



# Beale's

West Lodge Park ♦ Hatfield Lodge ♦ The Firs ♦

WINTER '98

Issue No.3

## News in Brief

### Beale's Congratulate Long Service Staff



A party was held in September for all Beale's employees in the magnificent grounds of West Lodge Park Hotel. Staff enjoyed a free disco and buffet in a marquee laid on as a 'thank you' for all their hard work throughout 1997. During the evening Chairman of the Group, Trevor Beale, presented long service awards to over 30 members of staff with over ten years service. These

included John Thorpe, General Manager of The Firs who has been with the Beale's Group for 35 years.

"We are very proud of the loyalty of our staff members, almost half of the total establishment have been with us for at least five years. We aim to ensure that this tradition continues," said Trevor Beale.

The continuity of staff employed at Beale's is greatly appreciated by customers. In one service questionnaire a guest commented *"All of the staff are friendly and helpful and I am glad they don't change.....I travel all over the world and here (West Lodge Park) I feel at home"*.

A retirement party was held at Hatfield Lodge last year to say a fond farewell to two loyal members of staff who worked for Beale's for over a quarter of a century! Anna Healey had worked as a Room Maid at the Lodge for 29 years and Ellen Tilley for 26 years as a member of the kitchen staff. Both received a retirement cheque and long service certificate from Trevor Beale.

L-R Ellen Tilley (black dress), Tony King, Trevor Beale, Anna Healey (check suit).



### CULINARY AWARD FOR BEALE'S



Line up of kitchen staff outside West Lodge with both AA awards.

Head Chef Peter Leggat and his team at West Lodge Park have won their second AA rosette for excellent cuisine. The award is the result of an 'incognito' visit by an AA inspector to the Cedar Restaurant.

This award is added to the ever growing list of commendations received by the restaurant including the Egon Ronay and Ackerman Guides and the London Evening Standard.

Peter Leggat said: "We first won a rosette from the AA in 1995, to win a second has been an enormous boost for all the kitchen staff".

The Beale's Group have a successful team of Head Chefs operating at their hotels. Pierre Suzan at The Firs trained in France and worked at The Savoy Hotel in London before joining the team over 20 years ago. Pierre specialises in exotic food for his guests ranging from Italian, Jewish, Caribbean, Turkish and Greek.

Head Chef at The Hatfield Lodge, Vincenzo Volpe, is the third member of the outstanding culinary clan. Unfortunately, Vincenzo has been away from work but is recovering after major heart surgery. All of the Beale's Staff wish him well and hope to have him back at the hotel soon.

**Your chance to sample our award winning cuisine** – as part of our Spring Promotion, enjoy a fabulous meal in the Cedar Restaurant and receive a voucher to claim 25% off when you next visit. This offer is open from 1st January to 31st March 1998. Please ask for details when you dine.



# Welcome

to our Winter edition of the Beale's Newsletter.



## Happy New Year!

We are delighted with our customers' response to the new bedrooms at Hatfield Lodge. We have been fully booked for most of the time since they opened and we are only sorry that we could not build more, due to lack of space and parking requirements.

The new Reception Office at The Firs is now in full use and ideal to welcome conference delegates or to sit down with clients to discuss a planned wedding reception or other event. With their newly installed, state-of-the art computer software, the Management team will be able to keep details of all clients on the database and be able to offer an even better service.

At West Lodge Park, the major development is underway and will be completed by next summer.

I would like to take this opportunity to apologise to guests for any extraneous noises whilst the builders are on site. However most of the work is being undertaken on the far side of the restaurant and in the grounds behind Cedar Lodge. All our customers should benefit as the development includes bedrooms with upgraded bathroom facilities, a new conference room, a larger bar lounge and refurbished restaurant, as well as a business communications room.

We have been taking into account modern methods of communication and you can 'visit' our three branches on the Internet under HotelWorld (<http://www.hotelworld.com>). We also have details of all our facilities on a CD Rom available to businesses in North London (see CABS at Firs story). Finally, by next summer, you should be able to contact each of our branches by E-Mail. Of course, we will still be delighted to speak to you on the telephone or show you around in person!

