

Boutique chic by the seaside

ACCOMMODATION

Owners of a friendly, family-run hotel are waiting to cater to your every need. EMMA MATHIAS finds out more ...

FOR the last two years, the Barford family have been inviting people into their beautiful boutique hotel, situated close to Cleethorpes seafront. Emma mathias finds out more ...

The Burlington Hotel, in Albert Road, was originally purchased by property renovator Mark to regenerate and sell as flats. A change of heart saw Mark and his family make the decision to completely renovate the hotel, with a view to running it themselves.

And here they are, two years later, with a beautiful and relaxing property that would make any independent hotel owner green with envy!

The hotel has been tastefully decorated and has positioned itself in the market for visiting business people, the tourism trade and for welcoming guests visiting families in the locality.

This is where The Burlington Hotel has excelled in recent months.

With 13 rooms, the size of the property is ideal for visiting wedding guests. The entire property has been used several times for people coming to the Cleethorpes area for family nuptials.

Close to the Town Hall, where all county register office weddings now take place, St Peter's Church, on St Peter's Avenue, and Old Clee Church, the hotel is perfectly situated for getting back and forth and even has its own car park to the rear.

The Burlington Hotel is also used by couples who wish to spend their wedding night somewhere other than home.

Often, newlyweds have a day or two before heading off to sunnier climes and choose to book one of the hotels executive rooms as a treat.

Rachel Barford, manager and Mark's daughter, said: "We enjoy making the room look nice in preparation for the arrival of a bride and groom.

"As we are an independent hotel, we can accommodate most special requests, as long as they have notified us in advance.

"We have previously been asked to put pretty flowers in the room or bottles of champagne."

If it is the personal touch you are after, then The Burlington Hotel is a good place to start. Mark and his wife, Trish, Rachel and her sister Emily, who has recently come on board, are a friendly bunch and like to treat other staff at the hotel as a part of the family. This is also reflected in the atmosphere and attitude towards guests when they check into the hotel.

There is great pride in the family's local background, their welcome greeting, the attention to detail and the mark they hope to make on the Cleethorpes tourist industry. The hotel already has an agreed guest discount with Figs, which is just around the corner, use local produce and use local trade people for hotel maintenance.

Mark said: "We currently offer a continental breakfast to our guests but if they should feel like eating a hot breakfast, we are happy to recommend somewhere within a short distance.

"Often, our guests will take a wander up to Marple's, in Seaview Street. We genuinely try to network with other businesses so that we can help one another as much as we can."

The hotel's unwritten ethos of 'class, comfort and community' is certainly coming across with the bookings the hotel has had in the last year. Now attracting visiting television crews and regular, high end business customers, it is certainly a Cleethorpes venture that is putting itself firmly on the map.

If you would like to book the hotel or a room for a local wedding, contact Rachel by on: info@theburlingtonhotel.co.uk or visit the website at www.theburlingtonhotel.co.uk

Alternatively, telephone 01472 693155.

The hotel is situated at 2 - 4, Albert Road, Cleethorpes - a mere stone's throw away from the bustling seafront and its many restaurants, bars, cafes and local shops.



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