



BEALES CELEBRATES 250 YEARS

A family firm going back nine generations is celebrating 250 years in business.

The Beales family owns two four-star Hertfordshire hotels, West Lodge Park, a former hunting lodge in Hadley Wood and the contemporary Beales Hotel in Hatfield.

Ashley, Dominic and Emma Beale are the ninth generation, joining their father, managing director Andrew Beale, in the business. The company also has long-serving staff with some having worked for the business for 45 years.

The family set up as bakers on Oxford Street in 1769, expanding into shops and

restaurants before going into the hotel trade.

‘When people ask us how did we survive the war, we ask which one?’ Andrew said. ‘We keep up-to-date with the latest technology and all comforts that our guests may require, whilst keeping alive the traditions of service excellence.’

West Lodge Park (above) claims to be the only hotel in the world with its own arboretum, totalling hundreds of specimen trees and shrubs. To mark the anniversary Andrew planted a magnolia grandiflora in the grounds.