

AA

Serviced Accommodation Quality Standards

Recognising



Excellence

WELCOME TO THE AA QUALITY STANDARDS FOR SERVICED ACCOMMODATION

Dear Proprietor,

AA Hotel Services have been recognising accommodation since 1908 and first introduced the star rating scheme in 1912, recognising and rewarding establishments for the quality and range of their services and facilities. The AA is the only pan-Britain assessing organisation and is the British Hospitality Association's Patron Supplier for quality rating and assessment to the hospitality industry.

These standards are the basis for the inspections that will take place at your establishment - by reading and applying the criteria carefully, you can be confident that your establishment will meet the high industry standards required to become recognised by the AA.

We look forward to working with your establishment and promoting it through the AA Serviced Accommodation Scheme.

AA Hotel Services

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1. SERVICED ACCOMMODATION

- A new AA Star Rating scheme for the serviced accommodation hospitality sector
- From 3 to 5 stars
- Categories/designators:

Serviced Accommodation

- Extended Stay
- Aparthotel
- Corporate Housing
- Residences
- Suites
- Studios
- Serviced Apartments
- Boutique
- Budget

Percentage merit scores based on:

1. Hospitality
2. Service
3. Cleanliness
4. Food (where provided and current AA Food awards made if appropriate)
5. Bedroom
6. Bathroom
7. Lounge (where provided)
8. Kitchen/ette
9. Public Areas
10. Exterior
11. Dining Area

1.1. HOW WE INSPECT

- All 11 areas must meet minimum standard to achieve a star rating
 - Annual anonymous overnight inspection (1 night)
 - Accommodation and (any) breakfast charges refunded on departure
 - Declaration after check-out
 - Discuss visit – review the property
 - Award star rating and percentage merit score
 - Report will be sent with a wall plaque, certificate and digital logos
 - Certain areas of an inspection are “KEY” which means they are necessary requirements
 - These are indicated accordingly within the standards on the following pages



1.2 GET THE MOST FROM YOUR AA INSPECTION

Make sure your team have read and understood the AA Quality Standards booklet.

The content is vital in order to understand the requirements at each star level.

The debrief with your inspector is a two way conversation.

Whilst it is important to listen to the inspector's account of the stay and to note any tips and advice they offer, it is also an opportunity to ask lots of questions and to advise them of any plans you may have to make changes or improvements to your operation.

It is critical that you advise us of any changes to your operation.

This may be something like a change of chef, which we need to know about if you have AA Rosettes or about refurbishment you have carried out or you are planning. You may want us to postpone your visit because of work being carried out or you may want us to reflect the changes you have made in your description.



Your inspector is here to help; as are our office administration team.

Please feel free to contact us, we are available all year round not just at the time of inspection.

Make sure you familiarise yourself with all the other benefits.

They could save you money or enhance your marketing.

Send us quality pictures to fill the multiple image spaces on your page on our website.
Good pictures will enhance the customer's first impression of a property and could influence them to make a booking.

Fill in the questionnaire we send you each year about your establishment.

This ensures we have up-to-date information about your property on our website and in our AA Lifestyle guide.

Make sure your AA signage is correct and up to date.

For information on signage or to purchase new or additional signs telephone **01256 844455** or email HotelServicesCustomerSupport@theAA.com

Do you require any assistance and advice with your food, training for your team?

The AA offers a wide range of training and consultancy packages. Including additional inspections and tailored Mystery Guest programmes.

For further details telephone **01256 844455** or email HotelServicesCustomerSupport@theAA.com

1.3 INSPECTION APPEALS PROCEDURE



Proprietors of either AA recognised Hotels or Guest Accommodation who wish to appeal against the results of an AA inspection carried out at their establishment must follow the procedure outlined below.

1. Any appeal must be made in writing to AA Hotel Services within 21 days of the report being received.
2. The appeal should detail the main reason for the appeal i.e. the level of rating, merit score for hotel or level of AA award recommended.
3. Should the appeal be about the level of star rating, proprietors should ensure that their establishment meets all the necessary minimum requirements outlined in the AA Quality Standards Booklet.
4. Appeals will be formally acknowledged within 7 working days of receipt of the appeal together with a form to organise an appeal visit on an overnight basis.
5. The appeal visit will be subject to a non refundable fee as detailed below which would not be organised until full payment had been received.
6. Once the application and fee has been received an appeal visit from a member of the senior inspection team will take place within 4-6 weeks of receipt (subject to the establishment's availability).
7. The findings of the appeal visit will be feedback in the normal way of both a discussion after check-out and a report following the visit.
8. The outcome of this report will supersede the previous visit and will be final.

