



VisitEngland™



SERVICED APARTMENTS

VisitEngland's Quality Standards for Serviced Apartments



Welcome to the VisitEngland Quality Standards for Accreditation

At VisitEngland, we're passionate about raising England's profile, increasing the volume and value of tourism, and developing England's visitor economy by working with organisations of all sizes and specialities. These quality standards will help you become part of this mission.

A VisitEngland Accreditation gives potential customers a label they can trust. Highlighting your dedication to quality shows that your business has been independently verified by the national tourism agency as offering a consistently high standard of service.

Over the years, our Quality Standards have evolved to keep pace with consumer expectations, and we've worked hard to ensure our accreditations are accurate, consistent and reliable. We also work closely with accommodation providers to ensure our standards are straightforward and realistic. This document is the result of an independently chaired Quality Advisory Board which included key stakeholders from across the hospitality industry, that was convened in 2023 to modernise and simplify the standards.

Our Quality Standards are the building blocks that form the basis of what our assessors will be looking for when they visit you. By reading and applying these criteria carefully, you can be confident that your establishment will meet the high industry standards required to become recognised by VisitEngland. And remember, the assessment is not only of the physical product, but also of the experience that your establishment provides. It's not just a box-ticking exercise. We focus on the quality of what you offer, and not on what you don't offer. We look forward to working with and promoting your property.

– VisitEngland

Contents

2 Welcome to the VisitEngland Quality Standards for Accreditation

Quality is the key

- 5 Our commitment to you
- 6 Quality across the Star ratings
- 6 Defining Serviced Apartments
- 6 Service and hospitality

Quality Guidance

- 8 Quality Assessment

Sustainability

- 11 Sustainability is becoming a business basic
- 11 Getting started

Accessibility

- 14 Improving your accessibility – A valuable market

Minimum Entry Requirements

- 17 **General Requirements**
- 17 Statutory Obligations
- 18 General
- 18 Self-contained
- 19 **Maintenance**
- 19 Maintenance
- 19 **Health, Safety and Security**
- 19 Statutory Obligations
- 20 **Exterior**
- 20 Appearance of Buildings
- 20 Grounds and Gardens
- 20 **Cleanliness**
- 20 Cleanliness
- 21 **Management Efficiency**
- 21 Bookings, Brochures and Websites
- 22 Departure
- 22 Guest and Tourist Information
- 23 **Apartment Living and Dining Areas**
- 23 General
- 24 Flooring
- 24 Furniture, Furnishings and Fittings

- 6 Bedrooms and bathrooms
- 7 Cleanliness
- 7 Hints and tips

10 VisitEngland's assessors

- 12 Taking things further
- 12 Sustainability – easy wins

- 15 Legal obligations
- 15 We can help

- 24 Heating, Lighting and Ventilation
- 25 **Bedrooms**
- 25 General
- 25 Flooring
- 25 Furniture, Furnishings and Fittings
- 27 Galleried Bedrooms
- 27 Heating, Lighting and Ventilation
- 28 **Bathrooms and WCs**
- 28 General
- 29 Flooring
- 29 Heating, Lighting and Ventilation
- 30 **Kitchen**
- 30 General
- 31 Flooring
- 31 Heating, Lighting and Ventilation
- 32 Kitchen Inventory
- 33 **Communal Public Areas**
- 33 General
- 33 Lifts
- 34 Décor and Flooring
- 34 Furniture, Furnishings and Fittings

- 34 Heating, Lighting and Ventilation
- 35 Reception

- 35 Additional Facilities

Quality Guidance

36 Exterior

- 36 Appearance of Buildings
- 37 Grounds/Gardens/Frontage and Car Parking - Quality and Condition

38 Cleanliness

39 Management Efficiency

- 39 Pre-arrival Online Guest Information
- 40 Welcome and Arrival Procedures
- 40 Welcome Pack or Hamper

41 Guest and Tourist Information

- 41 In-unit Guest Information and Personal Touches
- 42 Communal Public Areas - Reception, Lobby, Stairways and Corridors

42 Decoration

42 Flooring

43 Furniture, Furnishings and Fittings

43 Space, Comfort and Ease of Use

44 Heating, Lighting and Ventilation

44 Lifts

45 Apartment Living and Dining Areas

45 Decoration

45 Flooring

46 Furniture, Furnishings and Fittings

47 Space, Comfort and Ease of Use

48 Lighting and Heating

49 Bedrooms

49 Decoration

49 Flooring

50 Furniture, Furnishings and Fittings

50 Beds

51 Bedding and Linen

52 Lighting, Heating and Ventilation

52 Space, Comfort and Ease of Use

53 Bathrooms and WCs

53 Decoration

54 Flooring

54 Fixtures, Fittings and Sanitary Ware

55 Lighting, Heating and Ventilation

56 Towels and Toiletries

56 Space, Comfort and Ease of Use

57 Kitchen

57 Decoration

57 Flooring

58 Lighting, Heating and Ventilation

59 Furniture and Fittings

59 Electrical/Gas Equipment

60 Crockery, Cutlery and Glassware

60 Kitchenware, Pans and Utensils

61 Space, Comfort and Ease of Use

62 Additional Facilities

62 Laundry

63 Recreation

63 Shop/Bar/Restaurant

Code of conduct

How does it work



The Arlington

Quality is the key

VisitEngland understands that quality is the key to success within the modern hospitality industry. In order for your business to be successful both nationally and internationally, it is important that quality standards are set high and continue to improve.

Our commitment to you

Our professional assessors will work with you in order to maximise the potential of your business. As a member of the VisitEngland Accreditation Standard you will receive an assessment visit every year. The visit will look at all aspects of your customer facing business from the initial booking to check out. Each visit will be followed by a full verbal debrief and a written management report. Both these tools are designed to help you to improve your business.

Quality across the Star ratings

Our assessors will quality grade each aspect of your business to five levels, based on customer expectations of quality and current standards seen across the sector. The assessment is objective and judgements will not be made about any aspect of your business based on style or personal taste. The aim is to add quality without taking away any of the character and style of the property.

Defining Serviced Apartments

Serviced apartments are often in purpose-built blocks owned or partly owned by the serviced apartment operator. Apartments may be available for short stays but will often be open to long stays too. The primary market is the corporate/business traveller. The apartments will offer home-from-home accommodation with an extended range of services, such as concierge, laundry and dry cleaning.

To receive serviced apartment recognition, you must have at least six serviced apartments.

Service and hospitality

A smile, a warm and genuine welcome and a willingness to please and serve customers is a common requirement and achievable across all star ratings. Seamless and efficient service requires thought and planning. A smaller sized business can rely on the natural friendliness and hospitality of the owners, whilst a larger business will require a team of well-trained staff and this can present a different challenge.

Bedrooms and bathrooms

Whatever the style or concept of your bedrooms and bathrooms, both quality and comfort is what guests and our assessors will be looking for, specifically:

- The quality and comfort of the bed
- The quality of the bed linen
- Attractive, well co-ordinated décor and soft furnishings
- The quality of bathroom fittings, of towels and toiletries
- Ease of use, being well designed without necessarily being large and spacious
- Those extra touches that make the accommodation more welcoming

Cleanliness

Cleanliness is of paramount importance to all guests at all levels. It is expected that all properties will be clean throughout.

Hints and tips

- Be objective and self-critical when thinking about quality.
- Do not over promise. Do not be tempted to claim you offer luxury on your website unless the facilities you are selling are truly luxurious.
- Customers travel with expectations. It is better to exceed these rather than not to live up to them.
- Be a customer at your own business. Take time to use your own website, sleep in your own bedrooms and use the bathroom facilities in order to experience what you are offering your guests.
- Your website is the first contact most customers will have with you. Make sure it is up to date, easy to use and engaging.
- Good quality photographs are the best way to show off your business. Modern smartphone cameras are often up to the task, and online tutorials are widely available.
- If you have the time for social media, it's a great way to engage with potential guests. Your assessor can help with advice on how to get started.



Quality Guidance

The Quality Guidance section which begins on page 37 details all of the areas covered in the quality assessment and gives clear indications of what might be expected to obtain marks commensurate with achieving a Three to Five Star level.

These quality indicators describe typical visitor expectations and may be provided in order to achieve a particular star rating. They are however neither exhaustive nor prescriptive; that is to say, they are included to offer guidance and suggestions on how your quality could be improved or enhanced, but will not in themselves guarantee a higher quality grade.

Quality Assessment

After checking that all the Minimum Entry Requirements (MER) are in place for a particular rating, assessors will make quality judgements about the facilities and equipment provided. When making a quality judgement assessors are trained to ignore their own individual personal tastes and to judge the quality by way of benchmarks. These benchmarks are set from assessing hundreds of properties a year.

Assessors will make quality judgements by assessing whether an item is:

THREE STAR	FOUR STAR	FIVE STAR
Good	Very Good	Excellent
a mark of 3	a mark of 4	a mark of 5

As a result of the consumer research, which showed cleanliness to be of high importance at any quality level, there is a requirement that each star level reaches a commensurate high level of cleanliness. This means the minimum overall percentage awarded for cleanliness has to meet the following levels;

THREE STAR	FOUR STAR	FIVE STAR
65%	75%	90%

Example A) A property aiming for Three Star achieves the following:

- Cleanliness – 68%
- Public areas – 72%
- Bedrooms – 67%
- Bathrooms – 69%
- Kitchen – 68%

It would therefore achieve the quality levels for Three Star.

Example B) A property aiming for Four Star achieves the following:

- Cleanliness – 65%
- Public areas – 76%
- Bedrooms – 75%
- Bathrooms – 80%
- Kitchen – 80%

It has not achieved the cleanliness requirement for Four Star, so a Three Star rating would be appropriate.

In order to move up the rating scale an establishment operating within the Serviced Apartment category, will need to meet progressively higher quality standards providing the very best in guest care as well as some additional appropriate facilities and services.

VisitEngland's assessors

All of our assessors are hospitality professionals and each has a proven background in the industry. More importantly, our assessors now spend their working lives as professional guests. They experience best practice in all areas and are able to pass that knowledge on to you for the benefit of your business. They are your eyes and ears for the duration of their visit. They will assess the quality of your business honestly, but always with the objective of helping you to improve your operation. Make use of your assessor.

