

Blue Hayes Hotel receives unique accolade

THE country's national tourist board VisitEngland has just announced the launch of the ROSE Awards – a new industry honour in recognition of service excellence – and Blue Hayes Private Hotel, situated on Trelyon Avenue, St Ives, is the first hotel in Cornwall to have received this new accolade.

"We are delighted to have received this award," said Malcolm Herring, proprietor of Blue Hayes. "There were 100 recipients across England, and only six in Cornwall – and we were the only hotel. Needless to say the team and I are all very pleased.

"I had not realised that VisitEngland assesses over 24,000 accommodation businesses each year, so to be amongst the first of only 100 selected from this number of businesses for this new award, certainly makes us all very proud."

Mr Herring added: "This award is really all about recognising my fantastic team of local people, who all 'go that extra mile'."

The inaugural winners were announced on Tuesday of last week (October 20) and those recognised this year included 60 bed and breakfasts or guest accommodation, 19 self-catering establishments, 16 hotels, two parks or campsites, one narrowboat, one serviced apartment and one 'glamping' site. Star ratings ranged from two-star to five-star B&Bs, hotels and self-catering busi-

nesses. Every region across the country was represented.

Blue Hayes was the only award winner located in west Cornwall. There were also two award winners on the Isles of Scilly.

The awards are designed to showcase those establishments that provide the warmest of welcomes – places where the owners, managers and staff really know how to delight their customers, irrespective of their star rating, style or type of accommodation.

Nominations are triggered following the annual VisitEngland quality assessment visit and observations by the assessor, but other evidence – including online customer reviews – is taken into account. The final judging panel also looks for innovation that sets the business apart. This includes facilities or services offered to make the customer's stay really special.

A ROSE award is unique in that recipients can advertise their accolade as long as they remain in VisitEngland's quality scheme. Each year VisitEngland will announce another 100 recipients.

VisitEngland's Chief Executive James Berresford said: "Our new ROSE awards focus on areas of excellence that all businesses can aspire to, aiming to provide inspiration to all. Celebrating those who go that extra mile by raising standards, they will no doubt encourage others to raise their game."



BLUE Hayes Private Hotel on Trelyon Avenue, St Ives, was one of only 100 establishments in the country to be given a ROSE award by VisitEngland when the inaugural award winners were announced last week.