

Affinity Terms and Conditions

Please quote your membership number each time you make a reservation to be sure any points due to you are credited to your Affinity account.

Point Collection

1. Your Affinity card may be used at participating Shire Hotels, but not at any Associate Hotels.
2. Points are issued on the basis of your individual expenditure in a Shire Hotel, shown by the amount of accommodation, telephone, Spa treatment, food or beverage spend on your personal receipt when checking out at Reception. Please note, points can only be issued on accommodation spend at lodgeonthepark.com.
3. Points will be issued to users of Shire Hotels on the basis of 1 point for every £10.00 spent (inc VAT) on any one visit. Points will be awarded on the same basis for complete multiples of £10.00 spend. This rate is subject to change without notice.
4. Affinity points cannot be claimed on promotional/negotiated room rates, conference bookings, Spa memberships, Spa treatment products, functions, dinner dances or weddings, or any services arranged by the hotel on your behalf e.g. equipment hire.
5. The Affinity card can only be credited with points when the authorised user is resident at the hotel, and on check out. Points cannot be collected on non-resident use i.e. a meal in the restaurant. Points can be redeemed against the standard two night refresher break stays, but not on promotional rates and offers included in the brochure or website.
6. The Affinity card is not a credit or charge card.

Point Redemption

7. Points and cards are not transferable and points can only be redeemed by the card holder.
8. Each point is worth £1.00 when redeemed against weekend (Friday, Saturday & Sunday) accommodation, food and beverage at any Shire Hotel. Please note, points cannot be redeemed on food and beverage at lodgeonthepark.com. Each point has a cash value of 0.001p.
9. A minimum of 10 points must be redeemed at any one time. Points cannot be used as part payment for goods and services and only whole points can be redeemed. Where rates are quoted per person, for example £49.00 per person, if you have 54 points you will be able to pay for one person with points and leave five points on your card for next time.
10. Points collected on one stay cannot be redeemed until the next visit.
11. Room reservations – points can be redeemed against accommodation on Friday, Saturday & Sunday evenings only. Bookings should be made in advance, stating that it is an Affinity redemption and will not be accepted more than 28 days prior to arrival. Each hotel will hold an allocation for Affinity members and may not be able to take your booking if this allocation is full. Bank Holidays at The North Lakes Hotel and Solent Hotel are excluded from point redemptions on accommodation. Table reservations – points can be redeemed against lunch or dinner. Midweek Spa treatments are Monday to Thursday inclusive and can be booked up to 7 days prior.
12. Where available, free children's rooms are provided on a room only basis – all children's meals (including breakfast) will be charged as taken. Free children's rooms are limited to one free room per paid room (pounds or points) on weekends only and are strictly subject to each hotel's allocation and discretion. North Lakes and Solent Hotels are excluded from this offer.
13. Points cannot be used to pay for conference bookings, Spa memberships, gift vouchers, Spa treatment products, weekend Spa treatments, functions, dinner dances or weddings, or any services arranged by the hotel on your behalf.
14. Your Affinity card must be presented at check in, prior to partaking of any goods and services. Failure to do so may result in charges for goods/services provided.

General

15. Affinity is only open to persons aged 18 or over.
16. Point collection and redemption can only take place during the validity period of the Affinity card.
17. Responsibility cannot be accepted for cards lost or damaged in the post.
18. Shire Hotels cannot be held responsible for the loss or theft of Affinity cards once issued. Lost or stolen cards cannot be re-issued with a points value on them.
19. Affinity cards may not be exchanged for cash.
20. Shire Hotels reserve the right to vary the Terms & Conditions of Affinity at any time without prior notice.
21. You are reminded that if you are incurring business expenditure you should seek your employer's permission before participating in Affinity, and that any benefits claimed may give rise to a tax liability. Queries should be addressed to your tax adviser.
22. Employees (or their families) of Shire Hotels or Daniel Thwaites Plc are excluded from this promotion.
23. Shire Hotels see Affinity as a long term commitment. However, they do reserve the right to terminate the promotion at anytime, but undertake to provide a minimum of 14 days notice. All points accumulated on or before that date will be honoured.
24. Points and cards remain valid as long as your most recent stay at a Shire Hotel is within 12 months. Shire Hotels may cancel an Affinity membership and any points associated with it, if there has been no collection activity in a 12 month period.
25. Affinity is operated by Shire Hotels – a trading name used by Daniel Thwaites Plc, The Old Wine Warehouse, Larkhill Street, Blackburn BB1 5DF.