

## Apartment 3

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

### Summary

STAR RATING



DESIGNATOR

Self-Catering

QUALITY SCORE

92%

*Gold Award*

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VISIT DATE

12 December 2017

VISIT TYPE

Day Assessment

CONTACT

Mr John Stephen Proprietor

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Apartment 3, 24, The Promenade maintains a Five Star Self Catering Accommodation grading, with the addition of a Gold Award, after this year's assessment visit. It sits comfortably in the grade, with all the quality scores safely within the rating banding.

The walk round and debrief was made with the owner, Mr John Stephen present, who is happy to have retained the current grading, which he feels meets his guest's expectations.

As with his other apartments, John continually invests in his properties, maintaining consistently excellent quality standards.

# 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
40% - 49%	50% - 64%	65% - 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>12</b>	<b>80%</b>	
Building Appearance	4		
Grounds/Gardens/Roadways/Parking	4		
Environment & Setting	4		
<b>Cleanliness</b>	<b>20</b>	<b>100%</b>	<b>5 Star</b>
Bedrooms	5		
Bathrooms	5		
Living/Dining Area	5		
Kitchen	5		
<b>Management &amp; Efficiency</b>	<b>15</b>	<b>100%</b>	
Pre-arrival Information Inc. Brochure	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/Fittings/Furnishings	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/Fittings/Furnishings	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		
Fixtures/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/Fittings/Furnishings	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 part of a well presented building, with clear signage by the main door. There is a private parking space provided, which is a real bonus, being so centrally located in the middle of Cheltenham.

## Cleanliness

Standards of cleanliness/housekeeping continue to be maintained to an excellent level. The communal entrance, stairs and landings are very well presented, with decor in excellent condition. The lounge/dining area, is spotlessly clean, with carpeting thoroughly vacuumed, furniture highly polished and high levels immaculately clean. Skirting boards and especially the hard to reach areas behind the beds were spotless and curtains and soft furnishings were very well presented. Chrome bathroom fittings were highly buffed and shower cubicle glass and mirrors sparkled. Kitchen equipment gleamed and cupboards and drawers were spotlessly clean. The standards were again a credit to John and his team.

## Management & Efficiency

Booking procedures are very well established and continue to be effectively managed by John. Once a booking has been made an automatic confirmation is generated that includes cancellation policy and full terms and conditions. Guest are met on arrival by John and a cream tea continues to be provided. There is a very well presented and informative guest folder also provided.

## Public Areas

With the maximum number of guests only being two, the apartment provides a very good amount of space. Farrow and Ball paint finishes are in excellent condition, with high quality wool carpet continuing to wear well, but there were a couple of marks near the sofa which will need monitoring. Easy seating is well maintained, although John has plans to renew the sofa and easy chair this year. A new dining table has been purchased this year and the soft furnishings are again very high quality, with beautiful window drapes. Electronically controlled main room lighting and well placed lamps allow guests to choose a range of lighting options and these can also be controlled from the iPad.

## Bedrooms

Professionally applied Farrow and Ball paint finishes are in excellent condition, with high quality wool carpet continuing to wear well. A mix of period painted furniture and fitted wardrobes provide ample storage and hanging space. A superb, top quality ViSpring Herald, bed and mattress has been purchased this year at considerable cost and with the superb Frette 600 count Egyptian cotton linen, purchased last year, coordinate scatter cushions and throws, provides guests with a truly luxurious experience. Electronically controlled main room lighting and well placed lamps are again provided, with sonos speakers and the unusual light projection alarm clock.

## Bathrooms

The bathroom continues to present very well, with high quality tiled walls and floor, under floor heating, electronically controlled lighting, heated towel rail, backlit mirror and Sonos music speaker. Modern sanitary ware and fittings are very well maintained and guests are also provided with complimentary toiletries, a choice of two sizes of robe and a high quality selection of bath sheets and towels.

# Kitchen

The kitchen is well laid out, with well maintained cupboard units and solid wood work top that offer very good amounts of storage and preparation space. Decor is in excellent condition, with a fully tiled splash back. Excellent oak flooring, electronically controlled room and under unit lighting, all add to the overall quality standards. Equipment is again of a high quality, with a five ring hob and Heston Blumenthal toaster and kettle. As suggested last year a matching Heston Blumenthal microwave could possibly be added. Fine china, 18.10 cutlery and an excellent range of glassware, sabatier professional cook knives and high quality stainless steel pans are provided.

## Units Seen

Single apartment kindly seen with John.

## Website Feedback

A Google search from a laptop, for self catering apartments in central Cheltenham listed apartment 3,10th on page 7. Website reviewed [www.24thepromenade.co.uk](http://www.24thepromenade.co.uk).

The website loads quickly and has a smart, modern presentation. It is easy to navigate and there are a number of professionally taken photographs.

It is fully configured for smart phones/mobile devices.

The correct star rating logo is shown, but the newer VisitEngland logos are required, which will be sent separately.

The access statement is available, but as discussed, VisitEngland are now recommending a simpler access guide, details of which were provided to John.

There are a number of TripAdvisor reviews which are all excellent.

As suggested last year, would recommend putting the contact telephone number and email address in the top right hand of each page, to make the contact details as prominent as possible.

A well presented website.

## Potential for Improvement

John maintains the apartment to a very high standard, with continual quality upgrades and this year is no exception. Suggestions are very limited, other than maintaining the current quality standards. A couple of considerations, however, would include -

Public areas - Monitor the lounge carpet for any further marking. John is planning to replace the easy seating this year.

Kitchen - Consider adding a matching Heston Blumenthal microwave.

## Highlights

A very well presented and equipped apartment, with consistently maintained quality standards throughout. Located in the centre of Cheltenham and within a short walk of the many restaurants and attractions that the town has to offer. A private parking bay is provided, which is rare, being right in the town centre. Some great technology provided, with the iPad to control the lighting and music. Excellent 600 count bed linen. Consistently excellent standards of cleanliness/housekeeping.

This year a superb ViSpring Herald bed and mattress has been purchased, plus a new dining table.

# 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

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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.

# Useful Numbers

Customer Services 01256 491111 VisitEnglandAssessmentServices@theAA.com

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.