

Kits Coty Glamping

84 Collingwood Road, Kits Coty Estate, AYLESFORD, Kent, ME20 7ER, England

Summary

RATING

★★★★

SCHEME

Glamping

QUALITY SCORE

86% - 87%

Gold Award

Walkers Welcome, Cyclists Welcome, Families Welcome, Welcome Pets!

VISIT DATE

29 July 2026

VISIT TYPE

Day Assessment

CONTACT

Mr Mark Culver Director

Kits Coty Glamping has been assessed under the VisitEngland Star rating Standard this year (having been previously Quality Assessed) - I therefore confirm that each of the five glamping units have achieved a Four Star rating, sitting comfortably at the top of the banding, thus allowing the coveted Gold Award to be confirmed.

The site has always held the VisitEngland Walkers Welcome, Cyclists Welcome and Families Welcome Accreditations, but further to the site now accepting dogs, and the excellent facilities laid on for pet owners, I am pleased to also be able to confirm the Pets Welcome Accreditation.

It was impressive to see the number of changes at Kits Coty Glamping this year, the new barbecue stands, increased shop stock including local produce, the new kitchen shelter, the range of new experiences offered including pizza making, changes to the breakfast provision including pastries and the bargain breakfast option and lastly the extensive provision of doggy items including the dog shower, dog welcome basket and the dog photo opportunity board, which clearly highlights the venue name, adding to the marketing potential.

Impressive to hear Kits Coty won two Gold Awards in the regional awards last year, one for the Glamping and one for the Unsung Hero - commendable.

It is hoped the visit and this report assists.

Quality Rating

How the Overall Quality Rating is Achieved

When VisitEngland assessors visit, they will evaluate and give a quality score to all assessed elements.

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, as long as all minimum entry requirements for the star rating are met.

3 STAR	4 STAR	5 STAR
60% - 74%	75% - 86%	87%-100%
		And must have ensuite or private facilities

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 the following eight key areas:

INFORMATION & ARRIVAL

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

EXTERIOR

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

BEDS

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

BATHROOMS

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

KITCHEN

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

LIVING SPACE

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

LIGHTING & HEATING

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

HOUSEKEEPING & CLEANLINESS

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

An overall score below 60% or an individual element score of 0 (unacceptable) will result in a fail.

At the end of the visit the assessor can calculate a percentage score for the site and for any individual accommodation that might be eligible for an award.

In order to achieve a VisitEngland Accreditation, the overall percentage score has to reach 60% or above. To be eligible for a Gold award the following needs to be achieved:

GOLD AWARD at 3 star
75%+ (and 85% in
Housekeeping &
Cleanliness)

GOLD AWARD at 4 star
84% (and 85% in
Housekeeping &
Cleanliness)

GOLD AWARD at 5 star
91% (and 95% in
Housekeeping &
Cleanliness)

Unit: Pamela at Kits Coty Glamping

86%

4 Star

	SCORE	PERCENTAGE	RATING
Arrival	15	100%	5 Star
Pre-arrival Information	5		
Arrival Information	5		
Extra touches on arrival	5		
Exterior	8	80%	4 Star
Exterior look and condition of the unit	4		
Grounds and setting	4		
Beds	8	80%	4 Star
Quality and condition of beds	4		
Quality and condition of bedding and bed linen	4		
Bathrooms	9	90%	5 Star
Quality and condition of shower room/bathrooms	5		
Quality and condition of WCs - if separate	4		
Kitchen	7	70%	3 Star
Quality and condition of all cooking equipment	4		
Quality and condition of all crockery, cutlery, glassware	3		
Living Space	3	60%	3 Star
Quality comfort and ease of use	3		
Lighting & Heating	4	80%	4 Star
All interior and exterior areas	4		
Cleanliness	15	100%	5 Star
Grounds & gardens	5		
Shower room/bathrooms	5		
Kitchen/cooking areas	5		

