

Guest Accommodation Recognition Fees

Pay & join now with renewal due January 2019*

FULL RECOGNITION

Number of rooms	Standard fee (exc. VAT)	Standard fee (inc. VAT)
1	£286.00	£343.20
2	£306.00	£367.20
3-4	£326.00	£391.00
5-10	£418.00	£501.60
11-15	£459.00	£550.80
16-20	£490.00	£588.00
21 Plus	£520.00	£624.00

ASSOCIATE MEMBERSHIP

This is a marketing only option if you have a current rating with the tourist board

Rating	Standard fee (exc. VAT)	Standard fee (inc. VAT)
Associate	£204.00	£244.80

Please select the non-refundable fee based on the number of rooms your establishment has.

You can pay by BACS, cheque, credit or debit card. Just complete the relevant details on the application form for AA recognition.

Contact AA Hotel Services on 01256 844455 or email
HotelServices@theAA.com for further information.

All prices valid until 30th April 2018.

*This covers membership from date of purchase until 31st December 2018.

Associate membership only valid if establishment has a current rating from a tourist board.
Terms and conditions apply - See reverse application form or view online

Application for AA Recognition **Guest Accommodation**

Publicly available information - this information may be made available worldwide

1. Establishment details

Manager's Tenant's name:

(if different from the owner's details below)

Establishment name:

Address:

Postcode:

Tel no (inc area code):

Email address:

Website address:

2. Establishment operation detailsIs the establishment open all year round? YES NO

If not, dates when closed: _____ to _____

Total number of bedrooms: _____

Number with ensuite bath / shower and WC: _____

Number with private bath / shower room and WC: _____

Number without ensuite, private bathroom or wash hand basin: _____

Information restricted for AA use

3. Ownership details

Name of the owner (the "Applicant"):

Address of the owner (if different from site address):

Postcode:

4. Accommodation prices

Prices must include VAT and service charges where applicable

Single room: Min: _____ Max: _____

Double room (2pp): Min: _____ Max: _____

Are the prices quoted above for the room only? YES NO If NO, do prices include breakfast? YES NO Do prices include dinner? YES NO Do you accept credit cards? YES NO **5. Scheduling initial inspections**

Please state any times when an inspection would be inconvenient. This will impact on the timing of your initial inspection, eg. current or planned renovation/refurbishment programmes:

6. Rating with other organisations

If applicable, please specify the organisation and current rating you hold:

Anticipated Star Rating (please select one):

1 2 3 4 5

7. Data Protection Act (also see Terms and Conditions)

By providing the requested data you consent to it being held and processed in accordance with clause 26 of the terms and conditions set overleaf.

8. Declaration

I confirm I have read the Quality Standards.

I apply for the establishment named to be considered for recognition by the AA. I confirm the information provided is correct and that I accept the terms and conditions set out overleaf.

I wish to apply for Guest Accommodation I have read the Quality Standards:

SIGNED: _____ NAME: _____

POSITION: _____ DATE: _____

9. Registration feeI enclose the **non-refundable registration fee**, which includes VAT:

£ _____

Method of payment - please complete section A, B or C and tick the appropriate boxes**A. Cheque payment**

Please make cheques payable to AA Media Ltd and send together with this form to:

AA Hotel Services, Fanum House, Basing View, Basingstoke RG21 4EA

B. Card payment

You will receive an invoice. Please telephone credit control on 01256 492424

C. Direct Debit payment

Please complete enclosed Direct Debit mandate and return. Schedule to follow.

AA Recognition Terms and Conditions

In these terms and conditions the "AA" means AA Media Limited of Fanum House, Basing View, Basingstoke, Hampshire, RG21 4EA, registered number 06112600 England, the "Applicant" means the person(s) or body (incorporated or non-incorporated) who or which applies to have an establishment recognised by the AA under its recognition scheme and the "Establishment" means the Hotel or Guest Accommodation in relation to which an application for recognition has been made.

