

5 December 2007

RAISING THE (SAFETY) STANDARDS WHEN YOU STAY AWAY...

Staying in a hotel on your own when you're travelling on business or for any other reason should never be an uncomfortable or awkward experience.

This is especially true for lone female guests, who may feel more vulnerable in such a situation than their male colleagues.

A number of the large, corporate hotel chains are sensitive to these issues and, as a result, they train their staff well and treat their guests accordingly. But what happens when you are staying in an area devoid of the big brand names? Or, of course, you might simply fancy a change from big, impersonal hotels and welcome the chance to stay somewhere smaller and friendlier.

One smaller hotel group in the North of England believes in applying the same high standards and has invested recently in improved facilities and staff training. The Group Operations Manager for J&G Inns Ltd, Michael Evans, had noticed an increase in the number of lone female business travellers, especially at Warkworth House Hotel, and felt that it was time to act.

He has instituted a checklist for all J&G Inns properties, covering the total guest experience from arrival in the hotel car park through to departure.

“This checklist has helped us to focus on the needs of a particular group of guests. “ said Michael, “We have carried out an audit all of our rooms, facilities & procedures with their needs in mind, upgrading where necessary.”

“Big enough for business; small enough to care, is how I put it, added Lynda Hankin, Rooms Manager at Warkworth House Hotel. “Our checklist includes everything from full-length mirrors, through making guests feel safe & secure, to those extra little touches that help you unwind and relax after a busy day.”

To show that we mean business at Warkworth House Hotel, J&G Inns welcome familiarisation visits from travel booking agencies and from key business contacts who are responsible for booking accommodation & meals

ENDS

Notes for Editors:

Warkworth House Hotel is owned & managed by J&G Inns Ltd
It is renowned for excellent quality, locally-sourced food & drink

The hotel is an historic building in the heart of Warkworth village and includes a staircase that once belonged to Queen Caroline. The interior has been tastefully-refurbished to provide a stylish restaurant, bar, bistro and bedrooms.

“The hotel's elegant, 19th Century façade is redolent of a time when the rich lived well and the rest got by as best they could. Today the hotel's restaurant gives everyone equal shares in the good things in life”. Geoff Laws, The Journal, October 06.

“A classy experience... We vowed to return” Paul Larkin, Northumberland Gazette, August 07

Warkworth House Hotel and No 16 Restaurant, Bar & Bistro
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