Prices are available upon application or on our website:
theAA.com/Hotels

2. DESIGNATOR DEFINITIONS

Extended Stay - A term used by many International corporate groups

Aparthotel - Providing hotel-like offering such as:

- 24/7 manned reception on site - room telephone connection to the front desk
- Additional services on demand
- Minimum once-weekly cleaning (more often at extra charge)
- Food and beverage offering in property or within close proximity (either operated or outsourced)
- Creating sense of community by providing common areas such as gym, courtyard etc.
- Laundry if not provided in units
- On average larger units than at a standard hotel including mix of studios, one-bedroom, two-Bedroom, in some cases three-bedroom units
- Essential that it is possible to work, cook/eat and sleep in each self-contained unit, whatever the size. Wardrobe / storage appropriate to the size of unit is also important.
- In-room Kitchen/kitchenette, appropriate to the size of unit
- No minimum stay

Important differentiation factors from corporate housing

- Planning: fully compliant with appropriate planning legislation to enable both short and longer-stay usage.
- Compliant with all building standards, health & safety, fire & life safety, insurance and planning controls.
- Ranging in standard from economy to luxury depending on brand standards
- Fixed inventory
- Staff employed on-site

Corporate Housing

- Self-contained apartments in residential building; managed by a single individual or legal entity
- In-room laundry
- More ideally suited to longer average length of stay
- 24 hour service contact (not necessarily on property) - manned or unmanned
- Essential that it is possible to work, cook/eat and sleep in each self-contained unit, whatever the size.
- Wardrobe / storage appropriate to the size of unit (and length of stay) is also important
- All units featuring kitchen of appropriate size to the unit

Important differentiation factors from aparthotels

- Minimum stay in line with planning restrictions
- Compliant with all building standards, health & safety, fire & life safety, insurance and planning controls be relevant to short-term traveler accommodation
- Ranging in standard from economy to luxury
- Flexible Inventory, varying room count depending on demand

Residences - A marketing term appealing to specific markets

Suites - Self-evident at least one other room other than bed and bathroom

Studios - Smaller than suites – self-contained in one room

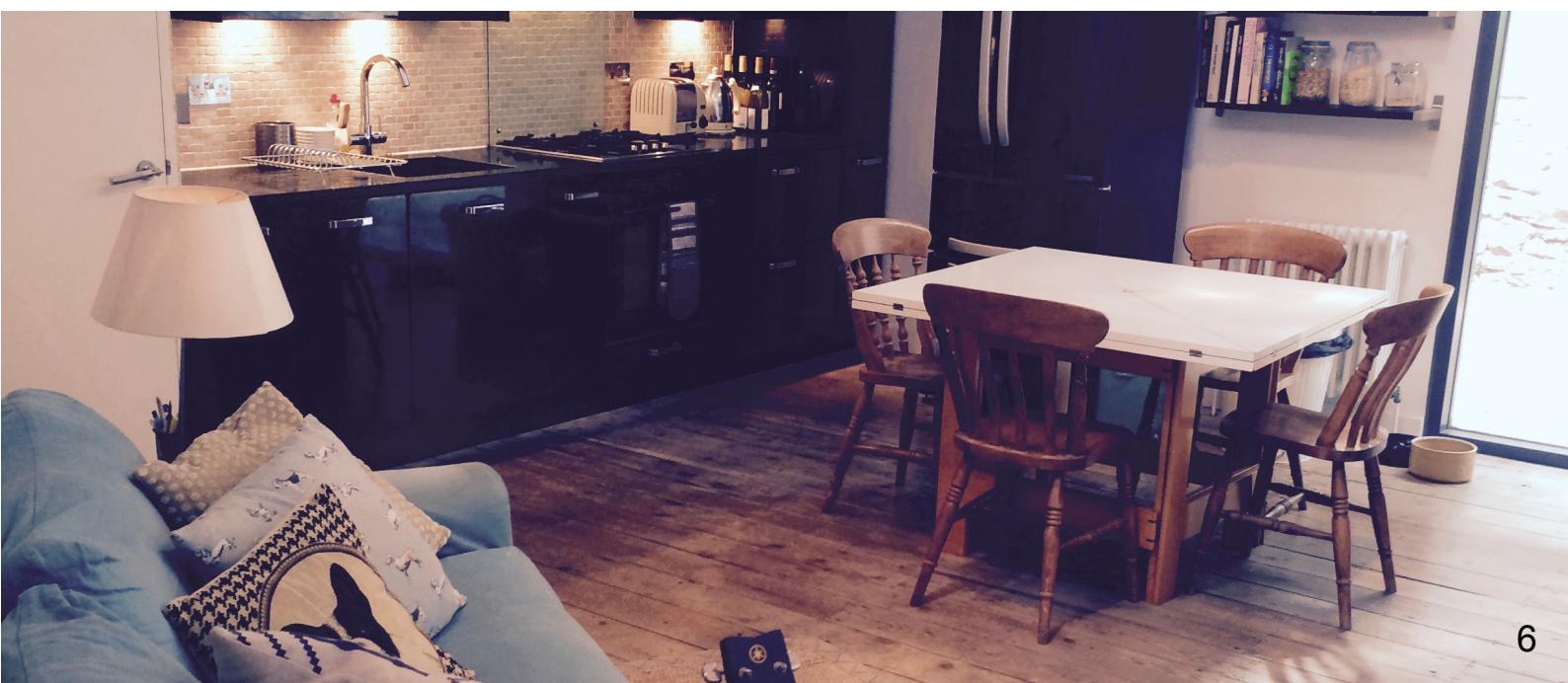
Serviced Apartments - A general catch-all – like Hotel Designator