"Hotels" means all applicant hotels, "Guest Accommodation" means all applicant Guest Accommodation.

1. Once the AA has received the Applicant's completed application form and the appropriate non-refundable registration fee, the AA will arrange for an Inspection of the Establishment. If the Applicant is successful, the initial recognition year will commence upon confirmation of the appointment and end on the 31 December of that calendar year unless otherwise agreed between the parties in writing. Each subsequent recognition year commences on 1 January.

2. The AA will give consideration to the content of the relevant inspection report but any decision as to an Establishment's recognition, including any quality standards rating or quality scoring, is entirely at the discretion of the AA. The recognition criteria may vary from time to time and are only indicative of the matters the AA will consider and in no way restrict the AA's discretion with respect to recognition. From time to time the AA may make special awards to an Establishment in recognition of particular merit or of standards being achieved. Such awards are again entirely discretionary and may be withdrawn by the AA at any time.

3. Prior to confirmation of appointment the Applicant will provide a completed database questionnaire and an appropriate photograph of the Establishment. The applicant gives permission to the AA or its representatives to enter the Establishment site at any time to take and create photographs of the Establishment. The copyright and all other rights title and interest in and in respect of such photographs shall vest in the AA.

4. In the event that the AA appoints an Establishment under the recognition scheme and any applicable annual recognition fee (or part thereof), as notified to the Applicant from time to time, has been or is paid to the AA, then, throughout the currency of the Establishment's recognition, the Applicant shall be entitled:

4.1 to order and display an applicable AA recognition sign at the Establishment site subject to the payment of the relevant rental fee and to the terms and conditions referred to on the sign order form, which will be forwarded to the Applicant should AA recognition be granted. Such sign(s) must be obtained from the AA.

4.2 to display an accurate reproduction of the AA logo on the Establishment's letterheads, brochures and appropriate promotional material in a manner which correctly indicates the Establishment's AA recognition from time to time.

5. The Applicant shall ensure that it complies with all laws and regulations in connection with any promotion of its AA recognition. If there is any change in the nature of level of an Establishment's recognition the Applicant shall, without delay, ensure that this is accurately reflected in any materials it produces or exhibits (including any AA signs) in relation to such recognition.

6. The Applicant hereby warrants and represents and it is fundamental to this agreement that (i) the Establishment and the management of it will at all times comply with all applicable laws including those relating to disability, access, discrimination, health and safety, and (ii) that all necessary and appropriate policies of insurance including those that cover occupiers and other persons liability have been procured and shall be maintained.

7. The AA name and trademarks are the property of the AA and other than as expressly granted by the AA, the Applicant shall not obtain any right or title in or to the same. The benefit of all use of the AA name and trademarks and any goodwill accrued shall inure to the AA.

8. The Applicant warrants that any information provided by itself, its agents or representative to the AA in relation to or in connection with the Establishment is accurate and that it will notify the AA promptly of any changes to such information.

9. Whilst the AA is providing its services under the recognition scheme the Applicant hereby grants to the AA the right to use and to allow other relevant people to use all data and information including photographs that are provided by the Applicant for all relevant purposes and media under the recognition scheme. The Applicant warrants that they are entitled to grant these rights.

10. Whilst the AA will use all reasonable endeavours to ensure the accuracy of any free entry relating to the Applicant's Establishment which is published above, the Applicant agrees that the AA shall not be responsible for any errors or omissions in such entries, or for any failure to include any such free entry in any publication, and that the AA shall not be liable for any loss, damage, cost or expense incurred by the Applicant as a result of any such error or non-publication. The AA shall, as a matter of goodwill, take all reasonable steps to rectify any errors made.

10.1. Without prejudice to clause 10 and subject to clauses 10.2 and 10.3, the AA's liability to the Applicant hereunder with regard to any claim or series of connected claims, whether in contract, tort (including negligence or breach of statutory duty) or otherwise, shall, unless agreed in writing, be limited to the amount of the annual recognition fee paid or payable by the Applicant to the AA with respect to the Establishment concerned for the period during which the incident or series of connected incidents giving rise to liability occurred.

