

Cotswold Perfumery

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

Summary

STAR RATING

★★★★★

Gold Award

DESIGNATOR

Self-Catering

QUALITY SCORE

92%

VISIT DATE

03 December 2018

VISIT TYPE

Day Assessment

CONTACT

Mr John Stephen Proprietor

Cotswold Perfumery presented at the highest level again this year, with both apartments retaining their Five Star Self-Catering rating, sitting high within the banding. All sectional consistency scores were achieved comfortably. A very well-deserved Gold Award is retained for a further year and congratulations are extended to the owner Mr John Stephen who is content with the current grading and pleased to retain his 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%

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		

Exterior

Apartment 1 & Apartment 2.

Located in the centre of town close to the riverside and high street shops, the property occupies an enviable position. Access is made to the side of the Cotswold Perfumery shop, the building dating from 300 years ago and constructed from Cotswold stone. The parking provided is a real asset as spaces are at a premium in this location. In view of the many visitors at peak times and the central position, the apartments were designed so that the bedrooms are set back from any potential noise disturbance in order to ensure a good night's sleep.

Cleanliness

Apartment 1 & Apartment 2.

A very thorough cleaning procedure is followed during change-overs resulting in the immaculate standards seen. Vacuuming, polishing, mopping and dusting had been carried out to an exceptional standard at the time of the assessment with no defects, scuffs or smudges detected. Soft furnishings appeared in immaculate order, bed linens crisp and bright, furniture polished, carpets pristine, bathroom sparkling, kitchen and all items within it gleaming and neatly arranged. The housekeeping standards are outstanding.

Management & Efficiency

Apartment 1 & Apartment 2.

Bookings are personally handled by Mr Stephen and this is a well-established procedure appreciated by customers. He is on hand to welcome guests and talk them through the apartment features including the use of technology to enhance their stay. Guest information is provided on an in-unit briefing sheet. A cream tea is left to welcome guests on arrival. A range of entertainments is available for guests enjoyment including full Sky package, Napster music package, iPads for controlling surround sound music and lighting, and strong, effective wifi. There is also a well-stocked bookcase. Every comfort has been considered to make guests feel welcome, allowing them to relax immediately and start enjoying their stay.

Public Areas

Apartment 1 & Apartment 2.

The painted finishes in the lounge areas remain in excellent order with ceiling beams and original artwork adding interest. The carpet is in very good condition, feeling soft underfoot. Recliner sofas in soft leather encourage guests to sit back and relax and there is further high quality easy seating for variety. High quality solid wood furniture adds to the luxury feel. The curtains ensure very good level of light exclusion and in-unit lighting can be set to the guests' preference using the iPad control. Large TVs available in the lounge along with music options. The space is comfortably-appointed for the use of two people.

Bedrooms

Apartment 1 & Apartment 2.

The bedrooms are positioned to provide a good night's sleep and benefit from very good soundproofing. Some sloping ceilings and original beams due to the vintage of the building add character. Decoration has been completed to a professional level and painted finishes appear flawless. Technology enhances the experience through mood lighting, TVs, speakers for music and even a projector clock. The latest Dyson Supersonic hairdryers have been purchased this year at considerable expense. Plenty of flat and hanging storage space for guests to stow their personal items. The sleep experience is the epitome of luxury with top quality Vispring mattresses atop the bed bases, dressed with Frette linen, personally researched and sourced by the owner to provide the very highest standards of luxury and comfort for his guests. Temperature is controlled through the climate control units. Carpet is of a very good standard and treads softly underfoot. The space is perfectly satisfactory for two people to relax in comfort.

Bathrooms

Apartment 1 & Apartment 2.

The bathrooms appear in excellent decorative condition, the tiles presenting extremely well and remaining a practical surface for cleanliness procedures. Deep bath tub and shower with strong pressure appreciated by customers. Lighting and music can be controlled in this room also. Smart blinds allow privacy and light exclusion. Underfloor heating ideal for colder months. Generous supply of thick absorbent bath linen including robes. Bathrooms are light, bright and easy to use.

Kitchen

Apartment 1 & Apartment 2.

Kitchens present to a high standard and are well-equipped with ample unit capacity, work surfaces and space to move around. As with all parts of the apartment, the lighting is extremely well-considered. Large and small appliances are maintained in immaculate order and use of excellent brands such as Neff, Sage and even the stylish SimpleHuman refuse bins is to be commended. Kitchenware is provided to a high level although guests tend to dine out. Excellent sets of 18/10 cutlery, bone china crockery and crystal glasses enhance the dining experience.

Units Seen

2 letting units. (2 of 2). Kindly shown by owner Mr Stephen.

Website Feedback

When www.cotswold-perfumery.co.uk was searched, all the top entries linked to the Perfumery website featuring the accommodation tab. The property was found on the second page of a laptop Google search for 'Self-catering in Bourton-on-the-Water' and appeared 10th on the Google map search under the same heading. Under a search for 'Luxury Accommodation in Bourton-on-the-Water' the property appeared on page 1. Some very positive Tripadvisor feedback ranked 1 of 4 Specialty Lodging in Bourton-on-the-Water with 58 reviews, 95% of which are excellent.

The website has some very good photos which show a true depiction of the property and a list of features of the apartments provide an excellent selling point. Contact details are provided on a tab along with tariff and booking availability chart.

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. Instagram could be considered.

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

Potential for Improvement

There is little to suggest for improvement at this time. Introducing Instagram in such a photogenic property would showcase the apartments to great effect.

Highlights

The properties could not be better placed to enjoy the village of Bourton-on-the Water given their proximity to the centre of town. Parking - at such a premium in this location - is a distinct advantage, allowing guests to explore further afield by car.

The use of technology to enhance the guest experience in the properties is above and beyond expectation, even down to the projector clock which subtly displays the time on the ceiling whilst guests are lying in bed and the newly-purchased Dyson hairdryers which will be greatly appreciated by guests.

On this subject, the highlight of the properties surely has to be the sleep experience, created by use of top-of-the-range mattresses and arguably the best bed linen available to purchase anywhere in the world.

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 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.