The difference from Self Catering: generally:

- Tend to be rural locations
- Tend to be smaller units
- Serviced only on departure

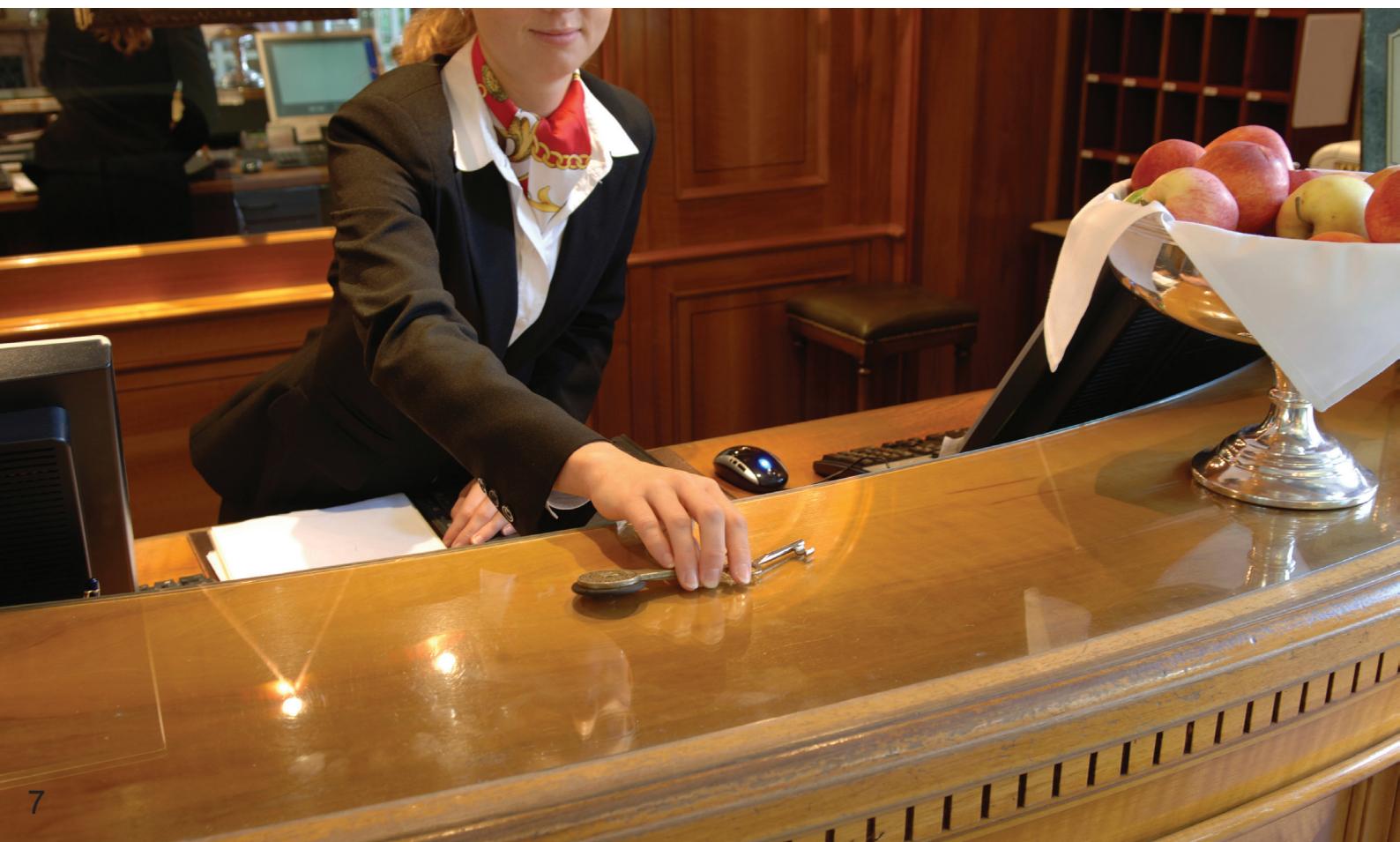
3.OVERALL STANDARDS

Overall Standards	Three Star	Four Star	Five Star
Safety and Security	Fire Notices, Prices Displayed, Food Safety/Hygiene, Licensing. Proprietor or staff on duty 7am to 11pm, & on site 24 hours		
Locks	Means of securing internal and external doors.		
Maintenance Overall	Exterior/interior maintained in a sound, clean condition. All equipment (gas/electric) regularly serviced/in good working order		
Cleanliness Overall	A consistent standard of cleanliness is essential at every establishment. Particular attention given to items involving direct guest contact	Exceptional standards of cleanliness to be evident throughout the establishment	
Physical Quality Overall	Provide accommodation of good quality, comfort and generally more spacious	All aspects of the property offering a very good level of space and comfort	All aspects of the property offering an excellent level of space and comfort to a luxurious standard
Hospitality Overall	Guests will be greeted and acknowledged in a friendly, efficient and courteous manner throughout their stay	Proactive interaction and anticipation of guests' needs	Excellent levels of hospitality and customer care offering a personalized approach to every individual guest
Services Overall	Good guest service appropriate staffing levels to provide prompt & efficient service without detriment to other service areas Good guest information folders or equivalent.	Very good service, giving guests the impression of being well cared for by trained, professional and attentive staff. Comprehensive guest information folders or equivalent.	Flawless & unobtrusive service, giving guests the impression of being very well cared for by highly trained, professional staff. Very comprehensive guest information folders/ equivalent.
Opening	Generally open seven days a week when operating, providing a consistent level of service & facilities appropriate to its star rating		Open seven days a week all year, providing a consistent level of service and facilities
Guest Access	Access to the establishment at all times, without a key (7 am to 11 pm) outside these times a front door key or code to be issued	24-hour access facilitated by on-duty staff. A night bell is acceptable	