Your assessor is there to help your business succeed, so make use of their knowledge and expertise:

- Their aim is to maximise the quality potential of your business, whilst allowing the character and uniqueness of your business to shine through.
- They are an industry professional with extensive knowledge of the accommodation sector, and they are there to share all of that knowledge with you, so be sure to ask plenty of questions.
- Stay in touch. Assessors are happy to answer your questions in between visits.
- The first time you meet your assessor is likely to be when they arrive at your property for a visit.
- You might be concerned that you have not yet provided or understood all of the requirements of the assessment standard. Do not worry, your assessor will discuss this with you and allow you time to add any items or services that might be missing.
- Beyond that, the assessment is about help and advice. The style and character of your property are what make it unique. Your assessor is there to enhance that, not to change it.



Sustainability

Sustainability is becoming a business basic

To meet growing expectations from consumers and address our twin challenges of climate change and nature loss, it is increasingly essential that your operations are run as sustainably as possible. Many organisations and businesses are going further than just preventing more damage being caused, and are aiming to have a positive impact on people and places, by implementing regenerative tourism practices. Both sustainable and regenerative tourism make business sense. See the VisitEngland Business Advice Hub for more details: visitengland.org/businessadvice

Getting started

The crucial thing is to take steps to start doing something: think measure, monitor, reduce. Look to measure how much gas, electricity, water and waste is used each month, monitor this to identify patterns and track where efficiencies could be made, and then use this information to implement changes and reduce consumption. This not only helps our environment but will also save you money.

Taking things further

If you have gone beyond the basics and are already taking these and other steps to be more sustainable, you may wish to demonstrate this to the growing number of consumers factoring environmental and/or social criteria into their purchasing decisions by joining one of the sustainable tourism certification schemes that exist in England. See the VisitEngland Business Advice Hub for more information on how to choose the certification that's right for you: [visitengland.org/businessadvice](https://www.visitengland.org/businessadvice)

Sustainability – easy wins

PEOPLE:

- Think local to keep money in the community. Welcome packs or hospitality trays can include local produce (or Fair-Trade items, which benefit communities in developing countries). Make use of airtight containers rather than providing things individually wrapped. Waste plastic can cause litter and impact health.
- Display the work of local artists or photographers depicting local scenes and historical and heritage related images – it all adds to a visitor's enhanced sense of place.
- Make it easy for customers to do the right thing. For example, including public transport options for getting to your property in promotional and booking information to make it easier for guests to leave the car at home.

PLACE:

- Better insulation and greater use of thermostatically controlled and zoned heating will save on energy use.
- Examine your stock order history and review the single-use plastic items your business consumes. How many are just ordered from habit? Can you eliminate any items by doing things differently?

PARTNERSHIP

- Partner with other organisations looking to improve the local environment and support communities. For example, could you team up with a local college to provide work experience, or if you have space, can you work with a local wildlife trust to install bird or bat boxes.
- Consider creating a sustainability policy, setting out the environmental and sustainable management actions taken by your business. The VisitEngland Business Advice Hub has resources to help get you started. Ensure any staff are fully briefed on your sustainability policy and can articulate your progress to customers.

PROFIT

- Make best use of local tourist information in your properties promotional literature, on the website and in any visitor information located in the accommodation. Or consider an online information system, such as 'Touch Stay'.
- Adding charging points for electric vehicles can help attract EV drivers to your business. See the VisitEngland Business Advice Hub for information on the grants available to support this.

Visit the VisitEngland Business Advice Hub for more information on all aspects of sustainability.



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Accessibility

Improving your accessibility – A valuable market

Many people have accessibility requirements including disabled people, such as those with hearing and visual impairments, wheelchair users, older and less mobile people and people with pushchairs. The accessible tourism market is worth around £14.6bn to tourism businesses in England and is growing due to an ageing population.

By making some small adjustments to your facilities, providing information on your accessibility and understanding the needs of disabled people, your business will appeal to a wider range of visitors and attract more business. Demand for accessible accommodation outstrips the current supply. Find out how other tourism businesses are benefitting from this loyal market at [visitengland.org/access](https://www.visitengland.org/access)

Legal obligations

Tourism businesses have obligations under The Equality Act 2010, which replaced the Disability Discrimination Acts 1995 and 2005 (DDA) on 1 October 2010. Tourism providers should treat everyone accessing their goods, facilities or services fairly, regardless of their sex, sexual orientation, gender reassignment, race, religion or belief, pregnancy and maternity, marriage and civil partnership, or age (this applies to those aged 18 or above), and guard against making assumptions about the characteristics of individuals.

The Equality Act 2010 requires that service providers must think ahead and take steps to address barriers that impede disabled people. Providers should not wait until a disabled person experiences difficulties using a service, as this may make it too late to make the necessary adjustment.

- Make 'reasonable' changes to the way things are done – such as changing practices, policies or procedures where disabled people would be at a 'substantial disadvantage' for example, amend a 'no dogs' policy.
- Make 'reasonable' changes to the built environment – such as making changes to the structure of a building to improve access for example, altering or removing a physical feature.
- Provide auxiliary aids and services – such as providing information in an accessible format, an induction loop for customers with hearing aids.

A service provider cannot legally justify failing to provide a reasonable adjustment. The only question is whether the adjustment is a 'reasonable' one to make. What is 'reasonable' will depend on a number of circumstances, including the cost of an adjustment, potential benefit it may bring to other customers, the resources an organisation has and how practical the changes are.

We can help

VisitEngland provides tourism businesses with a range of free guidance and resources to help increase engagement with the valuable accessible tourism market in the Accessible and Inclusive Tourism Toolkit for Businesses. Go to [visitengland.org/access](https://www.visitengland.org/access)

It is important to provide information on the accessibility of your facilities and services and this is a requirement for all scheme participants.

You can provide details of your venue's key accessibility features on your website and supply this information for inclusion on your [RatedTrips.com](https://wwwRatedTrips.com) venue listing by completing a new questionnaire produced by VisitEngland.

Today's guests also want detailed and factual descriptions of venue accessibility, in the form of an Accessibility Guide, to empower them to make personal choices.

Participants can book and pay for a Detailed Access Guide with AccessAble to provide robust accessibility information on your venue. To learn more and book either a Guided or On Site Assessment, go to [visitengland.youraccessibilityguide.co.uk](https://www.visitengland.youraccessibilityguide.co.uk) (not a requirement of scheme participation).



The Crescent

Minimum Entry Requirements

In order to be recognised within the Serviced Apartments Standard, an operator must meet all the Minimum Entry Requirements listed.

To obtain a higher quality grade it will also be necessary to meet any additional requirements specified for that star level, as shown in the Additional Requirements sections, and to provide a level of quality commensurate with the quality indicators for that star level contained in the Quality Indicators sections, starting on page 37.

General Requirements

Statutory Obligations

Minimum Entry Requirements

Safety

- Health and safety at work
- Fire, gas and electrical safety
- Electrical appliance testing
- Product safety
- Bunk bed regulations
- British Standards applying to items such as cots, high chairs and play pens

Premises

- Planning permission
- Private water supplies
- Housing
- TV licensing

Discrimination

- Sex discrimination
- Race discrimination
- Disability discrimination
- Age discrimination

Records

- Data protection
- Immigration hotel records
- Consumer protection

Trade Descriptions

- Advertising
- Pricing
- Unfair contract terms

Operators will be asked to provide evidence that public liability cover is being maintained and to provide a signed confirmation at application, and renewal of participation, that the above requirements are being fulfilled.

Access Guide

Operators will be asked to provide evidence that they have written, and made publicly available, an Access Guide/information. An Access Guide is a written, clear and accurate document, and above all an honest description of the current facilities and services you offer, to enable a potential visitor to make an informed decision as to whether your business meets their particular access needs. For help, advice, guidance and to see how other tourism businesses are benefitting from this loyal market at visitengland.org and search for Access.

General

Minimum Entry Requirements

- In assessing the acceptability of 'enclosed' floor area available, account will be taken of usable space around furnishings and fittings. It is unlikely that the minimum requirements will be met where accommodation is less than 18.60 sq m (200 sq ft) for a two person apartment plus 7.40 sq m (80 sq ft) for each additional person normally accommodated. Enclosed floor area includes living, sleeping, cooking and bathroom areas.
- Consideration should be given to freedom of movement. The ceiling height for the major part of the room should be sufficient for a person of 183cm (6 ft) to move around without stooping. Sloping eaves and roofs are acceptable provided these do not restrict guests' movements to an unacceptable degree.
- Additionally, for a star rating higher than the base level of Three Star, the floor area available will need to be greater, with significantly more usable space around furnishings and fittings.
- There must be reasonable space for movement in bedrooms/sleeping and living room areas and for easy access to beds, doors and drawers.
- Doors and drawers need to be able to open fully. Account should be taken of space needed for convertibles, e.g. bed settees.
- All fixtures, furniture, furnishings, crockery and cutlery are to be adequate for the maximum number of occupants, including any extra sleeping accommodation.

Self-contained

Minimum Entry Requirements

- All apartments must be totally self-contained. This means that the bedroom(s), bathroom(s), public areas and the kitchen are all contained behind one main door, where occupants have sole access.

Maintenance

Maintenance

Minimum Entry Requirements

- All electrical and gas or oil-fired equipment must meet all relevant statutory obligations (see page 19), be safely maintained, in good working order and serviced regularly and/or tested as appropriate.
- Fixtures, furnishings, floor coverings and fittings must also meet all relevant statutory obligations, particularly in relation to fire safety (see general requirements). These must be maintained in a sound, clean condition and be fit for the purpose intended.
- The exterior should be free from hazards on roads and pathways and the building itself.

Health, Safety and Security

Statutory Obligations

Minimum Entry Requirements

- A high degree of general safety and security must be maintained, including information on procedures in the event of an emergency.
- If the proprietor or appointed representative is not resident on the premises, his/her name, address and telephone number or that of his/her agent, who must have a set of keys, is to be prominently displayed, together with clear details of how to summon assistance in the event of an emergency, such as a power failure or water leak.
- Prominently displayed, printed details of how to summon the assistance of emergency services must be provided, e.g. doctor, dentist, casualty unit and vet (if pets accepted) or 24 hour concierge service provided.
- All apartments are to be provided with suitable refuse disposal facilities. Dustbins, where provided, must have lids. Arrangements for refuse collection to be specified and prominently displayed.
- Occupiers are to be provided with a key to the entrance door of their apartment, and where applicable a key giving access to the building and any other relevant facilities.
- At least one smoke alarm is to be provided in all apartments, situated appropriately within a hallway or landing area. Larger apartments or those with a more unusual layout may require more than one alarm. (Advice may be sought from local fire prevention officer.)
- Adequate levels of lighting at night must be provided for safety and comfort in all public areas, including on stairways, landings, paths/steps to the property and in car parks.
- All mains services should be available.
- An adequate number of power sockets to be available, commensurate with the number of electrical appliances provided.
- Some form of emergency lighting is to be available, e.g. torches. Candles are not acceptable for fire safety reasons.