10.2. In no circumstances shall the AA be liable in contract, tort (including negligence or breach of statutory duty) or otherwise, howsoever caused, i) for any increased costs or expenses of ii) for any loss of profit, business, contracts, revenues or anticipated savings or iii) for any special, indirect or consequential damage of any nature whatsoever.

10.3. Nothing in these terms and conditions shall, or shall be deemed to exclude the AA's liability, and the AA accepts liability, for death or personal injury resulting from negligence as defined in Section 1 of the Unfair Contract Terms Act 1977.

11. For each year of Establishment recognition the Applicant shall:-

11.1. Pay to the AA the annual recognition fee (and applicable taxes) by 28 January of the relevant recognition year, or quarterly if you have opted to do so;

11.2. immediately advise the AA of any change of ownership or control of the Establishment, whether this is of the immediate owner or of a parent organisation;

11.3. supply information relating to the establishment to employees, agents or representative of the AA upon request or as otherwise required by these terms and conditions;

11.4. investigate promptly any complaint or dispute received by the AA in regard to the Establishment, and to co-operate fully with the AA in the resolution of such complaint or dispute;

11.5. allow and facilitate access to employees, agents or representative of the AA to the Establishment for the purposes of any inspection, which the AA wishes to carry out in connection with a recognition (existing or prospective) ("Inspection"). The Applicant agrees that telephone calls made by the AA to arrange bookings for inspections may be recorded or the purposes of assessing quality; and

11.6. pay to the AA, on receipt of the relevant invoice and in accordance with any specified payment terms, any fee that may be required including without limitation those in connection with advertising and the rental of the AA recognition sign or signs.

12. Any Hotel shall waive or refund the cost of the bed and breakfast for both the initial and subsequent Inspection(s) upon checkout. For the avoidance of doubt, the inspector will pay for all other expenses including meals (excluding breakfast), beverages and parking. Any Guest Accommodation Inspection shall be paid for in full by the inspector.

12.1 Hotels shall receive an annual overnight Inspection. Guest Accommodation applicants shall receive an overnight inspection once every four years and a day visit inspection all other years.

13. The Applicant warrants that it is fully entitled and authorised to enter into a recognition agreement with the AA in accordance with these terms and conditions and, in particular, that any licence it grants to the AA does not infringe any third party rights. The Applicant hereby agrees to indemnify the

AA against all losses, costs, expenses, damages or claims resulting from the Applicant's breach of these terms and conditions or of any warranty given hereunder by the Applicant.

14. The Applicant understands and agrees that the annual recognition fee however payable whether at once or quarterly, is non returnable by the AA and relates to and is payable for the recognition, services and benefits that the Applicant and Establishment receives throughout the applicable recognition year.

The AA shall be entitled to charge the Applicant interest on any overdue sum from the date when payment is due until the date of actual payment (as well after as before judgement) at a rate per annum of 4% above the base rate from time to time of Barclays Bank Plc. Such interest shall accrue from day to day and shall be paid subject to any withholding tax.

15. At all times the AA reserves the right to make further inspections of the Establishment and in the event that following such inspection, or otherwise, the AA, at its absolute discretion, alters or withdraws the recognition, including any rating or quality scoring, the Applicant shall observe and shall be bound by such decision.

16. If an Establishment is to be sold as a going concern and the new proprietor:

16.1.1 does not want to continue with the recognition scheme, the AA rating will be withdrawn from and including the completion date of the Establishment transfer. The outgoing Applicant will be responsible for all and any recognition fees and applicable taxes that remain due.

