



Quality in Tourism

Visit Report

Self-Catering Standard

## Apartment 3

Cheltenham

★★★★★ **Self Catering** **92%**

*Gold Award*

Visit date: 15 Sep 2016

Visit type: Day

QiT No: 617187

	Score
<b>Exterior</b>	
Appearance of buildings	4
Grounds, gardens and parking	4
Environment and setting	4
	80%
<b>Management Efficiency</b>	
Pre arrival info including brochure	5
Welcome and arrival procedure	5
In unit guest info and personal touches	5
	100%
<b>Public Areas</b>	
Decoration	4
Flooring	4
Furniture, furnishings and fittings	5
Lighting, heating and ventilation	5
Space, comfort and ease of use	4
	88%
<b>Bedrooms</b>	
Decoration	5
Flooring	4
Furniture, furnishings and fittings	4
Lighting, heating and ventilation	5
Mattress, bed bases and headboards	5
Bedding and bed linen	5
Space, comfort and ease of use	4
	91%
<b>Bathrooms and WCs</b>	
Decoration	5
Flooring	5
Fixtures, fittings and sanitary ware	5
Lighting, heating and ventilation	5
Space, comfort and ease of use	4
	96%
<b>Kitchen</b>	
Decoration	4
Flooring	5
Furniture and fittings	4
Lighting, heating and ventilation	5
Kitchen equipment	4
Crockery, cutlery and glassware	5
Kitchenware, pans and utensils	5
Space, comfort and ease of use	4
	90%
<b>Cleanliness</b>	
Living and dining area	5
Bedroom	5
Bathroom	5
Kitchen	5
	100%
	<b>92%</b>

**Key Scores and Sectional Consistencies**

**Overall**

92% = Level 5; (87% to 100%)

**Cleanliness**

100% = Level 5; (90% to 100%)

**Public Areas**

88% = Level 5; (87% to 100%)

**Bedrooms**

91% = Level 5; (87% to 100%)

**Bathrooms**

96% = Level 5; (87% to 100%)

**Kitchen**

90% = Level 5; (87% to 100%)

In order to achieve a star rating the following elements of the assessment need to be satisfied.

1. All Minimum Entry Requirements must be met. (See Minimum Entry Requirement page in this report for detail)
2. The Star rating will be no higher than the level achieved by the overall percentage.
3. Key Area Scores: All sectional consistency areas must be equal to or higher than the overall rating (No areas to be below the overall)
4. The Star rating will be capped if Key Requirements are not met at each rating level.

## Overview

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 within the grade, with just Public Areas towards the lower end of the rating banding, which is more to do with space rather than any quality issues. The apartment continues to be maintained and presented to a very high standard throughout. The walk round was made unaccompanied, with the debrief afterwards to the owner, John Stephen, who is happy with the current grading.

## Units Seen

Single apartment seen.

## Website Feedback

A Google search for self catering apartments in the centre of Cheltenham to page ten could not find the apartment's website. When Googled by name, however, it was listed first on page one. Website reviewed [www.24thepromenade.co.uk](http://www.24thepromenade.co.uk).

The apartment is marketed through Holiday Lettings and HomeAway, with the accommodation and facilities accurately described. The other marketing source is through the Cotswold Perfumery site, where John has two other apartments and his perfumery business promoted.

The site loads quickly and has a very good presentation, with a good selection of photographs and is well laid out allowing easy navigation.

Both websites are compatible for smart/mobile phones, with the correct logos showing. Although the newer VisitEngland logos are required, which will be forwarded.

Suggest that the contact telephone number and email address could be positioned at the top of each page on the right hand side, to encourage direct bookings.

There is an access statement provided and a useful floor plan.

The TripAdvisor and HomeAway reviews are all excellent.

## Cleanliness/Housekeeping

The apartment was assessed on change over day and was being cleaned at the time of the visit, but the bedroom and bathroom had been completed. Standards were again excellent this year, with the bathroom fittings, mirrors, tiling and shower glass sparkling. The bedroom skirting boards and behind the bed and bedside tables were completely free of dust and the furniture was highly polished. The open plan lounge/dining area and kitchen also showed excellent underlying standards, with no reasons to doubt that the finished standards would not be as high as seen in the rest of the apartment and also on previous visits.

## Public Areas

Externally the building presents very well, having been decorated this year. The common areas were completely decorated and refurbished last year and continue to present attractively, with neutral paint finishes, high quality carpeting and well placed lighting.

The open plan lounge/diner provides a very comfortable living space, with high quality easy seating, soft furnishings and carpeting. Neutral paint finishes are in very good condition, with the electronically controlled room lighting allowing excellent levels of controllable room and mood lighting to be provided. One of the main highlights continues to be the technological and electronic accessories that are provided throughout the apartment. The range is excellent and includes a Sonos music system that can played throughout the apartment, 3D television and an Ipad that can control the lighting and the music. The modern solid wood dining table and chairs are well maintained, with a comfortable amount of room.