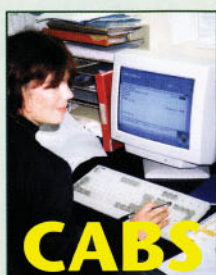
Managing Director, Beale's Group

## West Lodge Park Extension

West Lodge Park is expanding - work has recently begun at the Hotel to provide an extension to the 19th Century building. Due to be completed by summer this year, the extension will house nine bedrooms, a Conference Room, an extension to the Restaurant and Bar and a Business Communications Room.

"In these modern times our guests often need to send a fax or E-Mail. The Business Communications Room will provide this service and also allow access to the Internet," said Managing Director Greville Bridge.

Work began in November last year and it is hoped that there will be no inconvenience caused to guests. In actual fact, the only people that will need to wear wellies are the Chairman, and Managing Director, whose offices are within the work site!



### at The FIRS

Staff at the The Firs Conference Centre, near Enfield, have been carrying latest computer software systems on the market. The new Conference (CABS) was installed late last year and is now up and running, thanks to Conference Co-ordinator Sharon Blackgrove.

"This new system will enable us to store a huge database about our clients and their particular needs, which means we will have a record of their special requirements when they book with us again," said John Thorpe, General Manager of The Firs.

"It can also set up bookings into the next century, which is useful as we have already received many enquiries. I must credit Sharon with this achievement, all her hard work installing the system has paid off."

The CAB system is networked into the new Reception Office at The Firs, created last year to provide an office to receive guests and take enquiries. It is anticipated that the new system will be busy in the coming months as The Firs, and the two Beale's Hotels have been included on an Information CD Rom produced by the North London Business TEC. The CD is available to all local businesses and has 15 pages dedicated to the Beale's Group and the facilities it offers. A copy of the CD can be obtained by contacting the Barfield Company on 0181 447 1000.

## Sporting Tradition at Hatfield Lodge

Hatfield Lodge Hotel has a long history of sporting connections since it was purchased by the Beale's Group in 1964. Sports Clubs and Associations frequently hold meetings and dinners at the Hotel in the Buckland Suite, a vast room able to seat 300 people.

This sporting theme has been continued in the development of an extension to the hotel. Aptly named the Pavilion Restaurant, the new conservatory has been decorated with sketches of sports stars drawn by local artist David Byrne.



"Many of the people featured in the pictures have actually stayed here at the hotel, for example Ian Botham. Nick Faldo has also dined here on many occasions, attending golfing presentations," said Manager Tony King.

"We host events for all sorts of associations including and the Cyclist Touring Club. Last year the Fiat 500 A over 25 Fiat 500's parked outside."

The Hatfield Lodge on the A1M opposite the Galleria situated for conferences and weekend shopping trips

Illustration of Fiat 500's at Hatfield from front cover of Fiat AGM book.





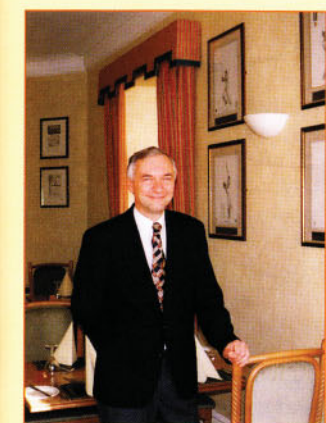
## STAFF PROMOTIONS

Suzanne Glaus, pictured above left, has been promoted to Conference and Banqueting Manager and Tonia King, above right, to Deputy Manager. Stefan Warwick has also been promoted to Senior Sous Chef in the award winning kitchen at West Lodge Park.

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John Thorpe in reception area  
Sharon Blackgrove (top left)



Tony in new restaurant

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## SPOIL YOUR MOTHER!

Enjoy a three course lunch on Sunday 22nd March, with coffee, petits fours and a complimentary flower arrangement for each mother. £19.95 per person, £10 for children under 10 years. Phone The Firs to book a table.

