

## Cotswold Perfumery

Victoria Street, Bourton On The Water, CHELTENHAM, GLOUCESTERSHIRE, GL54 2BU

### Summary

STAR RATING



*Gold Award*

DESIGNATOR

Self-Catering

QUALITY SCORE

92%

---

VISIT DATE

07 April 2021

VISIT TYPE

Day Assessment

CONTACT

Mr John Stephen Proprietor

---

Cotswold Perfumery Apartments continue to offer a very high standard of comfortable well maintained accommodation for their market. Mr Stephen, the Proprietor is very much to be commended on the continued maintaining of these standards helping ensure that the properties retain their 5 Star Self Catering ratings and 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 each apartment 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 Proprietors feel the current rating and awards meet well with the market expectations and business levels catered for and we wish them 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.

It should also be noted that the apartments have now been named. Apartment 1 is now called Oberon and Apartment 2, Neroli.

# 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%

## Group: Oberon &amp; Neroli

92%

5 Star

	SCORE	PERCENTAGE	RATING
<b>Exterior</b>	<b>13</b>	<b>86%</b>	
Appearance of Buildings/Kerb Appeal	4		
Grounds/Gardens/Parking	5		
Privacy/Peace & Quiet	4		
<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>33</b>	<b>94%</b>	<b>5 Star</b>
Decoration	5		
Flooring	4		
Furniture/Furnishings/Fittings	5		
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>35</b>	<b>87%</b>	<b>5 Star</b>
Decoration	5		
Flooring	4		
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

### Oberon & Neroli

The apartments benefit from a wonderful central Bourton on the Water location, ideal for exploring the village and local area and places of interest. Externally, stonework and paint work remains in very good condition with access via secure gates and entry code required for access.

## Cleanliness

### Oberon & Neroli

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 Elena and the team are to be congratulated. Due to the current circumstances, scores have been carried over from the previous visit.

## Management & Efficiency

### Oberon & Neroli

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 close by. 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.

## Public Areas

### Oberon & Neroli

Living areas continue to present very much as previously seen and to a very high standard, decorated and furnished very much in keeping with the style of the surrounds. Clean practical well maintained paint work of an excellent standard with attractive use of wall relief adding further interest. High quality leather easy seating again to an excellent standard with very good provision of occasional items. Again solid dining furniture of a very high quality with well matched cushioned seating. Carpeted flooring remains in very good condition with no obvious signs of wear or marking in high traffic areas. Excellent provision of recessed lighting and controllable heating enhancing practicality and ambience. Very well thought out areas allowing for access and use

## Bedrooms

### Oberon & Neroli

As in other areas, the bedrooms again present to an excellent overall standard with paint work all in pristine decorative order and enhanced with pictures and beams. Carpet is soft underfoot and in very good condition with no obvious signs of wear or marking in high traffic areas. High quality solid wood furniture of a high intrinsic quality and offering appropriate storage and hanging space. High quality beds and mattresses offering excellent levels of comfort and support with the practice of turning mattresses on a regular basis very much to be commended and encouraged. Excellent levels of mood lighting and heating provision. Very well thought out areas with Apartment 2 also benefiting from a study area

# Bathrooms

## Oberon & Neroli

Fully tiled bathrooms with grouting and tiles in pristine condition. Again high quality tiled flooring remains in excellent order and practical for the areas. Modern style sanitary ware and fittings appear to be in excellent order with bath and separate thermostatically controlled showers provided and offering guests a variety of bathing options. As in other areas, excellent provision of fully controllable heating, lighting and ventilation with all surfaces well illuminated. Under floor heating of further benefit to guests.

# Kitchen

## Oberon & Neroli

Overall kitchen areas continue to be appointed to a very high specification. Vinyl flooring of a very good standard and appropriate for the areas. Modern units and work tops again to a very good standard with drawers running smoothly and offering ample storage and work space. Excellent lighting levels in the main body of the room enhanced with under unit lighting and extraction and illumination. Very good range of well presented "white goods" and appliances, all appear to be in very good order. Plentiful provision of excellent high quality well presented crockery, glassware and cutlery including crystal glasses, bone china crockery and high quality cutlery items. Very good range of stainless steel pans and utensils. Spacious well laid out areas for two guests.

# Units Seen

Two apartments advertised and let.

Both apartments, Oberon and Neroli 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 Apt 3 in Cheltenham.

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.

## Highlights

Located in the centre of Bourton on the Water and an ideal location for various local eateries and places of interest, the apartments continue to present to an extremely high standard for which the Proprietor is to be congratulated. It is clearly evident that he takes great pride in the properties and this is reflected in the overall quality of presentation, again for which he should be commended.

Mood lighting is a great feature of the apartments with new switches/controls having been fitted this year.

Plans also to provide and Apple television for each apartment allowing for easier guest access to the various streaming services.

Special mention too for the very high standards of housekeeping and cleanliness noted on the day. A real credit to Elena, and so important in this day and age to the guest. Well done!

# 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.

## **Group** Oberon & Neroli

---

**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.



Our Quality Assessors are industry professionals and will assess your business against an agreed set of quality standards for your sector.

Your VisitEngland accreditation will tell your visitors that your business has been independently verified by the National Tourist Board. Our focus is on helping tourism businesses across England to maximise their potential, stand out amongst the competition, and champion the accreditations we award.

In addition to our expert industry support and guidance, we are proud to be able to offer you a range of exclusive scheme and partner benefits.

## Useful Numbers

Customer Services      01256 338350

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

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



Twitter

@VisitEngland

## 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.