



LICENSE TO OPERATE

JETTY VISITOR CENTRE

2025/26



Introduction:

The Falkland Islands Tourist Board (FITB) decided to introduce a Licence to Operate from the Jetty Visitor Centre (JVC) area to give a quality assurance to visitors and to ensure the safety of both visitors and operators in the area.

This document outlines regulations, standards and guidelines that are necessary to ensure an all-round quality service delivery in the tourism sector. This standard will ensure that the services provided by all Operators at the JVC will meet the minimum expectations of the tourist and will form the basis for quality control in the sector.

These standards should provide services that go hand in hand with sustainable tourism, including:

- a) Minimise pollution – through noise and waste disposal
- b) Protect the environment – its flora, fauna, and landscape
- c) Benefit local cultures – both economically and socially
- d) Conserve natural resources
- e) Respect local traditions – religions and built heritage

The License to Operate at the Jetty Visitor Centre will only be awarded to an individual or company (Operator) if they:

- i. Comply with all Essential Criteria
- ii. Pay the fee appropriate to their business

It should be noted that, as part of our plan to continue improving our offering, over the next 5 years we would expect the desirable criteria to become part of the essential criteria.

FITB reserves the right to withdraw a Licence to Operate in the event that an Operator fails to adhere to the conditions of the licence.

Benefits related to License to Operate:

Operators with a valid Licence to Operate will receive the following benefits:

- Prime selling and working location for cruise passengers
- Free advertising on FITB website
- Access to website grants to promote business
- Exclusive advertising in the Jetty Visitor Centre
- Business support to set up credit/debit card transactions
- Access to FITB credit/debit card facilities in the JVC for a period of one season. For example, if an Operator does not have Square on their phone or iPad, FITB could take the payment for them and reimburse them on a weekly basis during the tourist season. This is a discretionary service and only available for one season to allow the Operator time to set up Square directly. After one season, FITB can still take payment but there will be a commission charge of 10%
- Limited supply of PPE for Operators (distributed on first come-first served basis)
- 25% discount for first aid course offered by FITB

LICENCE TO OPERATE CONDITIONS

All Operators must ensure that they and anyone working under their Licence to Operate adhere to the following Conditions.

Tour Guides:

- Tour Guides should have the appropriate knowledge for the tour they are conducting and good overall knowledge of the Falkland Islands
- Be smartly dressed while conducting a tour and are encouraged to wear identification
- Always be professional and honest to tourists during the tour
- Respect the cultural differences and individual views and beliefs of the tourist
- Provide a quality offering to ensure the tourist's experience is 'value for money;' ensure as far as possible what is presented as fact is true and that a clear distinction is made between facts, stories, traditions, and opinions of the guide
- Have a contingency plan for dealing with unexpected events such as sickness, lost items, and adverse weather conditions
- Speak clearly and avoid use of slang or local expressions unless their meaning is explained in the language of the tourist
- Not solicit for tips from tourists or be seen to count any given in gratitude
- Always ensure that members of the tour are present and accounted for during the entire itinerary
- Abide by all rules and regulations governing protected areas and uphold the Countryside Code
- Ensure landowner permission has been sought for the tour
- Plan in case of an emergency

Driver-guides:

- Have a valid Falkland Island driver's license for the category of vehicle being driven
- Be smartly dressed and encouraged to wear a name tag
- Not carry in the vehicle more than the licensed number of passengers
- Always be in an alert state when driving passengers and free from fatigue that may impair their driving ability
- Advise passengers to wear seat belts and not to drive the vehicle unless all have conformed
- Drivers should ensure that every precaution is taken for the safety of passengers whilst they are entering and alighting the vehicle
- Not use mobile phones whilst the vehicle is in motion
- Abide by all rules and regulations governing protected areas and uphold the Countryside Code
- Plan in case of an emergency

Vehicles:

- Have Road Tax and appropriate Insurance (Please note that hire and reward insurance only covers drivers over 21yrs and all drivers must be listed on the policy)
- Vehicles should be clean and well maintained – including appearance
- All vehicles must be fitted with fully functional seatbelts for all passengers
- Signage indicating no smoking and provide a litter disposal facility
- Have access to a First Aid Kit

Gypsy Cove/Yorke Bay Area:

FITB are working collaboratively with FIG's Environmental Department to ensure best practices are upheld for the environment and wildlife for sustainable tourism in the area.

