



Quality in Tourism

Visit Report
Guest Accommodation Standard

Avonlea

Blackpool

★★★ Guest Accommodation 67%
Breakfast Award

Assessor: Graham Morphy-Morris

Visit date: 26 Apr 2011

Visit type: Overnight

QiT No: 610382

Cleanliness (3.2 - Common Standards Reference)	Score
Cleanliness - Public areas	4
Cleanliness - Dining room	4
Cleanliness - Bedroom	4
Cleanliness - Bathroom	4
	80%
Bedrooms (3.6 - Common Standards Reference)	Score
Decoration	3
Furniture, fittings and furnishings	3
Flooring	3
Beds and bedding	4
Lighting, heating and ventilation	3
Bedroom accessories	3
Space, comfort and ease of use	3
	62%
Bathrooms (3.7 - Common Standards Reference)	Score
Decoration	3
Fixtures and fittings	3
Flooring	3
Lighting, heating and ventilation	3
Towels and toiletries	4
Space, comfort and ease of use	3
	63%
Hospitality and Friendliness (3.3 - Common Standards Reference)	Score
Booking and arrival hospitality	4
Dinner and general hospitality	4
Departure hospitality	4
Breakfast hospitality	4
	80%
Food Quality (3.10 - Common Standards Reference)	Score
Breakfast food choice and presentation	4
Breakfast food quality	4
	80%
Service and Efficiency (3.4 - Common Standards Reference)	Score
Booking and arrival service	3
Dinner and general service	3
Departure service	3
Breakfast service	4
	65%
Dining Room or Restaurant (3.9 - Common Standards Reference)	Score
Decoration	4
Furniture, fittings and furnishings	3
Flooring	3
Lighting, heating and ventilation	3
Table appointment	3
Space, comfort and ease of use	3
	63%
All Public Areas (3.8 - Common Standards Reference)	Score
Decoration	4
Furniture, fittings and furnishings	3
Flooring	3
Lighting, heating and ventilation	3
Space, comfort and ease of use	3
Stairs, corridors, landings and public WC	3
	63%
Exterior (3.5 - Common Standards Reference)	Score
Buildings	3
Grounds, gardens and frontage	3
Car parking	3
	60%
	67%

Key Scores and Sectional Consistencies

Overall

67% = 3 star; high (55% to 69%)

Cleanliness

80% = 4 star; safe (75% to 89%)

Bedrooms

62% = 3 star; high (50% to 62%)

Bathrooms

63% = 4 star; low (63% to 79%)

Hospitality

80% = 4 star; safe (75% to 84%)

Breakfast

80% = 5 star; low (80% to 100%)

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

1. All Minimum Entry Requirements must be met. (see Minimum Entry Requirement page in this report for detail)

2. The Star rating awarded will be no higher than the rating achieved in the Overall assessment.

3. Key Area Scores:

At least three of the Key Area sections must achieve or exceed the Star rating awarded. Two sections can fall below the Star rating awarded, but only by one level.

The Star rating awarded will be no more than one band higher than the lowest Key Area score.

4. The Star rating will be capped if Key Requirements are not met at each rating level.

Where the Overall score or a Key Area is marked as 'High' this indicates that the score for this area is close to achieving a higher level. Where the Overall score or a Key Area is marked as 'Safe' this indicates that the score for this area sits comfortably within this level. Where the Overall score or a Key Area is marked as 'Low' this indicates that the score in this area is in danger of being reduced to a lower level at the next assessment visit and as a result the Star rating might need to be reduced.

Overall Score

As can be seen from the quality summary Avonlea achieves a Three Star rating sitting comfortably within the banding. Avonlea is new to the scheme and is to be congratulated on achieving the Three Star rating

Rooms Seen

All bedrooms seen

Cleanliness

The assessor occupied room 3. All the other rooms were viewed. Cleanliness Housekeeping is to a very good standard with evident housekeeping procedures in place

Bedrooms

Simple painted walls and a level of artwork presented to a good quality. Hardwearing carpet flooring noted. Furniture offers ample drawer and hanging space. Supportive mattresses with fresh well laundered bedding. Practical wooden headboards. Accessories include a well put together room folder. Thoughtful provisions on the hospitality tray of biscuits, hot chocolate, tea and coffee and bottled water. Wifi is also provided which will be welcomed by those on business or on holiday

Bathrooms

Plastic wall backing and painted walls present well overall. Matching sanitary to good quality standard. Good level of illumination & heating. Fresh well laundered towels, with hygienic hand wash and wrapped soap is provided. Spacial aspects vary but the best use has been made of the available space

Hospitality and guest experience

Initial booking was made on the 18th April at 6pm. With good information exchanged including e-mail address. On arrival a warm greeting from Mr & Mrs Harley with kind offer of help with luggage. Arrival refreshments offered which is very good practice thank you. On arrival in the room good information given on the use of the keys and facilities & breakfast times discussed. Friendly greeting in the morning from both the owners with appropriate service checks and conversation throughout the meal

Breakfast

Cereals and fruit juice are provided on the buffet table with continental options. Fresh fruit and a selection of bakery items with a choice of preserves are also offered. Full traditional English breakfast is provided with the offer of lighter bites and also the alternative of the continental/vegetarian breakfast if required. Speciality kippers also noted on breakfast menu. Poached eggs, crispy bacon, tomato and sausage sampled on this occasion which was very tasty and neatly presented

Highlights

Very comfortable level of accommodation & hospitable proprietors. Enjoying a convenient position close to all amenities and tourist attractions in Blackpool. Plus, very good quality breakfast in the morning

Minimum Entry Requirements

Standard: Guest Accommodation

Designator: Guest Accommodation

Rating: Three Star

Specialities:

For a rating to be awarded by VisitEngland a property must meet all:

Minimum Entry Requirements

Key Requirements, as appropriate to the Star level

Any Additional Requirements

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

Notes for Proprietors / Managers

The copy of our Visit Report provides information on our assessment of your accommodation and services. The form may be amended from time to time if we discover that this information can be presented in ways that are more helpful. When making quality assessments the assessor is assessing each aspect against the standards of excellence established by VisitEngland. Assessors are trained to ignore their own personal preferences and prejudices when making these assessments. This report is provided in confidence and its contents may not be displayed in any printed material or via electronic media, or indeed quoted verbally. This restriction also applies to any verbal comment made by the assessor at the time of the visit.

PLEASE NOTE

The observations in the Visit Report are intended to be helpful by drawing particular points to your attention. There is no implication that it was these aspects alone that influenced the overall assessment, or that, if they are acted upon, a higher overall grade would be necessarily achieved. Should a proprietor/manager disagree with the grade given, there is an Appeal Procedure, details of which are available from Quality in Tourism (QualityInTourism@uk.g4s.com, Tel 0845 300 6996). A separate charge is made for an appeal assessment.