Exterior

Appearance of Buildings

Minimum Entry Requirements

- Buildings must be maintained in a sound and clean condition.

Grounds and Gardens

Minimum Entry Requirements

- Gardens and/or open areas that are under the control of the operator should be maintained in good order.
- If the property has ancillary areas, the facilities provided (where under the control of the operator) will be taken into account in the assessment of the establishment. They should be well surfaced, in good condition and adequately lit.

Cleanliness

Cleanliness

Minimum Entry Requirements

- Cleanliness is of paramount importance to guests, so a high standard of cleanliness must be achieved and maintained throughout the property. Particular attention must be given to kitchens, bathrooms, shower rooms and toilets and other items involving direct contact for guests, such as bedding, linen, towels, flooring, seating, crockery, cutlery, glassware, kitchen utensils and equipment.
- It is the operator's responsibility to ensure that all properties are thoroughly cleaned throughout, before each new let, irrespective of whether guests have cleaned prior to departure. Any broken or damaged items should be replaced.
- Weekly cleaning service as a minimum.
- Daily cleaning service to be available (may be chargeable).

5 Star

Additional Requirements

- Minimum five out of seven days daily cleaning service to be included in the letting price.

Management Efficiency

Bookings, Brochures and Websites

Minimum Entry Requirements

- It must be made clear to guests exactly what is included in the prices quoted for the property including service charges, taxes and other surcharges, e.g. electricity, linen, towels and cots.
- The price agreed at the time of booking must not be exceeded.
- All agreed prices must include service charges and other surcharges.
- At all levels guests are to be greeted and acknowledged in a friendly, efficient and courteous manner throughout their stay.
- There should be an easy and efficient booking service that includes the following:
 - Prospective visitors told clearly what is included in the prices quoted for accommodation, meals and refreshments, including service charges and other surcharges.
 - Provision of other information which may impact on guests' stay, e.g. smoking policy, refurbishment work in progress, planned functions/events. Where house policy dictates that certain facilities need to be pre-booked, these should also be mentioned at the time of booking.
- Full details of the cancellation policy if there is one. This especially includes information about charging credit cards for cancellation or changes to the booking.
- Information about deposits, if required, including details of how the deposit is taken and whether or not it is refundable on cancellation.
- Clear explanation of charges for additional services or available facilities including cancellation terms.
- Information about any unacceptable types of payment, e.g. credit cards, travellers cheques.
- Information and full details about any fees charged for the acceptance of credit cards.
- Full details of accommodation, including sleeping arrangements and bathroom (whether it is equipped with a bath or a shower) provided in writing or printed form in advance of normal booking. Where sleeping accommodation is provided in addition to the bedroom accommodation, such as bed settees, wall beds, 'Z' beds or camp beds, the type, size and number of bed spaces is to be clearly indicated.
- Where bookings can be made in person the operator should display their prices/tariff for each type and size of apartment. These may be either 'per person' or 'per apartment'.
- Clear information online and recommend a floor plan or a virtual walk round facility. Arrangements for access to the property, particularly where key safes are utilised, to be clearly communicated prior to arrival.

- Car parking arrangements near apartment
- Whether or not pets are accepted and any costs involved
- Distance of apartment from nearest shop(s)
- Distance of apartment from nearest public transport
- Types of energy supply, if not electric
- Electricity voltage, if not standard
- Directions and Sat Nav code provided online, highlighting the location of the apartment. (This may be provided in more detail after booking.)
- An inventory on request.

Departure

Minimum Entry Requirements

- Visitors to be provided with details of payments due and a receipt if required. The receipt is to be clearly presented and well laid out.

Guest and Tourist Information

Minimum Entry Requirements

- Tourist information to be available.
- Access Guide/information to be available.

Apartment facilities

Minimum Entry Requirements

- Hot beverage making ingredients to be provided - enough for at least one night.

An additional two items from the following list should be provided:

- Tumble drier
- Wi-Fi or internet connection in the apartment
- Hi-Fi/stereo system
- Smart TV

4 Star

Additional Requirements

- Breakfast ingredients (continental as a minimum) to be provided for one night (may be chargeable).

5 Star

Additional Requirements

- Air conditioning throughout.
- 24 hour concierge/manned reception.
- Direct dial telephone to be provided in each apartment.
- Breakfast ingredients to be provided for one night (not chargeable).

Apartment Living and Dining Areas

General

Minimum Entry Requirements

- All rooms are to have sufficient space to allow guests freedom of movement around all furniture and fittings including sofa beds. Rooms may be small but careful planning ensures best use of space.
- The ceiling height for the major part of the room should be sufficient for a person of 6 ft to move around without stooping. Sloping eaves and roofs are acceptable provided they do not impinge on a major part of the room.
- When assessing the acceptability of room size, account will be taken of the useable space available around furniture and fittings, including sofa beds. There should be no restriction of free movement.
- Provision of a dining table and seating facilities for the maximum number of occupants.
- Where there is a functional open fireplace, there should be a fireguard, poker, hearth brush, tongs, shovel, fuel container and ashes bucket.
- Easy chair and/or sofa seats to be provided, sufficient for the maximum number of advertised occupants. All easy seating to be provided in the main lounge/lounges.
- A colour TV to be provided where a TV signal is available, at no extra charge. Where terrestrial TV channels are not available every effort should be made to provide an alternative such as cable or satellite TV.
- Non-flammable waste paper bins are to be provided in living areas.
- Where mobile telephone signal is difficult, it may require a phone facility to be provided either in the apartment, or in the case of multiple apartments in one building, provided in the reception area for guest use.

Flooring

Minimum Entry Requirements

- All rooms/areas, passages and staircases must have suitable finishes or coverings.

Furniture, Furnishings and Fittings

Minimum Entry Requirements

- All exterior windows in living areas are to be fitted with opaque curtains, blinds or shutters. Glass in exterior/interior doors will also require covering where the lounge is used for sleeping or where lack of privacy could be an issue. (The apex of an 'A' framed window and roof light windows need to be curtained only where the lounge is used as sleeping accommodation.)
- Where there is sleeping accommodation in living areas, there must be adequate storage for bedding and guests' clothes.

Heating, Lighting and Ventilation

Minimum Entry Requirements

- Adequate means of heating must be available at all times which, in most cases, will mean heating provided in living areas. Extra heating to be available on request.
- All living room areas should have at least one window opening directly into the open air. Air conditioning to be provided where windows are not able to be opened.
- All living areas must be adequately lit and lights must have shades (unless bulbs are decorative, e.g. candle). Minimum lighting levels acceptable are 140 watt (cumulative) or low wattage equivalent for living areas. Greater wattage and range of lighting will be expected in larger rooms.

Energy saving light bulb conversion table

ORDINARY LIGHT BULB	ENERGY - SAVING LIGHT BULB EQUIVALENT
100 Watt	20 – 23 Watt
75 Watt	15 – 18 Watt
60 Watt	11 – 13 Watt
40 Watt	9 Watt

Bedrooms

General

Minimum Entry Requirements

- All bedrooms are to have sufficient space to allow guests freedom of movement around all furniture and fittings including sofa beds. Rooms may be small but careful planning ensures best use of space.
- The ceiling height for the major part of the room should be sufficient for a person of 6 ft to move around without stooping. Sloping eaves and roofs are acceptable provided they do not impinge on a major part of the room.
- When assessing the acceptability of bedroom size, account will be taken of the useable space available around furniture and fittings, including sofa beds. There should be no restriction of free movement.
- Family rooms should be more spacious.
- Doors and drawers able to be fully opened without having to move furniture.

Flooring

Minimum Entry Requirements

- All rooms must have suitable floor finishes or coverings.

Furniture, Furnishings and Fittings

Minimum Entry Requirements

- Provision of a bedside table/shelf and light for each occupant, including bunk beds. (Twin beds may share a table and light and top bunk to have light, but a shelf should be provided only where safe to do so.)
- Non-flammable waste bins to be provided.
- In at least one double or twin room in each apartment, provision of a dressing table facility (or equivalent) with mirror and a wardrobe or clothes hanging rail and adequate drawer space (shelf space is an acceptable alternative to drawers). Hooks on backs of doors are not acceptable; garments should be able to hang freely.
- There should be six hangers per person. Wire hangers are not acceptable.
- **Minimum bed sizes, including sofa beds and bunks, are as follows:**
 - Single:** 190cm x 90cm (6'3" x 3')
 - Double:** 190cm x 137cm (6'3" x 4'6")
- Beds of 122cm (4') in width to be designated as singles.
- Beds of 76cm (2'6") in width are unacceptable, except in family rooms where they are clearly designated for children only.

- Sofa beds are not acceptable as permanent bed spaces (i.e. supplementary sleeping only).
- Bunk beds (permanent bed spaces) are acceptable for children only. When bunk beds are used, guests must be told when they make the booking.
- Access to both sides of beds for double occupancy.
- At least one adult room without bunk beds.
- All mattresses to be sprung interior, foam or similar quality and in a sound and clean condition. Bedding must be clean and well aired.
- Bedding to be supplied in sufficient quantity, i.e. two pillows per person and either a bedspread and two blankets per bed or one duvet of suitable tog rating (minimum 10 tog). For winter, late or early season lettings, the amount of bedding should be increased. Bedding to be clean and well aired.
- A mattress protector or underblanket fitted to all beds. (Plastic or rubber mattress protectors are not acceptable for normal use. Where a rubber cover is provided for children, it should be as an optional extra in addition to the normal mattress protector).
- All beds to be made up for guests' arrival.
- Bed linen is to be provided and changed for all new occupants and a weekly change offered during the letting period. Spare linen and bedding to be available on request. Sheets must be poly-cotton or cotton.
- Where a bedroom is accessed via another bedroom, this must be clearly advertised in the brochure.
- Where a bathroom is accessed via a bedroom (not including en-suites), then these apartments must be designated, and advertised in the brochure, as only being suitable for single family occupation.

