

Four-star family business

By Jo Sealy

West Lodge Park

Traditional and classic in exterior style and interior design, West Lodge Park is surrounded by the 35 acres of the open space – Enfield Chase. It sits comfortably in manicured grounds and – living up to its marketing – is like a country retreat. Hard to believe that it's just 12 miles from Piccadilly Circus.

The hotel was originally one of three lodges, built within wooded deer forest. Ministers of state and royalty have had their part to play in its long history and visitors today can enjoy the hotel's quiet acknowledgement of its heritage through its considerable art collection.

The grounds are also home to The Beal Arboretum, a national collection of Hornbeams, plus an impressive selection

of over 800 tree specimens from all over the world.

The 59 suites – individually named – all provide stunning views from the majority of the bedrooms over either the Beale Arboretum, the formal gardens of the hotel, or the wide open spaces of the Enfield Chase.

Conference and banqueting facilities for both business and pleasure are catered for accommodating anything from team awaydays to large scale special events. Celebrities with exacting requirements, and arrivals by helicopter are not unusual.

General manager David Sewell and his team work hard to maintain the hotel's reputation for quality and service. Judging by the guest book comments, the service is clearly first class. Executive chef Wayne Turner and his team have earned themselves an AA 2 Rosette

Award for exceptionally fine dishes, so expect a suitably sublime dining experience.

Beales – Hatfield

In complete contrast, but in no way any less impressive, Beales at Hatfield is an architecturally designed, modern hotel with contemporary styling throughout. Cedar wood, glass and modern steel lines provide the design theme. However, the management team works hard to combine the tradition of good old fashioned service with the needs of the modern guest.

As you enter interior lobby, the full length glass walls provide an indication of what's to come. Natural light, the clean fresh lines of the décor, designer furnishings and bold artwork have an immediate impact. This hotel could easily be in located in any modern capital city. Central London is around 30 minutes away by car or by train.

The Beales family have taken care to balance the key qualities of atmosphere, service and quality into this unique hotel. The 53

double rooms are decorated in soft calm colours with all the trappings of a boutique style hotel room.

It has thirteen air conditioned conference rooms and can accommodate anything from 6 – 250 people. So either parties or product launches are a breeze and themed events have become a speciality.

Dining is provided by the Outsiden restaurant, offering, as you would expect, an excellent choice of dishes, with ingredients locally sourced.

The hotel's overall ambience is a winner, but exceeding expectations is where hotel manager Callum Kennedy and his team have really hit the mark. It's clear that guests return for the 'extra factor'. Note a couple of comments from the guest book: 'We were spoilt rotten' and 'We really appreciate you opening your restaurant extra early so that our team members could eat before leaving for the 07:30 am start at our corporate golf day'. Praise indeed.

www.bealeshotels.co.uk

The Beales Group is a unique business, founded in 1769. It has passed from father to son for eight generations, and now comprises two four-star hotels and an outside catering business, located in North London and Hertfordshire



Photo courtesy of The Beales Group

www.northlondonbusiness.com