16.1.2 The outgoing Applicant will also be responsible for the removal of any AA sign(s) and/or award(s) from the Establishment, and removing the AA logo and all references to the AA from, including but not limited to, the Establishment and any applicable marketing channels, websites, apps, stationery; or

16.1.3 does want to continue with the recognition scheme, the AA rating (but for the avoidance of doubt this does not include any AA awards) may be continued subject to the following:

- a. the outgoing Applicant has paid all fees in full for the current scheme year (any direct debits should remain active until any outstanding balance is paid);
- b. the Applicant has provided full forwarding contact details, full contact details of the new proprietor and the completion date that the Establishment will be transferring;
- c. the new proprietor has made an AA recognition application and pays in full or by direct debit the relevant new application fee within 30 days of the completion date of the Establishment transfer; and
- d. an AA inspection is carried out within approximately 8 weeks from receipt of such application and confirms the AA rating.

16.2 If the AA rating is to be continued in accordance with clause 15.1.2 and all fees are paid in full, the AA will use its discretion as to whether the outgoing Applicant is entitled to a pro rata refund for any complete months remaining in the current scheme year.

17. The Establishment's AA recognition will immediately terminate upon the occurrence of any of the following events:

17.1 notification by the AA that the AA has withdrawn the Establishment's AA recognition; or

17.2 if the Applicant goes into liquidation other than a voluntary liquidation for purposes of reconstruction or if a manager, receiver or encumbrancer takes possession of or is appointed over the whole or a substantial part of the Applicant's assets or if the Applicant enters into an arrangement or composition with or for the benefit of its creditors (including any voluntary arrangement) or a petition is presented or a meeting is convened for the purpose of making an administration order or if the Applicant ceases to carry out his business or if the Applicant becomes insolvent.

18. The AA shall be entitled to terminate the Establishment's recognition forthwith by notice in writing:

18.1 Where the Applicant has not paid any applicable annual recognition fee (or part thereof) which has accrued due to the AA under these terms and conditions or any other agreement with the AA with respect to the payment thereof;

18.2 Following any material breach by the applicant of these terms and conditions.

18.3 Where the acts being of a serious nature of the Establishment, the Applicant or any other person who is employed by or associated with the Establishment would in the reasonable opinion of the AA directly or indirectly damage or would be likely to have a material adverse effect on the interests, name, trademarks and good standing of the AA.

19. The Applicant shall be entitled to terminate the Establishment's recognition at any time on the giving to the AA of at least 28 days notice in writing. For the avoidance of doubt the full recognition fee shall be payable by the Applicant for the recognition year notwithstanding termination by the Applicant during a recognition year.

20. Any termination of an Establishment's recognition, howsoever occasioned, is without prejudice to any right or liabilities then accrued, including, without limitation, the AA's rights to any annual recognition fee (or part thereof) which has been invoiced and in relation to which payment has not been received within the payment period set out in clauses 11.1 and 13 above or as otherwise agreed with the AA.

21. On termination of the AA Establishment recognition, howsoever caused, the Applicant shall immediately:-

21.1 comply with the terms and conditions of the sign order form, in particular, unless otherwise notified by the AA, at the Applicant's own expense remove all recognition signs from the Establishment site and return them to the AA;

21.2 make no further use of, and withdraw from circulation, any documents or other material (including, but not limited to, headed writing paper and promotional brochures) showing the AA logo or otherwise indicating an existing or past AA recognition;

21.3 make no further representation, in any form that the establishment holds or has held an AA recognition.

22. If, after 28 days following termination of the AA establishment recognition, the Applicant has not returned any AA recognition sign(s) to the AA, then the Applicant shall allow the employees, agents or representative of the AA such access as they require to the Establishment site to remove all AA property contained therein. The Applicant shall pay to the AA all costs and expenses thereby incurred.

23. The AA may assign or novate this agreement to any other AA group company at any time.

24. These terms and conditions supersede and replace any and all prior arrangements, whether oral or written, between the AA and the Applicant relating to the AA recognition of the Establishment. No amendment to these terms and conditions shall be effective unless agreed in advance in writing by the AA. The AA reserves the right to amend these terms and conditions at any time on the giving of 14 days notice in writing to the Applicant. The AA's failure to enforce or rely on any of these terms and conditions on a particular occasion or occasions will not act as a waiver of the AA's rights there under and will not prevent the AA from subsequently relying on or enforcing them.