## BULLETIN BOARD

### GARDEN DAY

Nearly 500 people toured the gardens at West Lodge Park in October. This event, together with the opening in May, raised £1,382 for charity.

## LABOUR AT THE FIRS

The Firs hosted a political breakfast meeting in November. Labour MPs Joan Ryan and Stephen Twigg were at the early morning business meeting to discuss the proposed Welfare to Work Scheme.

### BREWERY VISIT

Staff from all three branches visited the McMullen family brewery in October. Everyone had a very enjoyable day and we would like to thank McMullens for their hospitality.

### - PARTY 2000 -

Celebrate the turn of the Millennium at West Lodge Park. A two night stay with excellent food, vintage champagnes, wines and a firework display. Participate in a tree planting ceremony to commemorate the Millennium. Further details from West Lodge Park.

### DID YOU KNOW...

all three of the Beale's venues are licensed to hold wedding ceremonies? Why not arrange your special day to be held in the beautiful grounds of West Lodge Park or at Hatfield Lodge on the AIM or The Firs where couples are attracted from all over North London to celebrate their big day.

### WEDDED BLISS

Deputy Manager, Martin Goodliffe and Telephonist Kyla Grant held their own wedding ceremony at West Lodge Park in November. The couple have since left the Beale's Group, we are sorry to lose them but wish them every success and happiness.

### FUTURE BRIDE?

The seventh annual wedding exhibition will be held at The Firs in January 1998. The event has always proved very popular in past years and is a joint venture with local businesses.

## COMPETITION

Win dinner for two in the Cedar Restaurant at West Lodge Park

Answer these three questions:

? ? ?

- 1) Name the three Head Chefs in the Beale's Group.
- 2) How many AA Rosettes has the Cedar Restaurant?
- 3) Which car club held their AGM at the Hatfield Lodge Hotel?

Answers in writing please, including your name and address, to the Sales Office, West Lodge Park, Cockfosters Road, Hadley Wood, Hertfordshire EN4 0PY by 1/3/98.

Not available to Beale's employees or their families.

Last issue **Competition winner**, Joanna Day of Redbourn, Hertfordshire, will enjoy an overnight stay at Hatfield Lodge for two people - **congratulations!**

## Sally's Business News . . . . .

The Hertfordshire Marketing Exhibition held in September proved to be an excellent platform to promote the services of West Lodge Park and Hatfield Lodge. Sales Manager Sally Wilkinson represented the hotels at the exhibition which was held at the University of Hertfordshire's Fielder Centre.



"This was the first major business exhibition in the area for some time and the response was excellent - especially to our stand!" said Sally.

Also in September, Hatfield Lodge held an open day for over 50 guests to view the new bedroom wing and Pavilion Restaurant. Guest Speaker on the day was Mr Eric Peacock, Executive Director of Hertfordshire Business Link.

L-R Greville Bridge, Managing Director of Beale's, Eric Peacock, Tony King, Manager of Hatfield Lodge and Trevor Beale, Chairman of Beale's.



Sally with Richard Whitmore, former TV newsreader who opened the exhibition.



INVESTOR IN PEOPLE



## Special Events at West Lodge Park

Further information on all the events listed below is available from West Lodge Park.

Tel: 0181 440 8311

### FRIDAY 6th FEBRUARY – CONCERT DINNER EVENING

The first opportunity in 1998 to attend one of the well known black tie evenings of classical music, with dinner in the award winning Cedar Restaurant. The Kegelstatt Trio, Fiona Cross, Rosemary Sanderson and Nigel Clayton, will be performing trios by Mozart, Bruch and Reinecke and duo works by Weber and Gordon Jacob. This trio has performed at the Wigmore Hall, the Purcell Room and has broadcast on Radio Three and television.

Reception 7.00pm, four course dinner and concert £40 per person payable on booking, plus £1 per couple for annual membership of West Lodge Park Musical Society. Table wines extra. Dress dinner jacket. Special overnight rates available.

