

Cotswold Perfumery

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

Summary

STAR RATING



Gold Award

SCHEME

Self-Catering

QUALITY SCORE

92% - 96%

VISIT DATE

31 March 2026

VISIT TYPE

Day Assessment

CONTACT

Mr John Stephen Proprietor

Cotswold Perfumery consists of two extremely well appointed Apartments along with Perfumery Cottage, a delightful extremely well appointed cottage. Mt Stephen has recently taken the time to stay in the cottage making various tweaks and enhancements that will further enhance the guest enjoyment and use of the cottage. A real credit to him and testament to his commitment to the business, resulting in an exceptionally high standard of well presented accommodation for its market and sure to be a great asset to tourism in the area. Well done!

As with the cottage, the apartments continue to offer an excellent overall level of well maintained accommodation for their market. Mr Stephen, the Proprietor is once again very much to be commended on the continued investment and maintaining of these standards helping ensure that all three of the properties retain their 5 Star Self Catering ratings and sit comfortably at the upper end of the rating band. Sectional Consistency scores also once again being well met at this level.

It is also a pleasure to again re confirm the Gold Award for each apartment as well as the cottage for another year reflecting the care and attention afforded by the Proprietor and the team. Fully deserved and a credit to all. Well done!

It is also understood that the Proprietor feels the current rating and awards meet well with the market expectations and business levels catered for and we wish him and the team all the very best for a successful coming 2026 Season.

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 Three to Five Stars, based on the chart below, as long as all minimum entry requirements for the star rating are met.

3 STAR	4 STAR	5 STAR
60% - 74%	75% - 86%	87%-100%

There are three levels of quality ranging from Three 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

3 STAR	4 STAR	5 STAR
60% - 74%	75% - 86%	87%-100%

BATHROOMS

3 STAR	4 STAR	5 STAR
60% - 74%	75% - 86%	87%-100%

CLEANLINESS

3 STAR	4 STAR	5 STAR
70% - 79%	80% - 89%	90%-100%

PUBLIC AREAS

3 STAR	4 STAR	5 STAR
60% - 74%	75% - 86%	87%-100%

KITCHENS

3 STAR	4 STAR	5 STAR
60% - 74%	75% - 86%	87%-100%

Group: Apartment 1 & Apartment 2. 92% 5 Star

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

Group: Perfumery Cottage 96% 5 Star

	SCORE	PERCENTAGE	RATING
Exterior	13	86%	
Appearance of Buildings/Kerb Appeal	4		
Grounds/Gardens/Parking	5		
Privacy/Peace & Quiet	4		
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	24	96%	5 Star
Decoration	5		
Flooring	5		
Furniture/Furnishings/Fittings	5		
Lighting/Heating/Ventilation	5		
Space/Comfort/Ease of use	4		
Bedrooms	35	100%	5 Star
Decoration	5		
Flooring	5		
Furniture/Furnishings/Fittings	5		
Lighting/Heating/Ventilation	5		
Beds	5		
Bedding & Bed Linen	5		
Space/Comfort/Ease of use	5		
Bathrooms	23	92%	5 Star
Decoration	5		
Flooring	5		
Furniture/Fittings/Sanitaryware	4		
Lighting/Heating/Ventilation	5		
Space/Comfort/Ease of use	4		
Kitchen	39	97%	5 Star
Decoration	5		
Flooring	5		
Furniture/Furnishings/Fittings	5		
Lighting/Heating/Ventilation	5		
Electrical & Gas Equipment	5		
Crockery/Cutlery/Glassware	5		
Kitchenware/Pans/Utensils	5		
Space/Comfort/Ease of use	4		

Exterior

Apartment 1 & Apartment 2.

The apartments and cottage benefit from a wonderful central Bourton on the Water location, ideal for exploring the village and local area and places of interest. External stonework and paint work is in very good condition with access via secure gates and entry code required for access for the apartments. The cottage benefiting from front parking for two cars along with an EV charger free for guest use. At the rear of the cottage is a very attractive garden and patio seating with the additional draw of a separate seclude hot tub area, proving to be a great "selling point".

Cleanliness

Apartment 1 & Apartment 2.

