yellow Stars Highly Commended) are withdrawn. Once an application is made you will appear with an 'Unconfirmed' rating until the inspection is completed and you received your grading. The AA website will be amended to show this 'Unconfirmed' rating.

I do not want an inspection straight away, can I delay making an application until I'm ready?

We cannot leave an establishment in the state of Change of Ownership for too long. You can either make an application and ask for a delay in the inspection (being aware that the internet will show an 'Unconfirmed' rating for your establishment), or we can withdraw recognition of the establishment and you can apply when you are ready.

Will my establishment keep its existing star rating (Quality Standard)?

Normally that will be the case. However, it may be that on our inspection we will find that you have made certain operational or physical changes, which means we have

to recommend a different rating. The proposal and the reasons will be fully discussed with you.

Can my establishment have a different star rating with the Tourist Board and the AA?

All Tourist Boards inspect under the same criteria. However, a panel of senior managers from the organisations (TRG) would resolve any anomaly arising from different inspection results.

My hotel has a Merit (formerly Quality Assessment) Percentage Score – what is that?

With many hotels in each of the star ratings (there are over 1500 hotels at both two and three star level), the AA provides a method of comparing quality **within each rating**. All our hotels are given a Merit (Quality Assessment) Percentage score. This is based on the quality of services and facilities provided.

Will my hotel keep its existing Merit (Quality Assessment) Percentage Score?

Not necessarily. The AA Merit Score relates to all aspects of hotel keeping – hospitality, quality and range of services, housekeeping and cooking of all meals, as well as the quality and range of physical facilities. While you may keep the fabric of your new hotel more or less the same, we find that new owners generally apply different operational standards. This inevitably means a change of percentage score when we carry out your initial inspection.

Will my hotel keep its existing Red Star (Inspectors' Choice) award?

No. AA awards are not automatically carried forward on change of hands. A Red Star (Inspectors' Choice) award is dependent on many soft attributes of hotel keeping, e.g. service, hospitality, approach and ethos as well as the physical aspects, such as bedrooms and public areas. Many of these relate to the personal style and management of the owners. For these reasons, Red Stars are automatically withdrawn on change of hands (and removed from the AA website), and would need to be re-won by new owners.

My establishment has an AA rosette award – will I retain the award?

Probably not. AA awards are not automatically carried forward on change of hands. Awards of 3, 4 or 5 AA Rosettes are **automatically suspended** on change of hands. New owners generally have an impact on the kitchen, menu, and cuisine vision. Where the chef stays in place, an award of 1 or 2 AA Rosettes will remain in place until the next inspection. This means that your establishment will continue to feature the Rosette award on the AA website (theaa.com) for the time being. Where the chef leaves on change of hands, the award will be suspended until the next inspection.

Why doesn't the AA carry forward its Rosette awards?

Many circumstances can be different on a change of hands. The chef, of course, may change. Even where the chef remains, you may make alterations to the vision and policy for the kitchen, the menus and the way the kitchen works. Any of these can have an impact on the style and quality of cooking from the kitchen.

When will my first inspection take place?

The area inspector will carry out a visit to your hotel between six and eight weeks after your application and payment have been processed - unless you have advised us to postpone the visit. If you would like to postpone the first inspection (perhaps because you are carrying out physical improvements or changes; or are making staff

changes), then please contact the office and we will be happy to discuss the inspection timetable with you.

When are AA Awards announced?

Rosettes – for 1 or 2 Rosettes you will be informed shortly after your inspection. For 3, 4 and 5 Rosettes, there are announcements twice a year – in January and then around September at the time of the launch of the AA Restaurant Guide.

Red Star Hotels and Special Awards (such as AA Hotel of the Year) - these are publicly announced around September with the launch of the annual AA Hotel Guide. Winners are informed shortly before that. The AA awards website contains details of all categories and events, please visit www.AAHospitalityAwards.com

When are Yellow Stars Highly Commended awards announced?

These are announced in June. This award recognises the very best of the 3, 4 and 5 star guest accommodation.

For further information, please visit www.AAHotels.com or call the Hotel Services Customer Support team on 01256 844455.