In accordance with FIG requirements, all Operators bringing visitors to Gypsy Cove/Yorke Bay must comply with the following Yorke Bay/Gypsy Cove Guidelines – see Guidelines Below.

GUIDELINES FOR PENGUIN COLONIES 2025 - 2026 ON CRUISE SHIP DAYS

All Operators, staff and tourists must adhere to the Countryside Code at all times.

Stay behind the ropes. Ropes have been put in place to protect penguins from disturbance.

Groups must keep to the marked trails.

Respect the wardens' instructions. Wardens have been employed to look after the penguins' and wildlife's welfare.

Abide by any biosecurity and bird flu protocols that may be in place.

Tourists should have a form of ticket or similar that identifies which company they are traveling with.

It is strongly advised that companies work together to manage congestion in car parks. Operators can manage this by working together to schedule their transport and visits.

Operators are responsible for taking all reasonable steps to ensure that any tourists they bring to the sites adhere to these Guidelines.

Specific Guidelines for Yorke Bay

All tourists must be accompanied by a guide

- **Operators are expected to stay with their customers at the penguin colonies at all times**, including the beach and dune areas.
- The maximum number of tourists per guide is **16 tourists to 1 guide**.
- No private wardens or stationary guides.
- Guides must be identifiable to wardens either by wearing name tags, company branded clothing, or similar.

These rules apply to all tourists accessing Yorke Bay whether by vehicle or on foot, including those that walk to Yorke Bay penguin colony via Yorke Bay Beach.

Specific Guidelines for Gypsy Cove

Operators that drop off more than 100 passengers a day must have a representative on site to help manage any issues which may arise.



environment@sec.gov.fk



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Social Media:

Social media is increasingly becoming the way that visitors and travel operators find out information about a destination. This is a great tool, which is free, to market our own products and destination.

FITB expects Operators to use social media in a responsible manner and to avoid making unreasonable comments which may impact on tourists' experience or perception of the Falkland Islands.

In particular, Operators must ensure that:

- No efforts are made to unfairly undermine or criticise another Operator on social media. There is a complaints procedure in place to manage issues between Operators.
- Images posted of wildlife should be taken from the recommended distance as stated on the Countryside Code or make clear they have been taken with a long-distance lens

Code of Conduct JVC Area:

All Operators must ensure that they and anyone working under their Licence to Operate adhere to the following code of conduct:

- Operators are responsible for their visitors at all times
- Respect should be shown to all car park users as well as FITB Staff
- FITB will not tolerate any abuse (verbal or otherwise) from Operators in the JVC area
- Racism will not be tolerated from anyone
- Operators are required to comply with all FITB instructions in relation to operations in the JVC area. This may include requiring Operators to move from their allocated parking space at short notice.
- The area in front of the JVC and the Car Park are non-smoking areas
- Touting is strictly forbidden in the JVC area
- Teamwork is essential prior to cruise ship days; if parking is required then a booking should be made at least 48 hours prior to the arrival of a vessel by e-mailing: carol@falklandislands.com
- Pricing must be fair and transparent
- Operators must agree a price with tourists before they depart and be clear whether it is a price per person or per group
- Guideline prices will be displayed at the JVC for reference only

Complaints:

FITB wishes to ensure the smooth and effective operation of the JVC area and the Licence to Operate scheme and any complaints will be taken seriously and handled in confidential manner.