4. SERVICES

Services	Three Star	Four Star	Five Star
Staff Appearance	Staff smartly attired & dressed in such a way to be easily distinguishable, possibly uniformed	Staff impeccably presented and in a uniform way	
Reservations, Prices and Billing	Able to make reservations throughout the day & evening. Items can be charged to the main account which should be regularly updated	Prompt & efficient booking service to 11.00 PM, ability to charge services to main account. Confirmation via email, fax, text or letter	Prompt & efficient booking service 24 hours a day, confirmed by email, text, fax or letter, ability to charge services to main account or letter
Arrival/Departure	Receptionist on-duty day/evening, peak times as a minimum (7.00 AM to 11.00 PM). Express check out where the need exists	Staffed at all times (minimum 7.00 AM to 11.00 PM) Sufficient staff to minimize delays. Express check out where the need exists	Staffed 24-hours, sufficient highly trained staff to avoid delays, valet parking, guests escorted to room, facilities pointed out
Luggage Handling	Assistance with luggage available on request, secure short-term luggage storage available	Luggage assistance readily available and advertised for departure, secure short term luggage storage available	Staff take control of luggage outside the establishment & ensure prompt delivery to the room. Expectations are the same on departure
Other Concierge	Ironing board/iron, newspapers, early morning call, laundry service may be provided & advertised with prices	Ironing board/iron, newspapers, early morning call, laundry details, dry cleaning service may be available with prices	Shoe cleaning materials or machine, newspaper, early morning call, 24 hour laundry, dry cleaning & pressing service same day. Restaurant and theatre reservations made.



5. BEDROOMS

Bedrooms	Three Star	Four Star	Five Star
General Quality and Quietness KEY	Good quality matching, furniture, furnishings, flooring, fittings & décor	Very good quality, superior furniture, furnishings, flooring, fittings & décor	Excellent quality decor & luxurious furniture, furnishings, flooring & fittings
Housekeeping	Cleaned after each departure.	Cleaned after each departure and offer of additional even if extra cost.	Cleaned after each departure and offer of daily for no extra cost.
Bedroom Size and Space	Good freedom of movement around furniture. Ample space for the appropriate level of room service. Doors & drawers fully operable	Higher degree of spaciousness, ample space, provision made for room service to be eaten in comfort. Doors & drawers fully operable	Very spacious, allowing generous ease of use & greater comfort for dining & relaxation. Layout to suite market needs
Bed Size and Quality	Beds & headboards of good quality. Double (minimum 4' 6" W) single (minimum 3' W) 2' 6" W beds clearly designated for children	Very good quality beds, e.g. pocket sprung mattress & base in very good condition, choice of larger sizes, superior headboards	Singles to exceed (3' W) Doubles min (5' W) Range of wider beds offered. Bunk beds unacceptable. Excellent quality headboards
Bed Access	Good access to both sides of the bed for double occupancy		Generous access to both sides of the bed for double occupancy
Bedding Requirements	2 sheets, 2 blankets, bedspread or 1/2 sheets & duvet. Non-allergenic if feather, mattress protector, not plastic or rubber		
Bedding Quality	Bedding of good quality and condition	Bedding of superior quality & condition. Presentation enhances the overall impression of the room	Beds presented to an excellent standard. All bedding of the highest quality & immaculately laundered
Décor	Good standard of decor & paintwork, good condition, some thought given to coordination of design. Use of decorative enhancements	Superior quality, professionally applied, decorative enhancements. Decor & paintwork in very good condition	Decor shows attention to detail, coordinated design, professional standard. Wall coverings/ paintwork excellent quality & condition
Heating & Temperature	Fixed Individually controlled thermostatic heating.	Supplementary heating Individually controlled thermostatic heating operable 24-hours. An effort to provide fans on request during hot weather	24-hr controllable thermostatic heating. Air conditioning expected at this level
Lighting	Good intensity with thought given to ambiance & range of lighting options, specific desk lighting	Superior lighting controllable from the bed, good positioning/ease of use, lighting for lobby, wardrobe, dining & seating areas	Excellent levels of lighting with a range of separately controllable options
Windows	Safely operable, providing good natural light & ventilation. Rooms without windows unacceptable (dispensations may be available)		
Flooring	All flooring, carpets, rugs, hard wood flooring etc. properly fitted & in good quality & condition	All flooring, carpets, rugs, hard wood flooring etc. properly fitted & of a superior quality & condition	All flooring, carpets, rugs, hard wood flooring etc. properly fitted & in excellent quality & condition