Once again, as on my previous visits, it was quite clear that a superior level of exceptional cleaning and housekeeping procedures remain in place. Pristine levels of cleanliness and housekeeping were noted with surfaces dust free and obvious attention to upper and lower levels clearly evident for which the team are to be congratulated.

It was excellent to again see the attention to "hard to get to" areas, particularly behind bedroom furniture and upper areas such as beams. Sparkling chrome and gleaming glass in the bathrooms 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 and carpets well vacuumed. Again, excellent attention in the Living areas.

A credit to all well done!

Management & Efficiency

Apartment 1 & Apartment 2.

Excellent professionally handled booking and management procedures remain in place.

Again, extremely well practised arrival procedures remain in place.

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. The Guest Portal a great benefit for both guests and the owner. A great feature which appears to be becoming more popular. Guests able to continue to enjoy the benefit of the Sony Bravia. The re introduction of a DVD player in case the sky and various streaming services fail is a great and very considerate touch.

Public Areas

Apartment 1 & Apartment 2.

Living areas continue to present to a very high standard in the apartments with high quality well applied and maintained paint work along with attractive use of wall relief and beams adding further interest and character. High quality leather easy seating remains in excellent condition along with very good provision of occasional items. Again solid dining furniture of a high quality with well matched cushioned seating. The Stressless seating an excellent feature and sure to be appreciated by both new and returning guests. Carpets remain in very good condition with no obvious signs of wear or marking in high traffic areas. Excellent provision of recessed lighting and controllable heating in place.

Perfumery Cottage has been very sympathetically decorated and furnished with excellent applied paintwork along with beams adding to the character. High quality modern parquet style flooring along with rugs softening appearance and comfort under foot. As with the apartments, high quality leather easy seating is provided along with very good provision of occasional items. The new blankets and window cushions helping to soften appearance and enhance guest comfort further. Excellent dining furniture provided in the kitchen. Mood lighting is excellent along with underfloor heating and a log burner adding to ambience and guest comfort. Various new mirrors will again add to the feeling and brighten areas. Heat source pumps and ventilation exchange system provided throughout the cottage.

Bedrooms

Apartment 1 & Apartment 2.

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. Carpets are soft underfoot and in very good condition with no obvious signs of wear or marking in high traffic areas. Again, high quality solid wood furniture offering ample 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.

Bedrooms in Perfumery Cottage are really very spacious with the high standards carried through from the other areas. The Vi sprung mattresses a particularly high quality that is sure to be appreciated by guests. Again excellent mood and practical bedside lighting along with ceiling mounted television add to the "Wow" factor. Guests also benefit from the excellent provision of reversible heating and air conditioning units in each bedroom. An excellent added benefit and feature. The new Hollywood mirror will be a great additional "Wow" feature.

Bathrooms

Apartment 1 & Apartment 2.

Fully tiled bathrooms in the 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 continues to be of great further benefit to guests.

Both bedrooms in Perfumery Cottage benefit from en suite facilities, one bedroom with Gallery style shower room and separate loo. This really opening up the bedroom. Wet walling and tiling in pristine condition. Mood lighting again adds to the experience! New shaving mirror in the South Room bathroom further enhancing guest use.

Kitchen

Apartment 1 & Apartment 2.

Overall kitchen areas in the apartments 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. Nespresso coffee machines great added benefits and sure to be appreciated by guests. 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 pans and utensils. Spacious well laid out areas for two guests. The spacious kitchen/diner in Perfumery Cottage has been extremely well considered and appointed. The Quartz work tops and units of a very high standard along with splash back tiles and Parquet flooring carried through from the Sitting Room. Under floor heating again along with mood lighting and under unit lighting with hob extraction actually installed in the hob surface. An excellent provision of white goods and items includes designer coffee machine and Quooker tap, a fantastic feature.

High quality Spode china and Darlington Crystal glassware along with Le Creuset pans and cooking pots provided in Perfumery Cottage. Excellent provision of unbreakable acrylic glassware for use in the hot tub a great benefit.

Separate utility room in Perfumery Cottage a great additional benefit.

Units Seen

Two apartments Oberon and Neroli along with one separate cottage Perfumery Cottage advertised and let.

