

BEALES NEWSLETTER

AUTUMN 2024



INTRODUCTION FROM ANDREW BEALE

Welcome to the latest edition of the Beales Newsletter, filled with updates and news from both properties.

The unseasonal wet weather this spring and summer brought its challenges, but also some rewards at West Lodge Park, with the rainfall creating a stunning display in our Azalea beds and Rhododendrons. Like many in the hospitality industry, we felt the impact of cooler temperatures, making the late summer warmth a welcome relief.

Meanwhile, The Bell has enjoyed a fantastic start to the year, further establishing itself as one of Suffolk's premier boutique destinations.

We also take a moment to honour Paul Akers, our beloved arboretum consultant for over 15 years, who passed away this spring. His expertise and friendship will be deeply missed.

STAFF AT WEST LODGE PARK

Please find below a new image of our dedicated staff at West Lodge Park, taken in June this year. We are incredibly fortunate to have such a hardworking team, who go above and beyond to make every guest's visit truly special.



BEALES INTRODUCES NEW MANAGERS!



ASHLEY BEALE & MATTHEW CROXFORD

Congratulations to Ashley Beale (right), a proud member of the ninth generation of the Beale family, on his promotion to General Manager at West Lodge Park! Ashley's extensive experience in the hospitality industry, including his recent success in launching our sister property, The Bell Hotel in Saxmundham, makes this promotion well-deserved. We look forward to his continued contributions to our family business.

We also extend our congratulations to Matthew Croxford (left) on his promotion to General Manager at The Bell Hotel in Saxmundham! Matt is highly respected within the Beales group, cherished by our guests, and excels in managing our boutique hotel and restaurant. We wish him ongoing success in his new role!

CALLUM PECK



And finally, congratulations to Callum Peck (left with Matthew Croxford, GM) on his promotion to Deputy General Manager at The Bell. A favourite among our guests, Callum has quickly excelled in his new role, contributing to The Bell's busiest season yet!

STAFF AWARDS & WHAT'S ON

'SIMPLY THE BEST'



We are thrilled to announce the "Simply the Best" winners for the last three months at West Lodge Park! Congratulations to Nicola Loasby, our Accounts Supervisor, who took home the award in April, followed by Sharon Blackgrove, our outstanding Duty Manager, who won in May. In June, Ben Smith, Assistant Manager of Conference & Banqueting, earned the title for his exceptional contributions. Each of these team members has demonstrated outstanding dedication and performance, and we are proud to recognise their hard work.

Keep up the great work, everyone, and stay tuned as we look forward to celebrating our July winner from The Bell Hotel in Saxmundham!

LONG SERVICE AWARDS



Image one

Image two

While many of our staff have reached service milestones this year, we'd like to highlight a few remarkable achievements for exceptionally long service:

- 10 Years: Lyndsey Barnes, Head Office Team Administrator – featured in the new staff group picture, centre back.
- 10 Years: Nok Sukpan, Housekeeping – [Image one, second from left]
- 20 Years: Carolyn Mills – Accounts [Image two, second from right]
- 25 Years: Dawn Brumwell, Assistant Manager of Housekeeping – [Image two – second from left]

Congratulations to each of you for your dedication and commitment over the years!

WHAT'S ON AT WEST LODGE

- Concert dinner with Matthew Wadsworth – Lute & Theorbo - on Friday 11th October
- Autumn Garden Open Day on Sunday 20th October, with guided tours (1pm-4pm) – supporting the NGS raising money for various charities
- Festive Lunches, Dinners and Afternoon Teas from Thursday 28th November to Tuesday 31st December
- Festive Workshop and Lunch on Thursday 28th November
- Check our website for Festive Gala Night dates between 28th November and 20th December
- Christmas Concert Dinner with Heather Wrighton (harp) and Emma Halnan (flute) on Sunday 15th December
- Christmas Day, Boxing Day, NYE Dinner Dance
- Burns Night – Friday 24th January 2025

WHAT'S ON AT THE BELL

- Festive lunches and dinners from 29th November to 1st January 2025
- Christmas Day Lunch between 12pm and 3pm
- Boxing Day Lunch between 12pm and 3pm
- NYE Dinner and New Year's Day Lunch 12pm to 6pm



IN OTHER BEALES NEWS

SAUNA REOPENED

We are delighted to announce that following a recent refurbishment, our sauna is now open for the exclusive use of residents from both Cedar Lodge and Chestnut Lodge. It is open 9am to 9pm daily.