4 Star

Additional Requirements

- All advertised sleeping spaces are to be in bedrooms only i.e. not sofa beds/z-beds (Where studio flats are clearly advertised as such, an exemption will be made to this.)

5 Star

Additional Requirements

- All beds are to be generously sized, i.e. doubles of width 152 cm (5') and singles of width 90cm (3') including beds for children (excludes 'Z' beds used on a temporary basis for children only).
- Television to be provided in the master bedroom.

(It is unlikely that a Five Star rating would ever be achieved where a bedroom or bathroom is accessed via another bedroom.)

Galleried Bedrooms

Additional Requirements

- Where a property accommodates only two guests, any rating can be achieved. The galleried bedroom must be advertised as such in the brochure.
- Where the property accommodates more than two guests and there is a galleried bedroom, this must be clearly advertised in the brochure. The highest rating that could be achieved is Four Star. This is due to lack of privacy, light exclusion and noise interruption.

Heating, Lighting and Ventilation

Minimum Entry Requirements

- Means of heating must be available at all times which will, in most cases, mean heating to be provided in each bedroom.
- All bedrooms must be adequately lit and lights must have shades. Minimum lighting levels acceptable are 140 watt (cumulative) or low wattage equivalent. Greater wattage and range of lighting will be expected in larger rooms.

Energy saving light bulb conversion table

ORDINARY LIGHT BULB	ENERGY - SAVING LIGHT BULB EQUIVALENT
100 Watt	20 – 23 Watt
75 Watt	15 – 18 Watt
60 Watt	11 – 13 Watt
40 Watt	9 Watt

- All bedrooms should have at least one window opening directly into the open air; windows to have opaque curtains, blinds or shutters. Air conditioning to be provided where windows are not able to be opened.

Bathrooms and WCs

General

Minimum Entry Requirements

- All apartments are to have at least one bathroom and WC for every four guests. The bathroom is to be equipped with a bath or shower, bathmat, towel rail (pegs and hooks are not acceptable), shelf or flat surface and washbasin. Where the base of the bath or shower is not anti-slip then a non-slip mat must be available. Soap dish to be provided in showers.
- Where bath only or shower only is provided, this must be indicated in the brochure and on the website.
- Unless en-suite, access through a bedroom to the bathroom is not acceptable, except where the apartment is for single family occupation.
- Where more than four guests are accommodated a shower should be available. This must be hands free, but can be fitted over a bath, e.g. mixer tap.
- Small range of toiletries and toilet paper to be provided for guests on arrival.

What is an en-suite?

An en-suite facility consists of a bath or shower, WC and washbasin within a properly ventilated room, connected to a bedroom and entered directly from it.

- Washbasin in main bathroom to be a minimum of 36cm x 24cm (14" x 9") internal, although a standard size washbasin is always recommended where space allows. (Additional basins offered in en-suites or separate WCs where basin in main bathroom complies, could be of a smaller dimension.)
- A mirror to be above or adjacent to the washbasin.
- All apartments to have at least one WC. All WCs to be equipped with toilet paper and holder, toilet brush and disposal bin with sanitary bags, or a lidded bin.
- All windows to have opaque curtains, blinds or shutters. (Glass doors to bathrooms and WCs must also have an opaque curtain or blind.)
- A means to provide hot water to be available.
- A lock or bolt to be provided on all bathroom/WC doors which are not en-suite.
- A shaver point to be adjacent to a mirror, preferably with light. An adapter elsewhere in the apartment is an acceptable alternative, provided it can be used close to a mirror.
- Towels (one hand and one bath towel per person) provided without extra charge and changed at least weekly and for each new guest.
- Fresh soap to be provided for each new guest.

4 Star

Additional Requirements

- If an apartment sleeps more than four guests, the ratio of 1:4 must be maintained for both WCs and bathrooms.
- Where more than one bathroom is provided in an apartment, at least one bathroom is to contain a shower.

5 Star

Additional Requirements

- Larger shower cubicles with potentially high pressure showers provided
- Where there is more than one bedroom, at least one should contain an en-suite bathroom.
- If an apartment sleeps more than six, the ratio of 1:4 to be maintained, i.e. two guests use the en-suite and a maximum of four use the other bathroom.
- Towels to be changed twice a week, subject to environmental policy.
- Range of toiletries to be provided on arrival and topped up continually if requested. (Top ups may be chargeable).

Flooring

Minimum Entry Requirements

- All bathrooms/WCs must have suitable floor coverings. Consideration should be given to the suitability of floor coverings for hygiene and housekeeping reasons.

Heating, Lighting and Ventilation

Minimum Entry Requirements

- Heating to be provided in all bathrooms where there is an external window. A heated towel rail is acceptable.
- All bathrooms/WCs must be adequately lit and all lights must have shades or be suitably protected.

Energy saving light bulb conversion table

ORDINARY LIGHT BULB	ENERGY - SAVING LIGHT BULB EQUIVALENT
100 Watt	20 – 23 Watt
75 Watt	15 – 18 Watt
60 Watt	11 – 13 Watt
40 Watt	9 Watt

- All bathrooms and WCs to have an opening window or Local Planning Authority approved ventilation system.

5 Star

Additional Requirements

- Provision of a heated towel rail or some way of providing dry towels on request.

Kitchen

General

Minimum Entry Requirements

- Provision of a cooker with an oven (with at least two shelves), a grill and at least four boiling rings that may be used simultaneously with the oven or grill. If only two people are accommodated, then two boiling rings plus oven and grill must be provided. For any larger numbers accommodated, i.e. six or more, it is anticipated that additional cooking facilities will be provided. A microwave is an acceptable alternative for one boiling ring. A combination microwave (oven, grill and microwave) is acceptable as a grill or oven, provided that a three-ring hob is also available separately.
- Cookers to be clean and in sound condition and functioning properly.
- Microwave oven to be provided, and microwave cookware or compatible crockery.
- Provision of a refrigerator with an ice making compartment (unless a freezer is also provided). Larder fridges are not acceptable if no separate freezer is provided.
- A sink equipped with a draining board, dish drying rack, hot water and cold drinking water supply to be provided.
- At least one hygienic work surface to be provided.
- An opening window or Local Planning Authority approved ventilation system. Opaque curtains, shutters or blinds to be on external glass doors and windows.
- A covered waste disposal bin to be provided, with liner.
- Provision of storage space suitable for food.
- Where a dishwasher is provided, crockery, cutlery and utensils should be dishwasher safe. Extra crockery should also be provided, so that the dishwasher does not have to be operated at each mealtime for smaller numbers of guests.
- Sufficient storage space for crockery, cutlery, kitchen and cleaning equipment to be provided.
- Washing machine provided in the apartment or central laundry facility (ratio of one machine to every five apartments) or 24 hour return laundry service (may be chargeable) Where the apartment sleeps two only a washing machine is not required, however this must be clearly highlighted on the website.

4 Star

Additional Requirements

- Washing machine provided in the apartment. Laundry and dry cleaning services on request (may be chargeable).
- Freezer space available in the apartment (3*** icebox in a fridge is acceptable).
- Dishwasher or free of charge dishwashing service to be provided within the apartment (consider size for the number the apartment accommodates). Small supply of dishwashing tablets initially provided. Dishwashing service to be clearly advertised.

5 Star

Additional Requirements

- Freezer provided within the apartment (icebox not acceptable at this level).
- Dishwasher provided within the apartment (consider size for the number the apartment accommodates).

Flooring

Minimum Entry Requirements

- All kitchens must have suitable floor finishes or coverings. Consideration should be given to the suitability of floor coverings for housekeeping and hygiene reasons.

Heating, Lighting and Ventilation

Minimum Entry Requirements

- Adequate means of heating must be available at all times which will, in most cases, mean heating provided in the kitchen, if large or separate.
- Kitchens must be adequately lit and all lights must have shades or be suitably protected. As guidance, minimum lighting levels of 140 watt (cumulative) or low wattage equivalent. Greater wattage and range of lighting will be expected in larger rooms.
- There should be an opening window or Local Planning Authority approved ventilation system.

Kitchen Inventory

Minimum Entry Requirements

Per Person

- Bowl – cereal/dessert
 - Plates – large & small
 - Mug
 - Tumbler
 - Wine glass
 - Knives – table & side
 - Spoons – soup, dessert & tea
 - Forks – table & dessert
- All crockery must be matching; sets of glasses should also be matching.
- Consideration should be given to the number of items provided in respect of guests' visitors and the minimum and maximum number of occupants.

Per Apartment

- Ashtrays (if smoking permitted) or nosmoking information
- Baking tray
- Bread bin/container
- Bread knife
- Carving knife
- Chopping board
- Colander
- Condiment set (salt & pepper)
- Corkscrew and bottle opener
- Cutlery box, rack or drawer divider
- Dishcloth and/or washing-up brush
- Dustpan and brush
- Frying pan
- Ice tray
- Kettle – automatic
- Kitchen scissors
- Mixing bowl
- Oven cloth
- Place mats
- Potato peeler
- Saucepans (large, medium and small with lids). More if larger number than six accommodated in the apartment.
- Storage container for biscuits etc.
- Tablespoon
- Tea towels with hooks, rails or suckers
- Tin opener
- Toaster
- Tray
- Utensil storage, e.g. rack, pot or divided drawer
- Vegetable knife
- Washing-up bowl
- Washing-up liquid/dishwasher tablets
- Wooden spoon/plastic spoon.

**To be in apartments or available on request from reception.
(If there is no reception, they must be provided in the apartments.)**

- Basic clothes drying facilities, e.g. clothes horse/line or tumble dryer
- Bread bin/bread storage container
- Broom
- Bucket
- Cafetière or coffee maker
- Casserole dish with lid
- Cheese grater
- Egg cups
- Fish slice
- Iron and ironing board
- Measuring jug
- Oven cloth or mitts
- Spare light bulbs
- Teapot
- Vacuum cleaner
- Water jug
- Whisk

Communal Public Areas

General

Minimum Entry Requirements

- All areas are to have sufficient space to allow guests freedom of movement around all furniture and fittings.
- Easy chair and/or sofa seats to be provided, sufficient for all relevant purposes if appropriate.
- No-smoking notices clearly displayed.

