



Beale's

West Lodge Park ◆ Hatfield Lodge ◆ The Firs ◆

AUTUMN '97

News in Brief

The New Face of Hatfield Lodge



A stunning new frontage with a new wing at the rear of the hotel has created great local interest.

The increase of business in the Hatfield area and the consequent need for local accommodation has resulted in a "new look" Hatfield Lodge.

"Fast-track" building methods, meticulous planning and sheer hard work have resulted in the completion, after only 14 weeks, of the 17 bedroomed extension. Separate construction of the bedrooms at Volumetric's building site, whilst ground work went on at Hatfield Lodge, was the key to this excellent project.



TONY KING, the hotel's manager, pictured here, played a major role supported by Julie Battye and all members of staff. Tony's knowledge of the hotel, having started his employment 25 years ago at West Lodge Park, ensured the key

events leading up to the completion also went to plan. Internal upgrades of facilities in the kitchen and restaurant areas, to include new menus, were some of these events. The hotel is now operating 7 days a week and as a result, staffing levels have increased along with a requirement for staff training. A total of 11 staff have either joined the Hatfield Lodge team, moved to a new position or changed to full-time from part-time employment.

Pre-opening stays by staff from all branches established a very important fact: that the positioning of the extension behind the hotel premises, along with the double-glazing, offers a valuable commodity - PEACE & QUIET. The new brochure endorses this finding and is available on request.



Quotes from Guests

"Very pleasant accommodation which met all of my needs during my stay"

"Beautifully appointed bedrooms, good attention to detail"

The newly decorated **PAVILION RESTAURANT** has a sporting theme with many drawings of international Cricketers by local artist David Byrne. With the addition of a Conservatory good food is offered from morning to evening.

Grevile Bridge was project manager with Julie Battye and Lesley Bridge co-ordinating the choice of decor so successfully.

Welcome

to the second Beale's Newsletter; we hope you will enjoy this edition of our Company news as much as you did the first. Thank you to our many readers who wrote to congratulate us - and who entered the Newsletter competition, which was won by Miss M. Penny of Fortis Green, N10.

The new 17 bedroom extension at Hatfield Lodge Hotel opened ahead of schedule. A number of Beale's staff members tried the rooms out as 'guinea pig' guests before they opened to the public on 25th May and they have been instantly popular.

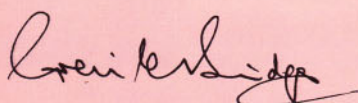
Also at Hatfield Lodge congratulations and thanks to our General Manager, Tony King, who celebrates 25 years with the Beale's Group.

A new look is planned for The Firs' foyer in the Autumn; a Reception office is to be created where all visitors will be welcomed throughout the day by John Thorpe and his team.

At West Lodge Park we are hoping to extend the hotel's bar and restaurant area, build a small conference suite and provide 9 more bedrooms. We are just waiting for the planners to agree the details and then hope to get this major project under way.

Senior Managers were so stimulated by the Tony Barnes presentation, mentioned in the last issue, that a second open seminar was arranged in May for those staff unable to attend the first seminar. More ideas were generated in a bid to 'delight' both customers and colleagues.

Many of our staff had the opportunity to attend a half-hour fitness assessment arranged for the Company by Barnet Health Promotion Centre over 2 days and there was a 'healthy' response from staff willing to have their stress, weight, and diet assessed! So I hope you will find us fighting fit and eager to delight you when you next pay us a visit.



Managing Director, Beale's Group



Spotlight on The Firs speciality Food and Events

Something special was called for when The Firs became the venue for a CARIBBEAN Wedding. Janet Watt, a trainee at the branch, came to the rescue by producing some dishes including curried goat and red snapper. GREEK and INDIAN menus have recently been provided. Enquiries are welcomed and guests are encouraged to suggest some special dishes as part of their full menu.

PREMIER SELECTION MENUS - One example at £25 per head includes Mousseline of Smoked Salmon, Braised Duck with Plum Sauce and Zocca Bananas with Toffee Ice Cream.

