

Hideaway Cottage

Poole

Summary

Star Rating	★ ★ ★	71%
Designator	Self Catering	
Date of Assessment	05.09.17	
Type of Assessment	Day Visit	
Discussion with	Mrs Sara Smith	
Position	Manager	

Your Star Rating

How the Star Rating is Achieved

Your star rating is reached by assessment of three elements: (1) Overall Quality (2) Sectional Consistency (the Five Areas of Quality, which are of particular importance - Cleanliness, Public Areas, Bedrooms, Bathrooms and Kitchen) (3) your Provision of Services & Facilities. You must provide all the services and facilities for Self Catering minimum entry (All Star Ratings) these are all listed in the Quality Standards booklet. All three elements must be met to achieve a rating.

Overall Quality

How the Overall Quality Rating is Achieved

The minimum overall quality score for your target star rating must be met. We assess 46 aspects of your property (under nine area headings) and score each aspect from 1 to 5 (1 being acceptable; 5 being excellent).

Bands				
1*	2*	3*	4*	5*
34%	48%	60%	75%	87%

Additionally, five of the "Assessment Areas" must meet Sectional Consistency, as these are the most significant in terms of guest expectation. These are Cleanliness, Public Areas, Bedrooms, Bathrooms and Kitchen. Each of the five Sectional Consistency Areas must reach the standard required for your Star rating and must fall into the relevant band for your target star rating.

Exterior	73%		Appearance of the Building	4
			Grounds, Garden & Parking	4
			Environment, First Impression	3
Cleanliness	70%	3	Public Areas	3
			Bedrooms	4
			Bathrooms	4
			Kitchen	3
Management & Efficiency	73%		Guest Info Including Brochure	4
			Welcome and Arrival Procedure	3
			In Unit Guest Information & Personal Touches	4
Public Areas	68%	3	Décor	3
			Flooring	3
			Fixtures, Fittings, Furnishings and Furniture	4
			Lighting, Heating	4
			Space, comfort, ease of use.	3
Bedrooms	69%	3	Décor	3
			Flooring	3
			Fixtures, Fittings, Furnishings and Furniture	3
			Lighting/heating/ventilation	4
			Beds	4
			Bedding/Linen	4
			Space, Comfort ease of use	3
Bathrooms	72%	3	Décor	4
			Flooring	4
			Fixtures, Fittings and Sanitary Ware	4
			Lighting, Heating and Ventilation	3
			Space, Comfort & Ease of Use	3
Kitchen	70%	3	Décor	3
			Flooring	3
			Fittings and Furniture	4
			Lighting, Heating and Ventilation	4
			Electrical Equipment	4
			Crockery, Cutlery and Glassware	3
			Kitchenware & Utensils	4
			Space, Comfort and Ease of Use	3
Additional Facilities	N/A		Reception, Shop, Bar and Restaurant	N/A
			Laundry	N/A
			Recreation	N/A

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Assessment Summary

Overview	<p>Hideaway Cottage (40 Vallis Close) presents well again this year, comfortably retaining its Three Star Self Catering rating and the appropriate individual sectional consistency scores for that quality level.</p> <p>Visit and debrief conducted with the Manager, Mrs Sara Smith, who remains satisfied with the current rating and feels it meets the requirements of the target market.</p>
Units Seen	<p>One unit on site only, seen with Mrs Smith.</p>
Cleanliness	<p>The property being serviced between lettings at the time of the visit, but housekeeping standards remain very good on the whole. Ledges and fittings generally dust and cobweb free at high and low levels, but a little more attention to dust on venetian blinds encouraged and the rungs on the bathroom heated towel rail also a little dusty. Furniture, soft furnishings and lighting/heating fittings presenting very well throughout though, bed and bath linen both well laundered and presented. Hard flooring thoroughly cleaned and carpets vacuumed to skirtings and in to corners; however, the lounge carpet now badly stained and good to hear plans in hand to renew this in the quiet season. Sanitary ware and bathroom fittings clean and bright, with attention also evident to glazed surfaces, chromework, grouting and seals. The kitchen presenting well on the whole, but a little more attention to drawer and cupboard interiors, fridge/freezer seals and the oven interior continues to be encouraged.</p>
Living Areas	<p>Practical emulsioned finishes, but scuffing and marking remain an issue in places and making good is encouraged; suggest a feature wall might also add a focal point to the room. Carpets consistently stained and worn this year and scores decreased to reflect this; good to hear plans in hand to renew during the winter, and suggest a high quality laminate or engineered timber flooring might give a higher quality, more durable finish as discussed. Furniture, soft furnishings and lighting/heating fittings comfortably meeting expectations at this quality level; efficient thermostatically controlled heating, well placed lighting and plentiful ventilation. A well sized living area for the four guests accommodated.</p>
Bedrooms	<p>Décor and flooring comparable to living areas, similar comments apply; similarly lighting, heating, ventilation, furniture and fittings. Bed bases sturdy and supportive and mattresses providing a generous level of comfort; pillows plump, duvets appear an appropriate weight for the season and bed linen well laundered and pressed. Bedrooms vary in size and lay-out, but comfortably appointed and configured.</p>
Bathrooms	<p>High quality tiled décor and hard flooring, both durable and reflecting current best practise in bathrooms. Modern sanitary ware and bathroom fittings well maintained and in good working order; well paced task lighting, effective heating and ventilation. A good bathroom/WC provision for the numbers accommodated.</p>
Kitchen	<p>Practical, well maintained decorative finishes, but could consider a tiled splashback or similar at the work surfaces to give a more easily cleaned finish. Vinyl flooring continues to show signs of wear and deterioration with scores adjusted here as a result; when replacing the lounge flooring, if a hard floor covering used suggest this could also be extended in to the kitchen. Units generally as last seen and continuing to offer generous work and storage space; well placed task lighting, including beneath wall mounted units, effective heating and extraction. A generous range of white goods, tableware and cookware, although the glasses are now quite mixed and recommend these are replaced with matching sets to increase scores here. A well sized kitchen/dining room, efficiently equipped and laid-out.</p>