Lifts

Minimum Entry Requirements

- A lift is required when there is an apartment three or more floors higher or lower than the main entrance level floor.
- Dispensation may be possible at all star levels in older buildings and/or architecturally listed buildings where it can be shown that fitting a lift is impractical or not allowed.

4 Star

Additional Requirements

- A lift is required when there is an apartment two or more levels higher or lower than the main entrance level floor.

5 Star

Additional Requirements

- It is expected that a lift will be provided to all floors in the main building.

Décor and Flooring

Minimum Entry Requirements

- All rooms/areas, passages and staircases must have suitable decoration and flooring finishes or coverings.

Furniture, Furnishings and Fittings

Minimum Entry Requirements

- All furniture, flooring and fittings appropriate to the use of the apartments and kept in a well maintained condition.

Heating, Lighting and Ventilation

Minimum Entry Requirements

- Adequate means of heating must be available at all times.
- All living areas must be adequately lit and lights must have shades (unless bulbs are decorative, e.g. candle). Minimum lighting levels acceptable are 140 watt (cumulative) or low wattage equivalent for living areas. Greater wattage and range of lighting will be expected in larger rooms/areas for safety and convenience.

Energy saving light bulb conversion table

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100 Watt	20 – 23 Watt
75 Watt	15 – 18 Watt
60 Watt	11 – 13 Watt
40 Watt	9 Watt

- All public areas are to be adequately ventilated so no residual cooking or other smells are evident.

Reception

Minimum Entry Requirements

- There will normally be a reception area or office where guests will register. Once guests have registered they should have access to their apartments 24 hours a day.
- Member of staff to be on duty or on call 24 hours a day.

5 Star

Additional Requirements

- 24 hour reception service with concierge or receptionist.

Additional Facilities

Minimum Entry Requirements

- Laundry, recreation, reception, shop, bar, restaurant. None of these are required, but where they are provided, their quality and condition will form part of the quality assessment.



Woodford Bridge Country Club Apartments

Quality Guidance

Exterior

Appearance of Buildings

Quality Guidance – The decoration, maintenance and repair of the building(s) will be assessed under this section. This includes stonework, woodwork, paintwork, gutters, fall pipes, external plumbing, chimneys and roofs. External signage attached to the building(s) (clarity and maintenance), lighting, and any outbuildings and storage areas will also be assessed under this heading, along with window boxes, tubs and hanging baskets attached to the building(s).

Star Rating Quality Indicators

3 Star

- Well maintained, but weathering may be present.
- No obvious structural defects.
- Where displayed, signs to be maintained in good condition.
- Exteriors maintained in a sound, inviting and clean condition overall.

4 Star

- High quality maintenance of stonework and paintwork; some natural weathering may be present.

5 Star

- Excellent standards of external maintenance including outbuildings and signs, e.g. fresh, well maintained paintwork, no unsightly staining to stonework.
- Addition of features such as flower tubs and window boxes where appropriate.
- Attractive architectural features may be in evidence.
- Well illuminated generally, and particularly at entrance.
- Entry phone system or similar expected.

Grounds/Gardens/Frontage and Car Parking - Quality and Condition

Quality Guidance – If the property has no grounds, gardens or parking, this section is not assessed. Assessment of this area will include garden areas, hedges, paths, driveways, parking and all other areas within the boundaries of the property which are under the control of the owner, visible from the property, or to which guests have access.

Star Rating Quality Indicators

3 Star

- Well maintained and tidy overall appearance of grounds, gardens, driveways and footpaths etc.
- Easy access to parking with well maintained surface and clear definition.
- Effective lighting where required, e.g. long driveway or path to the property. Parking area may also require lighting.
- Consideration given to the security of guests' cars.

4 Star

- High standards of maintenance of garden. Generally tidy beds, pathways and hedges and all trees and shrubs well tended.
- Evidence of some attention to detail, e.g. well surfaced, colourful borders and wide level pathways.
- Parking area to be on well maintained surface and preferably close to the property.

5 Star

- Maintained to an excellent standard, e.g. well tended borders or shrubs, tidy pathways and edges in good condition and well cut, hedges trimmed and an overall attempt to maintain the appearance throughout the year.
- Attention to detail, including landscaping, driveways and the provision of garden furniture or architectural features, e.g. gazebo, pergola, summer house.
- Ample car parking spaces adjacent to the building to accommodate likely number of guests.
- Good, well positioned lighting.

Cleanliness

Quality Guidance – Public areas (this includes communal public areas and living and dining rooms within apartments etc.) – windows, flooring and skirtings, stair treads, dado/ picture rails and pictures, under seat cushions, inside and outside of furniture, power points and light switches, light fittings, ceiling edges and electrical goods.

Bedrooms – inside and outside of furniture (tops and inside of wardrobes), light fittings and ceiling edges, flooring and skirtings, under beds, windows, bed heads, frames and mattresses.

Bathrooms – this includes wall finishes, flooring, equipment, shower curtains, light fittings, extractor fans, plugholes, taps and toilet brushes.

Kitchen – this includes flooring, walls and tiling, inside of cupboards and drawers, equipment, crockery, pots, pans etc. as well as cooker hoods, extractor fans, work surfaces, splashbacks and gaps between units.

Star Rating Quality Indicators

3 Star

- Evidence of attention to detail, particularly high and low level.
- Clean and fresh surfaces.
- Soft furnishings and carpets deep cleaned on a regular basis or as required.
- All carpets vacuumed and floors cleaned.

4 Star

- Greater attention to detail, with high overall standards evident.
- Gleaming surfaces with evidence of thorough cleaning and a high level of attention to detail.

5 Star

- Excellent level of cleanliness.
- Pristine soft furnishings and carpets.
- A real sparkle in evidence everywhere.

Management Efficiency

Pre-arrival Online Guest Information

Quality Guidance – Assessed here are the procedures for dealing with guests during booking, prearrival and arrival, including information provision for guests to enable them to make the most of their stay.

This also covers the information sent prior to booking which aims to inform the guest about the property and the locality. This may also include the operator's and/or agent's website for the property.

Star Rating Quality Indicators

3 Star

- Basic online provision, to include photographs and ideally a floor plan.

4 Star

- Website to potentially include a 360 degree tour and an availability checker.

5 Star

- Professional website with online booking, and extensive, clear information.
- Detailed, easy to follow directions and Sat Nav code sent by email confirmation after booking.

Welcome and Arrival Procedures

Quality Guidance – This is the procedure used to welcome guests, including arrangements for access, e.g. key collection.

Star Rating Quality Indicators

3 Star

- If a representative is on site to meet new arrivals, guests should be directed/escorted to their apartment. Where a key safe is utilised, clear instructions for use must be sent in advance of arrival.

4 Star

- An efficient check in process, either via a person or a key safe with a phone call made after arrival, to check all is well.

5 Star

- Guests greeted on arrival and a satisfaction check after 24 hours.
- Assistance automatically given with luggage.

Welcome Pack or Hamper

Quality Guidance – This includes the supply of beverage making ingredients and other provisions that will await guests on their arrival and tide them over for a short period of time.

Star Rating Quality Indicators

3 Star

- A wide range of hot drinks likely to be provided, e.g. choice of teas and other drinks such as hot chocolate.
- Biscuits would normally be included.

4 Star

- Welcome pack to include, for example, cereals, juice, and sufficient milk, sugar, bread and pastry items with butter and preserves to enable all guests to eat breakfast on their first morning.

5 Star

- Excellent quality foodstuffs and a wider range of breakfast ingredients, e.g. eggs, cheese, bacon, bread, butter. An extensive range of beverages all of high quality and may include a bottle of wine.

Guest and Tourist Information

In-unit Guest Information and Personal Touches

Quality Guidance – This includes the provision and presentation of household information such as how to use the equipment, building information such as waste disposal and concierge hours, and also tourist information, e.g. attractions' leaflets.

Personal touches are those aspects which make the apartment more homely and welcoming such as plants, books, DVD's, ornaments etc.

Star Rating Quality Indicators

3 Star

- Extended range of tourist information including places to eat etc. and normally up to date.
- Good standard of presentation for household information.
- Wider range of personal touches including books, games and magazines.
- Detailed guest information, e.g. local shops, pubs, leisure facilities, churches.

4 Star

- A wide selection of tourist information for local area and further afield. Some organisation of leaflets would be expected.
- Additional information compiled by owners more than commercially produced leaflets. This could include information on local sporting and leisure activities, locality of banks, shops etc. particularly those selling local produce. This should be displayed in a loose leaf binder or in a rack.
- Very good range of personal touches including books, games, mending kit, barbeque, plants and magazines.

5 Star

- Comprehensive information may include local interest books, ordnance survey maps, walking information etc. Concierge to be proactive and very knowledgeable.
- Excellent range of items, including, for example, cookbooks, telephone directories, CDs and DVDs (and blanks for recording onto).
- Comprehensive details presented to the highest standard.

Communal Public Areas - Reception, Lobby, Stairways and Corridors

Decoration

Quality Guidance – As well as walls and ceilings, the provision and quality of pictures and prints and all wall decorations are assessed here. The assessment of the decoration of walls, ceilings and woodwork looks at the quality, application and condition. The assessor's personal tastes in style or design are not considered.

Star Rating Quality Indicators

3 Star

- Good interior, with evidence of co-ordinated design.
- Well finished, good quality wall coverings and paintwork.
- Use of pictures etc., where appropriate, particularly on plain walls.

4 Star

- A professional standard of finish in very good condition with an appropriate level of adornment as befits the style.

5 Star

- Excellent interior design and overall impression.
- High quality wall coverings in excellent condition; professional finish to all aspects of decoration.
- Attractive use of pictures, prints and other decorative relief where appropriate.

Flooring

Quality Guidance – This includes all types of flooring such as carpets, laminate, ceramic, natural wood or vinyl. Assessment covers quality, condition and fitting.

Star Rating Quality Indicators

3 Star

- Good quality flooring in sound condition and comfortable underfoot. Tiling to have clean grouting.
- Wooden floors in good condition.

4 Star

- High quality flooring, but not necessarily new and may show signs of wear; or more moderate quality, but in pristine condition.
- If rugs are provided these should be high quality.