CHRISTMAS PARTY NIGHTS at The Firs have proved very successful and for the fourth year will be held on nine different nights in December. Guests can enjoy Christmas fayre, wine and a disco for an inclusive price of £25.95 or £28.95 per head. The evenings are designed for the small independent party goer and tables of 10 and up to 40 can be reserved. The evenings start at 7.00 p.m. and the bar will close at 12.30 a.m.

IAN THOMPSON

Second Chef at The Firs has recently celebrated 25 years of service with Beale's. He started his training at the age of 15, attended Southgate College to gain his City and Guilds 706/1 and 2. More recently he has obtained his NVQ level 3 and is starting his D32 assessment. He assists Pierre Suzan in our busy banqueting kitchen, catering for up to 1,000 people each week. Ian married his wife Paula in 1978, and they had their Wedding Reception at the Firs. Paula works for Midland Bank, and they live in Ware. Ian enjoys walks in the country, fishing, bird watching, and even enjoys cooking at home.

COMPETITION

Win an overnight stay for 2 at Hatfield Lodge.



1. Name the Restaurant at Hatfield Lodge.
2. How many Christmas Party nights will be held at the Firs?
3. On which days did the Harrods Library call at West Lodge Park?

Answers in writing please, including your name and address to the Sales Office, West Lodge Park, Cockfosters Road, Hadley Wood, Hertfordshire EN4 0PY, by Friday 5th December 1997.



Ruud Gullit, Chelsea Manager, with a group of West Lodge Park staff on Cup Final Day.

The luck that follows Chelsea after a stay at West Lodge Park held good for them in spectacular fashion at Wembley in May.

Their first goal was the quickest in F.A. Cup Final

History after 42 seconds of play.

West Lodge Park looks forward to welcoming the team again for the Charity Shield against Manchester United in August.

Wedding Photos under The Old Oak Tree

The Firs have recently created a patio area under their oak tree for wedding parties to record the happy day on film.



Beale's Wedding Belles & Beaus

Congratulations to Beale's staff members who are about to be married and those who have recently celebrated their wedding day.

HATFIELD LODGE

23rd August - Gary Crimmin and Marie Shonk.

Gary, former 2nd chef, and Marie, former assistant.



FIRS

5th July - Richard Fearnside (Assistant Manager)

WEST LODGE PARK

6th June - Linda (Collins) Taylor

picture below



20th June - Yolanda (Ballester) Ellis (Head Housekeeper)

25th Jan '98 - Martin Goodliffe (Deputy Manager) to Kyla Grant (Switchboard Receptionist)

BULLETIN BOARD

SUNDAY CREAM TEAS

At West Lodge Park, are now served in The Cedar Restaurant from 3.30 - 5.30. Book ahead - even as late as Sunday morning.

HERTFORDSHIRE MARKETING EXHIBITION

West Lodge Park and Hatfield Lodge will be exhibiting at this event on WEDNESDAY, 24TH SEPTEMBER, at the FIELDER CENTRE in HATFIELD.

GEOFF HURST will be the after dinner guest speaker at a dinner for up to 200 business guests; to be held the same evening at Hatfield Lodge.

WEST LODGE PARK OSCARS ... for this Summer

On the Stage - Diane Nutting, Reservations Co-Ordinator
Behind the Scenes - Diane Doniatello from Housekeeping

GARDEN OPEN DAY

The Autumn Open Day of the Gardens at West Lodge Park is on Sunday, 19th October. Nature at its best. Guided tours and cream teas, don't miss it!

CHRISTMAS PARTIES at the FIRS and HATFIELD LODGE

Both branches will be running Party Nights in December for office and private groups. Contact the branch direct for further details.

HATFIELD LODGE OPEN DAY

On Tuesday 30th September for local companies and individuals. If you are interested, contact Sally Wilkinson for details.

COMPETITIONS

We are delighted to tell you that at West Lodge Park our Head Chef, Peter Leggat, was successful in getting through to the Semi-Final of the Chef of the Year Award and Anthony Browning to the Regional Final of the Ruinart Sommelier of the Year.

