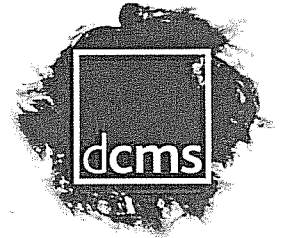
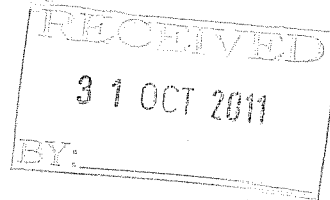


Your Ref: SM-SECTA-HUNT 2011-11  
Our Ref: 189398/MS

Sheryll Murray MP  
House of Commons  
London  
SW1A 0AA



department for  
culture, media  
and sport

27 October 2011

Dear Sheryll,

Thank you for your letter of 17 October, enclosing details of the local accommodation assessment scheme of your Tourism Association, SECTA.

As we set out in our tourism policy, the Government will stop trying to corral tourism firms in England into joining a single official rating scheme, so it's good to see VisitCornwall taking a flexible approach in applying a simplified scheme to suit local businesses. Please pass on my congratulations and best wishes!

Yours sincerely

A handwritten signature in cursive script that reads "John Penrose", underlined with a horizontal line.

John Penrose MP  
*Minister for Tourism and Heritage*

