

## Arkle

Arkle, 24 The Promenade, CHELTENHAM, Gloucestershire, GL50 1LR, England

## Summary

STAR RATING



*Gold Award*

DESIGNATOR

Self-Catering

QUALITY SCORE

93%

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VISIT DATE

Tuesday, April 20, 2021

VISIT TYPE

Day Assessment

CONTACT

Mr John Stephen Proprietor

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Apartment 3 now known as Arkle continues to offer a very high standard of comfortable well maintained accommodation for its market. Mr Stephen, the Proprietor is very much to be commended on the continued maintaining of these standards helping ensure that the apartment retains the 5 Star Self Catering rating, sitting comfortably at the upper end of the rating band. Sectional Consistency scores also being well met at this level.

It is also a pleasure to once again re confirm the Gold Award for another year reflecting the care and attention afforded by the Proprietor and the team, fully deserved and a credit to all.

It is also understood that the Proprietor feels the current rating and award meets well with the market expectations and business levels catered for and we wish him all the very best for a successful coming season, despite the strange and unknown circumstances we all find ourselves in. Wishing all, all the very best for the future and stay safe and well.

# Quality Rating

## How the Overall Quality Rating is Achieved

When VisitEngland assessors visit your property, they will evaluate and give a quality score to all aspects of the accommodation and service.

The total of all these scores establishes an overall percentage score for quality.

Based on this score, establishments will be given an overall quality rating on a scale of One to Five Stars, based on the chart below, as long as all minimum entry requirements for the star rating are met.

1 STAR	2 STAR	3 STAR	4 STAR	5 STAR
34% - 47%	48% - 59%	60% - 74%	75% - 86%	87%-100%

There are five levels of quality ranging from One to Five Stars. To obtain a higher star rating a progressively higher quality and range of services and physical facilities should be provided across all areas with particular emphasis in the following five key areas:

### BEDROOMS

1 STAR	2 STAR	3 STAR	4 STAR	5 STAR
34% - 47%	48% - 59%	60% - 74%	75% - 86%	87%-100%

### BATHROOMS

1 STAR	2 STAR	3 STAR	4 STAR	5 STAR
34% - 47%	48% - 59%	60% - 74%	75% - 86%	87%-100%

### CLEANLINESS

1 STAR	2 STAR	3 STAR	4 STAR	5 STAR
60% - 64%	65% - 69%	70% - 79%	80% - 89%	90%-100%

### PUBLIC AREAS

1 STAR	2 STAR	3 STAR	4 STAR	5 STAR
34% - 47%	48% - 59%	60% - 74%	75% - 86%	87%-100%

### KITCHENS

1 STAR	2 STAR	3 STAR	4 STAR	5 STAR
34% - 47%	48% - 59%	60% - 74%	75% - 86%	87%-100%

	SCORE	PERCENTAGE	RATING
<b>Exterior</b>	<b>14</b>	<b>93%</b>	
Appearance of Buildings/Kerb Appeal	4		
Grounds/Gardens/Parking	5		
Privacy/Peace & Quiet	5		
<b>Cleanliness</b>	<b>20</b>	<b>100%</b>	<b>5 Star</b>
Bedrooms	5		
Bathrooms	5		
Living/Dining Areas	5		
Kitchen	5		
<b>Management &amp; Efficiency</b>	<b>15</b>	<b>100%</b>	
Pre-arrival Information	5		
Welcome & Arrival Procedure	5		
In-unit Guest Info & Personal Touches	5		
<b>Public Areas</b>	<b>23</b>	<b>92%</b>	<b>5 Star</b>
Decoration	5		
Flooring	4		
Furniture/Furnishings/Fittings	5		
Lighting/Heating/Ventilation	5		
Space/Comfort/Ease of use	4		
<b>Bedrooms</b>	<b>32</b>	<b>91%</b>	<b>5 Star</b>
Decoration	5		
Flooring	4		
Furniture/Furnishings/Fittings	4		
Lighting/Heating/Ventilation	5		
Beds	5		
Bedding & Bed Linen	5		
Space/Comfort/Ease of use	4		
<b>Bathrooms</b>	<b>23</b>	<b>92%</b>	<b>5 Star</b>
Decoration	5		
Flooring	5		
Furniture/Fittings/Sanitaryware	4		
Lighting/Heating/Ventilation	5		
Space/Comfort/Ease of use	4		
<b>Kitchen</b>	<b>36</b>	<b>90%</b>	<b>5 Star</b>
Decoration	5		
Flooring	5		
Furniture/Furnishings/Fittings	4		
Lighting/Heating/Ventilation	5		
Electrical & Gas Equipment	4		
Crockery/Cutlery/Glassware	5		
Kitchenware/Pans/Utensils	4		
Space/Comfort/Ease of use	4		