ENJOY A WEEKEND BREAK

At West Lodge Park from £85 per person, per night, on any two nights from Friday to Sunday. Included in the package is the use of the David Lloyd Leisure Club. Fruit, chocolate and flowers in your room. Leaflet available from the Hotel.

FAST TRACK Programme for Investors in People. SIX out of SIX.

The news of I.I.P. accreditation in our Spring Issue and the highly successful visit by Tony Barnes is gaining momentum for the Beale's group (see editorial).

The company's involvement with the North London TEC's I.I.P. "Fast Track" programme was highlighted in the Insider Magazine's Spring Issue. Six companies at an advanced stage of their I.I.P. programme enrolled with the "Fast Track" programme to give them the final push to achieve their goals. The six month long support package with consultancy and workshops provided the focus and expertise needed to achieve success.

The group camaraderie helped to achieve the people focus, with the diverse company backgrounds giving a different

perspective on company management. All six companies achieved accreditation by March. Subsequently the North London TEC have produced a video promoting their services which features a number of Beale's staff.

FOOTNOTE:

In May 1997 the Company was pleased to announce a new package of benefits for all continuously employed full and part-time staff, which includes life assurance and a pension scheme. We have also appointed Lesley Bridge as Staff Development Officer co-ordinating all training for the Group.

INVESTOR IN PEOPLE

Sally's Business News

On 26th June West Lodge Park hosted a Members Buffet for the Hertfordshire Chamber of Commerce. Approximately 60 guests attended what was envisaged would be a delightful June evening with guests strolling around the grounds and enjoying champagne and strawberries on the lawns.

Unfortunately, this was one of the wettest months and wellingtons and umbrellas did not seem quite so appealing! However, the weather did not mar the occasion. Events such as these are extremely useful for establishing new contacts and meeting up with existing ones. One guest mentioned that he was not large enough to warrant the attention of a hotel company. However, as a company we welcome all clients no matter how much they spend. The guest using the restaurant at West Lodge Park is as important as the person booking a conference at The Firs or a dinner dance at Hatfield Lodge. What is always paramount is a good level of communication and satisfied customers.

INTERNET - The new "face" of Beale's

A fascinating insight into the history of Beale's presented by Trevor Beale at the Chamber of Commerce evening (see above) highlighted how much the Group is changing for the future without losing the personal touch the hotel is renowned for.

In 1945 the phones at West Lodge Park consisted of one cigar box size switchboard, with 2 settings; Reception and Manager's Office. Guest meals were taken at a specific time and tardiness was not tolerated. Harrods would send their library van out on Tuesdays

and Fridays for 2 ladies who wished to change their books on separate days!

By contrast, this year, fifteen pages about Beale's have been placed on a CD Rom and circulated to North London Chamber of Commerce members in recent weeks. HotelWorld has received pictures of Beale's facilities for use on the Internet. Leading independent hotels such as Beale's are now more easy to locate by computer-link than before, both for individuals and booking agents.



In March West Lodge Park were Match Ball Sponsors at the Saracens v Bristol rugby fixture. Several clients were invited to the pre-match Hospitality Lunch and to watch an exciting game, won by the home team. Saracens nearly had a new team member signed up when one of our guests turned up at the Team pre-match briefing at West Lodge Park and was slightly confused to be shown a video of team tactics before being re-directed to the right lunch at the ground in Southbury Road.

The Match Ball presented by Tony Copsey of Saracens is now displayed in the Pavilion Restaurant at Hatfield Lodge.

Beale's Diary

Special Events at West Lodge Park

Further information on all the events listed below is available
from West Lodge Park.
Tel: 0181 440 8311

OCTOBER

Friday 3rd October, CONCERT DINNER EVENING

The new season of the immensely popular dinner evenings at West Lodge Park opens with a recital by the talented and attractive cellist Lowri Blake, accompanied on the piano by Iwan Llewelyn-Jones. Since her televised debut performance of the Dvorak concerts with the Welsh Symphony Orchestra, Lowri Blake has broadcast over one hundred recitals and concerts on BBC Radio and Television. Her programme on October 3rd includes Bach's suite No. 1 in G and sonatas by Fauré and Brahms. The concert evenings at West Lodge Park begin with a black tie reception in the historic John Evelyn Room, furnished with 17th century portraits and crystal chandeliers, and includes a four course gourmet dinner in the Cedar Restaurant before the concert in the intimate salon atmosphere of the Lancaster Room.