Unit: Festival Tent at Kits Coty Glamping

86%

4 Star

	SCORE	PERCENTAGE	RATING
Arrival	15	100%	5 Star
Pre-arrival Information	5		
Arrival Information	5		
Extra touches on arrival	5		
Exterior	8	80%	4 Star
Exterior look and condition of the unit	4		
Grounds and setting	4		
Beds	8	80%	4 Star
Quality and condition of beds	4		
Quality and condition of bedding and bed linen	4		
Bathrooms	9	90%	5 Star
Quality and condition of shower room/bathrooms	5		
Quality and condition of WCs - if separate	4		
Kitchen	7	70%	3 Star
Quality and condition of all cooking equipment	4		
Quality and condition of all crockery, cutlery, glassware	3		
Living Space	3	60%	3 Star
Quality comfort and ease of use	3		
Lighting & Heating	4	80%	4 Star
All interior and exterior areas	4		

Cleanliness	15	100%	5 Star
Grounds & gardens	5		
Shower room/bathrooms	5		
Kitchen/cooking areas	5		
Unit: Marrakesh at Kits Coty Glamping		86%	4 Star
	SCORE	PERCENTAGE	RATING
Arrival	15	100%	5 Star
Pre-arrival Information	5		
Arrival Information	5		
Extra touches on arrival	5		
Exterior	8	80%	4 Star
Exterior look and condition of the unit	4		
Grounds and setting	4		
Beds	8	80%	4 Star
Quality and condition of beds	4		
Quality and condition of bedding and bed linen	4		
Bathrooms	9	90%	5 Star
Quality and condition of shower room/bathrooms	5		
Quality and condition of WCs - if separate	4		
Kitchen	7	70%	3 Star
Quality and condition of all cooking equipment	4		
Quality and condition of all crockery, cutlery, glassware	3		
Living Space	3	60%	3 Star
Quality comfort and ease of use	3		
Lighting & Heating	4	80%	4 Star
All interior and exterior areas	4		
Cleanliness	15	100%	5 Star
Grounds & gardens	5		
Shower room/bathrooms	5		
Kitchen/cooking areas	5		
Unit: Charlie at Kits Coty Glamping		87%	4 Star
	SCORE	PERCENTAGE	RATING
Arrival	15	100%	5 Star
Pre-arrival Information	5		
Arrival Information	5		
Extra touches on arrival	5		
Exterior	9	90%	5 Star
Exterior look and condition of the unit	5		
Grounds and setting	4		
Beds	8	80%	4 Star
Quality and condition of beds	4		
Quality and condition of bedding and bed linen	4		
Bathrooms	9	90%	5 Star
Quality and condition of shower room/bathrooms	5		
Quality and condition of WCs - if separate	4		
Kitchen	7	70%	3 Star
Quality and condition of all cooking equipment	4		
Quality and condition of all crockery, cutlery, glassware	3		
Living Space	3	60%	3 Star
Quality comfort and ease of use	3		

Lighting & Heating	4	80%	4 Star
All interior and exterior areas	4		
Cleanliness	15	100%	5 Star
Grounds & gardens	5		
Shower room/bathrooms	5		
Kitchen/cooking areas	5		
Unit: Gretel at Kits Coty Glamping		87%	4 Star
	SCORE	PERCENTAGE	RATING
Arrival	15	100%	5 Star
Pre-arrival Information	5		
Arrival Information	5		
Extra touches on arrival	5		
Exterior	9	90%	5 Star
Exterior look and condition of the unit	5		
Grounds and setting	4		
Beds	8	80%	4 Star
Quality and condition of beds	4		
Quality and condition of bedding and bed linen	4		
Bathrooms	9	90%	5 Star
Quality and condition of shower room/bathrooms	5		
Quality and condition of WCs - if separate	4		
Kitchen	7	70%	3 Star
Quality and condition of all cooking equipment	4		
Quality and condition of all crockery, cutlery, glassware	3		
Living Space	3	60%	3 Star
Quality comfort and ease of use	3		
Lighting & Heating	4	80%	4 Star
All interior and exterior areas	4		
Cleanliness	15	100%	5 Star
Grounds & gardens	5		
Shower room/bathrooms	5		
Kitchen/cooking areas	5		

Arrival

Charlie at Kits Coty Glamping

Comments relate to all glamping styles, unless otherwise highlighted.

The website is comprehensive and gives potential guests an excellent level of pre-arrival information, with further emails sent once an enquiry or booking is made, helping create a rapport prior to arrival.

On arrival, guests park in the designated parking area and report to the well signed reception, where further information is provided.