In the event that an Operator has a complaint in relation to another Operator or FITB staff, such complaint must be raised in writing with FITB at the earliest reasonable opportunity.

Where possible, verbal complaints made on the day of an incident should be followed up by email.

Full details of the complaint should be provided, including any pictures or videos where appropriate. FITB may ask for additional details to help resolve the issue.

FITB will investigate all complaints and provide the complainant with a written response by email as soon as reasonably practical.

In the event that a complainant is not satisfied with the FITB response, the matter may be escalated to the FITB Executive Director or, if the complaint relates to a decision of the Executive Director, to the Chair of the FITB Board.

FITB will maintain a log of all formal complaints to help improve the management of the JVC area.

Non-compliance with Licence to Operate Conditions:

FITB shall monitor compliance with these Conditions as follows:

- a) Failure to comply with any of the Conditions may constitute a 'strike' against an Operator
- b) A 'strike' may also be implemented in the event that a formal complaint against an Operator is upheld by FITB
- c) In the event an Operator receives three 'strikes' in one season they will have their Licence to Operate cancelled and will no longer be able to conduct any business in the JVC area for the remainder of the season or the next season
- d) A decision to issue a 'strike' will be made at the sole discretion of FITB (acting by the Executive Director or the Chair of the FITB Board)
- e) If an Operator is seen to be in contravention of the Conditions, or a written complaint about them is received by FITB, they will be contacted for a meeting to discuss it in full before a 'strike' is issued

In addition to the 'three strikes' policy, FITB reserves the right to cancel a Licence to Operate with immediate effect if an Operator (or anyone working under their Licence to Operate) commits a gross breach of these Conditions. Examples of a gross breach include, but are not limited to, the following:

- Unsafe driving which causes, or may have caused, injury to other JVC area users
- Touting within the JVC area
- Violent, racist, threatening or discriminatory language or behaviour
- Conviction for a driving offence such as drink driving

Essential Criteria:

All Operators must comply with the following criteria:

- Provide a list of drivers and vehicle registration numbers (template available on request)
- Should Operator wish to add more guides and/or drivers these should be registered along with vehicle insurance if appropriate. Public liability insurance should be adequate for all guides.
- Provide a copy of vehicle insurances
- Provide proof of Public Liability insurance
- All guides to be FITB Tour Guide Certified
- All guides/drivers to hold valid internationally recognised First Aid Award level 3 or above
- Signed up to the Safe Travels Scheme – application form can be found on our website: <https://www.falklandislands.com/trade/safe-travels-scheme>

Safe Travels Scheme:

The World Travel & Tourism Council (WTTC) has developed the Safe Travels Stamp to help tourism providers and destinations to reassure travellers and stimulate recovery of the tourism sector through meaningful action. A comprehensive set of protocols underpin the use of the Safe Travels Stamp which is designed to help travellers recognise destinations and tourism providers around the world that have adopted the Safe Travels health and hygiene global standardised protocols.

FITB has aligned the wide range of COVID-19 policies, prevention plans, and protocols developed by the Falkland Islands government alongside the WTTC Safe Travels Protocols. As a result, the Islands have earned a global stamp of approval as a Safe Travels destination for its handling of the COVID-19 pandemic and the high level of health and hygiene protocols adopted in the Falklands.

Desirable Criteria:

All Operators are encouraged to comply with the following criteria:

- Member of the Green Seal Scheme - application form can be found on our website:
<https://www.falklandislands.com/trade/green-seal-scheme>

Green Seal Scheme:

The Green Seal Scheme is a sustainable certification assessment of tourism businesses in the Falkland Islands. It aims to support businesses to adopt and maintain eco-friendly and responsible business practices. The scheme has been updated to enable all tourism businesses to take part in supporting the preservation of the Falkland Islands' unique and precious ecosystem for future generations of residents and visitors.

