



Beale's



West Lodge Park



Hatfield Lodge



The Firs



Issue No.6

Newsletter WINTER '99

Rooms in the Garden



With the extension to West Lodge Park complete, guests are now relaxing and working in the new surroundings, enjoying a pre-dinner drink in the Terrace Bar, dining in the Cedar Restaurant over-looking the gardens, meeting in the Edward Beale Room and sending E-mail messages from the Business Centre. In this issue, we give you an insight into the beautiful bedrooms in Chestnut Lodge.

Chairman, Trevor Beale, played in the gardens in front of Chestnut Lodge as a boy and his ambition has been to create an extension that would enjoy the secluded gardens and matures trees of his old home. Trevor's great grandfather, William, built a large restaurant in London in 1889, crowned by a weathercock. When the building was demolished the weathercock was saved and Trevor has now had it re-erected on Chestnut Lodge ready for the next millennium!

Each of the seven new rooms is distinguished by a floral name, including Jasmine, Forsythia and Clematis inspired by Head Gardener, Andrew Cole, who has created a planting scheme for the gardens around the lodge. This will include an Australasian bed of shrubs, a bed of



heathers, small conifers and dwarf rhododendrons and a range of climbing plants along the wall including winter jasmine, pyracanthus and honeysuckle. The beds in front of the lodge will be planted with hibiscus, hardy fuchsias and bedding plants. After two months of work to prepare the soil, Andrew has now put in all the shrubs and plants and will give them tender loving care until they are established.

The housekeeping team at West Lodge Park are particularly pleased with the new bedrooms in Chestnut Lodge. Yioda Joannou, Head Housekeeper, purchased many of the little extras that make each room feel like home including teddy bears on pillows and toy ducks in the bathroom. For the comfort of guests, each room is fitted with large walk-in wardrobes, mini fridges and wall



Yioda Joannou and Karen Parsley in one of the new Chestnut Lodge bedrooms (left). Trevor Beale and Andrew Cole outside Chestnut Lodge (above).



safes. Yioda is especially pleased with the large bathrooms which have shower cubicles as well as full-sized baths. "Although they may be more work for us to clean, the guests appreciate having a choice," she said.

welcome

to the Winter Edition of the
Beale's Newsletter.



Our new bedrooms at West Lodge Park are now being used regularly and the builders are long forgotten. Guests are mentioning how much they like the ground floor rooms in Chestnut Lodge with the tranquillity of the gardens outside. On a recent

visit, the AA inspector described them as "up to 5 star standard", particularly with the luxurious bathrooms, which include a walk-in shower.

Hatfield Lodge is surrounded by the old British Aerospace site and the 'Master Plan' has now been announced to transform it into housing, leisure facilities, light industry and offices together with park land. So the future of Hatfield town looks very secure. Now if only we can buy a piece of adjoining land at the right price to extend further!

I went as a guest to a cricket benefit dinner at Lords in November for a Middlesex cricketer. It was held in the Long Room which was an honour to visit. Looking at the list of various activities which had taken place during the benefit year, I was pleased to see that the first dinner last January was held at The Firs!

Everyone is looking ahead now to the Millennium and planning various activities. West Lodge Park's programme is a 3-day affair, announced in the last Newsletter. The Firs and Hatfield Lodge will soon be advertising their 1999 New Year's Eve function. Please contact each Branch to find out more.

Managing Director, Beale's Group



INVESTOR IN PEOPLE

Ted Beale 1904-1998

Edward Beale, C.B.E., the sixth generation to enter the family business, started work at the firm's Holloway Road Headquarters, later becoming Chairman of the company and acquiring West Lodge Park in 1945, The Firs in 1960 and Hatfield Lodge in 1964. He made his home for over 50 years at West Lodge Park and raised the standard of the hotel substantially from the private unlicensed residential hotel that it used to be to its present status as a luxury 4 star hotel with 2 rosettes for good food.

From 1963 onwards Mr Beale started the planting of hundreds of trees in the Beale Arboretum at West Lodge Park and one of his greatest joys in later life was to show friends and visitors around his beloved trees with great enthusiasm. Following his death in July, obituaries appeared in The Times and Daily Telegraph.



A Warm Welcome in Any Language

International guests are sure of a warm and friendly welcome at West Lodge Park



Salute! A warm welcome in the Terrace Bar from Guido.

with members of staff speaking over ten languages between them. Visitors from France, Germany, Spain, Portugal, Turkey, Greece, Croatia, Italy, Poland and Russia are all able to make reservations and reserve a table for dinner in their own language.

"Making our guests feel at home is a priority and we are very lucky to have so many talented members of staff," said Managing Director Greville Bridge.

Many of the bilingual members of staff work in the award winning Cedar Restaurant with Restaurant Manager Alfio Carassalini, who is himself Italian.