## Exterior

The apartment is one of a number of apartments within a large Cheltenham period property centrally located for the town. External stonework and paint work remains in very good condition with access buzzers provided for each apartment. The designated parking space continues to be a great asset for the property in the locale.

## Cleanliness

As on my previous visits, it was once again quite clear that extremely well practised and regimented cleaning and housekeeping procedures are in place. Cleaning practises having been amended in line with the current Covid 19 circumstances and for which Tomoe is to be congratulated. Due to the current circumstances, scores have been carried over from the previous visit.

## Management & Efficiency

Excellent professionally handled booking and management procedures remain in place. Again, extremely well practised arrival procedures remain in place, these having been amended to help satisfy with the new Covid-19 practises and procedures. Guests also benefit from the Proprietors living in the adjacent apartment. An excellent range of personal touches and accessories further enhances the overall guest experience. A wide range of very well presented property and local information and guides also being of great added benefit for guests. Guests also now able to enjoy an Apple Tv linked into the main screen and showing Netflix.

## Public Areas

Living areas continue to present extremely well, very much as previously seen with practical well maintained paintwork in very good condition and attractive use of wall relief adding further interest. The new Arkle painting a great feature and talking point! The carpet continues to present very well, soft under foot and with no major signs of wear or marking in high traffic areas. High quality well presented easy seating and occasional items in excellent condition. The new side tables a great added benefit. The Interlined curtains continue to be to an excellent standard. Solid dining furniture again to a very good overall standard with the new antique chairs adding to the quality perception. Excellent lighting with recessed illumination enhanced with various standard lamps and table lamps. The new floor uplighters and various lighting controls further enhance both practicality and ambience. Controllable heating enhancing guest comfort and use further.

## Bedrooms

The bedroom again presenting to a high overall standard with paint work all in pristine condition along with various pictures enhancing further. Carpet continues to be in very good condition well fitted and presented. Wood furniture of a very good overall intrinsic quality offering ample storage and hanging space. Excellent interlined curtains along with pelmets and tie backs a feature with black out blinds further enhancing. High quality beds and bedding of an excellent standard and offering high standard of comfort and support. Excellent "mood" lighting levels remain in place in the main body of the room with dressing table illumination further enhancing use of surfaces. The air conditioning unit a feature and sure to be much appreciated by guests in the warmer months. Controllable heating enhances guest comfort and use further.

## Bathrooms

Fully tiled shower room with all areas in excellent condition, High quality tiled flooring also to an excellent standard and well sealed to edges. Modern style sanitary ware and fittings of a very high specification and in excellent condition with drench shower a feature. Excellent levels of "mood" lighting enhance use of facilities with added benefit of heated towel rail. Under floor heating further enhancing guest comfort and use.

## Kitchen

The kitchen continues to be very well appointed and considered. The oak flooring of an excellent standard and practical for the area. Very good standard of units and work tops with drawers running smoothly and offering ample storage and work space. Excellent recessed lighting in the main body of the room enhanced with hob extraction and illumination further enhancing use. Wide range of well presented "white goods" and appliances all appear to be in excellent condition. The speciality coffee machine a great added feature. Plentiful provision of high quality crockery, glassware and cutlery. Very good standard of stainless steel pans and utensils also noted.

## Units Seen

Just the one apartment, Arkle advertised and let and seen on the day.

I was unaccompanied on the day with a short debrief conducted with Mr Stephen, the Proprietor, a little later.

## Website Feedback

The web search was conducted using a lap top.

Comments and feedback similar to Oberon and Neroli.