### FRIDAY/SATURDAY 13th/14th FEBRUARY – ST. VALENTINE'S DINNER

For a romantic celebration, a delicious five course set dinner is served in intimate candlelight in the Cedar Restaurant which has just been awarded two rosettes for excellent food. A vegetarian alternative will be available. There will be a red rose for each lady and a pianist playing soft background music. Last year demand was great, so early booking is advisable.

From 7.30pm, four course dinner with coffee and petits fours, £42.50 per person, wines extra, last orders 9.45pm. Full pre-payment required on booking.

### FRIDAY 20th MARCH – CONCERT DINNER EVENING



The exciting young concert pianist Sam Haywood is on the threshold of a brilliant career. In 1986 he was awarded second prize in the BBC Young Musician of the Year competition. He has recorded several CD's for the Oxford Classics label and has played in concerts across Europe. For his recital at West Lodge Park he is playing a Mozart Sonata, the Intermezzi by Brahms, Chopin Waltzes and Moussorgsky's Pictures at an Exhibition.

See above concert dinner in February for booking details.

### SUNDAY 22nd MARCH – MOTHERING SUNDAY LUNCH

The award winning Cedar Restaurant, with its outstanding garden views and background pianist is an ideal venue for a special day with a complimentary flower arrangement on each table for your Mother.

Three course lunch with coffee and petits fours £29.50 per person, £19.50 for children under 12. Wines extra.

### SUNDAY 12th APRIL – EASTER SUNDAY LUNCH

Three course lunch with coffee and petits fours, tables decorated with daffodils and pianist playing, £27.50 per person, £17.50 for children under 12. Wines extra.

### MONDAY 13th APRIL – EASTER MONDAY LUNCH

Three course lunch with coffee, petits fours and decorated tables. £22.00 per person, £14.50 for children under 12. Wines extra.

### FRIDAY 24th APRIL – CONCERT DINNER EVENING

The Pro Arte Guitar Trio, Raymond Burley, Cornelius Bruinsma and Peter Rueffer, was established in 1987 and is now recognised as one of the leading guitar ensembles in the UK. The trio have recorded four CD's on the ASV label and broadcast for the BBC and Classic FM. Their programme at West Park Lodge includes sonatas by Scarlatti and Bach, the Valses Poeticos by Granados, three colourful Brazilian pieces by Villa-Lobos and a new work specially written for the trio.

See February Concert Dinner for booking details.

## Special Offers

Need a break? Need to relax?  
Then come to West Lodge Park!

**Winter Weekend Offer** - Why not treat yourself to a weekend of relaxation at West Lodge Park? With our special winter rates, come and spoil yourself with complimentary fruit, chocolate and flowers.

Superior Double/Twin	£75.00
De Luxe Double/Twin	£82.50
Premier Single	£97.00
(per person per night)	

Prices include 3 course Premier Dinner, accommodation and full English breakfast.

Valid from 1/1/98 to 31/3/98 on all Fridays and Saturdays.

### EASTER EGG BREAK!

Stay with us over the Easter weekend, any day from the 9th-13th April, and the winter weekend prices above will be valid – of course we'll give you an Easter egg as well!

Phone West Lodge Park on 0181 440 8311, quoting "Winter Newsletter", to make your reservation now!

### Special Offer for Firs customers!

Book a conference at The Firs between 1/1/98 and 31/3/98 and we will upgrade you from the Regular to the Executive Delegate Rate at no extra charge.

'Phone Remo on 0181 360 6788 and quote reference : NL3.

Hold your Wedding Reception at **Hatfield Lodge** during July 1998. If you book it (and confirm with a deposit) between 5/1/98 and 28/2/98 we will give you a 10% discount off either of our Wedding Packages!



Call Tony King on 01707 272661 and quote Winter Newsletter.



#### 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.

890 Green Lanes, Winchmore Hill, London N21 2RS

Tel: 0181 360 6788  
Fax: 0181 364 2446