

# Seven Decades of Supreme Service at West Lodge Park Hotel



**One of the oldest family businesses in the UK is celebrating 70 years of exceptional service and customer care at its historic hotel in Hertfordshire.**

Beales Hotels have been serving guests at West Lodge Park, Enfield since 1945 – currently run by the eighth generation of a family business, which began in 1769.

West Lodge Park was originally built as hunting lodge in the 1400s. It was visited by Queen Elizabeth I, has been the home of Dukes and was even a rest home during the first world war.

The lodge and its 35 acres of grounds are now owned by the Beale family who have been running the house as a hotel since 1945. Since then West Lodge Park has bloomed into the highest rated four star hotel in North London and Hertfordshire with an award-winning arboretum of rare trees and shrubs.

“My grandfather Edward Beale bought West Lodge Park back in 1945, my father Trevor took over the reigns in 1970 and I joined the firm in 1992, becoming MD in 2001. The potential ninth generation, my son Ashley, is busy studying hospitality at university at the moment!” said Managing Director Andrew Beale.

“Apart from modernisation of the rooms and keeping up to date with the latest technology and food trends for our guests we are quite proud of the fact not much has changed over the generations. We have kept the old-fashioned ideal of running a hotel to please its customers, while treating the staff with respect, and caring for the environment.”

It’s a traditional philosophy that seems to work for their clients and staff, with top customer reviews and many members of staff who have worked for the company for decades. Plus the business has won national awards for its environmental sustainability.

To mark the 70th anniversary Trevor Beale, Andrew Beale and his son Ashley (7th, 8th and 9th generations) planted a tree in the arboretum on Sunday 22nd March.

***Pictured above :** Trevor, Andrew and Ashley Beale planting the Giant Redwood (*Sequoiadendron giganteum* ‘Wellingtonia’), the same as one planted 70 years ago by Edward Beale in 1945 in his first year at West Lodge Park, which is now 80 feet high!*