25. These terms and conditions are to be interpreted in accordance with the English law and subject to the non-exclusive jurisdiction of the English courts.

26. Nothing in these terms and conditions shall confer, or is intended to confer, on any third party any benefit or the right to enforce any term under the Contracts (Right of Third Parties) Act 1999.

27. The AA shall not be deemed to be in default of any provision of these terms and conditions as a result of its inability to perform these terms and conditions because of circumstances beyond their control such as, without limitation, Act of God, fire, flood, unavailability of materials, strike, national calamity, lockout, war, or any order or enactment of legally constituted authority of any country.

28.1 Any personal data you provide will be held securely and in accordance with the Data Protection Act 1998. The AA will use your personal data for the purpose(s) for which you have provided it. It may also be used for marketing, offering renewals, research and statistical purposes and crime prevention.

28.2 The AA may need to disclose personal data to a third party so that the service you requested can be provided. It may also be necessary to transfer it to countries outside the European Economic Area. Where this happens, the AA will endeavour to ensure that any recipient of your data will treat it with the same level of protection as the AA would.

28.3 Your data may be disclosed to regulatory bodies for the purposes of monitoring and/or enforcing compliance with any regulatory rules/codes.

28.4 In the case of personal data, with limited exceptions, you have the right to access and when necessary rectify information held about you by formal written application to the AA's Data Protection Officer, at Fanum House, Basing View, Basingstoke, RG21 4EA.

28.5 By providing the AA with your personal data and contact details, you consent to the use of that data and to your being contacted by any AA group company, by post, telephone, e-mail, SMS or other electronic means, to inform you about products and services which it considers may be of interest to you. However you can contact the AA Data Protection Officer in writing at any time to object or suppress some or all marketing of AA products.

28.6 We may monitor and record communications with the Applicant (including phone conversations and emails) for quality assurance, legal, compliance and training purposes.

AA Media Limited

Registered Office: Fanum House, Basing View, Basingstoke, Hampshire RG21 4EA
Registered Number: 06112600 England

AA

MEMBERSHIP BENEFITS

Working with you

Recognising



Excellence

AA Recognition**

- Annual inspections carried out by your AA inspector, a valuable resource within the hospitality industry who you can call on throughout the year for their professional advice. *
- Post-inspection discussion with your AA inspector. An opportunity to ask questions and discuss any feedback with the aim of improving the guest experience. This gives you the opportunity to share best practice and great ideas. *
- Benefit from the personal service provided by both the AA trained inspectorate and in house Customer Service team.
- STR data is used to enhance our hotel inspection reports giving independent hotels an idea of where they sit in the market place and something to bench mark themselves against.*
- Annual star rating and awards certificates.*
- New members receive a free wall plaque to promote and advertise their AA Recognition and quality rating.
- Inclusion in our B&B or Hotel Guides (published annually in September) with the opportunity to add additional advertising.
- The AA offers a range of awards for full members of the Hotel and Guest Accommodation scheme. * These include:
 - Gold Star awards for the best guest accommodation.
 - Breakfast and Dinner awards for guest accommodation.
 - Breakfast award for Hotels
 - Inspectors' Choice Red Stars for outstanding hotel
 - Silver Stars awarded to highly recommended hotels and guest accommodation with a superior level of quality.
 - AA Rosettes are awarded for culinary excellence making them among the finest restaurants in the UK.
- Eligibility for our prestigious annual Hospitality Awards. The event celebrates the best of the best in the industry benefiting from great press coverage and marketing benefits.*
- Unlimited use of the UK's most trusted brand in all of your promotional material helping to endorse the quality of your business.
- Quarterly InTouch magazine produced in association with the Caterer provides regular AA and industry updates, keeping you abreast of current trends, news and events.
- The opportunity to attend free workshops throughout the year where you can network with peers within the industry, meet the inspectorate team and benefit from the expert knowledge of some of our partners.
- Full page on the AA.com with links to your own web page, direct booking and up to 5 landscape images.