5. BEDROOMS CONTINUED

Bedrooms	Three Star	Four Star	Five Star
Furnishing, Fittings and Fixtures	All furniture, soft furnishings & fittings providing very good ease of use & of a superior quality & condition		All furniture, soft furnishings, & fittings providing excellent ease of use & of an excellent quality & condition
Tables	Dressing table with mirror adjacent, desk light, adequate lighting, 13 amp power sockets & bedside table for each person		Substantial dressing table with excellent free space. Multiple power sockets e.g. international sockets/adaptors to suit market need
Clothes & Luggage Storage	Alcove acceptable, hooks on walls or behind doors are not, sufficient hangers, adequate shelf & drawer space & a luggage stand	Wardrobe with adequate shelves/ drawers, alcove in entrance lobby acceptable but hooks behind doors are not. Luggage rack or equivalent provided.	Fully fitted/freestanding wardrobe, alcove unacceptable, generous clothes storage, excellent hangers & wardrobe lights expected
Seating	One upholstered stool	Substantial vanity chair	Substantial vanity chair/s.
Mirror	Vanity only		At least two mirrors in the bedroom, one of which must be a full-length mirror and one at the dressing table area
In Room Entertainment	Guests able to watch TV in comfort from both a chair & bed. Radio provided in each bedroom – possibly part of the television	TV screens, minimum 61cm (24 ins). Extensive range of TV & radio channels. Additional options e.g. in house movies, DVD & CD	Adoption of the latest innovation in entertainment technologies expected
Comms and Business Services	Internal phone system. Wi-Fi/internet connection recommended. If chargeable, this must be clearly stated prior to booking	Direct dial telephones provided with information. WiFi/internet connection (if chargeable to be advertised)	Excellent communication technology, WiFi/internet connection (if chargeable to be advertised)
Hair Dryer	Hair dryers required in all bedrooms	Superior quality hair dryer, provision of hair straighteners is sometimes seen	Excellent quality hair non fixed dryers, possibly hair Straighteners
Miscellaneous	Waste paper container, drinking tumbler in glass, plastic or wrapped disposable. Sufficient well placed 13 amp sockets	Waste paper container, high quality glass drinking tumbler. Sufficient well placed 13 amp sockets	Waste paper container, high quality glass drinking tumbler. Sufficient well placed 13 amp sockets, valet tray, umbrella & safe



6.BATHROOMS

Bathrooms	Three Star	Four Star	Five Star
Provision	En suite bathroom, WC, bath/shower & full size washbasin; vanity units sited in the bedroom area commensurate with 3 Star quality	All en suite, thermostatic shower, or bath, showers to be spacious & of excellent quality, washbasin located in the bathroom	All en suite with WC, bath & thermostatic shower. Up to 20% of room stock may have shower only, if size & quality are exceptional
General Quality KEY	All bathrooms of good quality & condition, providing good ease of use with matched, well co-ordinated fittings, flooring & décor	All bathrooms of superior quality & condition, providing very good ease of use with a superior standard of fittings, flooring & décor	All bathrooms of excellent quality & condition, providing excellent ease of use with luxurious fittings, flooring & décor
Bathroom Size KEY	Sufficient size for adequate guest comfort and ease of use	Bathrooms more spacious and with a very good degree of free space	Spacious bathrooms with generously sized bath, basin & shower. Separate walk-in shower often seen at this level
Water Supply	Sufficient hot water available 24 hours a day. Strong & easily adjustable flow of water provided bath/shower		
Bathroom Equipment	Door lock, mirror by washbasin, adequate storage for guests items, soap dish, clothes hook, non-slip surface in bath & shower		
Lighting, Heating and Ventilation	Good heating, lighting & ventilation. Security fittings on windows which if left open access could gained from outside	Heated towel rail or equivalent operational throughout the year, or some means of providing guests with additional dry towel	Excellent light intensity overall, especially at the mirror. Excellent heating, ventilation & extraction
Towels and Toiletries	Good quality, soap, shampoo/bath/shower gel, & generously-sized co-ordinated towels provided. Emergency toiletries (chargeable)	Generously sized very good quality towels, soap, shampoo, bath/shower gel. Emergency toiletries available (chargeable)	Excellent quality & range of towels including bath sheets, robes & face cloths. A range of luxury toiletries provided



