

THE ST GEORGE'S HOTEL, LLANDUDNO

Anyone travelling along the Promenade in Llandudno recently cannot fail to have noticed that the Grand Old Lady of the resort's hotels, the St George's, has been clad in scaffolding, which has been recently removed from the front façade to reveal a freshly painted sea facing aspect. However, this is more than just a facelift.

The St George's Hotel was built in about 1850, and was the first hotel to open in the resort. It was also the first hotel with a lift, hence the landmark tower, and was the first hotel to offer plumbed water in its bedrooms.

The St George's Hotel was built to accommodate the 'quality' amongst Victorian visitors to Llandudno, and has continued this tradition ever since, always offering a standard of fittings, furnishings, and service that has set the standards by which other hotels are judged.

However, standards change, and what were once premium standards are nowadays considered ordinary, which means that the complete refurbishment of the hotel will once again ensure that this is the establishment which will be the benchmark for others to aspire to.

Thankfully, the work is being carried out carefully and considerately, and many of the wonderful Victorian internal features of the hotel are being rediscovered, and incorporated in the finished scheme.

This has meant, for example, that some of the wonderful plasterwork, which was missing, or damaged by later, less sympathetic modernizations, has been restored by local craftsmen. Others have been equally busy, as the whole hotel has been re-plumbed, and the kitchen, too, is completely new, with the latest technology to ensure that the food, even if traditional dishes, comes from the most modern of facilities.

Care has also been taken to ensure that the original external features, such as the sash windows, have been retained, but are now modern, double glazed, uPVC replacements, satisfying both the traditionalists, and the requirement for low maintenance and energy efficiency, as well as adding to the comfort of guests.

The bedrooms, tastefully decorated in muted, neutral colours, offer a warm, welcoming ambience, and boast the latest in comfort and utility, with air conditioning and IT Broadband connections.

The furniture is comfortable, and matches both the décor, and quality of the finishes. The en-suite bathrooms, too, in white and greys, with black contrasts, are modern, bright

and up to date, but retain a hint of the old Victorian style. The whole of the hotel is receiving attention, including the popular and highly respected Wedgwood Room, scene of so many functions, which is being redecorated.

During the preparation, it was found that the original wooden paneling was concealed behind a modern false cladding, and it is hoped that this will be included in the finished scheme.

General Manager Tony Burns said: "I have been here eleven years, and hope that the good work we are doing now will keep the St George's as the flagship hotel in Llandudno for the next one hundred and fifty years."

One of the aims of the management has been to retain and reveal as many of the original internal features as possible, recognising that this Victorian heritage is a major part of the appeal of Llandudno and its hotels, but they are also putting in place the services required by prospective guests.

It is hoped that all the work will be completed in mid to late April, with a re-launch in May, but having to work with, and respect, that wonderful Victorian building may well cause unforeseen delays.

However, Tony Burns and his welcoming, friendly staff of eighty are upbeat about things, taking the inconvenience and minor (and some major) mishaps in their stride, and

are looking forwards to seeing the St George's stay at the forefront of the hotels in North Wales's Premier Resort. ■

ADVERTISEMENT FEATURE.



Below the St George's function room



Below Tony Burns (seated), Manager of St George's with his loyal team