Partner Benefits**



ReviewPro* - Free AA version of Reviewpro dashboard to manage online reviews and feedback***

ReviewPro is the leading provider of Guest Intelligence solutions for the hospitality industry and helps accommodation providers understand the impact and implications of guest feedback/reviews. The AA ReviewPro on-line tool will help you to manage and respond to reviews and to prioritise where action is needed to drive higher guest satisfaction.

For further information about the tool visit www.reviewpro.com/theaa or sign up and take advantage of this FREE benefit:

- **Send your contact name and email address to hotelservices@theaa.com and you will be sent a login by Reviewpro to access the online tool**
- **Webinars are available to help you get the most from the application which his simple and straightforward**

***Free version available to new Reviewpro members, existing members please speak with your account manager

The British Hospitality Association - 15% Discount

BHA is the private sector forum for the UK's 4th largest employer. The BHA aims to be the single most powerful voice actively championing the interests of the whole industry and its business partnership scheme. This enables the best suppliers and partners to the industry to participate in developing insight and sharing best practice. AA members benefit from 15% discount off a years membership. For more information

Call: 0207 404 7744 Email: membership@bha.org.uk Web: visit www.bha.org.uk

Belu Water – Free of Charge Filtration Systems

Whether you use bottled mineral water or filtration, Belu Water has the most sustainable and ethical solution for you. Belu Water is the UK's most ethical water brand, taking every initiative to reduce impact on the planet and giving ALL profits to the charity WaterAid, to end water poverty. AA members are eligible to receive a FREE top quality filtration system in return for facilitating a £1 voluntary customer donation for WaterAid whenever filtered water is served.

To find out more and book in a free site visit,
contact [Hannah hannah@belu.org](mailto:hannah@belu.org) 07983 148695 www.belu.org

Institute of Hospitality – Join the industry’s professional body for £99 (over 40% discount off annual membership)

The Institute of Hospitality is the professional body for individual managers and aspiring managers working and studying in the hospitality industry.

Being a member demonstrates your commitment to professional management to both your staff and your guests. The better informed you are, the better equipped you will be to manage your business.

Visit www.instituteofhospitality.org/AA2017 to see the full range of benefits and to join at the special £99 rate for AA members (quote AA17). Note this offer is for new members only.

T: 020 8661 4900 E: membership@instituteofhospitality.org [@IoH_Online](http://www.instituteofhospitality.org)

PSL - Your food solutions partner

We're your food solutions partner focussed on food procurement, recipe costing and allergen management for the hospitality industry.

We have a team of experts of more than 70, equating to over 1,000 years of experience within the hospitality industry. Our success has been based on forming lasting relationships with our clients, as well as more than 150 accredited suppliers who help to ensure we continually supply the highest quality standards of food whilst controlling costs and increasing profits and margin. Our clients, suppliers and staff members are the three key partners which form one formidable team, whereby success only occurs when all three stakeholders benefit.

Call: 01926 315 111 Web: www.yourpsl.com Email: info@psl-uk.co.uk

STR Global - Available to all AA members

Free Market data, Plus 3 Month Free trial of our STAR programme
Existing clients – 3 month Free Upgrade

How well is your hotel performing? Contact us to find out.

STR is the leading provider of hotel benchmarking worldwide. Whether your hotel is large or small, city based or in the countryside, Independent or part of a chain our data will shine new light on your performance within your market.

Join the 57,000 hotels worldwide using STR and see how we can help you make better business decisions.

Call: 0207 922 1930 Email: sales@str.com www.strglobal.com

Food and Travel Magazine - Discounted subscription for AA members

Save almost 50% off the cover price with an annual subscription to Food and Travel magazine for just £24 (normally £44). Every issue we bring you the destinations to visit, hotels and restaurants to know about, inspiring chefs, stunning ingredients and what's in season, in vogue and indispensable.