Guests can choose from an excellent selection of pre-booked extras such as doggie packs, breakfast hampers or have the option of a cream tea on arrival.

Impressed to note guests are provided with a welcome hamper including a packet of seeds, a new Kits Coty Bingo card to stimulate younger guests, ingredients to make s'mores including the skewers and a departure questionnaire.

Exterior

Charlie at Kits Coty Glamping

Comments relate to all glamping styles, unless otherwise highlighted.

The shepherds hut Pamela has benefitted from an improved ramp and external painting to give an attractive first impression.

The Bell tent and the new pumpkin design tent both present to a very high standard with colourful tether lines to make them more visible.

Marrakesh has benefitted from a new concrete patio area, with the previous decking removed.

Charlie is themed on Charlie and the Chocolate factory and whilst the exterior enjoys an excellent first impression, guests will be blown away by the internal theming. The external plumbed in bathtub on this unit presents to an excellent standard.

Gretal was briefly viewed externally and continues to present to a very high standard.

The laurel bushes are tall and bushy, giving an excellent level of privacy between each glamping unit, with the shared areas being very well maintained. The Jurassic park area is sure to delight younger guests and the new petanque area presents really well. Good to note the toy library and the table tennis table were being utilised at the time of the visit.

Beds

Charlie at Kits Coty Glamping

Comments relate to all glamping styles, unless otherwise highlighted.

All beds viewed were firm and supportive, all now having bases and were either dressed to an attractive standard or were in the process of changeover.

The bed in Pamela being dressed to a very high standard, with the bed in Charlie being very well themed - the "flour" sacks for the additional bedding being an inspired touch.

Bedding being clean and of a very high quality.

Bathrooms

Charlie at Kits Coty Glamping

Comments relate to all glamping styles, unless otherwise highlighted.

From memory, Gretal has its own toilet facility, however this was not viewed on this occasion.

The new external plumbed in bathtub in the grounds of Charlie being an aspirational feature, with clever theming around the bath.

The two main shower rooms are well equipped, with attractive tiled and non slip Altro flooring, quality Respatex and wooden slatted walls and both were well themed - the skateboard toilet roll in the gents being a clever gimmick which tied in well with the Avengers theme.

It is understood both shower rooms benefit from underfloor heating.

The two additional toilets were in very good repair and were well stocked with paper and soap supplies.

As highlighted, would recommend white lining the edge of the steps for the shower rooms, as both steps are of the same colour and having contrasting edges may prevent guests taking a tumble on exiting the facilities in limited light.

Kitchen

Charlie at Kits Coty Glamping

Comments relate to all glamping styles, unless otherwise highlighted.

The new oversized shared kitchen area presents to a high standard, giving much more space to guests and allowing more than one family to cook at the same time.

The pizza oven is a high quality piece of kit, with paddles and equipment for use thoughtfully displayed.

A selection of barbecues provided, which guests can now utilise on the new fixed barbecue areas outside each unit.

A large cupboard area being provided for guests own food items, with fridges, a microwave, toaster and a freezer facility being provided in the wash up area.

Equipment is of a high quality and is neatly presented, with practical quality crockery and cutlery provided being more suitable for al fresco dining.

The old kitchen shelter has been moved to outside Greta, giving them the option of which area to use.

Living Space

Charlie at Kits Coty Glamping

Comments relate to all glamping styles, unless otherwise highlighted.

Internally, the best use of the available space has been made, with all units having an external seating area with shading from the sun.

Further relaxing areas noted next to the table tennis and petanque court, with covered seating and tables for eating or playing games, and the original shed which is now colourfully decorated to a festival theme, housing cosy leather sofas and a large toy library.

Lighting & Heating

Charlie at Kits Coty Glamping

Comments relate to all glamping styles, unless otherwise highlighted.

Further fairy lights have been added internally to all units, enhancing the previous level of provision.

Log burning stoves have now been changed to electric versions, giving a far more controllable level of heating, whilst still being highly attractive.

Cleanliness

Charlie at Kits Coty Glamping

Comments relate to all glamping styles, unless otherwise highlighted.

Pamela and Charlie were both serviced and enjoyed an excellent level of attention to detail regarding the housekeeping.

The two tents were in the process of being serviced and Greta was not seen as highlighted.