5 Star

- High quality flooring in excellent condition. No real signs of wear.

Furniture, Furnishings and Fittings

Quality Guidance – This includes the quality and condition of furniture including reception desk, occasional tables, seating, scatter cushions, curtain poles, curtains, light fittings, heating appliances etc.

Star Rating Quality Indicators

3 Star

- Good quality furniture.
- Good use of co-ordination.

• 4 Star

- High quality furniture which offers substantial comfort.
- Curtains likely to have additional embellishments such as tiebacks.

5 Star

- High quality modern, reproduction or antique furniture. Reception desk should be in keeping with this.
- Excellent co-ordination of furniture and fabrics.
- High degree of comfort.
- High quality soft fabrics.

Space, Comfort and Ease of Use

Quality Guidance – This takes into account the use of space and how the building is planned to offer maximum convenience and ease of use for the guests. Is there somewhere in reception for guests to wait?

Star Rating Quality Indicators

3 Star

- Obvious reception desk with space for guests to check in.
- Sufficient space for guests arriving with their luggage.
- Corridors and stairways in good repair and free from obstruction.
- Particular attention given to the maintenance of door handles, apartment numbers, brassware and glass panels.
- Clear directional signage to apartments and to lifts/exit as appropriate.

4 Star

- Greater amount of space and comfort perhaps including seating for arriving and departing guests.

5 Star

- A clearly designated reception area.

Heating, Lighting and Ventilation

Quality Guidance – This relates to the quality and provision of lighting and heating and whether it is sufficient for the size of the area and the number of guests using that area. There should be a balance of natural and artificial light where appropriate.

Star Rating Quality Indicators

3 Star

- Good levels of lighting in all areas including stairs, landing and corridors etc. There is likely to be more than one source of lighting in sitting areas, e.g. wall, standard lamps. Ample natural light.
- Effective levels of heating providing overall uniform temperature.
- All areas well ventilated.

4 Star

- Very good levels of lighting. There should be several forms of alternative lighting in sitting areas, e.g. table lamps, wall lights, picture lights.

5 Star

- Excellent lighting which creates a good effect and shows off the interior to its best advantage.
- Light should be practical for all purposes such as registration of guests.

Lifts

Quality Guidance – This includes all lifts which can be accessed by guests. If guests and service staff share lifts then this will also be taken into account.

Star Rating Quality Indicators

3 Star

- At this level, it is not only the provision of a lift that is important, but also the size, comfort, quality and speed.
- Where no lifts are fitted, assistance with luggage actively offered. If no lifts are available to certain apartments, this should be highlighted in all pre-booking information.

4 Star

- As for Three Star.

5 Star

- Where lifts are shared between guests and staff, priority should be given to guests at this level.

Apartment Living and Dining Areas

Decoration

Quality Guidance – As well as walls and ceilings, the provision and quality of pictures and prints and all wall decorations are assessed here. The assessment of the decoration of walls, ceilings and woodwork looks at the quality, application and condition. The assessor's personal tastes in style or design are not considered.

Star Rating Quality Indicators

3 Star

- Good interior, with evidence of co-ordinated design.
- Well finished, good quality wall coverings and paintwork.
- Use of pictures etc., where appropriate, particularly on plain walls.

4 Star

- A professional standard of finish in very good condition with an appropriate level of adornment as befits the style.

5 Star

- Excellent interior design and overall impression.
- High quality wall coverings in excellent condition; professional finish to all aspects of decoration.
- Attractive use of pictures, prints and other decorative relief where appropriate.
- Interesting architectural features, objects of interest and artwork etc.

Flooring

Quality Guidance – This includes all types of flooring such as carpets, laminate, ceramic, natural wood or vinyl. Assessment covers quality, condition and fitting.

Star Rating Quality Indicators

3 Star

- Good quality flooring in sound condition and comfortable underfoot. Tiling to have clean grouting. Wooden floors in good condition.

4 Star

- High quality flooring, but not necessarily new and may show signs of wear; or more moderate quality, but in pristine condition. If rugs are fitted these should be high quality.

5 Star

- High quality flooring in excellent condition. No real signs of wear.

Furniture, Furnishings and Fittings

Quality Guidance – This includes the quality and condition of dining and lounge furniture including seating, scatter cushions, curtain poles, curtains, light fittings, heating appliances, televisions etc.

Star Rating Quality Indicators

3 Star

- Good quality furniture. Cushions would be expected to enhance the comfort and presentation of seating.
- Dining chairs to have some degree of padding/cushioning.
- More substantial, lined curtains.
- Good use of co-ordination.
- Where separate dining area is provided, provision for maximum number of guests to dine in comfort.

4 Star

- High quality furniture, which offers substantial comfort.
- Curtains to be full and may have additional embellishments such as tiebacks. Material blinds to be lined and easy to use.

5 Star

- High quality modern, reproduction or antique furniture. Where a drop leaf table is provided, it should be able to be used with minimum inconvenience.
- Excellent co-ordination of furniture and fabrics.
- Excellent quality and well fitted window coverings with ample drape and width as appropriate.
- High quality soft fabrics.

Space, Comfort and Ease of Use

Quality Guidance – This takes into account the use of space and how the room layout is planned to offer maximum convenience and ease of use for the guests. Can guests all sit and watch TV in comfort? Is there enough room for the maximum number of guests to all dine together? Does furniture have to be moved for the facilities to be used? The use of sofa beds will be taken into account here as this affects the comfort and ease of use.

Star Rating Quality Indicators

3 Star

- Range of sofas and/or armchairs.
- Ample space for freedom of movement with convenient layout of furniture for practical use.
- Every effort made to reduce external noise and soundproofing/double glazing may need to be considered if noise impacts the guest comfort.

4 Star

- Well planned layout of furniture to maximise use of free space.
- Guests should be able to dine together in comfort.
- Generous free space.
- Where there is an open plan kitchen/living area, there should be adequate ventilation, e.g. forced extraction to ensure minimal intrusion in the living area from steam and cooking odours.

5 Star

- A lounge, generally separate from dining room, or combined lounge/dining room both with an excellent, spacious layout.
- Excellent range of comfortable seating.
- Easy and convenient use of facilities, e.g. use of surfaces and access to power points.
- No intrusive noise.

Lighting and Heating

Quality Guidance – This relates to the quality and provision of lighting and heating and whether it is sufficient for the size of the unit and the number of guests accommodated. There should be a balance of natural and artificial light where appropriate.

Star Rating Quality Indicators

3 Star

- Good levels of controllable lighting in all areas.
- There is likely to be more than one source of lighting, e.g. wall, standard lamps. Ample natural light.
- Effective levels of heating providing overall uniform temperature.
- Properly fitted, automatic, fixed heating which might be thermostatically controlled.

4 Star

- Very good levels of controllable lighting which may include use of dimmers in rooms.
- There should be several forms of alternative lighting, e.g. table lamps, wall lights, picture lights.
- Automatic heating will be fixed and thermostatically controlled.

5 Star

- Excellent lighting which creates a good effect and shows off rooms to best advantage.
- Light should be practical for all purposes such as reading and working.
- Heating levels fully controllable at all times of day/night by the guest. Storage heaters may not meet this requirement.

Bedrooms

Decoration

Quality Guidance – As well as walls and ceilings, the provision and quality of pictures and prints and all wall decorations is assessed here. The assessment of the decoration of walls, ceilings and woodwork looks at the quality, application and condition. The assessor's personal tastes in style or design are not considered.

Star Rating Quality Indicators

3 Star

- Good interior, with evidence of co-ordinated design.
- Well finished, good quality wall coverings and paintwork, applied to a professional standard.
- Use of pictures etc., where appropriate, particularly on plain walls.

4 Star

- A professional standard of finish in very good condition with an appropriate level of adornment as befits the style.

5 Star

- Excellent interior design and overall impression and in excellent condition.
- Professional finish to all aspects of decoration.
- Attractive use of pictures, prints and other decorative relief.
- Interesting architectural features, objects of interest, artwork, floral arrangements etc.

Flooring

Quality Guidance – This includes all types of flooring such as carpets, laminate, natural wood or vinyl.

Star Rating Quality Indicators

3 Star

- Good quality flooring in sound condition and comfortable underfoot.

4 Star

- High quality flooring, but not necessarily new and may show signs of wear; or more moderate quality, but in pristine condition.
- Where rugs are provided these should be of a high quality.

5 Star

- High quality flooring in excellent condition. No real signs of wear and professionally fitted.

Furniture, Furnishings and Fittings

Quality Guidance – This includes fitted and free-standing furniture, curtains and rails, scatter cushions, heating appliances and light fittings.

Star Rating Quality Indicators

3 Star

- Ample provision would include dressing table facility and stool, drawers, etc., in each room.
- Clothes hanging space within a wardrobe or designated curtained area in each bedroom.
- Good quality fittings, in a sound and useable condition.
- Good use of co-ordination.
- The amount of furniture in proportion to the space available.
- Curtains/blinds of good quality, ideally lined, thus affording a good level of blackout to the guest. Lighting and heating fittings to be of a good quality with heating controls being easy to understand and operate.

4 Star

- Dressing table facility, wardrobe and drawer space should be available in each bedroom.
- High quality furniture, not necessarily new, but which offers substantial comfort and space.
- Curtains to be full and may have additional embellishments such as tiebacks.
- Very good quality lighting and heating fittings maintained in a very good condition.

5 Star

- Excellent quality modern, reproduction or antique furniture of sound construction.
- Excellent co-ordination of furniture and soft furnishings of high intrinsic quality.
- Additional features may be in evidence, e.g. scatter cushions.
- Excellent quality and well fitted window covering with ample drape and width.
- High quality lighting and heating fittings in pristine condition.

Beds

Quality Guidance – This includes the quality and condition of headboards or equivalent, bed bases, mattresses and frames.

Star Rating Quality Indicators

3 Star

- Good quality, comfortable beds, supportive mattresses and sound bases.
- Bed bases and headboards, where provided, may be of older style but in good condition.

4 Star

- Very good quality firm mattresses with quality sprung bases.
- Bed bases and any headboards in very good condition.

5 Star

- Excellent quality beds, e.g. sprung mattresses and high quality bases.
- Headboards, if fitted, perhaps offering a high degree of comfort.

Bedding and Linen

Quality Guidance – This looks at the quality and condition of pillows, duvets, blankets and sheets, pillow and mattress protectors, valances and bedspreads.

