

# SECTION 1

## BEALES HOTELS - THE COMPANY

In this first section, you will find information on Beales Hotels, the Company, including the history of the Company, the individual hotels, organisation charts, and our Company mission statements. We hope that you find this both useful and interesting, and should there be any further information that you require, do not hesitate to ask any of the staff who work with you.

### 1.1 Beales – what promises do we make and what are our overall aims?

‘WE UNDERTAKE TO DO EVERYTHING IN OUR POWER TO PLEASE OUR GUESTS SO THAT THEY WANT TO RETURN’

*We are committed to offering:*

TO ALL OUR GUESTS	TO ALL OUR STAFF
<ul style="list-style-type: none"> <li>• The best possible value for money</li> <li>• Comfortable accommodation in attractive surroundings</li> <li>• Good food in a relaxed</li> <li>• atmosphere</li> <li>• Excellent service from friendly, well-trained staff</li> <li>• The opportunity to make their comments to us</li> <li>• The prompt handling of any complaints</li> </ul>	<ul style="list-style-type: none"> <li>• The opportunity to balance work and home</li> <li>• Training for every job at every level</li> <li>• Good working conditions</li> <li>• Encouragement to progress</li> <li>• Fair remuneration</li> <li>• The opportunity to present ideas which could improve the Company's performance.</li> </ul>

### Beales Hotels History

This family-owned company has a long history in the catering industry:

- 1769 John Beale opened a baker’s shop in Oxford Street, London
- 1823 Edward Beale (nephew) ran a baker’s shop in Wigmore Street.
- 1829 Transferred this business to Islington.
- 1861 William Beale (after apprenticeship with Edward) opened a shop and catering business on Highgate Hill.
- 1866 Moved the business to Holloway Road, building Beale’s Restaurants (banqueting rooms, restaurants, kitchens, bakeries, and shops) – north London landmark until sold in 1969.
- 1895 Incorporated as a limited company.



- 1945 Ted Beale (William Beale's grandson) bought West Lodge Park as the company's first hotel.
- 1960 Bought The Firs, conference and banqueting suite.
- 1964 Bought Hatfield Lodge Hotel.
- 1970 Trevor H Beale becomes Managing Director, taking over from his father, Ted.
- 1972 Major extension at West Lodge Park.
- 1980 Buckland Suite built at Hatfield Lodge.
- 1990 Trevor Beale becomes Chairman.
- 1992 Andrew Beale becomes General Manager, West Lodge Park
- 1994 Grevile Bridge takes over as Managing Director.
- 1995 Centenary anniversary of Beales as a limited company.
- 1996 Andrew Beale becomes a Director.
- 1997 17-room extension at Hatfield Lodge.
- 1998 West Lodge Park development: 9 bedrooms, Edward Beale Room and Orangery.
- 1999 Trevor Beale retires and Grevile Bridge becomes the first non-family Chairman, and Tony King - Commercial Director.
- 2000 Andrew Beale and Peter Smale made Non-Executive Directors.  
The Firs sold after 40 years' operation. Julie Battye becomes General Manager at Hatfield Lodge.
- 2001 Purchased Buckingham Beales Hotel, Buckingham. Andrew Beale becomes Managing Director. Four bedrooms added at Chestnut Lodge, West Lodge Park, incorporating individual patios and a spa. Staff bungalow replaced and a new purpose-built Workshop added.  
Health & Beauty Rooms opened at West Lodge Park.
- 2002 Grevile Bridge retired as Chairman; Peter Smale became non-executive Chairman; Tony King became Finance Director; David Williams joined West Lodge Park as General Manager and Dave Seward was promoted to General Manager at Buckingham Beales
- 2003 Hatfield Lodge is closed for a major refurbishment, due to re-open in August 2004 as Hatfield's Premier four star hotel.
- 2004 Beales Hotel, Hatfield, opened in October. 4 \* AA rating approved.
- 2005 Callum Kennedy appointed General Manager at Beales Hotel, Hatfield.  
WLP Health & Beauty Rooms relaunched as Safiya by Emma Beale.
- 2006 Buckingham Beales Hotels sold to Heymaa Ltd.
- 2007 David Seward appointed General Manager at West Lodge Park.  
Beales Hotel and West Lodge Park both awarded AA 4 Star 2 Rosette 80% ratings.
- 2008 Chris Hall appointed General Manager at Beales Hotel, Hatfield
- 2013 50<sup>th</sup> Anniversary of the Beale Arboretum
- 2014 Chris Hall appointed General Manager - Beales Hotels

## 1.2 Beales – the individual hotels

Beales Hotels consists of two hotels: -

### (i) **BEALES HOTEL**, Hatfield - next to the Galleria.



Hatfield Lodge was bought by Beales 40 years ago. It has been extended in those 40 years, with additional rooms and buildings being added. The hotel boasts one of the largest function rooms in Hertfordshire, and has hosted many prestigious events over the years, including a visit in 2003 by the Conservative Party Leader Iain Duncan

Smith. The hotel has always maintained strong sporting links, with a number of famous sporting heroes visiting the hotel. In January 2004, the hotel was closed for a major refurbishment project which saw the hotel reopened in October 2004 as Hatfield's only four star hotel with a new contemporary glass and steel look. All bedrooms are decorated and named after a painting by a local aspiring artist. There are 53 Bedrooms, and 8 Conference and Banqueting rooms.

### ii) **WEST LODGE PARK**, Hadley Wood



West Lodge Park has a long and interesting history. Queen Elizabeth I as well as King James I have visited the Lodge. One of the most famous occupants of the hotel was The Hon. Henry Coventry who was Secretary of State to Charles II. West Lodge Park contains a collection of paintings by Mary Beale who was the first female professional artist of her time. The Lodge was

first converted into a hotel in 1921 and it was then bought by Beales in 1945.

The hotel still entertains famous people and celebrities and has had visitors including the England football team and Tony Blair, and is still the favourite hotel of Spurs whenever they are playing. The hotel currently has the highest four star rating in Hertfordshire, and is well known for its Beale Arboretum, Garden Open Days and live music concert events. West Lodge Park has 59 luxury Bedrooms, 8 Conference and Banqueting rooms.

## 1.3 Beales' Who's Who

An up-to-date copy of the Beales Hotel Contact List can be found via the following link:

<http://www.bealeshotels.co.uk/contact/beales-group/>

**WEST LODGE PARK STAFF PHOTO – June 2016**



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