

BOYS  HALL

RESTAURANT | ROOMS | GARDEN

ASHFORD

16



32

KENT

01

# INTRODUCTION





*A passionate husband & wife team who live and breathe hospitality. With years of experience working in various sectors of the industry they are formidable force with a new vision and venture.*

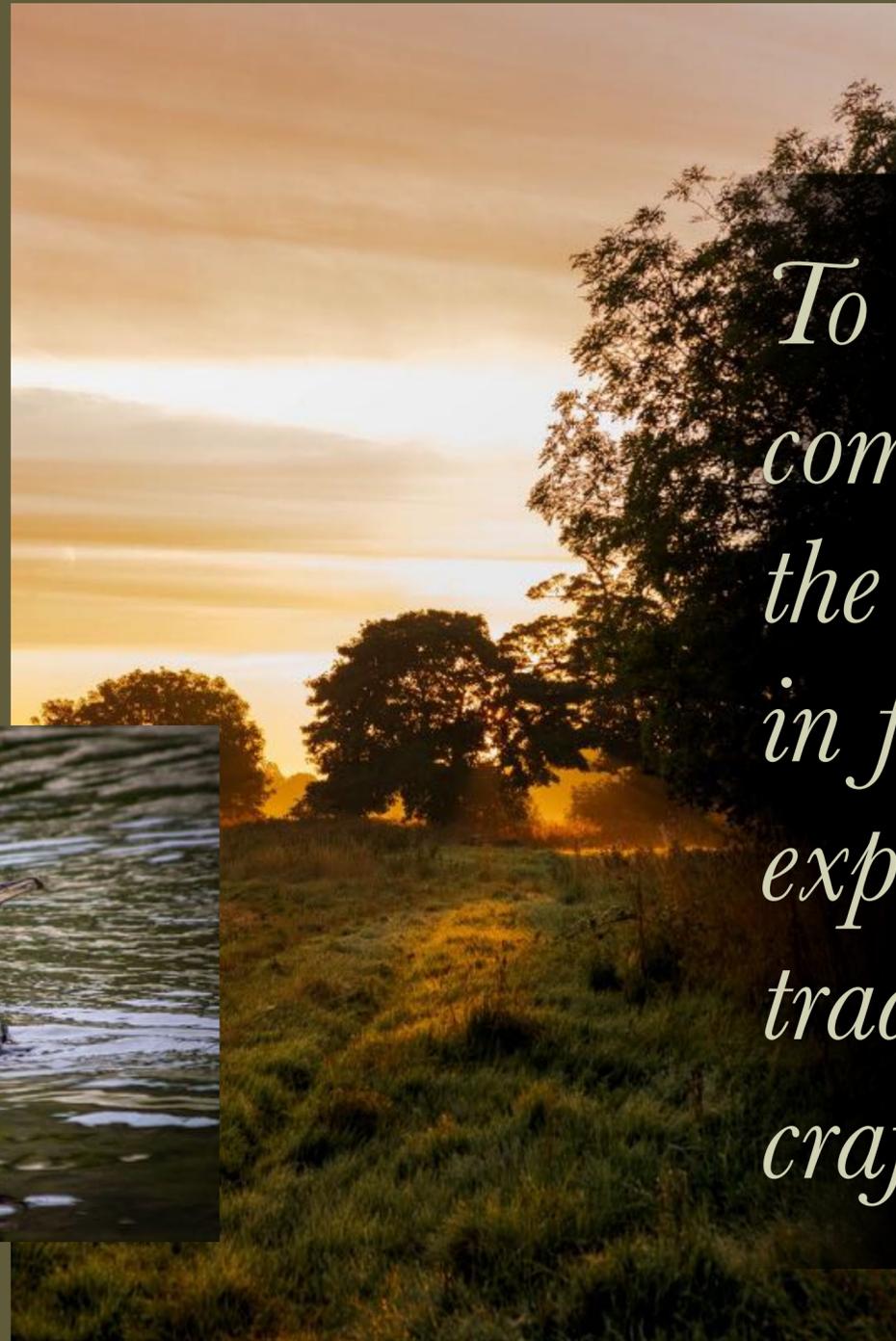
*Bradley and Kristie Lomas, a married couple with two children, and an insatiable desire to create a magical warm atmospheric venue at Boys Hall. Having looked at various hospitality opportunities over the past four years, they fell in love with the charm and character of Boys Hall in 2019. A period Manor house set within 3 acres of idyllic gardens they saw a potential they could not pass.*

Bradley a graduate from Nottingham Trent University has been in the hospitality industry his entire life. From an early age Bradley was exposed to the industry whilst working in the family catering business. Throughout university and years spent traveling abroad, Bradley has always worked in the field holding jobs in bars and restaurants including Quay Sydney. Bradley worked in London for nine years with various prestigious organisations on an operational-level putting them on a path to achieving great things.

In 2014 Brad joined forces with Patrick Frawley a seasoned restaurateur to grow and build the East London Pub Co. During his 5 years with the ELPC it became a five strong pub co employing over 80 staff with a turnover of £8m+. As the man on the ground Bradley built up a wealth of operational knowledge with experience in growth and expansion. Bradley has an infectious love for the industry, he loves to create teams that live to create unique experiences for every guest that walks through their door.