Reception, 4 course dinner and concert £40.00 per person payable on booking, plus £1.00 per couple for annual membership of West Lodge Park Musical Society. Dress dinner jacket. Special overnight rates available.

Sunday 19th October - GARDEN OPEN DAY

At this time of year the autumn colours are at their best, with the scarlet oaks and the maple glade in particular making a dazzling display of gold and red. From 12 noon until 4 pm the gardens and arboretum where over 800 varieties of trees and shrubs are planted are open to the public in aid of the National Gardens Scheme for charity, with conducted tours every half an hour. Light refreshments are available in the garden and cream teas are served in the hotel.

Admission £2 per person, children free of charge.

NOVEMBER

Friday 28th November - CONCERT DINNER EVENING

The dynamic young Pirasti Trio (Jeffrey Sharkey, piano, Nicholas Miller, violin and Alison Wells, cello) have received rapturous reviews for their playing, described by Gramophone as "fervent, beautifully accomplished performances" and by the Strad as "absolutely incandescent". Their programme at West Lodge Park includes Haydn's Piano Trio in G (with the famous Gypsy Rondo), Mendelssohn's Trio in D Minor and Schumann's poignant and moving Trio No. 1, Op. 63. For a general description of the concert evenings, see the entry for October 3rd.

Reception, 4 course dinner and concert £40.00 per person payable on booking, plus £1.00 per couple for annual membership of West Lodge Park Musical Society. Dress dinner jacket. Special overnight rates available.

DECEMBER

In the fortnight before Christmas West Lodge Park offers a perfect rural setting for Lunch or Dinner. Gourmet meals are available throughout the holiday to the New Year, when a Jazz Party is the place to be! A leaflet is available on request (Christmas 1997).



NATURE NOTES WILDLIFE AT WEST LODGE PARK

For those of our guests who decide to take an early morning or late evening walk around our 35 acres of Arboretum and Top Meadow, they may be lucky enough to surprise the shy Muntjac deer or even see 'Monsieur Reynard' taking his evening stroll.

For those of you who are the bird watchers, we have resident and migratory birds. House Martins nesting in the eaves of the hotel and Cedar Lodge. On the lake we have Moorhens with their babies, Herons fishing, Mallards & Canada Geese visiting. Green Spotted Woodpeckers seem to stay with us year round. Larks can be heard when sitting quietly in the Top Meadow. Some of the other birds also seen and heard are Kestrels, grey Wagtails, Greenfinches, Blue Tits and Long Tailed Tits, Chaffinches, Pheasants, Wood Pigeon, Thrushes and many more. If you visit us and see or hear other wildlife, please let us know, so that we can add them to our list.

COMPETITION RESULTS!

Thanks to all who participated, if your name does not appear here, see our new competition on page 2.

And our WINNERS are:-

MISS M. PENNY – 1ST PRIZE
Dinner for 2 at West Lodge Park

MRS M. BEEVOR – 2ND PRIZE
Overnight stay at Hatfield Lodge

MRS P. McQUISTAN – 3RD PRIZE
Bottle of Champagne

West Lodge Park



One mile from junction 24 of the M25, West Lodge Park is a four star country house hotel set in 35 acres of grounds.

Cockfosters Road, Hadley Wood,
Hertfordshire EN4 0PY

Tel: 0181 440 8311
Fax: 0181 449 3698

Hatfield Lodge Hotel

300 yards from the A1M and opposite the Galleria Shopping Centre.



Comet Way, Hatfield, Hertfordshire
AL10 9NG

Tel: 01707 272661
Fax: 01707 256282

The Firs



Close to Enfield, A10, North Circular Road and M25. Air-conditioned rooms to take 4 to 260 for conferences, exhibitions, product launches.

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Hill, London N21 2RS

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