

Arkle

Arkle, 24 The Promenade, CHELTENHAM, Gloucestershire, GL50 1LR, England

Summary

STAR RATING



Gold Award

SCHEME

Self-Catering

QUALITY SCORE

93%

VISIT DATE

09 April 2025

VISIT TYPE

Day Assessment

CONTACT

Mr John Stephen Proprietor

Arkle continues to be an extremely well appointed apartment offering a superior standard of comfortable well maintained accommodation for its market. Mr Stephen, the Proprietor is very much to be commended on the continued investment and maintaining of these standards helping ensure that the apartment retains the 5 Star Self Catering rating, sitting 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 once again re confirm the Gold Award for another year reflecting the care and attention afforded by the Proprietor and the team, fully deserved and a credit to all. It is also understood that the Proprietor feels the current rating and award meets well with the market expectations and business levels catered for and we wish him all the very best for a successful conclusion to the year and beyond. Wishing all a great coming 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%

	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 apartment is one of a number of apartments within a large Cheltenham period property centrally located for the town. Externally all stonework and paint work remains in very good condition with access buzzers provided for each apartment. The designated parking space continues to be a great asset for the property in the locale.

Cleanliness

As on my previous visits, it was once again quite clear that a superior level of well practised and regimented cleaning and housekeeping procedures remain in place. Exceptional 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 again excellent to see the attention to "hard to get to" areas, particularly behind bedroom furniture and upper areas. Sparkling chrome and gleaming glass in the bathroom 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 affording arriving guests an excellent initial pristine impression.

A credit to all well done!

Management & Efficiency

As previously, excellent professionally handled booking and management procedures remain in place.

Again, extremely well practised arrival procedures remain in place. Guests also benefit from the Proprietors living in the adjacent apartment.

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 proposed Guest Portal will be a fantastic addition and 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 television and linked in entertainment system. A really great USP.

Public Areas

Living areas continue to present very much as previously and generally extremely well. Practical well maintained paintwork in very good condition with attractive use of wall relief adding further interest. The carpet continues to present very well, soft under foot and with no major signs of wear or marking in high traffic areas. High quality well presented easy seating and occasional items in excellent condition. The Interlined curtains continue to be to an excellent standard. Solid dining furniture again to a very good overall standard with the period chairs adding to the quality perception. Excellent lighting with recessed illumination enhanced with various standard lamps and table lamps. The floor uplighters and various lighting controls further enhance both practicality and ambience. An excellent feature of the apartment. Controllable heating enhancing guest comfort and use further.

Bedrooms

The bedroom again presenting to a high overall standard with paint work all in pristine condition along with various pictures enhancing further. Carpet continues to be in very good condition well fitted and presented. Wood furniture of a very good overall intrinsic quality offering ample storage and hanging space. Excellent interlined curtains along with pelmets and tie backs a feature with black out blinds further enhancing. High quality beds and bedding of an excellent standard and offering high standard of comfort and support. Excellent "mood" lighting levels remain in place in the main body of the room with dressing table illumination further enhancing use of surfaces. The air conditioning unit a feature and sure to be much appreciated by guests in the warmer months.

Bathrooms

Fully tiled shower room with all areas in excellent condition. High quality tiled flooring also to an excellent standard and well sealed to edges. Modern style sanitary ware and fittings of a very high specification and in excellent condition with drench shower a feature. Excellent levels of "mood" lighting enhance use of facilities with added benefit of heated towel rail. Under floor heating further enhancing guest comfort and use.

Kitchen

The kitchen continues to be very well appointed with the oak flooring of an excellent standard and practical for the area. Units and work tops all to a very good standard with drawers running smoothly and offering ample storage and work space. Marking by the window, does though detract a little from overall perceptions. Excellent recessed lighting in the main body of the room enhanced with hob extraction and illumination. Wide range of well presented "white goods" and appliances all appear to be in excellent condition. The speciality coffee machine a great added feature. Plentiful provision of high quality crockery, glassware and cutlery. Very good standard of pans and utensils also noted.

Units Seen

Just the one apartment, Arkle advertised and let and seen on the day.

I was very kindly accompanied on the day by Kerry Hambleman along with a short debrief conducted with Mr Stephen, the Proprietor, a little later.

Website Feedback

The web search was conducted using a lap top.

Comments and feedback similar to Oberon and Neroli and as previously.

The web site www.cotswold-apartments.co.uk has recently been upadted to include the new cottage Perfumery Cottage. The website presents very well with each property benefiting from use of SuperControl as a coordinated booking system and 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. Pictures to be added to Perfumery Cottage once completed. 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 like 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-

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/>

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. 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.

The marked kitchen top to the rear of the sink would though benefit from attention if possible.

Highlights

Located in the centre of Cheltenham and an ideal location for various local eateries and attractions, the apartment continues to present to an extremely high standard and for which the Proprietor is to be congratulated. The high ceilings a great interesting feature! It is clearly evident that he takes great pride in the property and this is reflected in the overall quality of presentation, again for which he should be commended. Designated parking bay opposite the property a huge benefit to guests and great "selling" point, particularly for the locale.

The new Guests information compendiums are a fantastic enhancement and really do add to the high quality perception. It being understood that these are to be rolled out in the other apartments in Bourton on the Water.

The proposed new Guest Portal will be a great asset for guests and much to be commended allowing for all sorts of information to be instantly accessible to guests.

New leather table mats and coasters also having been provided.

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 Arkle

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.

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.