"Between us we are able to speak most European languages. Guests are able to order their dinner in German, their dessert in Croatian and drinks from the bar in Russian or Italian," said Alfio.

Three Rings for The Firs

Customers calling The Firs Conference Centre should be answered within three rings. This is the commitment made by General Manager, John Thorpe with the installation of a new digital telephone system.

"We now have eight lines installed, a mobile phone connected to the switchboard and direct dial telephone numbers. On the rare occasion that all lines are busy we also have an answering service and any messages will be replied to as soon as possible," said John.

The new digital system has been installed along with ISDN lines to facilitate the video conferencing service at The Firs. Business people from across the world can attend a meeting at The Firs without ever leaving their office.

Introductory Offer : Free room hire when you book the Video Conferencing Service for one hour. For further details contact Remo on 0181 370 7203



General Manager John Thorpe and Office Manager Gillian Tearle are ready to receive your calls!

CONGRATULATIONS to our last competition winner, Hilary Seaton from North Finchley N12, who wins a dinner for two in the Cedar Restaurant at West Lodge Park.

Chamber Members Network at Hatfield Lodge

The Hertfordshire Chamber of Commerce held its annual networking lunch at Hatfield Lodge in October. Almost 100 business guests from Hertfordshire and Bedfordshire sat down to 'network' at the lunch and over 30 companies displayed their services in the spacious Buckland Suite.



Business people from two counties enjoy lunch at Hatfield Lodge.

Penny Stopp, Commercial Manager for the Chamber said: "Beale's are highly valued members of the Chamber and we are delighted to be here today. Hatfield Lodge provides fantastic facilities for such a large event".

Hatfield Lodge is one of only a small number of venues in Hertfordshire able to cater for large scale conferences and exhibitions and the accommodation, food and service has recently been awarded a 4 Crown Commended classification.

Classical Celebration at West Lodge Park

A concert dinner evening on Friday 5th February 1999 marks the 150th concert in the series of chamber music events at West Lodge Park. Masterminded by Beale's Chairman, Trevor Beale, the series began in 1972.

"I have always had a passion for classical music and West Lodge Park provides the ideal setting for chamber music, combined with a first class dinner in the Cedar Restaurant," said Mr Beale.

Guests attending the concert dinner evenings enjoy a sparkling wine reception and a four course meal prepared by the award winning Head Chef, Peter Leggat. After coffee guests retire to the comfortable surroundings of the Lancaster Room, with its cut glass chandeliers and 18th century landscapes, to enjoy the performance.

Acting as host for the evenings, Trevor Beale is himself an amateur pianist and a musical aptitude runs in the family with son Andrew Beale, Director and General Manager, a gifted cellist. Combined with the talents of Managing Director, Grevile Bridge, who sings every Sunday in St Albans Abbey, the management



The Esterhazy String Quartet

team at West Lodge Park may one day steal the show!

Many acclaimed artists have performed at West Lodge Park over the years including Julian Lloyd-Webber, Marisa Robles, Christopher Hogwood, Felicity Lott, The Medici String Quartet and The London Harpsichord Ensemble.

The 150th anniversary evening on Friday 5th February features a performance by the Esterhazy String Quartet, who will perform in the 18th century state livery of the Esterhazy family, made famous by the director of their private orchestra, Joseph Haydn. For details, see the Special Events sheet.

Sally's Business News . . .

In August we held an Open Day at West Lodge Park when nearly 100 guests celebrated the opening of the new development. The dull weather did not dampen the enthusiasm of those guests prepared to try their hand at laser shooting, kindly arranged by The Shooting Company.



Beale's Sales Manager, Sally Wilkinson (2nd left), with (l. to r.) Val Campbell, Frances Edmonds and Laura Rohan.

The hotel continues to be a popular retreat for Premier Division Football teams for their visits to Tottenham, Arsenal and West Ham. We do have to make sure we are up to date with the ever changing fates of the Football Manager!

Both Hatfield Lodge and West Lodge Park were represented at the Hertfordshire Marketing Exhibition, opened by author and journalist Frances Edmonds, last September. It was a very busy exhibition and Frances visited each stand, spending some time chatting about each business. She remembered visiting Hatfield Lodge previously for a cricket event with her husband.

The resurgence of Elstree Studios has brought many celebrities to West Lodge Park; Senta Berger, Robert Hardy and Patrick Ryecart are among those who have enjoyed the peaceful surroundings.

EXCELLENCE Award for Beale's

The Beale's Group has been awarded the Five Star 'Best Employment Practice' Certificate by their trade body the British Hospitality Association, under the national "Excellence Through People" programme introduced this year.

Only about 25 hotels in the country have achieved the Five Star award and Beale's joins such establishments as The Savoy in London and the privately run Crieff Hydro in Scotland. The certificate is the next step on from the Investor In People award, gained by Beale's in January 1997.