Management Efficiency	Marketing and booking procedures remain well managed, but room to improve and streamline the website perhaps as it now only relates to the two holiday lets; welcome and arrival systems also well practised. Unit information well compiled and user friendly, guest also benefiting from a range of extras and finishing touches.
Website Feedback & Business Advice	<p>This year the property was the third entry on the fifth page of a laptop google search for self catering in Poole, a significant drop of two pages since the last visit; nor did it appear to be included in the google maps list of self catering in the area of the TripAdvisor list of best self catering in Poole. Suggest regularly updated social media content would help to improve positioning in searches and, if required, further assistance with search engine optimisation can also be found at https://www.visitbritain.org/building-your-website-and-maximising-seo or https://www.digitalgarage.withgoogle.com. Understood occupancy levels have been a little less consistent this year, which could be improved by using an OTA such as Booking.com perhaps, or an on-line booking engine which would give the owners more personal control, such as "supercontrol" which specialises in self catering properties.</p> <p>When www.baiterparklettings.co.uk searched the site dominated the first page, but is still not compatible with mobile devices because text is too small and viewport not set; remedying this would help to increase exposure as more and more bookings are now being made from devices of this type. Hideaway Cottage and it's sister property Driftwood Cottage included in the Holiday Lettings section. The property remains well described and pictures current with contact details clearly displayed and the Star rating logo used to enhance marketability. However, this still needs updating from "enjoyengland" to "VisitEngland" and I will e-mail an up to date jpeg. The floor plans are a useful feature, particularly for less able guests, but from 2017 Access Statements will need updating to Accessibility Guides and further information/assistance with this change can be found at www.visitengland.org/accessibilityguides. Prospective guests also provided with current tariffs, availability checker and booking system with full terms and conditions.</p>
Potential For Improvement	No major issues at the Three Star standard, but the planned renewal of lounge and kitchen flooring is encouraged to consolidate sectional consistency scores. Glassware in the kitchen could also be improved by replacing with higher quality matching sets.
Highlights	A well presented property, providing comfortable, modern self catering accommodation convenient for Poole town centre, water front and attractions.

Provision of Minimum Entry Requirements

To be recognised within the Self Catering scheme the minimum requirements listed in the Standard need to be met. Sufficient quality should be provided to meet the minimum requirements for One Star, in all areas of the operation covered by the quality indicators in the Standard.

The key minimum entry requirements for achieving a Self Catering One Star rating are:

All areas of operation meet the minimum quality requirements for cleanliness, maintenance and physical quality as well as facilities and the delivery of advertised services. All the current statutory obligations must be met. Public Liability insurance cover must be provided.

For Provision of Minimum Entry Requirements your rating is:	Meets
Areas requiring action before next assessment	
All areas meet the requirements of your star rating. No remedial action has been identified at this time.	

Visit Report

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

Appeals procedure

If for any reason you wish to appeal against the rating awarded, VisitEngland has an established appeals procedure, please contact the helpdesk for information. A fee is payable, which is refunded if the appeal is upheld. Applications should be made within 14 days of receipt of the report. For details please contact the VisitEngland helpdesk at visitenglandassessmentservices@theaa.com or telephone 01256 491111.

Additional visits

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

Publishing of reports

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