If you wish to join the hundreds of others who take bulk copies for their guest and public rooms, we can offer copies as low as £1.48 each (subject to quantity, minimum order of 50. For orders between 20-50 copies each month, the price is £1.65/copy. Both include delivery to one UK address).

To take advantage of this subscription offer, visit bit.ly/AAmembers or call 01293 312 162 quoting 1954. For bulk copies, call Vanessa on 0207 501 0521. For those who prefer to read on the go, get your digital subscription at bit.ly/fandtdigital.

eviivo - 10% discount on the full eviivo suite subscription (offer available to new customers only)

For anyone with rooms to sell and a story to tell. eviivo suite makes taking bookings hassle free for independent hotels, guest houses and B&Bs. Manage bookings from your website and all the leading travel sites in one simple click, confirm bookings and take payment, anytime, anywhere, on any device. Subscribe now to the full eviivo suite and receive 10% discount on your monthly subscription.

Call: 0800 422 0088 Email: enquiries@eviivo.com Web: www.eviivo.com

Villeroy & Boch

Villeroy & Boch is a world leader in tableware and is renowned as an international brand which is continually at the forefront of innovation and design. Chefs around the globe appreciate the quality of Villeroy & Boch's porcelain designs as the basis for the perfect presentation of their culinary creations. Contact Villeroy & Boch to find your local distributor and hear about their latest offers and promotions.

Call: 0208 875 6017 Email: riz.zangie@villeroy-boch.co.uk Web: www.1748club.co.uk/tabletalk



Partner Benefits *continued***



Direction Hospitality Training - 15% Discount

Well trained staff is a must in hospitality but finding the time and budget can be a challenge. Direction Hospitality Training provide programmes of online learning written by professional hotel operators using best practice standards, at a fraction of the cost of standard courses. Translating classic training techniques to the screen, the online programmes provide a benchmark of service excellence in your business.

As SME specialists, Direction Training offer a special package to make training accessible to the smallest business along with a range of modules that can be bought directly from the website.

Call Judith or Graeme on 01252 890995 or e mail Judith on judith@dtasc.co.uk

Website: www.direction-associates.co.uk

AA Benefits**

Driving School - £36.00 Off

Learn to drive with the AA Driving School, top ranked driving school in the Voxburner Youth Brands 2016 . Our instructors believe the more you relax, the more you learn and if you enjoy your lessons, chances are you'll build up your confidence and driving skills. The AA Driving School exclusively uses fully qualified instructors. To get £36 off your first 6 hours with AA Driving School.

Call 0800 316 0513 & quote ref AP. Web: theAA.com/driving-school

AA Tyres - 2.5% Off

Buy your tyres online and get free mobile tyre fitting at home or work and at a convenient time to suit you.

Call 0800 0093528 quoting reference AAMB

AA Breakdown

Join now (any membership level) and receive 20% discount off the current online price. Offer open to new members paying on a continuous annual or monthly basis only. *AA Breakdown Cover is arranged by Automobile Association Insurance Services Limited which is authorised and regulated by the Financial Conduct Authority*

Telephone 0800 085 2721 quoting F1262.

***Please note that benefits are subject to change and are correct at time of going to print.*

AA Media Limited. Registered office: Fanum House, Basing View, Basingstoke, Hampshire, RG21 4EA.

Contact Us

For any queries please call our in-house customer service team:

Tel: 01256 844455

Email: HotelServices@theAA.com

Mon - Thurs 9am to 5pm Friday - 9am to 4pm

Training & Consultancy:

theAA.com/hospitality-solutions

Referral for payment/invoice queries call:

Tel: 01256 492424

Advertising Sales:

Tel: 01256 491546

Email: advertisingsales@theAA.com



Follow us on [@AAHospitality](https://twitter.com/AAHospitality) and [@TheAA_Lifestyle](https://twitter.com/TheAA_Lifestyle) for regular updates on newest additions to the scheme, hospitality news content, interesting stories from our establishments, updates on the Awards events and much more!