

GREAT HOSPITALITY THE HOTEL FOLK WAY

WE'RE CALLED THE HOTEL FOLK FOR TWO REASONS. FIRST, WE'RE THE EXPERTS IN PROVIDING GREAT SERVICE. AND SECOND, WE'RE A COMMUNITY OF FOLK OBSESSED WITH LOOKING AFTER OUR GUESTS. PUT THE TWO TOGETHER AND YOU HAVE THE THING THAT MAKES US TRULY SPECIAL: OUR **BLOW-YOUR-SOCKS-OFF HOSPITALITY EXPERIENCE.**

We're dedicated to the details so everything we do for our guests, no matter how small, has to make a positive difference. And the one thing that makes our brand of difference truly different is **YOU; IT'S YOUR PERSONALITY** that makes our kind of memorable experiences something our guests will struggle to find elsewhere.

IN RETURN FOR YOUR ENTHUSIASM AND DEDICATION, WE'LL TRAIN, DEVELOP AND SUPPORT YOU TO BE THE BEST YOU CAN BE. THIS WILL BE GREAT FOR YOUR CAREER, GREAT FOR OUR BUSINESS AND GREAT FOR OUR GUESTS.

everyone wins!

TALKING OF GUESTS, WHAT DO THEY **want** FROM US?

The truth is, they don't all want the same things.

However, what they do have in common, is a love for our particular brand of TLC. Where everything ~ ***and we mean everything*** ~ is thought through, anticipated, or taken care of – often, without them even knowing.

Time is precious. So, in this fast paced world everyone needs a few nights away to relax, recharge, enjoy and reboot. Our job is to make sure that happens, so they leave feeling refreshed, raring to go, and raving about us.

SOME MIGHT SAY WE'VE MADE A ROD FOR OUR OWN BACK, BUT IT'S A ROD WE'RE HAPPY TO CARRY, AND CARRYING THIS LITTLE POCKETBOOK WILL REMIND YOU OF THE KINDS OF THINGS THAT

MAKE ALL THE DIFFERENCE.

WHAT MAKES US TICK?



01

EXTRAORDINARY SERVICE

We're consistent, time and again. We look after guests by giving them extraordinarily good service. For you, that means committing to the cause and bringing your best self to work each day.

“

Staying at The White Lion

“We were greeted by the barman and his French partner. Apart from the fact they knew how to make a fantastic champagne cocktail they told us of their travel experiences and without being intrusive helped us have our best evening ever in the White Lion”

Ian stayed at The Brudenell

“Every member of staff we interacted with was uniformly excellent”

Staying at The Crown and Castle

“We found the staff to be friendly, helpful and very professional. It's a joy to be looked after by people who seem to love their jobs and take a pride in doing them”

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02

DEDICATED TO THE DETAILS

Paying attention to the smallest details is always worth it. These smaller things, these finer points added together, are the difference between 'okay' service and a blow-your-socks-off hospitality experience.

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Nick who stayed at The Brudenell

“Adrian Vagg was brilliant at organising our event”

Susan and Martin stayed at Thorpeness

“The atmosphere was wonderful and the food was excellent. The attention to detail, for example the dog treats and the wine in the room made it very special”

Staying at The Swan

“Amazing stay, I have an intolerance and the service and staff were exceptional in providing fantastic alternatives. The hotel has a really nice atmosphere and the spa was just what we needed. Lovely stay and would go back”

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SIMPLE:

OUR COMMITMENT TO THESE FIVE THINGS



05

THE HOSPITALITY EXPERTS

Between us, we have so much know-how, experience and expertise, but we're always learning. Let's make sure we harness it, share it, and show our guests what our unique brand of blow-your-socks-off hospitality looks like.

“

Alan stayed at The White Lion

“Difficult to say because the team were all very helpful, but Amanda and the Chef led by example”

Jack stayed at The Swan

“I travel a lot and the staff, service and facilities were second to none. I would put this hotel and the welcome up among my best experiences”

Staying at The Crown and Castle

“We have stayed at the Crown and Castle a few times before, but I think our last visit was the best. The service is always first rate and ultra friendly, but the quality of the food was better than ever”

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03

MAKE IT HAPPEN

We anticipate what our guests might want or need before they do. We put ourselves in their shoes, constantly asking, “If I was them, what would I like, want or need?”. Then we make it happen.

“

Geoffrey stayed at The White Lion

“Head Chef Mark was great and provided me with my own menu due to allergies”

Richard stayed The Brudenell

“The maintenance man who helped repair a broken light on our car (we hit a pheasant on our way to the hotel)”

Mr Wilson stayed at The Crown

“The gentleman who sorted our booking after we arrived on the wrong day”

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04

UNITY IN COMMUNITY

We're each part of two communities; our own, where we support our fellow Folk to be the best they can be and the local community each hotel is part of. Let's do right by both, and get stuck in where we can.

“

Val stayed at The Brudenell

“Without exception ALL THE STAFF from the management to the housekeepers couldn't have done more for us”

“We'd like to thank the hotels and staff for raising nearly £1,000 for the Alde and Ore Estuary Trust”

Tim Rowan-Robinson

“Everyone pulling together along The Coast to make the Producers Dinner so successful, the best yet”

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GREAT HOSPITALITY, THE HOTEL FOLK WAY

THE
HOTEL FOLK

Brudenell | GOLF CLUB & HOTEL | THE CROWN | THE SWAN | Whitelion | THE CROWN and Castle