



**Hotel and  
Hospitality Services**

## The Cleveland

7 Cleveland Road, TORQUAY, TQ2 5BD, ENGLAND

## Summary

### STAR RATING



Gold Star Award

Breakfast Award

### SCHEME

Guest Accommodation

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### DATE OF INSPECTION

05 March 2026

### TYPE

Day Inspection

### INSPECTOR

James Hartley

James.Hartley@aamediaigroup.co.uk

### CONTACT

Matt and Lissanne

Proprietors

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The Cleveland remains impressive in so many ways, not least of which being the consistent quality levels throughout all areas, exemplifying the pride which underpins all aspects of the establishment. As discussed, the high quality levels have ensured bedrooms and bathrooms have endured so well with no signs of fatigue of any significance. The individual styling still looks vibrant with a 'wow' factor behind every door! Such quality is backed up by exacting housekeeping, superlative attention to detail with considered presentation, collectively ensuring such positive first impressions and confidence for guests. Public areas reflect similar high standards, the dining room is a wonderfully bright and inviting space with table spacing well judged and lovely views of the garden. The provision of bar/lounge also an asset and no doubt the success of dinners now sees the space frequently utilised. Externally, the gardens are an additional bonus for guests, likewise the parking provision. Overall, so much to commend and the high volume of repeat business is a testament to the trust which guests place in The Cleveland. As a result of this visit, a classification at Four Stars (Gold) is retained with Breakfast Award.

# Your Star Rating

## How the Star Rating is Achieved

Your star rating is reached by assessment of three elements:

- Overall Quality
- Critical Areas (the five Critical Areas of Quality, which are of particular importance - Cleanliness, Hospitality, Bedrooms, Bathrooms and Breakfast
- Your provision of Services & Facilities. You must provide all the services and facilities for Guest Accommodation 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 | CRITICAL AREAS | SERVICES & FACILITIES | FINAL STAR RATING |
|-----------------|----------------|-----------------------|-------------------|
| 4               | 4              | 4                     | 4                 |

## 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).

|           |           |        |
|-----------|-----------|--------|
| 3 STAR    | 4 STAR    | 5 STAR |
| 55% - 69% | 70% - 84% | 85%+   |

Additionally, five of the "Assessment Areas" are considered "Critical" - click [here](#) to discover more

# Provision of Minimum Entry Requirements

There are minimum entry requirements for a Three Star rating. To obtain a higher quality grade it will be necessary to meet both the level of quality and condition specified in the quality indicators for that Star Level and any additional requirements specified. Find out more [here](#).

## GENERAL

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 Statutory Obligations Meet 

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 Regulations Meet 

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 Exterior Areas Safety and Security Meet 

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 Exterior and Condition Meet 

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 Cleanliness Meet 

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## SERVICE

---

 Hospitality Meet 

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 Booking and Pre-Arrival Meet 

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 Guest Arrival Meet 

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 Payment and Departure Meet 

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FOOD

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 Guest Meals - Dinner where provided Meet 

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 Guest Meals - Breakfast Meet 

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 Dinner - Range of Dishes Meet 

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 Breakfast - Range of Dishes Meet 

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## BEDROOM

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 Size and Space Meet 

---

 Quality Meet 

---

 Furniture and Fittings Meet 

---

 Flooring Meet 

---

 Bed and Bedding Meet 

---

 Window/Ventilation Meet 

---

 Heating Meet 

---

 Lighting Meet 

---

 Accessories Meet 

---

 Beverage Making Facility Meet 

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 Telephones Meet 

---

 In-Room Entertainment Meet 

---

 Miscellaneous Requirements Meet 

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## BATHROOM

---

 General Meet 

---

 En-suite Meet 

---

 Private and Shower Facility Meet 

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 Guest Toilets (Shared) Meet 

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 Decoration Meet 

---

 Fixtures and Fittings Meet 

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 Flooring Meet 

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 Lighting, Heating & Ventilation Meet 

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 Towels & Toiletries Meet 

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## PUBLIC AREAS

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 Public Areas Meet 

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 Decoration Meet 

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 Furniture, Furnishings and Fitting Meet 

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 Flooring Meet 

---

 Lighting and Heating Meet 

---

 Table Appointments Meet 

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 Comfort, Ease of Use Meet 

---

 Lifts Meet 

---

 Exterior and Condition Meet 

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 Grounds and Garden Meet 

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 Car Parking (Where provided) Meet 

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## ANNEXE

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 Annexes - Safety and Security Meet 

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## 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

## Make the most of your scheme membership

### Update your information

Use our portal on the scheme member hub to update your profile page on [RatedTrips.com](https://www.ratedtrips.com). Add up to 20 photographs and showcase your facilities.

[www.ratedtrips.com/update-your-profile](https://www.ratedtrips.com/update-your-profile)

Your profile page is [The Cleveland](#)

### Access business support and benefits

Log in to the member hub for advice and support for your business, including training opportunities and discounts. Access exclusive member offers and discounts to help your business.

[www.ratedtrips.com/business-support](https://www.ratedtrips.com/business-support)

## Member offers and discounts



[Access your scheme benefits](#)

Need help? Email us at [contact@ratedtrips.com](mailto:contact@ratedtrips.com)

# AA 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 original report being received.
2. The Appeal should detail the main reason for the appeal i.e. The level of rating, merit score for hotels 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 organize 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 is 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 fed back in the normal way of both discussions after check-out and a report following the visit.
8. The outcome of this report will supersede the previous visit and will be final.

## Appeal Visit Fees (Non Refundable)

|                     |        |   |
|---------------------|--------|---|
| Guest Accommodation |        | £450 +VAT, expenses of the actual visit refunded upon departure (inc. Quality Assessed) |
| Hotels              | 3 Star | £600 +VAT, expenses of the actual visit refunded upon departure (inc. Quality Assessed) |
|                     | 4 Star | £700 +VAT, expenses of the actual visit refunded upon departure                         |
|                     | 5 Star | £800 +VAT, expenses of the actual visit refunded upon departure                         |