ROOM 59 UPGRADE



We are pleased to announce that the refurbishment of WLP Bedroom 59 is now complete. The room has undergone a full transformation, featuring a complete repapering and fresh paint, new loft life smart strand carpet, and updated brushed brass lighting, switches, sockets, and cover plates. We've also refurbished the taps, showerhead, bathroom shelf, bath panel, and room service table, and added a new luggage rack. Rest assured, the same stunning view from this room remains unchanged.



THE BELL AWARDS

The Bell at Saxmundham has had an outstanding year, quickly becoming one of Suffolk's top destinations, boasting a remarkable 5-star rating on TripAdvisor. This success is further highlighted by their recent achievements as finalists in the Suffolk Food and Drink Awards for 'Front of House Experience' and the East of England Tourism Awards for 'New Tourism Business of the Year.' We're also thrilled to announce that the restaurant has been nominated for a Good Food Award!



IN MEMORIAM

PAUL AKERS

Paul sadly passed away this spring. He was our arboretum consultant for around 15 years, and a great friend to the team. He is pictured here on his last trip with Paul Baynes, Head Gardener, and Mark Lane CVO who took over from him on his retirement, to Wisley last September. He will be much missed.

CELEBRITY WATCH!



Image one



Image two

Among the thousands of guests we welcomed over the spring and summer, we were thrilled to spot a few familiar faces!

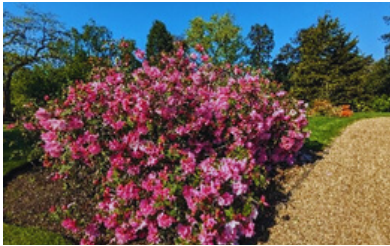
In the first image, you'll see world-class snooker player Ronnie O'Sullivan alongside our Director of Music, Paul Jaffa. In the second image, Queen guitarist Brian May is seen with Lee Goodhall, our Senior Sous Chef at WLP. Lee was very pleased to have his guitar signed by the legend himself!

THE BEALE ARBORETUM



ARBORETUM NEWS

The wet weather of this spring and early summer has done wonders for the trees and plants in the Beale Arboretum. For instance the Azalea bed has had an excellent spring [image below right]. And the Rhododendrons have had the best season for a long time Rhododendron ('Pink Pearl'). [image below left]



Box blight in our buxus has plagued us for several years, and we are now removing all box at the arboretum including here in front of the hotel, where the pots have been replaced with Taxus (yew). [pic right]



AND IN SUFFOLK.....



The tenth generation of Beales, in the form of Louise aged six, has been helping with the gardening at the hotels, here replanting the border at our sister hotel, the Bell Hotel in Saxmundham, Suffolk.



Image one



Image two

Our large male Ginkgo biloba has fruited for a second time in six years, an unusual characteristic of these ancient trees [Image one]. Our consultant Mark Lane CVO and I met with the distinguished horticulturalist Tom Christian to discuss our impending National Collection of Sequoiadendron giganteum and here is a photo of Tom with myself by a Giant Redwood that we only planted in 2015! [Image two]. Muntjac deer have attacked our National Collection of Carpinus betulus CVS with the small deer having even climbed up the tree – pictured here is the lovely Carpinus b. 'Pendula'. [Image three]. The ever-expanding Malus (crab apple) collection has been glorious in May. [Image four]



Image three

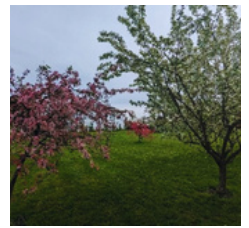


Image four

The Cedrus Atlantica (Atlas Cedar) continues to thrive in the Beale Arboretum at well over two centuries old, and the only problem is expanding the tree circle as the tree moves steadily outwards! [Image five]

The weeping willow Salix babylonica suffered badly in Storm Henk but has bounced back as willows do [Image six]

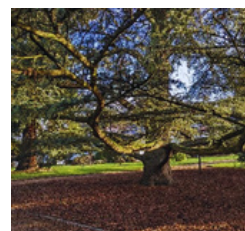


Image five

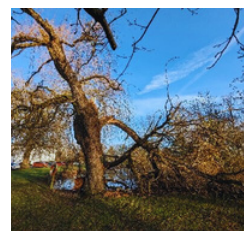


Image six

If you are interested in putting together a group for a guided tour of the Beale Arboretum, please contact Jane Gray - janegray@bealeshotels.co.uk or 020 8216 3904. Tours are free of charge midweek and £3.50 per person at the weekend.