

INVEST IN
**South
Lakeland**



English Lakes Hotels

One family. Three generations.
Six distinctly individual hotels.

English Lakes
Hotels Resorts & Venues



www.investinsouthlakeland.co.uk

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English Lakes Hotels has played a leading role in the tourism industry in South Lakeland for over sixty years, with flagship properties along the shores of Lake Windermere and landmark properties in North Lancashire.

Here, we talk to Ben Berry as he, and the third generation of his family, take the reins of a distinctly independent group of fine hotels and resorts.

When was the company established?

Each of our South Lakeland properties has a very interesting and illustrious existence and unique tales of days gone by. But the company was first started by my great, great uncle, Norman Buckley when he purchased Low Wood Hotel on Christmas Day 1952. It's our Diamond Jubilee in 2012, as well as the Queen's!

Why South Lakeland?

During the 1950's Norman Buckley secured four World Water Speed Records on Lake Windermere and designed his own race boats, Miss Windermere II and Miss Windermere III.

He so loved the Lakes that he wanted to invest in their future, something that I, my father and uncle and my grandad before them have been proud to continue.

What are the best aspects of living and/or working in South Lakeland?

Where else in the world do you get such a beautiful drive into work or an office with a stunning Lake View? The reason I want to work here and live here is the same reason over 100,000 people passed through our doors last year alone.

The community, the landscape, the world class products and services and the area's history.

What are your key products / services?

Our aim is not simply to satisfy customers, but rather to create raving fans! Our culture is built on our quest to do everything in our power to understand our customers' expectations and exceed them "plus 1". We always go the extra mile for them and provide the best hotels, resorts and venues we can to thousands of visiting customers from all over the world.



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What have been your business highlights?

As a company, we are proud to be the largest family owned hospitality and catering business in Cumbria. We've achieved this by constantly re-investing in our products and our people. An example is our Waterhead property which we closed in November 2003 to undergo a major redevelopment. We re-opened Waterhead in April 2004 as the Lake District's first 4 star Town House Hotel, following an extensive programme of works costing over £3 million. The new luxury hotel offers a style that can not be found elsewhere in the Lake District. The hotel was transformed from a 2 star, 27 bedroom hotel, to a luxurious and contemporary 41 bedroom, 4 star property. The hotel subsequently won small hotel of the year, awarded by Cumbria Tourism.



How many staff are currently employed by English Lakes Hotels?

We employ 450 FTE staff across our six individual properties and leisure businesses. Many people won't remember that hotels used to close in the winter, forcing staff to find alternative arrangements. We are now honoured to provide year round employment to so many hard working local and international staff.



What are the business aspirations for the next five years?

We look forward to growing our business organically by reinvesting in our people and our product. All the while expanding our offering as new opportunities arise in the area.

English Lakes
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English Lakes Hotels

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Windermere
Cumbria LA23 1LP

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Welcome to South Lakeland.

A Breath of Fresh Air for Business.

An area known globally for its astounding natural beauty and unique vibrant culture, South Lakeland is also home for a thriving and innovative business environment where companies can become established, grow and prosper.

The entrepreneurial business spirit is strongly encouraged in South Lakeland, reflected in the healthy number of fledgling enterprises setting up each year in our region, and our work also encompasses projects designed to help make the first steps to start-up as easy as possible.

The Economic Development Team at South Lakeland District Council are an inward investment service providing information and support to businesses of all sizes, covering all industry sectors, whether you are already here or are looking to locate your operations in South Lakeland.

The Economic Development Team are here to help your business uncover the exciting potential that exists here. Should you have any questions, we are on hand to assist and tell you more about the opportunities to be found in the most beautiful corner of the UK.

Economic Development Team
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