



Quality in Tourism

Visit Report

Guest Accommodation Standard

New Life Guesthouse

Loughborough

★★★★ Guest House 80%

Visit date: 20 Jan 2014

Visit type: Day

QiT No: 492623

Exterior	Score
Buildings, paintwork, signage and hanging baskets etc	4
Grounds, gardens and frontage	4
Car parking	4
	80%
All Public Areas	Score
Decoration	4
Furniture, fittings and furnishings	4
Flooring	5
Lighting, heating and ventilation	4
Space, comfort and ease of use	3
Stairs, corridors, landings and public WC	4
	80%
Dining Room or Restaurant	Score
Decoration	4
Furniture, fittings and furnishings	4
Flooring	4
Lighting, heating and ventilation	4
Table appointment	4
Space, comfort and ease of use	3
	76%
Bedrooms	Score
Decoration	4
Furniture, fittings and furnishings	4
Flooring	4
Beds and bedding	4
Lighting, heating and ventilation	4
Bedroom accessories	4
Space, comfort and ease of use	3
	77%
Bathrooms	Score
Decoration	3
Sanitary ware, fixtures and fittings	3
Flooring	5
Lighting, heating and ventilation	4
Towels and toiletries	4
Space, comfort ease of use	3
	73%
Cleanliness	Score
Public areas	5
Dining room	5
Bedroom	5
Bathroom	5
	100%
Hospitality and Friendliness	Score
Booking and arrival hospitality	5
Hospitality on departure	5
Other hospitality (inc. dinner where provided)	4
Breakfast hospitality and friendliness	4
	90%
Service and Efficiency	Score
Booking and arrival service	5
Service on departure	4
Other service (inc. dinner where provided)	4
Breakfast service	4
	85%
Food Quality	Score
Breakfast choice / range	3
Breakfast presentation (inc. buffet)	4
Breakfast quality / culinary skills	4
	73%
	80%

Key Scores and Sectional Consistencies

Overall

80% = Level 4; (70% to 84%)

Cleanliness

100% = Level 5; (90% to 100%)

Bedrooms

77% = Level 4; (70% to 84%)

Bathrooms

73% = Level 4; (70% to 84%)

Hospitality

90% = Level 5; (90% to 100%)

Breakfast

73% = Level 4; (70% to 84%)

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 will be no higher than the level achieved by the overall percentage.
3. Key Area Scores: All sectional consistency areas must be equal to or higher than the overall rating (No areas to be below the overall)
4. The Star rating will be capped if Key Requirements are not met at each rating level.

Overview

New Life Guesthouse has consistently delivered high standards and quality over numerous years, Mr and Mrs Burnard taking great pride in the accommodation.

This year is no exception the Four Star Guest Accommodation (guest house) rating is once again secured, the property continuing to sit in a safe position within the achieved banding.

The accommodation caters well for a wide audience, the attic bedrooms being smaller and of a more basic lay out are priced accordingly, often suiting longer term guests from the university.

Mr and Mrs Burnard are pleased that the current rating is once again secured feeling it suits the business demands well.

Rooms Seen

4 rooms in total all viewed - 1,2,3,4

Debrief and discussions took place with Mr and Mrs Burnard

Website Feedback

The web site has been upgraded recently, the on line booking agent Eviivo is proving to be a useful addition to the site.

The home page is informative well laid out, information is detailed and links to additional pages clearly defined. Photographic evidence with regards to room lay outs is very well communicated with text also an honest reflection of the room sizes and styles. The correct grading logo is displayed, tariffs clearly communicated and the location of the property able to be checked via Google Maps.

It is also good to note the link to the Access Statement.

The web site was very well placed on search engine pages, also good to note testimonials from guests which gives confidence to first time guests.

Cleanliness/Housekeeping

Excellent, the team at New Life Guesthouse are fastidious with regards to housekeeping practices. Bathrooms in particular were shining and sparkling, chrome highly polished, mirrors gleaming and attention given to the corners of flooring.

Public areas are again presented to an exceptionally high level.

Bedrooms

The bedrooms present as previously viewed, advantage has been taken of this quieter time currently being experienced to refresh decoration within rooms and on the stairway leading to the attic bedrooms. Furniture continues to present to a high standard in rooms 1 and 2, rooms 3 and 4 being more practically furnished being more compact. Carpets and soft furnishings are fully coordinated, the gold runners adding to bed presentation and being a new addition for this season.

Beds are very well dressed and, valances adding to bed presentation, linens are crisply presented and feather bedding is appreciated. Pillows are plump with additional items wrapped and provided in wardrobes.

Accessories are very well provided, guest information regularly updated and neatly presented.

Rooms 1 and 2 are a very generous size, rooms 3 and 4 the single rooms a comfortable size with furniture placed well to aid guests' ease of movement. Good to note the introduction of air conditioning units in rooms 3 and 4, much needed in the summer months of 2013.

Bathrooms

The bathrooms again are being maintained well, the facilities within room 2 are very well communicated through the web site advertising and verbally if guest book directly ensuring that

guests are fully aware that the shower sits within the main body of the room the toilet with movement sensor lighting and extraction just next door. Robes are in place to add to guests comfort. The en suite of room 1 sports a bath and overhead shower, being attached to the family room this is a welcome provision. Tiling, flooring, and additional decoration is freshly presented, the silicone seal in the shared bathroom in the attic will need replacing as discussed. Lighting and extraction is very well provided being activated by movement. Towels are of a generous size with robes also provided as mentioned. The toiletry provisions have been updated, although are rarely used by guests.

Potential for Improvement

As discussed the corner sealant in the shared shower needs replacing at this time.

It was felt that the mattresses in room 2 would benefit from toppers being added, memory foam or thick feather toppers could be considered which would add to guests comfort. To promote even wear it is also recommended that mattresses be swapped between beds as well as turning in the twin room, one bed will always get more wear than the other when used for single occupancy.

Thought could be given to painting the wooden chair in the bathroom of room 1, it is understood this has been done in the past and then stripped, however the chair is solid and a very good shape but presentation could be enhanced.

Highlights

Once again change has been on-going at the property although on this occasion much has been behind the scenes rather than front facing. Door closes have been improved, bottled water and higher quality biscuits added to tea trays, bed runners are now in place in rooms 1 and 2 and air conditioning units provided in rooms 3 and 4. Toiletry products have been improved; however this may be reconsidered to allow room costs to remain competitive.

Discounts are now being offered to returning guests to help to secure forward business.

There have been upgrades to the web site following a change of host with a new computer system and phone system about to be fitted at the property.

Investment has also been spent on the garden, new plants added to improve presentation, although not the best time of year to fully appreciate the changes.

Mr and Mrs Burnard are very proactive in running the business.

Minimum Entry Requirements

Standard: Guest Accommodation

Designator: Guest House

Rating: Four 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.

Visit Report

Your VisitEngland quality assessment report, comprising scores, star rating and commentary reflects the experience of the Quality in Tourism 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, which Quality in Tourism operates on its behalf. A fee is payable, which is refunded if the appeal is upheld. Applications should be made within 30 days of receipt of the report. For details please contact Quality in Tourism at qualityintourism@uk.g4s.com or telephone 0845 300 6996. Details can also be found at www.qualityintourism.com.

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 Quality in Tourism for details.

Publishing of reports

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