The new web site [www.cotswold-apartments.co.uk](http://www.cotswold-apartments.co.uk) presents very well with each property benefiting from use of SuperControl as a coordinated booking system and already proving to be very useful. The website also includes an additional property, Lypiatt which is not currently graded.

The web site presents very professionally, being both easy to navigate and informative, with very good use of pictures and a floor plan reflecting the style of accommodation and number of sleepers accommodated. Excellent to see that the up to date rating and award logos are displayed. This should though please be amended to show that it does not include Lypiatt as being graded. Links to Facebook, Twitter and Instagram great additional tools, helping to further broaden online exposure. Excellent to see that an on line booking facility is available, a great benefit for potential guests in this day and age. Terms and conditions also being clearly stated. Although it is very good to see that an access statement is provided, as mentioned VisitEngland now strongly recommend updating the Access Statement to the new Accessibility Guides format. There is no strict timetable for moving over, allowing you to make the switch within a convenient time frame. For more information and template see: <https://www.visitbritain.org/writing-accessibility-guide>.

Provision of a map and directions is also of great added benefit to new guests.

Very good provision of information on the local area is also a potential marketing tool for prospective guests,

Having the web site mobile app friendly is of great further benefit to guests, particularly those on the road.

As mentioned on the day, might also add information concerning We're Good To Go logo and a little more detailed Covid 19 information concerning practises and procedures. All helping to put the potential guest at ease during these trying times.

## Potential for Improvement

As on my previous visits, it was once again quite clear on the day that Mr Stephen and the team continue to be well on top of the business and for which they are very much to be commended. It was therefore felt that there was no real need for any major suggestions, just to continue maintaining current standards to help ensure that market expectations continue to be met at this level. This clearly being the case and again for which a great deal of credit should be given to all involved.

The marked kitchen top to the rear of the sink would though benefit from attention if possible.

## Highlights

Located in the centre of Cheltenham and an ideal location for various local eateries and attractions, the apartment continues to present to an extremely high standard and for which the Proprietor is to be congratulated. The high ceilings a great interesting feature! It is clearly evident that he takes great pride in the property and this is reflected in the overall quality of presentation, again for which he should be commended. Designated parking bay opposite the property a huge benefit to guests and great "selling" point, particularly for the locale.

# Minimum Entry Requirements

For a rating to be awarded by VisitEngland, a property must meet all Minimum Entry Requirements and any additional requirements appropriate for the star rating level.

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**Group** Arkle, 24 The Promenade

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**Standard** Self-Catering  
**Designator** Self-Catering Unit  
**Rating** 5 Star Gold Award

At the time of our visit, all of the Minimum Entry Requirements and Additional requirements/Key Requirements were provided.

## Specialities (optional)

These have not been awarded or assessed.



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## Useful Numbers

Customer Services      01256 338350

[VisitEnglandAssessmentServices@aamedialogroup.co.uk](mailto:VisitEnglandAssessmentServices@aamedialogroup.co.uk)

All establishment enquiries, including assessments, reports, ratings, credit control, signage and logo requests.



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## VisitEngland Inspection Appeals Procedure

Proprietors who wish to appeal against the results of a VisitEngland assessment carried out at their establishment must follow the procedure outlined below:

1. Any appeal must be made in writing to VisitEngland Assessment Services within 21 days of the original report being received.
2. The Appeal should detail the main reason for the appeal.
3. Should the appeal be about the level of star rating proprietors should ensure that their establishment meets all the necessary minimum requirements outlined in the Quality Standards booklet (a PDF or hard copy may be requested from Customer Services).
4. Appeals will be formally acknowledged within 7 working days of receipt of the appeal together with a form to organise an appeal visit on a day basis.
5. The appeal visit will be subject to a non-refundable fee which will not be organised until full payment had been received.
6. Once the application and fee is received, an appeal visit from a member of the senior assessor team will take place within 4-6 weeks of receipt (Subject to the establishment's availability).
7. The findings of the appeal visit will be fed back in the normal way of both discussions and a report following the visit.
8. The outcome of this report will supersede the previous visit and will be final.

Appeal Visit Fees (non-refundable) are available on request from Customer Services.