

Apartment 3

Apartment 3, 24 The Promenade, CHELTENHAM, Gloucestershire, GL50 1LR, England

Summary

STAR RATING



Gold Award

DESIGNATOR

Self-Catering

QUALITY SCORE

93%

VISIT DATE

01 October 2019

VISIT TYPE

Day Assessment

CONTACT

Mr John Stephen Proprietor

Apartment 3, 24 The Promenade is a well presented apartment that continues to offer an exceptionally high standard of comfortable accommodation maintained to an excellent standard. Mr Stephen, the Proprietor is very much to be congratulated on the continued maintaining of these standards ensuring that the property sits very comfortably at the upper end of the Five Star Self Catering rating band. Sectional Consistency scores also being well met overall 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 team. Fully deserving 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 well for a successful and prosperous conclusion to the year and beyond.

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
Exterior	14	93%	
Appearance of Buildings/Kerb Appeal	4		
Grounds/Gardens/Parking	5		
Privacy/Peace & Quiet	5		
Cleanliness	20	100%	5 Star
Bedrooms	5		
Bathrooms	5		
Living/Dining Areas	5		
Kitchen	5		
Management & Efficiency	15	100%	
Pre-arrival Information	5		
Welcome & Arrival Procedure	5		
In-unit Guest Info & Personal Touches	5		
Public Areas	23	92%	5 Star
Decoration	5		
Flooring	4		
Furniture/Furnishings/Fittings	5		
Lighting/Heating/Ventilation	5		
Space/Comfort/Ease of use	4		
Bedrooms	32	91%	5 Star
Decoration	5		
Flooring	4		
Furniture/Furnishings/Fittings	4		
Lighting/Heating/Ventilation	5		
Beds	5		
Bedding & Bed Linen	5		
Space/Comfort/Ease of use	4		
Bathrooms	23	92%	5 Star
Decoration	5		
Flooring	5		
Furniture/Fittings/Sanitaryware	4		
Lighting/Heating/Ventilation	5		
Space/Comfort/Ease of use	4		
Kitchen	36	90%	5 Star
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. Externally stonework and paint work remains in very good condition with access buzzers provided for each apartment. The designated parking space a great asset for the property.

Cleanliness

Although the cottage was between lets and was in the process of being cleaned on the day of the visit, it was once again quite clear that extremely well practised and regimented cleaning and housekeeping procedures are in place. Exemplary levels of cleanliness were noted with surfaces dust free and obvious attention to upper and lower levels clearly evident for which Mr Stephen and the team are to be congratulated. Sparkling chrome and glass in the bathroom is a feature as is the attention to the interior of the kitchen units and cupboards. Hard flooring well swept and cleaned to corners and edges. Excellent attention in the Living areas affording arriving guests a pristine initial impression.

Management & Efficiency

Professionally handled booking and administration procedures with well presented web site offering relevant information to prospective guests.

Again excellent welcoming procedures appear to be in place with personal welcome afforded arriving guests along with show round of the apartment. An extensive welcome hamper is also provided using local produce along with a cream tea, an excellent touch and sure to be appreciated by guests. Excellent range of well presented accessories and personal touches further enhance overall guest experience. Excellent electronic lighting and music system through the Sonos system

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. 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. Interlined curtains an excellent standard. Solid dining furniture again to a very good overall standard. Excellent lighting with recessed illumination enhanced with various standard lamps and table lamps. Various lighting levels 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 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. The practice of turning the mattress on a regular basis very much to be commended and encouraged. Excellent "mood" lighting levels 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 with all areas in excellent condition, along with grouting in pristine 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 of further benefit for guests and sure to be appreciated.

Kitchen

Very well appointed kitchen area. 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. 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 advertised and let; and seen on this visit. i was very kindly accompanied on the day by Mr Stephen, the Proprietor

Website Feedback

The web search was conducted using a lap top.

It is understood that the main business website is to be reconfigured and updated shortly. The current web site continues to present very much as previously seen, being both easy to navigate and informative, with 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. Link to Tripadvisor a great additional tool 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.

Potential for Improvement

It was 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 Cheltenham and an ideal location for various local eateries and attractions, the apartment continues to present to really a very high standard for which the Proprietor is to be congratulated. 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.

Name 24 The Promenade

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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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.