

Hotel Services





The AA has been recommending and assessing hotels for over a century, and in 2008 celebrated 100 years in the hospitality industry.

i Each year the AA inspectorate team visits and rates **thousands of establishments**, from hotels and restaurants to guest accommodation, campsites and self catering properties.

AA-rated establishments receive a **nationally recognised rating** and benefit from exposure **across a range of print, online and digital media**, plus a host of **benefits and discounts** from AA businesses and industry partners.

i In 2013, the AA is still relied upon by many for its trustworthy and objective ratings system.

AA Ratings Schemes

The AA is the only pan-Britain accommodation assessing organisation, and inspects under a set of common standards shared with the three national tourist boards, ensuring consistency with every accommodation rating scheme in the UK.

The AA assesses serviced accommodation under two recognition schemes: the Hotel scheme and the Guest Accommodation scheme.



Both schemes have minimum operating requirements and **quality standards** that assessed accommodation must adhere to in order to achieve and retain their AA recognition.





AA Rosettes are awarded to hotels, restaurants, pubs and B&Bs that serve food of a commendable national standard.



Rosettes were first introduced over fifty years ago as an award system reflecting and recognising the emergence of British hotel cooking after fifteen years of rationing; and in 1992 the AA Rosette scheme was revised as the five-tier rating system that is recognised today.



Of all the restaurants across the UK visited anonymously by AA inspectors, **approximately 10%** are of a standard worthy of one Rosette and above.

AA College Rosette Award

The Inspection Process

- ✔ -Inspection by qualified AA Restaurant Inspectors
- ✔ -Discussion with students, lecturers
- ✔ -Review of menus
- ✔ -Balanced view of service times
- ✔ -Full report completed, based on industry and experiences.



Introducing AA College Rosettes



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Establishments will have a clear and recognised commitment to students and the industry. The restaurant will have had an inspection as part of the programme, however requires greater strength and confidence before an award can be given. The restaurant will be working towards either the level 1 or 2 award.



Introducing AA College Rosettes



Restaurants serving food prepared with care, understanding and skill, using good quality ingredients. These restaurants will be achieving standards that stand out in their local area and within the currently benchmarked colleges. Guests within these restaurants should be able to eat in with confidence and a sense of anticipation for cuisine prepared and served with care and attention to detail.