Grounds were tidy and litter free.

The shower rooms, toilets and both kitchen facilities were seen to be clean, tidy and well managed.

Accommodation Seen

Pamela, Marrakesh, Charlie and the Festival tent seen - Gretel being occupied with guests in situ, so scoring has been carried forward from last year

Website Feedback

On putting "glamping near Aylesford" into the leading search engine, I was impressed to note you appeared first and second (first entry via an OTA) on the list, with a map, pin and link to your own website.

The pages at - <https://kitscotyglamping.co.uk/> - loaded quickly with a pop up box saying hello, and asking guests to sign up to the mailing list. Excellent photography noted, with each glamping unit having a brief history and a Youtube video to tempt prospective guests.

Under the "more" tab, clear advice given on dog friendly stays, facilities, tasty treats etc, with a range of tempting hampers noted on the tasty treats page.

Impressive Accessible information noted on the page with a full AccessAble guide including photographs.

Excellent social media links at the foot of the page with Facebook, Instagram and Youtube logos, with up to date content noted.

I note you have 112 Google reviews scoring a high 4.6/5, with thoughtful responses posted to reviews, thanking guests for their comments. On TripAdvisor you have 456 reviews scoring an excellent 5/5, again with individual responses posted.

Lastly I checked your www.ratedtrips.com pages, where all VisitEngland properties are promoted and note that you currently have no images online, although there is a direct link to your own page.

Your pages can be located at

<https://www.ratedtrips.com/camping/england/kent/aylesford/pamela-at-kits-coty-glamping-me207er>

<https://www.ratedtrips.com/camping/england/kent/aylesford/festival-tent-at-kits-coty-glamping-me207er>

<https://www.ratedtrips.com/camping/england/kent/aylesford/marrakesh-at-kits-coty-glamping-me207er>

<https://www.ratedtrips.com/camping/england/kent/aylesford/charlie-at-kits-coty-glamping-me207er>

<https://www.ratedtrips.com/camping/england/kent/aylesford/gretel-at-kits-coty-glamping-me207er>

Minimum Entry Requirements

For a rating to be awarded by VisitEngland, a property must meet all Minimum Entry Requirements and any additional requirements appropriate for accreditation.

Unit Pamela at Kits Coty Glamping

Standard Glamping
Designator Shepherds Hut
Rating 4 Star Gold Award

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

Unit Festival Tent at Kits Coty Glamping

Standard Glamping
Designator Tent
Rating 4 Star Gold Award

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

Unit Marrakesh at Kits Coty Glamping

Standard Glamping
Designator Tent
Rating 4 Star Gold Award

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

Unit Charlie at Kits Coty Glamping

Standard Glamping
Designator Log Cabin/Lodge
Rating 4 Star Gold Award

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

Unit Gretel at Kits Coty Glamping

Standard Glamping
Designator Log Cabin/Lodge
Rating 4 Star Gold Award

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

Specialities (optional)

The following specialities have been awarded:



Walkers Welcome

Deficiencies: All items in place



Cyclists Welcome

Deficiencies: All items in place



Families Welcome

Deficiencies: All items in place



Welcome Pets!

Deficiencies: An exceptional level of items in place, significantly exceeding the standard requirement.

Useful Numbers

Customer Support

All property enquiries, including assessments, reports, ratings, signage, training, and logo requests

01256 338350

VisitEnglandAssessmentServices@aamediaigroup.co.uk

Assessment Services Accounts

All financial and payment enquiries

01733 207324

VECreditControl@aamediaigroup.co.uk

Useful Links

Online Details Portal

Change your online information on 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

Participant Benefits

Exclusive offers and discounts to help your business

www.ratedtrips.com/participant-benefits

Participant offers and discounts



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

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

VisitEngland Inspection Appeals Procedure

Proprietors who wish to appeal against the results of a VisitEngland assessment carried out at their establishment must follow the procedure outlined below:

1. Any appeal must be made in writing to VisitEngland Assessment Services within 21 days of the original report being received.
2. The Appeal should detail the main reason for the appeal.
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 Quality Standards booklet (a PDF or hard copy may be requested from Customer Services).
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 a day basis.
5. The appeal visit will be subject to a non-refundable fee which will 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 assessor 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 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) are available on request from Customer Services.