Star Rating Quality Indicators

3 Star

- Well presented beds, with ample, good quality, pressed, co-ordinated linen and bedding.
- Valances may be present on divans.
- Pillows should be substantial.
- Additional bedding to be provided, it should be clean and fresh, preferably wrapped to retain cleanliness.
- Good quality mattress protectors should be fitted and ideally pillow protectors also.

4 Star

- Very good quality linen, co-ordinated with bedding and room.
- Choice of pillows may be offered, e.g. feather or hollow fibre.
- Pillow protectors may be anticipated at this level.
- Valances may be high quality and pleated.

5 Star

- Co-ordinated and crisply laundered linen. A choice of bedding available, e.g. thickly quilted or similar quality bedspreads and blankets, or duvets with appropriate tog rating. All of a high quality and co-ordinated with bedroom décor and other soft furnishings, e.g. single beds having double duvets.
- High quality, padded mattress covers and pillow protectors would be anticipated.
- A pillow menu may be available as a way of offering a choice of plumpness and filling types of pillows.
- Where duvets are used, generosity of size should be considered.

Lighting, Heating and Ventilation

Quality Guidance – This relates to the quality and provision of lighting and heating and whether it is sufficient for the size of the room and requirements, e.g. reading in bed, putting on make-up or using a hairdryer at a dressing table. There should be a balance of natural and artificial light where appropriate.

Heating needs to be sufficient for the size of the room and to cope with different guests' requirements.

Star Rating Quality Indicators

3 Star

- Well positioned lights giving good levels of illumination and which are easily controllable at night.
- Effective levels of heating providing overall uniform temperature.

4 Star

- Very good levels of light with easy access to controls especially for bedside lighting.
- Different types of lighting may be used, e.g. wall lights and lamps.
- Properly fitted, automatic, fixed heating which might be thermostatically controlled.

5 Star

- Well positioned, excellent quality lighting, giving excellent levels of illumination for various purposes, e.g. reading and at the dressing table.
- Would be desirable to have the main light controlled from the door and bed.
- Heating levels fully controllable at all times of day and night by the guest. Some older storage heaters may not meet this requirement.

Space, Comfort and Ease of Use

Quality Guidance – This takes into account the use of space and how the room layout is planned to offer maximum convenience and ease of use for the guests. Does furniture have to be moved for the facilities to be used? Is there somewhere to store luggage?

Star Rating Quality Indicators

3 Star

- Sufficient space to allow free movement and a good degree of comfort.
- Easy use of facilities.
- Convenient layout of furniture for practical use.
- Good access to both sides of double beds.
- Every effort made to reduce external noise and soundproofing/double glazing may need to be considered if noise impacts the guest comfort.

4 Star

- Well planned layout of furniture to maximise use of generous free space. Rooms may be smaller, but considered planning means they are just as usable.
- Very good access to both sides of double beds.

5 Star

- Bedroom should be of a sufficient size to allow the provision of all appropriate bedroom furniture and still allow easy access when using these facilities.
- Area available for luggage storage without cluttering the room and obstructing access. This need not be in a bedroom.
- Easy and convenient use of facilities, e.g. access to power points.
- Generous access to both sides of double beds.
- No intrusive noise.

Bathrooms and WCs

Decoration

Quality Guidance – This refers to the quality and condition of décor of the walls and ceilings, including tiling, grouting and sealant.

Star Rating Quality Indicators

3 Star

- Well maintained, practical décor; wall and ceiling coverings well applied. All in good condition.

4 Star

- May be recently redecorated but not of the highest quality or may be excellent quality with slight ageing.

5 Star

- Excellent interior design.
- Professional finish to all aspects of decoration.
- Highest quality finish to walls; well fitted, high quality tiles, grouting and sealant.
- Attractive use of decorative enhancements, where appropriate.

Flooring

Quality Guidance – This includes the quality and condition of carpet, vinyl flooring, wood flooring, laminate and ceramic tiles. Non-slip flooring is always advisable in bathrooms.

Star Rating Quality Indicators

3 Star

- Good quality flooring in sound condition and comfortable underfoot.

4 Star

- High quality flooring but not necessarily new and may have some signs of wear; or more moderate quality in pristine condition.

5 Star

- Excellent quality flooring, in excellent condition. No real signs of wear and professionally fitted.

Fixtures, Fittings and Sanitary Ware

Quality Guidance – This includes the taps, plugs, showerheads, mirrors, shower screens/curtains, towel rails, shaver points, lighting and heating fittings, extractor fans, sanitary ware (bath, shower, WC, basin and bidet), towels, curtains and blinds.

Star Rating Quality Indicators

3 Star

- Solid, matching, good quality and well fitted appliances.
- Co-ordinated sanitary ware and bath or shower tray.
- Well fitted window covering, with sufficient width and height to draw completely across the window.
- Good shelf space for guests' belongings.
- Light adjacent to mirror ideally with razor point.
- Good water pressure and drainage to enhance use of facilities.
- Where a macerating toilet is fitted, this should be clearly highlighted, with warnings given about not flushing objects down the toilet.

4 Star

- Generally high quality fittings throughout with slight wear only.
- Good sized baths (where fitted). Shower screen or heavy, high quality curtain.
- All sanitary ware in good order; no cracks, crazing or dull finishes.

5 Star

- Provision of bath and shower or oversized showers with high quality fixtures and fittings, e.g. shower cubicles or shower screens, and thermostatically controlled showers. Full size washbasin in bedroom or en suite. Easy to use appliances.
- Excellent quality and well fitted window covering with ample drape and width.
- Ample and convenient shelf space for guests' belongings.

Lighting, Heating and Ventilation

Quality Guidance – This relates to the quality and provision of lighting and heating and whether it is sufficient for the size of the bathrooms. Lack of sufficient heating and/or ventilation will give rise to condensation. There should be a balance of natural and artificial light where appropriate.

Star Rating Quality Indicators

3 Star

- Effective levels of heating providing overall uniform temperature.
- Well positioned lights giving good levels of illumination to the face.
- Some form of ventilation, either natural via a window, or a forced system provided.

4 Star

- Properly fitted, thermostatically controlled heating.
- Normally an extractor fan and an opening window would be expected.
- Very good levels of lighting, especially over or adjacent to a mirror. Different types of lighting may be evident.

5 Star

- Heating levels fully controllable at all times. Storage heaters may not meet this requirement.
- Extractor fan fitted with a humidistat might be provided as well as a window.
- Well positioned, excellent quality lighting, giving excellent levels of illumination.

Towels and Toiletries

Quality Guidance – This includes all personal towels and any toiletries supplied for guests' use. This could be anything from a bar of soap to a full range and extras such as shower cap and cotton wool balls and buds.

Star Rating Quality Indicators

3 Star

- Generously sized, co-ordinated towels of good quality and condition.
- Good quality soap, shampoo and bath/shower gel provided.
- Emergency toiletries such as toothbrush and disposable razor available, possibly for a charge.
- Bath mat provided. NB Paper mats not acceptable.

4 Star

- A range of very good quality towels, absorbent and soft and a good range of quality guest toiletries.

5 Star

- A range of towels which includes bath sheets, robes and face cloths of excellent quality and condition.
- An excellent range of luxury guest toiletries (for example hand soap, bath soap, shampoo, gels, body lotion, tissues etc.).

Space, Comfort and Ease of Use

Quality Guidance – This takes into account the use of space and how the room layout is planned to offer maximum convenience and ease of use for the guest's freedom of movement, with safety being a prime consideration. Ease of use is likely to be affected by too many guests sharing one bathroom, particularly where the WC is within the bathroom or where there is only a bath provided.

Star Rating Quality Indicators

3 Star

- Sufficient space to allow easy access to, and use of the facilities.

4 Star

- Well planned layout of sanitary ware and fittings to maximise convenience and ease of use.

5 Star

- Ample space to allow free movement and easy access to the facilities.
- Convenient layout with generous free space.

Kitchen

Decoration

Quality Guidance – The assessment of the decoration of walls, ceilings and woodwork looks at the quality of wall finishes, their application and condition. This includes splashbacks, tiling, grouting and sealant. The provision and quality of pictures and prints and all wall decorations is also assessed here. In a kitchen, hygiene is of prime importance, and some account of appropriateness of materials and finishes will have to be taken into consideration. The assessor's personal tastes in style or design are not considered.

Star Rating Quality Indicators

3 Star

- Well maintained, practical décor.
- Well co-ordinated with suitable, durable finishes such as tiling in working areas.
- All décor should be applied to a good standard.

4 Star

- May be recently redecorated but not of the highest quality, or may be excellent quality with slight ageing.

5 Star

- Excellent standard of décor, professionally applied.
- Co-ordinated interior design.
- Highly durable surfaces, showing negligible wear and tear.
- Freshly maintained grouting in tiled areas.

Flooring

Quality Guidance – This includes the quality and condition of carpet, vinyl flooring, wood flooring, laminate and ceramic tiles. Account will be taken of the quality of fitting especially around units and white goods.

Star Rating Quality Indicators

3 Star

- Very good degree of maintenance even in heavy traffic areas.
- Very durable flooring.
- Tiling to have clean grouting.
- Wooden floor in good condition.

4 Star

- Could be high quality flooring, but not necessarily new and may show some signs of wear; or could be of a more moderate quality in pristine condition.

5 Star

- Flooring of highest quality in excellent condition.

Lighting, Heating and Ventilation

Quality Guidance – This relates to the quality and provision of lighting and heating and whether it is sufficient for the size of the kitchen. There should be a balance of natural and artificial light where appropriate and it should be adequate for safe use of the cooker and work surfaces.

Lack of sufficient heating and/or ventilation will give rise to condensation. Ventilation is an important aspect in kitchens and air change should be provided to ensure removal of steam and cooking odours, particularly in open plan units. An opening window, if it operates satisfactorily, can provide adequate ventilation.

Star Rating Quality Indicators

3 Star

- Good overall lighting, preferably including lighting directly over food preparation and cooking areas.
- Good ventilation may include forced extraction.
- Heating to offer a good level of heat and may be automatically controlled.

4 Star

- Very good levels of lighting.
- Different types of lighting may be evident, e.g. under-unit lighting in addition to main lighting.
- Properly fitted, thermostatically controlled heating.
- Extractor fans as well as opening windows might be anticipated.