Both apartments and Perfumery Cottage seen on the day.

I was very kindly accompanied by Mr Stephen on the day.

Website Feedback

The web search was conducted using a lap top.

Comments and feedback similar to Arkle in Cheltenham.

The web site www.cotswold-apartments.co.uk continues to present very much as previously with feedback and comments similar. Each property benefiting from use of SuperControl as a coordinated booking system and already proving to be very useful.

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. Might add a virtual tour for each unit as mentioned. This potentially a great marketing tool as well as helping with pictorial information for guests as regards accessibility. Excellent to see that the up to date rating and award logos are displayed. 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.

Good to see that an access statement is provided.

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 of the visit if looking to enhance the Accessibility Guide-

Provision of accessibility information is a key barrier to disabled people participating in tourism. It is therefore a scheme requirement to have accessibility information on your website, stating your venue's key accessibility features. Use the free VisitEngland questionnaires to help you identify the key accessibility features at your venue and promote them in the accessibility section of your website.

In addition, you are encouraged to provide detailed accessibility information, with the recommended format being an AccessAble Detailed Access Guide. Find out more via the AccessAble Your Accessibility Guide portal (not a scheme requirement).

or if need to give URL: <https://visitengland.youraccessibilityguide.co.uk/>

The old VisitBritain template no longer useable

Does your property have a fully up to date entry on www.RatedTrips.com?

Do we have your most recently taken photography of your property?

www.RatedTrips.com can showcase up to 20 of your images and as a picture speaks a 1000 words this will be a worthwhile exercise. You can manage your own details yourself on www.Ratedtrips.com as long as you have your current password. If you need this reset the password or activate this for the first time, this can be carried out on the same site.

Another key service which is now available is the online booking function on this site, again all the details for this as well as the sign up information are available on www.RatedTrips.com

Have you checked all the current member benefits? <https://www.ratedtrips.com/member-offers>

Potential for Improvement

Once again, as on my previous visits, 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. The majority of investment this past year or so having gone into the full refurbishment and development of Perfumery Cottage. 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.

Might though consider investigating the potential benefits of Regenerative Tourism as mentioned on the day. The link to <https://www.visitbritain.org/business-advice/regenerative-tourism/regenerative-tourism-guide> might be a useful guide.

Highlights

Located in the centre of Bourton on the Water and an ideal location for various local eateries and places of interest, the apartments and cottage 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.

Perfumery Cottage has now been completed and to an exceptional standard with various tweaks and additions further enhancing the guest experience. Mr Stephen having stayed in the cottage and testing and experiencing the facilities at first hand. A real testament to his commitment to the business. The additional various soft furnishings and personal touches such as the perfumes on the fire mantle piece a great touch.

The cottage guest compendium also being updated. The new A3 fire plan by the front door an excellent benefit.

Hollywood mirror in the South bedroom sure to be a Wow feature!

The hot tub a fantastic feature and proving to be a great draw in generating business. Many congratulations and well done! The new filter proving to be a great enhancement in the water appearance and clarity.

Special mention once again for the high standards of housekeeping and cleanliness noted on the day throughout the units. A real credit to Elena and Amushka, 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 Apartment 1 & Apartment 2.

Standard Self-Catering
Designator Apartment
Rating 5 Star Gold Award

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

Group Perfumery Cottage

Standard Self-Catering
Designator Cottage
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.

Useful Numbers

Customer Support

All property enquiries, including assessments, reports, ratings, signage, training, and logo requests

01256 338350

VisitEnglandAssessmentServices@aamediagroup.co.uk

Assessment Services Accounts

All financial and payment enquiries

01733 207324

VECreditControl@aamediagroup.co.uk

Useful Links

Online Details Portal

Change your online information on RatedTrips.com; add up to 20 photographs and showcase your facilities.

<http://www.ratedtrips.com/update-your-profile>

Business Support

Advice and support for your business, including training opportunities and discounts.

www.ratedtrips.com/business-support

Participant Benefits

Exclusive offers and discounts to help your business

www.ratedtrips.com/participant-benefits

Participant offers and discounts



Discover more at www.ratedtrips.com/participant-offers

Got a question? – email us at contact@ratedtrips.com

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.