7. MEAL IF SERVED

Meals If Served	Three Star	Four Star	Five Star
Breakfast Provision	Continental only acceptable.	Continental and cooked available	
Breakfast Times	Minimum 1.5 hours	Minimum 2.0 hours	Minimum 2.5 hours
Breakfast - Range of Dishes	Superior range; fruit juice, cereal, bacon, eggs poached, fried etc; ground coffee/tea, toast, butter, preserves & vegetarian	Comprehensive range/excellent quality, fresh juices, cereal, bacon, eggs, ground coffee, leaf teas, toast, butter, preserves & vegetarian	
Breakfast - Food Quality	Good quality, cooked/presented well, correct temperature. Juices chilled, toast crisp & coffee/tea freshly made & healthy options	Very good level of skill, care/presentation. Food served at correct temperature. Juices chilled, toast crisp & coffee/tea freshly made	All food cooked & presented to an excellent standard & served at the correct temperature. All ingredients to be of a high quality
Breakfast - Style of Service	Self-service buffet for hot & cold items, regularly replenished, hot drinks served to the table, high quality vending acceptable	Self-service hot & cold items, must be regularly replenished, hot drinks served to table. Full table service advertised as available	High level of assistance at buffet and full table service readily available from professional highly trained staff
Dinner Hours	Minimum two hours, specific times to meet market need & clearly advertised. Guests not expected to pre order	Minimum two hours, specific times to meet market need & clearly advertised. Guests not expected to pre order	
Dinner - Range of Dishes	A minimum of three courses offered to include a choice of substantial hot and cold dishes	Extensive choice of hot and cold dishes available executed to an extremely high standard	
Dinner - Menu and Pricing	Quality written menu with prices clearly displayed	Immaculately presented menus with prices clearly displayed	
Dinner - Food Quality	All meals prepared with a good level of skill/care/presentation, & served at correct temperature. Attention given to food quality	Prepared, cooked & presented in an appetising way, with a very good level of skill & care, & served at the correct temperature	Prepared, cooked/presented to an excellent level of skill using fresh produce. Quality meets highest international standards
Dinner - Style of Service	The main course, served to the guest at their table on request. A carvery is acceptable	All courses served to the guest at their table	
Wines and Service KEY	Choice of good quality wines, clean well presented list, listing the choice & measures available. Staff demonstrating good knowledge	Superior range of quality wines offered. An informative and detailed wine list	Excellent range & quality wines. Staff demonstrating excellent wine knowledge & wine service skills, perhaps a sommelier
Lounge - Bar and Alcoholic Drinks	Alcoholic drinks served to residents/guests throughout day/evening. Wide range to be available, table service if no bar counter	A comprehensive range of drinks, including wines and cocktails. Table service proactively provided	Alcoholic drinks served 24-hours to residents. Table service on request
Bar and Lounge Light Refreshments	No requirements.	Hot/cold drinks/snacks served to residents/non-residents in public areas throughout day/evening. Guests able to order/served at table	Light refreshments and hot and cold snacks available to residents in the public areas 24-hours. Full afternoon tea available

8.KITCHEN

Kitchen	Three Star	Four Star	Five Star
Provision	Separate kitchen with appropriate disposal facilities.		
Tables - If not provided in the lounge	Appropriate size for number of occupants and guests		
Appliances	Oven, hob, microwave oven, fridge, freezer, fridge/freezer, extraction fan, dishwasher. Washing machine and dryer if no communal facility.		Oven, hob, microwave oven, fridge, freezer, fridge/freezer, extraction fan, dishwasher. Washing machine and dryer. Food processor, food mixer. Plus any other appropriate appliances.
Crockery, cutlery, glassware and cooking utensils	Good standard of decor & paintwork, good condition, some thought given to coordination of design.	Superior quality, professionally applied, decorative enhancements. Decor & paintwork in very good condition	Decor shows attention to detail, coordinated design, professional standard. Wall coverings/paintwork excellent quality & condition
Décor	Appropriate number and range for occupants and guests of good quality.	Appropriate number and range for occupants and guests of very good quality.	Appropriate number and range for occupants and guests of excellent quality.
Heating and Temperature	Fixed Individually controlled thermostatic heating. Supplementary heating available	Individually controlled thermostatic heating operable 24-hours. An effort to provide fans on request during hot weather	24-hr controllable thermostatic heating. Air conditioning expected at this level
Lighting	Good intensity with thought given to ambiance & range of lighting options, specific desk lighting	Superior lighting controllable from the bed, good positioning/ease of use, lighting for lobby, wardrobe, dining & seating area	Excellent levels of lighting with a range of separately controllable options
Window Coverings	Good quality & condition, substantial quality, fully lined, ample drape & width	Superior quality & condition, fully lined, ample drape & width	Excellent quality window dressing.
Flooring	All flooring, carpets, rugs, hard wood flooring etc. properly fitted & in good quality & condition	All flooring, carpets, rugs, hard wood flooring etc. properly fitted & of a superior quality & condition	All flooring, carpets, rugs, hard wood flooring etc. properly fitted & in excellent quality & condition
Furnishing, fittings and fixtures	All furniture, soft furnishings & fittings providing good ease of use & of a good quality & condition	All furniture, soft furnishings & fittings providing very good ease of use & of a superior quality & condition	All furniture, soft furnishings, & fittings providing excellent ease of use & of an excellent quality & condition
Windows	Safely operable, providing good natural light & ventilation. Rooms without windows unacceptable (dispensations may be available)	Safely operable, providing good natural light & ventilation. Rooms without windows unacceptable (dispensations may be available)	Safely operable, providing good natural light & ventilation. Rooms without windows unacceptable (dispensations may be available)