Introducing AA College Rosettes

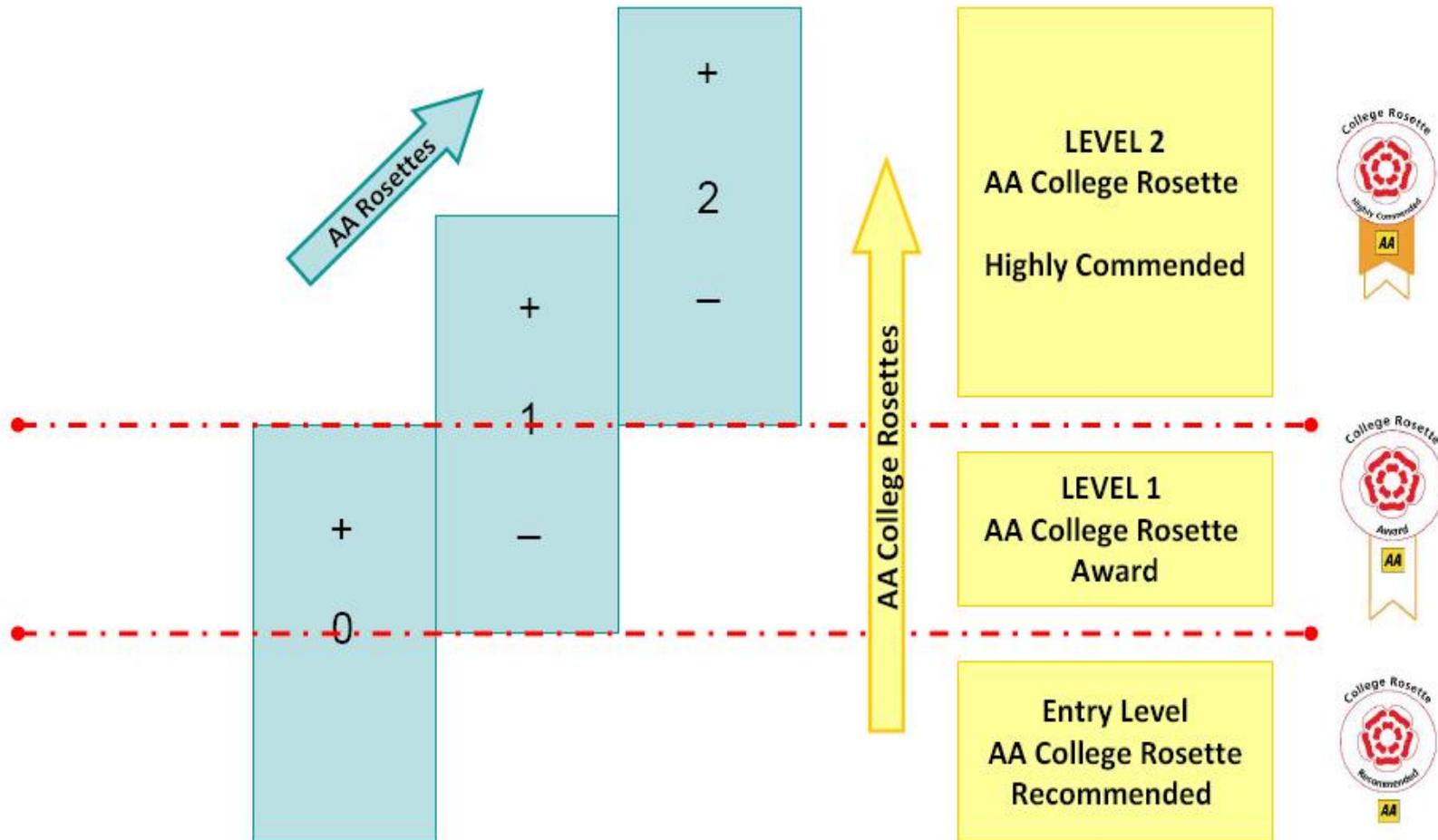
The above criteria in addition to the main award, restaurants at this level will show confidence and clear structure in their RWE's. The learning environment in addition to the facility will be at its very best and above all appropriate to the target markets and indeed learning. Restaurants will have an excellent grasp of commercial sense and can compete well within a true restaurant environment. Restaurants at this level are likely to have a clear brand and excellent links to industry where this is exploited to benefit the students greatly. Service levels highly polished, with clear support from lecturers and notable peer to peer learning/training. At this level the upper level, accreditation as a Food & Beverage Service Centre of Excellence is expected.





AA College Rosette

The three awards mirror the industry recognised AA Rosette scheme



AA College Rosette Scheme

A partnership with the Hospitality Guild

Certificate and **Jpeg** files to promote within college and online.

Additional **award** in design stage – Plate or similar to mirror current award.

Promotion to **readers** and **members** on theAA.com travel section

Promotion to **employers** within our industry database
– **enhance the link to industry.**

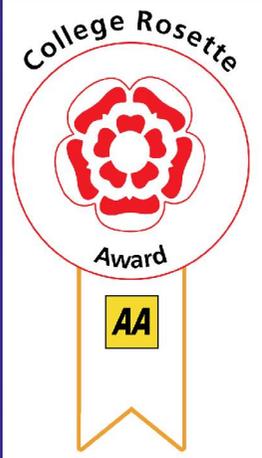


HOSPITALITY
GUILD
ESTABLISHED 2012



Awards so far

Award Level

Award	Restaurant Name	College
	Zest	Barnsley College
	Trevenson Restaurant	Cornwall College
	The Cottons Restaurant	Hopwood Hall College
	The Adams Restaurant & Brasserie	New College Nottingham
	Peterborough College	Parcs Restaurant
	Stratford Upon Avon College	Academy Bar & Restaurant

AA Hotel of the Year
2010 - 2011
England
Winner

Awards so far

Highly Commended

Highly Commended	Restaurant Name	College
	The Escoffier Restaurant	Bournemouth & Poole College
	Debut Restaurant	City College Norwich
	Runshaw College	Foxholes Restaurant
	Southdown's College	The Restaurant
	University College Birmingham	The Atrium & Brasserie



Questions..

Contact

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2011 - 2012



ROSETTE AWARD