"It was a very tough and thorough on-site assessment, covering the full range of employment practices," said Managing Director Grevile Bridge.

"The assessment covered areas such as recruitment and selection, induction, training and development of staff and communications. We are delighted to know that our employment practices compare with the best elsewhere."



News in Brief

An 'Antiques Roadshow' evening at The Firs raised over £2,000 for the NSPCC. Expert David Batty hosted the event where guests made a donation to have a family heirloom discussed and valued. A similar evening is being planned for 1999 with auctioneers Christies.

Almost 300 people toured the gardens of West Lodge Park in October and helped to raise £472 for charity. The Garden Open Days are held twice a year and this year a total of £891 has been raised to benefit Cancer Research, The National Trust, MacMillan Nurses and garden charities. Beale's Chairman,

Mr Trevor Beale, paid tribute to the staff at West Lodge Park who made the Open Day a success.

The next Garden Open Day will be held on Sunday 16th May 1999, with conducted tours every half an hour, to see the 500 varieties of trees and shrubs all in their spring foliage. Open 2pm to 5pm, admission £2 adults, children free.

Female guests visiting The Firs may be tempted to linger longer in the ladies. The cloakroom has been redecorated in an apricot and cream colour scheme, with co-ordinated fabrics, soft lighting and a comfortable settee.



Special Offers

Why not welcome in the New Year with a new tradition - spending Friday evenings at West Lodge? If you make a return visit to our Cedar Restaurant on a Friday Evening up to 26th March (subject to availability), we will give you a 30% discount off your restaurant bill. To make your evening last that bit longer, why not indulge yourself and stay the Friday night in one of our delightful rooms and enjoy a leisurely breakfast in the morning - again use this voucher and a 30% discount applies to your room and breakfast. Please contact Reception on 0181 216 3900 for further details and conditions of offer.

Be twice as happy on your special day with a half price offer at The Firs. Book your civil wedding ceremony and catered reception at The Firs and benefit from half price room hire. Bookings to be held before 1/9/99. Please contact Sharon on 0181 3670 7205 quoting reference NLW6.

Hatfield Lodge are holding their 1998 Conference Delegate Rates throughout January and February 1999. Make your booking in January, quoting this offer, and benefit from the reduced £28 per delegate rate. Please contact Tony King on 01707 272 661 quoting Newsletter Offer.

Treat your Mother to lunch at The Firs. Enjoy a three course lunch on Sunday 14th March with a complimentary gift for Mum. £19.95 per person, £10 for children under 10 years. Contact Nic to make your reservation on 0181 3670 7204.

West Lodge Park - Special Events

Friday 22nd January 1999 - Bordeaux Food and Wine Evening
Friday 5th February 1999 - Concert Dinner Evening
Saturday/Sunday 13th & 14th February - St Valentine's Dinner
Sunday 14th March - Mother's Day Lunch
Friday 19th March - Concert Dinner Evening
Sunday 4th April - Easter Sunday Lunch
Monday 5th April - Easter Monday Lunch

See separate Special Events sheet for details



West Lodge Park

One mile from J24 of the M25, a 4 star country house hotel set in 35 acres.

Cockfosters Road,
Hadley Wood, Hertfordshire
EN4 0PY

Tel: 0181 216 3900
Fax: 0181 216 3937



Hatfield Lodge Hotel

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

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Hertfordshire
AL10 9NG

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The Firs

Near Enfield, A10, N.Circular Road and M25. Conferences, exhibitions.

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Just a Note to say Thank You...

To Tony King, Manager, Hatfield Lodge:

"We would like to express our deepest thanks to your staff...the service provided by your staff made our Wedding Day a perfect day. All of our guests had an enjoyable day, and we could not have organised the event ourselves as professionally as your staff".

To John Thorpe, General Manager, The Firs:

"Thank you so much for the dinner...every course was so well thought out and extremely well presented..we were never wanting for anything".

To Nicola Loasby, Receptionist, West Lodge Park:

"Thank you for the wonderful service you and your colleagues supplied during the filming of "Nancherrow". Your flexibility and quick thinking meant a great deal ... and I appreciate all your hard work. It was a pleasure to work with such bright, friendly and helpful people and I hope that I will have the opportunity to do so again," Sam Knox-Johnston, Production Co-ordinator, Nancherrow Ltd.

COMPETITION

Win an overnight stay for two including breakfast in an Executive Room at West Lodge Park.

- 1) Name the recent award received by the Beale's Group.
- 2) Name three of the floral Chestnut Lodge rooms.
- 3) Who recently held a Networking Lunch at Hatfield Lodge?

Answers in writing please by Friday 26th March 1999, including your name & address to the Sales Office, West Lodge Park, Cockfosters Road, Hadley Wood, Herts EN4 0PY.