9. LOUNGE

Lounge	Three Star	Four Star	Five Star
Tables - If not in kitchen/ette	Writing/dining table with kneehole.	Dining/writing table, very good free space.	Substantial writing /dining table with excellent free space.
Seating	Appropriate seating provision for the number of occupants for all activities; very good quality.	Appropriate seating provision for the number of occupants for all activities; excellent quality.	
Communication	Complimentary Wifi	High Speed Complimentary Wifi	
Décor	Good standard of decor & paintwork, good condition, some thought given to coordination of design. Use of decorative enhancements	Superior quality, professionally applied, decorative enhancements. Decor & paintwork in very good condition	Decor shows attention to detail, coordinated design, professional standard. Wall coverings/paintwork excellent quality & condition
Heating and Temperature	Fixed Individually controlled thermostatic heating. Supplementary heating available	Individually controlled thermostatic heating operable 24-hours. An effort to provide fans on request during hot weather	24-hr controllable thermostatic heating. Air conditioning expected at this level
Lighting	Good intensity with thought given to ambiance & range of lighting options, specific desk lighting	Superior lighting controllable from the bed, good positioning/ease of use, lighting for lobby, wardrobe, dining & seating areas	Excellent levels of lighting with a range of separately controllable options
Windows	Safely operable, providing good natural light & ventilation. Rooms without windows unacceptable (dispensations may be available)		
Window Coverings	Good quality & condition, substantial quality, fully lined, ample drape & width providing full blackout	Superior quality & condition, fully lined, ample drape & width providing full blackout	Excellent quality window dressing. Window coverings providing full blackout
Flooring	All flooring, carpets, rugs, hard wood flooring etc. properly fitted & in good quality & condition	All flooring, carpets, rugs, hard wood flooring etc. properly fitted & of a superior quality & condition	All flooring, carpets, rugs, hard wood flooring etc. properly fitted & in excellent quality & condition
Furnishing, fittings and fixtures	All furniture, soft furnishings & fittings providing good ease of use & of a good quality & condition	All furniture, soft furnishings & fittings providing very good ease of use & of a superior quality & condition	All furniture, soft furnishings, & fittings providing excellent ease of use & of an excellent quality & condition