Overall, the lounge/diner is a very good size for the maximum number of two guests and continues to provide accommodation of the highest standard.

## Bedrooms

Neutral paint finishes are in excellent condition, with high quality carpeting continuing to wear very well. A mix of painted furniture is in very good condition, providing ample storage and hanging space and glass tops fitted this year. The main room lighting is again controlled via electronic switches, with air conditioning and well placed room lamps. The bed and mattress is high quality and in excellent condition. The bed linen is new this year and reflects Johns continual search to add extra luxury to the guest experience. He has managed to source superb 600 thread count cotton linen, direct from the Italian manufacturer, Frette. The linen is

luxurious and of the highest quality possible and provides an excellent room presentation.

## **Bathrooms**

The bathroom continues to provide a very high quality facility, with full tiling to the walls and floor, under floor heating, Sonos sound available, and electronically controlled room lighting. As discussed, suggest LED bulbs for enhanced lighting levels. Modern sanitary ware and fittings are both excellent quality and very well maintained, with a rain head shower and complimentary toiletries provided. A new range of bath sheets, towels, flannels and bath mats have been provided this year and robes are now also supplied in two sizes. The bathroom is a very good size for the maximum number of guests.

## **Kitchen**

The open plan kitchen continues to present well, with decor in very good condition and the excellent engineered oak floor continuing to wear well. Cupboard units are well maintained, with good amounts of work top and storage available. Lighting, as throughout the apartment, is excellent, controlled via electronic switches and there is an very good range of equipment, including a Heston Blumenthal toaster and kettle and an espresso coffee machine added this year providing guests with a range of four types of coffee. Perhaps a Heston Blumenthal microwave could be added to match the toaster and kettle. Consideration might also be given to adding some contemporary matching cooking utensils such as Joseph Joseph. Fine china crockery, high quality cutlery and an excellent range of glassware and pans are provided. The kitchen is well laid out and very well equipped.

## **Management Efficiency**

There are some well practised booking procedures, with improvements made this year that includes an on line booking and secure payment facility using WorldPay and PayPal. An automated confirmation is also now provided by return that includes T&Cs, directions and an inventory. All bookings are personally managed by John, with guests welcomed on arrival and a cream tea provided. The guest information folder is also very well presented and informative.

## **Potential for Improvement**

The apartment continues to be very well maintained by John, with regular improvements made and the regular introduction of innovative technological items and ideas that add to the guest experience. Suggestions are again minimal this year -

Bathrooms - LED bulbs.

Kitchen - Consider adding a range of contemporary cooking utensils such as Joseph Joseph. Perhaps add a Sage, Heston Blumenthal microwave to match the toaster and kettle.

Website - As detailed.

## **Highlights**

The apartment is in an ideal location, centrally placed for the shops, restaurants and attractions that Regency Cheltenham has to offer. It provides very high quality accommodation, with some excellent technological aids and a private parking space opposite the apartment. Excellent standards of cleanliness/housekeeping were again noted.

John always tries to add something new each year and this year is no exception, with superb 600 thread count Italian Frette cotton linen purchased, glass tops added to the bedroom furniture, new bath sheets, towelling and robes and an espresso coffee machine provided. Changes have also been made to the booking procedure, with a secure on line booking and payment facility and automated confirmation provided.

## Minimum Entry Requirements

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**Unit:** 24 The Promenade

**Standard:** Self-Catering

**Designator:** Self Catering

**Rating:** Five Star Gold

For a rating to be awarded by VisitEngland a property must meet all Minimum Entry Requirements  
Key Requirements, as appropriate to the Star level  
Any Additional Requirements

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

## Dispensations

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		Agreed
6.3.5	Bath and shower available in the main bathroom	Logged

*Visit Report*

*Your VisitEngland quality assessment report, comprising scores, star rating and commentary reflects the experience of the Quality in Tourism assessor on the day of the visit.*

*Appeals procedure*

*If for any reason you wish to appeal against the rating awarded, VisitEngland has an established appeals procedure, which Quality in Tourism operates on its behalf. A fee is payable, which is refunded if the appeal is upheld. Applications should be made within 14 days of receipt of the report. For details please contact Quality in Tourism at [qualityintourism@uk.g4s.com](mailto:qualityintourism@uk.g4s.com) or telephone 0845 300 6996. Details can also be found at [www.qualityintourism.com](http://www.qualityintourism.com).*

*Additional visits*

*Visits are generally carried out annually, but if you are aiming for a higher rating or accolade and prefer an earlier visit during the same participation year, this can be arranged for an additional fee. Contact Quality in Tourism for details.*

*Publishing of reports*

*This report may, at your discretion, be displayed in its entirety in any printed material or via electronic media.*