Gresham Hall Estate

Red Barn Lane, NORWICH, NORFOLK, NR11 8RW, England

Summary

STAR RATING
★★★★★
Gold Star Award

SCHEME
Self-Catering

MERIT SCORE
89%

DATE OF INSPECTION
30 August 2024

TYPE
Day Inspection

INSPECTOR
Rebecca Alley
Rebecca.Alley@aamediagroup.co.uk

CONTACT
Edward Clifton Brown
Proprietor

It was a pleasure to meet Edward for this routine AA Self Catering inspection, carried out in accordance with AA Quality Standards, his time and tour of the estate was much appreciated. I am pleased to confirm a continued Five Star rating under the AA Self Catering Scheme, along with retained Gold Award for excellence. We note the changes to Gresham Hall Estate, which now comprises five self-catering units; Gresham Hall (sleeps 10), Hall Cottage (sleeps 9), Ground Wing Apartment (sleeps 2), Middle Wing Apartment (sleeps 4), Upper Wing Apartment (sleeps 4). Three very different styles of accommodation. The main hall itself provides a real sense of grandeur, with an impressive footprint, spacious bedrooms and characterful public areas. Hall Cottage, a relaxed retreat with country-chic interior, and apartments more contemporary in their approach. That said, all five units contain consistent levels of high quality fixtures, fittings and furnishings, generously equipped with the ultimate in guest comfort in mind. Smart, stylish kitchens, with marble worktops, fully equipped with high-end appliances, the main hall boasting an oil-fired Aga. Bedrooms attractively presented, beds dressed in quality linens with contrasting soft furnishings/fabrics to finish. Likewise, bathroom quality also consistent across the stock. Welcome hampers are packed with locally sourced goods; fresh bread, biscuits, fresh milk, butter, conserves, sugar, fresh flowers (champagne for guests of the main hall). Outdoor space is a real highlight, set within 1,200 acres of beautiful private grounds, and situated within an Area of Outstanding Natural Beauty, there is plenty for guests to explore. Guests of Gresham Hall, Hall Cottage, and Ground Wing Apartment also benefit from their own private garden space, with hot tub and barbeque area. Guest care remains a priority. Highly personalised pre-arrival and arrival procedures discussed, comprehensive guest information also available via the website.

Your Star Rating

An establishment will need to satisfy three elements to reach a particular star rating:

- All relevant requirements must be met.
- The overall percentage score for quality must reach the appropriate band.
- The relevant standard of quality in the five critical areas, are highlighted below.

There are seven key areas of assessment. The five most critical areas are:
BEDROOMS, BATHROOMS, CLEANLINESS, PUBLIC AREAS AND KITCHENS.
The star rating level across all of these five areas must be met in order to achieve a particular star rating. The remaining areas are: **EXTERIOR** and **MANAGEMENT EFFICIENCY**. Where additional facilities are provided *e.g. laundry*, these will also be assessed.

OVERALL QUALITY	CRITICAL AREAS	SERVICES & FACILITIES	FINAL STAR RATING
5	4	5	5

Overall Quality

How the Overall Quality Rating is Achieved

When AA inspectors visit your property, they will evaluate and give a quality score to all aspects of the accommodation and service.

The total of all these scores establishes an overall percentage score for quality.
Based on this score, establishments will be given an overall quality rating on a scale of Three to Five Stars, based on the chart below.

3 STAR	4 STAR	5 STAR
60% - 74%	75% - 86%	87%-100%

There are three levels of quality ranging from Three to Five Stars. To obtain a higher star rating a progressively higher quality and range of services and physical facilities should be provided across all areas with particular emphasis in five key areas: **BEDROOMS, BATHROOMS, CLEANLINESS, PUBLIC AREAS AND KITCHENS**.

Useful Numbers

Customer Support
All establishment enquiries, including inspections, reports, ratings, signage, training and consultancy, logo requests

01256 844455
AAHotelServices@aamediagroup.co.uk

Hotel Services Marketing
On and offline promotional opportunities, award event enquires

01256 338373

Hotel Services Accounts
All financial and payment enquiries

01733 207324
AACreditControl@aamediagroup.co.uk

Useful Links

Online Details Portal
Update your profile page on the AA's travel website RatedTrips.com;
add up to 20 photographs and showcase your facilities.

http://www.ratedtrips.com/update-your-profile

Business Support
Advice and support for your business, including training opportunities and discounts.

www.ratedtrips.com/business-support

Membership Benefits
Exclusive member offers and discounts to help your business

www.ratedtrips.com/member-offers

Member offers and discounts

raw CHARGING
CHABĒ BESPOKE JOURNEYS SINCE 1921
Entegra
eviivo
Clockwork Marketing®
sky business
VANITY GROUP
Sealy HOSPITALITY
THE | FINE BEDDING | COMPANY HOSPITALITY DIVISION

Discover more at www.ratedtrips.com/member-offers

Got a question? – email us at contact@ratedtrips.com