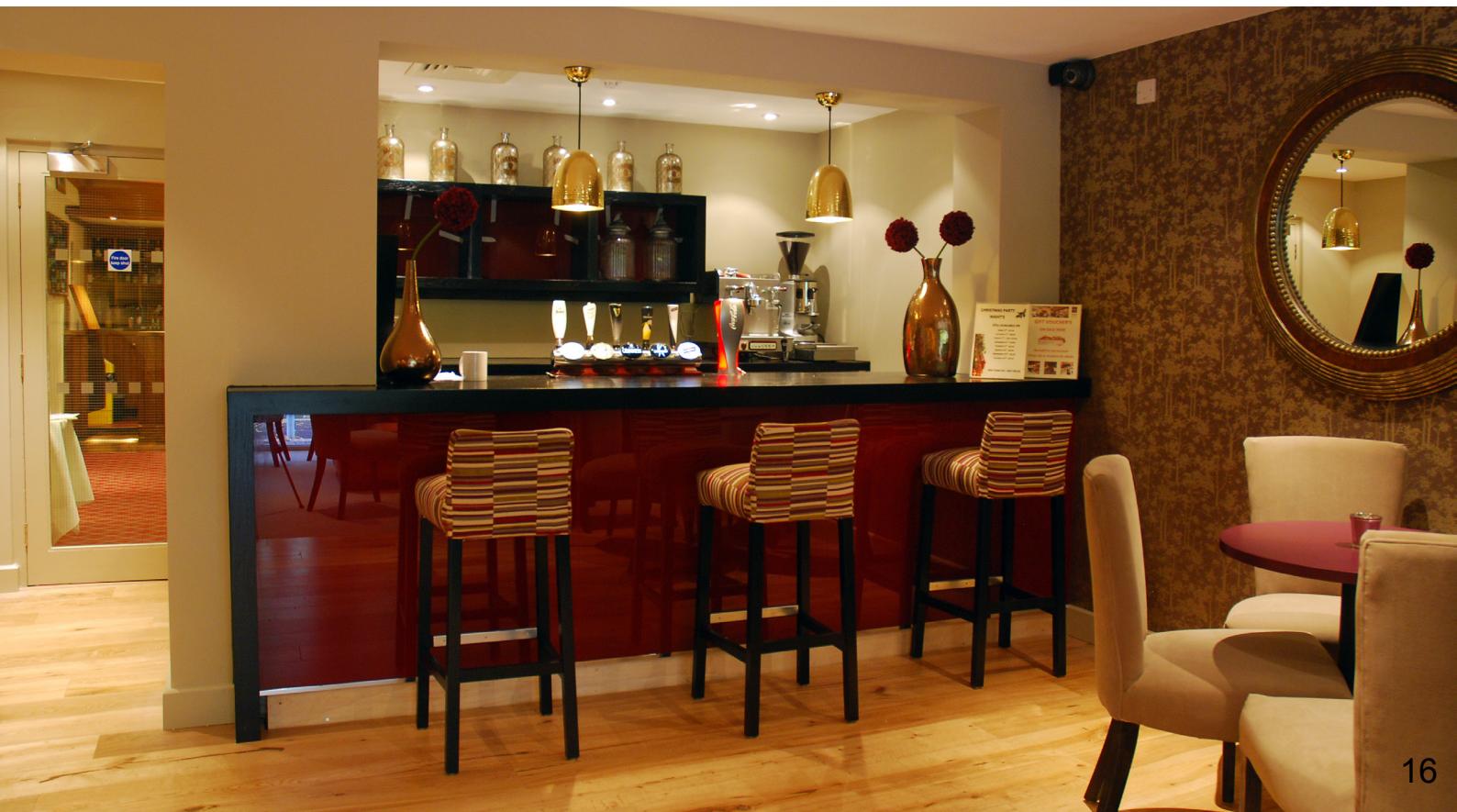
10. PUBLIC AREAS

Public Areas	Three Star	Four Star	Five Star
General Quality	Good space & comfort for guests, possibly separate sitting areas & seating styles, WiFi in public areas, dispensation for rural areas	Furnishings, fittings & décor superior quality. Very good space & comfort for guests, suitable to its market	Furnishings, fittings & décor excellent quality & of a luxurious standard.
Lighting, Heating and Ventilation	Good levels of lighting, heating & ventilation with thought given to both intensity & to positioning e.g. for reading .	Superior lighting, décor, furnishings & fittings. Very good space & comfort in line with market needs.	Excellent lighting, heating & ventilation, which may include air conditioning.
Reception Area	Dedicated reception area (desk, counter or table) with sufficient space for guests and their luggage	Dedicated reception area (desk, counter or table) with a greater amount of space for guests & luggage, & a seating area provided	Clearly designated reception, impressive foyer or entrance hall. In a town house property this may not be the case
Bars/Lounges/ Seating Areas	Suitable seating layout & range of furniture to meet market needs e.g. business meetings or refreshments offered		Excellent range of environments & seating styles. Tables to have sufficient space to allow a high degree of privacy
Other Public Areas	Corridors adequately lit 24-hrs, in good repair & free of obstruction. Clear directional signage to bedrooms & reception	Corridors wide & spacious, very good condition, no obstructions & well lit 24 hrs. Clear, signage to bedrooms & reception	Corridors allow for freedom of movement, (guests & trolleys) permanently lit.
Lifts	A lift is required if any bedrooms are more than 2 floors higher or lower than the entrance level floor i.e. on the 3rd floor	At this level, it is not only the provision of a lift that is important, but also the size, comfort, quality and speed	It is expected that at this level a lift will be provided to all floors. Expectation for a separate service lift for laundry and any room service.
Public WC	Toilet facilities more spacious, higher quality with efficient hand dryers and ample mirrors	Spacious, luxurious & numerous facilities with refinements e.g. individual hand towels, high quality toiletries & cleaned regularly	Very high quality separate facilities for men/women. These should be far more spacious with efficient hand drying & ample mirrors



11.DINING AREAS

Dining Areas	Three Star	Four Star	Five Star
Tables and Table Appointment	Individual tables for each guest or party, tables of an appropriate height, table appointments of good quality	Individual tables for each guest or party, tables of an appropriate height, table appointments of very good quality	Individual tables for each guest or party, tables of an appropriate height, table appointments of excellent quality
Meal Service - Staff	Supervisor on duty ensuring efficient service. Polite and courteous staff with good food and wine knowledge	Manager on duty ensuring efficient service. Polite and courteous staff providing very good food and wine knowledge	Unobtrusive prompt service. Structured team with management presence demonstrating excellent food & wine knowledge
Lighting, Heating and Ventilation	Good levels of lighting, heating & ventilation with thought given to both intensity & to positioning e.g. for reading .	Superior lighting, décor, furnishings & fittings. Very good space & comfort in line with market needs.	Excellent lighting, heating & ventilation, which may include air conditioning.
Décor	Good standard of decor & paintwork, good condition, some thought given to coordination of design. Use of decorative enhancements	Superior quality, professionally applied, decorative enhancements. Décor & paintwork in very good condition	Decor shows attention to detail, coordinated design, professional standard. Wall coverings/paintwork excellent quality & condition
Furniture	All furniture, soft furnishings & fittings providing very good ease of use & of a good quality & condition	All furniture, soft furnishings & fittings providing very good ease of use & of a superior quality & condition	All furniture, soft furnishings, & fittings providing excellent ease of use & of an excellent quality & condition
Flooring	All flooring, carpets, rugs, hard wood flooring etc. properly fitted & in good quality & condition	All flooring, carpets, rugs, hard wood flooring etc. properly fitted & of a superior quality & condition	All flooring, carpets, rugs, hard wood flooring etc. properly fitted & in excellent quality & condition



12. EXTERIOR

Exterior	Three Star	Four Star	Five Star
Exterior	Entrance clearly identifiable, doorway lit when dark. Any grounds well-maintained and parking areas tidy, defined & well lit.	Any grounds and gardens a feature in their own right. Well-maintained and high-quality appearance all year round	
Annexes	The facilities provided in any annexes will be taken into account when determining the Star rating of the hotel		Access to any annex accommodation to be under cover. This could include chauffeured or escort with umbrella



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HOTEL & HOSPITALITY SERVICES

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