The Green Seal Scheme is part of the Excellence in Tourism Scheme for the Falkland Islands, an accreditation scheme for tourism businesses that includes accommodation grading. It is open to all types of business that work in the tourism sector including:

- *Accommodation (serviced and self-catering)*
- *Food and drink providers (restaurants, cafés, and pubs)*
- *Tour operators and guides (individual drivers, transport providers and destinations for cruise visitors)*

License to Operate Fees:

			Qty	Total £		Total no. Vehicles Operating
Individual Operator No-vehicle	75.00					
1 x 4x4	100.00					
2 x 4x4	175.00					
1-8 4x4	275.00					
1-16 4x4	475.00					
1 x Minibus	175.00					
2 x Minibuses	275.00					
1-4 x Minibuses	475.00					
1-8 x Minibuses	875.00					
1 x Coach	275.00					
2 x Coaches	475.00					
1-4 x Coaches	875.00					
1-8 x Coaches	1675.00					
Additional 4 x 4	100.00					
Additional Minibus	175.00					
Additional Coach	275.00					

These packages allow individuals and companies to park either in the JVC Car Park or a designated area in the vicinity of the JVC, advertise in the JVC and to sell tours from the JVC.

For those who drive vehicles for other Operators most of the time but would also wish to offer tours when they are not being employed, either need to pay for a Licence to Operate themselves or get in writing that they are allowed to sell under the umbrella of the original Operator (this would mean you would work under that original Operator's liability insurance).

Flexibility:

If an Operator needs to use a new driver at short notice, then they should e-mail the FITB Office with the vehicle registration number and a copy of their hire and reward insurance.

If time does not allow for e-mail notification to be sent to the FITB Office, then a copy of the insurance should be produced in the car park on the day and FITB staff will take a copy of it.

Emails should be sent to: carol@falklandislands.com

JETTY VISITOR CENTRE AREA OPERATIONS:

Subject to safety and operational requirements, FITB intends that the JVC area shall be administered on a zonal system. See map for details.

ZONE 1 – Car Park

Payment for the Licence to Operate does not give the Operator the right to come into the car park at any time, but at a time agreed by the FITB representative on cruise ship days.

Parking bays will be designated on a daily basis on a cruise vessel day

Parking bays will be allocated in the following order:

Phase One:

1. To companies who are providing transport for tours sold by the cruise vessel
2. Operators who have booked in 48 hours prior to cruise vessel arrival who have pre-sold tours

Phase Two:

3. Independent operators selling tours on the day
4. Shuttles to Gypsy Cove & Yorke Bay

While the intention is to ensure a smooth and effective flow of tourists on cruise ship days and to permit Phase Two Operators to have access to JVC car park as soon as possible, FITB reserves the right to monitor and allocate Phase One and Phase Two operations at its sole discretion in accordance with the availability of spaces and safety of operations.

ZONE 2 – East of the JVC Porch

Operators selling tours on the day

ZONE 3 – North of the JVC Porch

Operators waiting for pre-paid tours

ZONE 4 – West of the JVC Porch

Operators selling tours on the day

Operators will be designated a desk to sell tours from or receive guests who have pre-arranged tours. FITB will print one copy of stand design and future replacements will need to be funded by the company/individual. If assistance is required for the design then please contact FITB.

Each desk should have a maximum of 2 people.

All Operators will be required to wear a lanyard stating the company name and the individual's name. Lanyards will be provided by FITB and previous season's lanyards will be null and void.

By signing below, I agree that I have read and understood the terms and conditions of the FITB Licence to Operate and confirm that I agree with the terms and conditions and all essential criteria have been supplied.

Operator Name _____

Operator Signature _____

Date _____

			For office use only					
Driver Name	Vehicle Type	Vehicle Registration	Insurance H & R	Insurance P L	Tour Guide	First Aid	Lanyard given	Sticker given

			For office use only					
Driver Name	Vehicle Type	Vehicle Registration	Insurance H & R	Insurance P L	Tour Guide	First Aid	Lanyard given	Sticker given

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