5 Star

- Excellent lighting to all areas.
- Easily controllable heating, e.g. thermostatic valve fitted to radiators.

Furniture and Fittings

Quality Guidance – This covers all kitchen fittings in terms of quality and condition, including kitchen units and cupboards, work surfaces, curtains and blinds, lighting and heating fittings, extractor fans and any free-standing furniture such as kitchen table and chairs.

Star Rating Quality Indicators

3 Star

- More than adequate cupboard and work surface space.
- Well fitted and co-ordinated units of good quality.
- Where the dining area is part of the kitchen, tables and chairs of good quality with seat padding, where appropriate.

4 Star

- Very good amount of work surface free from clutter and equipment.
- Very good quality and well maintained units.
- Ample storage space for guests' food etc.

5 Star

- Generous work surfaces of high quality finish, plentiful storage space including floor and wall mounted units.
- Professionally fitted units of excellent quality.
- Where the dining area is part of the kitchen, tables and chairs of excellent quality with seat padding, where appropriate.

Electrical/Gas Equipment

Quality Guidance – All electrical and gas equipment provided in the kitchen will be assessed in this section including cookers, hobs, refrigerators etc. All small electrical equipment such as food mixers and hand whisks etc. are also considered here. Appliances such as washing machines, freezers etc., which are not located in the kitchen, but in another part of the property such as a utility room, will be included here.

Star Rating Quality Indicators

3 Star

- All equipment in good order and very well maintained, e.g. items free from signs of damage and marks.

4 Star

- May be excellent quality, but not in pristine condition. A very good range of equipment provided.

5 Star

- Wide range of excellent quality items which may include, for example, an air fryer or a coffee pod machine.
- May include split level cookers for ease of use.
- Highest standards of equipment throughout.

Crockery, Cutlery and Glassware

Quality Guidance – This includes the quality, condition and range of crockery, cutlery and glassware for dining purposes. It does not include glass cookware for example.

Star Rating Quality Indicators

3 Star

- Heavier styles of cutlery, free from any signs of wear.
- Appropriate range and selection of good quality cutlery, crockery and glassware, sufficient for the number of guests accommodated.

4 Star

- Very good quality cutlery matching throughout.

5 Star

- Very good quality in pristine condition or excellent quality in less than perfect condition.

Kitchenware, Pans and Utensils

Quality Guidance – This section looks at the quality, range and condition of pans, baking trays, cooking and serving bowls and dishes as well as utensils. Range and quantity at a basic level should be commensurate with the number of guests, i.e. larger numbers will require larger pans and serving dishes etc.

Star Rating Quality Indicators

3 Star

- Pans in a range of sizes, all of good solid weight.
- No old plastic utensils which are misshapen.
- Wide range of knives, wooden spoons etc.

4 Star

- Pans may be high quality but showing signs of age or wear and tear or could be pristine but of a lighter weight.
- Greater range of utensils and cookware of various sizes and uses.

5 Star

- All cookware and pans of the highest quality standard. Range of pans should be greater than the minimum.
- Wide range of additional items, all co-ordinated, e.g. wok, garlic press, kitchen scales, juicer, etc.

Space, Comfort and Ease of Use

Quality Guidance – This section will cover the design and layout of the kitchen taking into account the important aspect of space. It could be possible to have too much space to the detriment of the practical use of the kitchen, e.g. the layout precludes ease of use. Account will be taken of the maximum occupancy of the unit and the space in the kitchen for that number, especially if the dining area is located in the kitchen, with safety being a prime consideration.

Star Rating Quality Indicators

3 Star

- Sufficient space to allow easy access to, and use of the facilities.
- Good amount of storage space for foodstuffs.
- Convenient access to refrigerator, cooker/oven and hob.

4 Star

- Very good ease of use with plenty of space, especially around dining tables if located in a kitchen.
- Very good access to all units with thought given to the working triangle – cooker, fridge and sink.
- Additional space would be anticipated where larger units may have more than one person using the kitchen at the same time.

5 Star

- Ample space to allow free movement and easy access to the facilities.
- Very convenient layout with plenty of space.
- There should be very generous space for storage, food etc.

Additional Facilities

These are facilities that may be provided as part of the facilities available to apartment guests. They are optional requirements, but if provided, the quality, presentation and ease of use will be taken into account in the assessment of the quality score. If they are not provided, there will be no negative effect on rating awarded.

Laundry

Quality Guidance – This is where there is a specific laundry room located outside the property itself with equipment for washing, drying and ironing clothes; it may be shared with other apartments.

Star Rating Quality Indicators

3 Star

- Sufficient equipment for convenient use.
- Premises in good decorative order. Good housekeeping and free from unsightly storage.
- Equipment may be professional or domestic standard, with instructions for use provided.
- Opening hours appropriate to type of facility and functions, e.g. size and style.

4 Star

Although a laundry room is not a requirement at or above this level (as each apartment should have its own washing machine), where a laundry room is provided in addition, it will be assessed under this section. Payment for use of machines not expected at this level.

- Very good and ample provision of equipment.
- Could include indoor hanging area for wet coats and boots.
- May have 24 hour access via a key/other means of secure access or extended opening hours to suit customer needs.

5 Star

- Well equipped premises in excellent decorative order and a high standard of cleanliness evident.
- Well organised layout with consideration for ease of use of all equipment.
- Provision of excellent quality equipment and clear instructions for use. Range of equipment may include washing machines, tumble dryer, spin dryer, ironing facilities, hand wash facilities etc.
- 24 hour access - which may be via a key, keypad or other means of secure access.

Recreation

Quality Guidance – Examples might include a swimming pool, gym or sauna. There is no requirement for any of these to be provided and operators will not be penalised for not having them, but where they are provided they will form part of the assessment.

Star Rating Quality Indicators

3 Star

- May specialise in one major type of activity to a good standard.
- All facilities and equipment in good order.
- Opening hours appropriate to type of facility.

4 Star

- Wider selection of facilities.
- Facilities of a very good standard, clean and well maintained.
- May include changing rooms where appropriate.

5 Star

- Facilities provided to an excellent standard and equipment in excellent order.
- Extended opening hours to suit customer needs.

Shop/Bar/Restaurant

Quality Guidance – There is no requirement for these to be present, but where they are provided, they will form part of the assessment.

Star Rating Quality Indicators

3 Star

Shop:

- Generally well positioned, good stock of consumer items.
- Fabric and décor in good order and good housekeeping standards.
- Opening hours appropriate to type of facility and functions, e.g. range and type of merchandise.

Bar/restaurant:

- Good decorative and housekeeping standards.
- Sufficient seating to accommodate the maximum number of occupants.
- Good range of food and drinks available, taking into account allergens, with options for vegetarians, coeliacs etc.
- Opening hours appropriate to type of facility and function, e.g. size and style.

4 Star

Shop:

- Very well kept interior and equipment. Evidence of attention to detail regarding cleanliness.

Bar/restaurant:

- Well designed, convenient premises. Decorated to a very good standard and in sound condition.
- Very good housekeeping standards.
- Comfortable seating for all guests and appropriate height for dining.
- Very good choice of food/drinks available.

5 Star

Shop:

- Shop well stocked with a comprehensive range of goods; spotlessly clean, tidy and in excellent decorative order.
- Extended opening hours to suit customers' needs.

Bar/restaurant:

- Spacious, well designed, convenient premises. Decorated to an excellent standard and in excellent condition.
- Excellent housekeeping standards.
- Wide choice of food/drinks available.
- Extended opening hours to suit customers' needs.

Code of conduct

All Quality Scheme participants must agree to comply with the following VisitEngland code of conduct:

Prior to booking:

- To describe accurately in any advertisement, brochure, or other printed or electronic media, the facilities and services provided.
- To make clear to guests in print, in electronic media and on the telephone exactly what is included in all prices quoted for accommodation, including taxes and any other surcharges. Details of charges for additional services/facilities should also be made clear, for example breakfast, leisure etc.
- To anticipate the needs of disabled guests and make reasonable adjustments to improve the premises and business practices.
- To allow guests to view the accommodation prior to booking if requested.

At the time of booking:

- To clearly describe the cancellation policy to guests such as by telephone, internet/email as well as in any printed information given to guests.
- To adhere to and not to exceed prices quoted at the time of booking for accommodation and other services.
- To make clear to guests if the accommodation offered is in an unconnected annexe or similar, and to indicate the location of such accommodation and any difference in comfort and/or amenities from accommodation in the establishment.

On arrival:

- To welcome all guests courteously and without discrimination in relation to age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation (Equality Act 2010).

During the stay:

- To maintain standards of guest care, cleanliness and service appropriate to the type of establishment.
- To deal promptly and courteously with all enquiries, requests, bookings and correspondence from guests.
- To ensure complaint handling procedures are in place and that complaints received are investigated promptly and courteously and that the outcome is communicated to the guest.

On departure:

- To give each guest, on request, details of payments due and a receipt, if required/ requested.

General:

- To ensure the accommodation is prepared for the arrival of guests at all times when the establishment is advertised as open.
- To advise guests, at any time prior to their stay, if there are any changes in what has been booked.
- To have a complaints handling procedure in place to deal promptly and fairly with all guest complaints.
- To hold current public liability insurance and to comply with all relevant statutory obligations including legislation applicable to fire, health and safety, planning and food safety.
- To allow VisitEngland representatives reasonable access to the establishment, on request, to confirm that the Code of Conduct is being observed or in order to investigate any complaint of a serious nature notified to them.
- When a business is sold or ceases to trade, every effort should be made to inform VisitEngland.

How does it work

- **Step 1 - Join a scheme on the [VisitEngland Assessment Services](#) site.** Fill out your details using the form on the Join page. You will then be contacted about the next steps.
- **Step 2 - We receive and process your payment.** For new applicants, the data received from you will be used to create a record for your property as 'awaiting grading'.
- **Step 3 - We assign an Assessor, once your payment has cleared**
- **Step 4 - The Assessor books the assessment**
- **Step 5 - The Assessor completes the assessment.**
- **Step 6 - We complete a report which is sent to you within 14 working days.**
- **Step 7 - Your establishment is now **Assessed** and you are entitled to unlimited use of your quality rating in all your promotional activity together with the internationally recognised Quality Rose Marque.**

CONTACT

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