

Apartment 3

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

Summary

STAR RATING

★★★★★

Gold Award

DESIGNATOR

Self-Catering

QUALITY SCORE

93%

VISIT DATE

11 December 2018

VISIT TYPE

Day Assessment

CONTACT

Mr John Stephen Owner

Apartment 3 presented extremely well again this year, retaining its Five Star Self-Catering rating, sitting high within the banding and achieving all sectional consistency scores at the highest level. A very well-deserved Gold Award is retained for a further year and congratulations are extended to owner Mr Stephen.

The property was visited with kind attendance from Mr Stephen who is content with the current grading and pleased to retain the accolade.

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 property presents well from the outside with a smart front door accessed from street level and leading upstairs to the apartment. The parking space is exclusive to the apartment and is located in an unrivalled position at the very heart of Cheltenham's commercial and cultural centre. The privacy and peace and quiet are quite unexpected in such a location but this is due to the measures the owner has undertaken to ensure complete sound-proofing, even blocking off sound from the window in the bedroom and installing a ventilation system so occupants are not disturbed. Secondary-glazing elsewhere keeps out noise from transport and passers-by even at the busiest of times.

Cleanliness

Impeccable housekeeping and maintenance standards are seen at the property with no sign of dust, debris, marking or any other imperfection to be found on soft furnishings, surfaces, furniture, walls or carpets. The property benefits from a thorough cleaning routine at each changeover ensuring there is no evidence of the previous occupants and everything is fresh-smelling and sparkling clean.

Management & Efficiency

Mr Stephen ensures all incoming customers are met and this is a well-established procedure. Guests arrive to find a welcoming gesture of a cream tea which makes for an excellent start. Guests are guided through the apartment features including the various items of technology which have been fitted to enhance their stay. Guest information is provided in an in-unit folder which is very detailed with helpful suggestions and advice. A range of entertainments is available for guests enjoyment including full Sky package, Sonos music package, iPads for controlling surround sound music and lighting, and strong, effective wifi. There is also a well-stocked bookcase on the landing. Every comfort has been considered to make guests feel welcome, allowing them to relax immediately and start enjoying their stay.

Public Areas

The lounge enjoys an effective sense of space as the ceilings are high and the walls have been decorated in a warm honey colour reminiscent of the sun glowing on Cotswold stone. This is complemented by warm honey-toned soft seating and wooden occasional tables and a table and chairs for four. Artwork enhances the look of the space and adds interest. A high quality, hard-wearing carpet runs through the entire property and appears to tread well underfoot. Lighting can be controlled in each room from the iPad provided, heating and air-conditioning are provided for guest comfort. Secondary-glazing ensures no intrusion from outside. A cupboard opens to reveal a washer-dryer. The stairs and corridors are in very good condition; well-lit with walls and carpets pristine.

Bedrooms

Decoration in the bedroom has been completed to an excellent standard and is enhanced by well-chosen pieces of art. Due to potential outside disturbance, the window has been soundproofed and frosted and the room has had a ventilation system fitted so that the air is refreshed every two hours. Blinds and curtains decorate the window space. There are pieces of glass-topped furniture to allow storage of personal items. A Sonos sound unit is discretely-housed under a bedside unit. The ultimate night's sleep is promised as top quality beds and mattresses are provided with luxury bed coverings, excellent bedding and the highest calibre of Frette linen available.

Bathrooms

Full tiling in the bathroom creates a smart uniform look which is easy to maintain in pristine order. A large shower unit is available with adjustable shower to suit preference on pressure and height. Underfloor heating is fitted for guest comfort, extraction functions as expected and lighting can be managed in this room using the technology described. A recessed cupboard is handy for storing small items and a provision of luxury toiletries is thoughtfully made.

Kitchen

Decoration in the kitchen presents to a high standard, with spacious kitchen units housing all necessary items on the inventory. The wooden work surface has been marked and will be re-oiled to remove the staining. Modern granite-coloured sink unit gives an interesting look. Oak flooring remains in superb condition. Large and small appliances with excellent brand names are supplied such as Sage and Siemens and all present well. The bone china, 18/10 cutlery, crystal glassware, high quality pan sets and excellent knives ensure the kitchen is equipped to exacting standards.

Units Seen

1 letting unit. Kindly shown by owner Mr Stephen.

Website Feedback

When <http://www.24thepromenade.co.uk/> was searched, all the top entries linked to the website. The property was found on page 1 of a laptop Google search for 'Self-catering in Cheltenham' and appeared 1st on the Google map search under the same heading. There is a link to Tripadvisor where there are some very positive 5* reviews.

The website has some excellent photos which show a true depiction of the property and a list of features of the apartments. Contact details are provided on a tab along with tariff and booking availability chart. Under the chart is a section of filler text (Lorem ipsum dolor....) which should probably be removed. There is a link to the sister properties. A good description of how to find the apartment is provided along with a very detailed Q&A page.

There is an excellent Access statement. From 2017 VisitEngland 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 timeframe. For more information and template see: <https://www.visitbritain.org/writing-accessibility-guide>.

The VisitEngland logos are displayed but are an older version and the new ones will be e-mailed. The reference to Quality in Tourism is not current and should be removed.

Social media is featured on the site and is current; buttons open up to sign-in pages. Could consider the use of Instagram for future, as the property is particularly photogenic.

Consistent with market trends, the website is mobile-friendly.

Potential for Improvement

Some marking on the kitchen work surface will be dealt with once the wood is oiled during routine maintenance. This aside, there is no particular recommendation to make on this occasion as the apartment presents in the highest order of excellence.

Highlights

The property could not be better placed to enjoy Cheltenham given the proximity to the centre of town. Parking - at such a premium in this location - is a distinct advantage, allowing guests to stay at the heart of the action but allowing them to explore further afield by car. A superb location for enjoyment of race-days and the town's many festivals.

The guests' sleep experience is sure to be enhanced by the sound-proofing measures taken, use of top-of-the-range mattresses and the very highest standard of bed linen available. Everything within the apartment has been completed to the highest specification, demonstrating excellence in industry standards in this type of accommodation.

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.

Useful Numbers

Customer Services 01256 491111 VisitEnglandAssessmentServices@theAA.com

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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.