Kristie grew up in the Ashford area; during that time she made her first foray in the hospitality sector before embarking on a photography course from Southampton University. Two fast-paced years with a global drinks distributor in London encouraged her to pursue her own venture. Being inherently creative with a cunning eye for a gap in the market, in 2009 she started a pop-up venue in Kings Cross with a childhood friend. This opened permanently in 2010 as Drink, Shop & Do - an all day, all night, cafe, bar, nightclub, shop & events space. In 2014 the duo opened a late-night members only speakeasy, Keystone Crescent, where she then met Bradley. In 2017 Kristie left the businesses and pursued motherhood full time. Eager to get back into the buzz of operating a venue Kristie is charged with making the vision a reality. Using her experience and strengths with design, ideas, creativity and people, she will bring Boys Hall back to life.

WE ARE B&K LEISURE

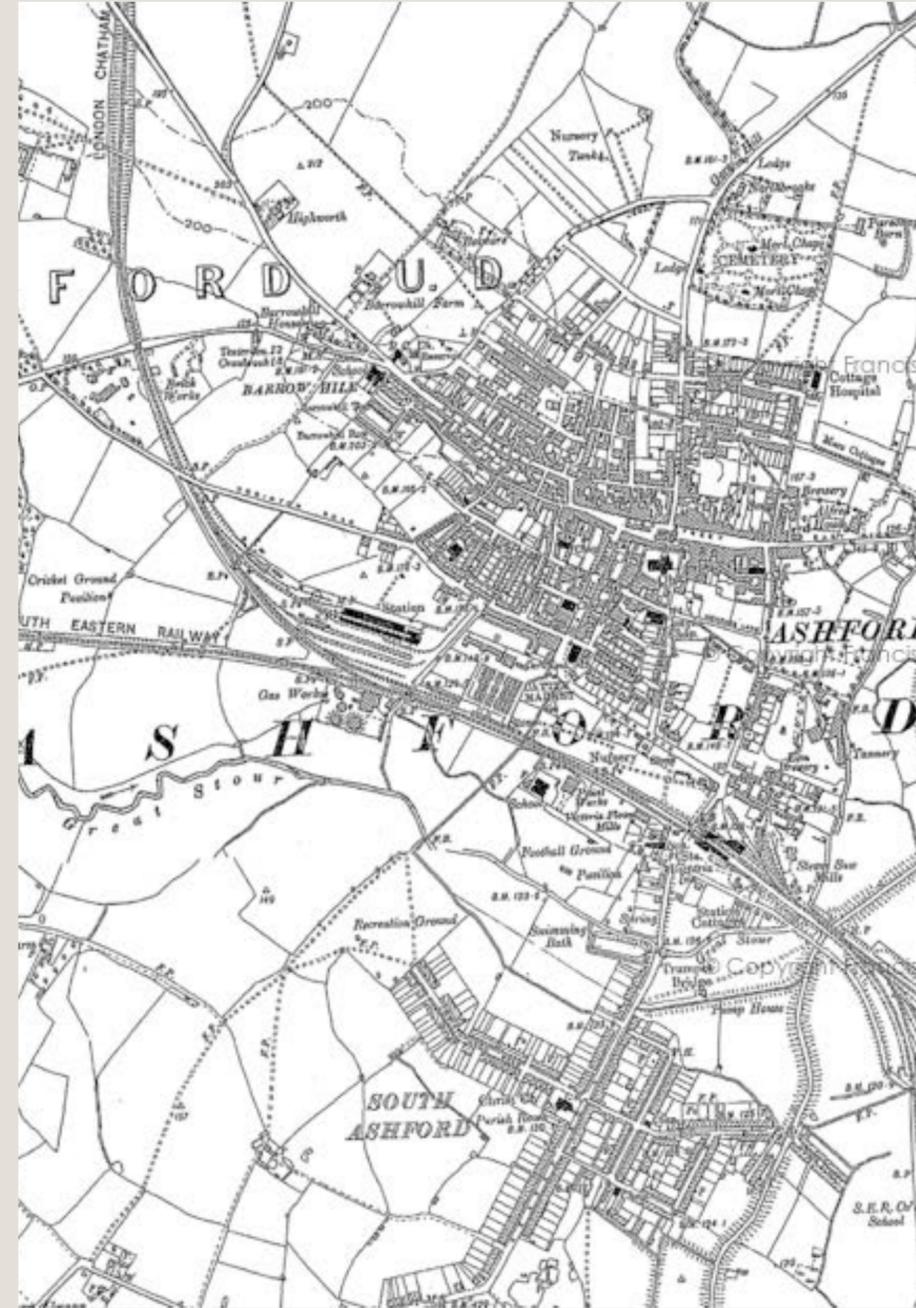


*To create a lifestyle destination and community hub that brings together the curious, immersing them in food, drink and cultural experiences inspired by English traditions, creativity and craftsmanship.*

# 02

## SITE CONTEXT & LOCATION

*Where is Boys Hall and what makes Kent so great?*





Boys Hall is located in Willesborough, Ashford, Kent.

It is also;

- ◆ Approximately 2 miles from Ashford Town Centre
- ◆ 1 mile from Ashford International station
- ◆ (35mins direct to London)
- ◆ 15 miles from Canterbury and Folkestone.
- ◆ 20 Miles from Dover Port
- ◆ 12 Miles from Eurotunnel main cargo and vehicle station





*WHY ASHFORD*

- ◆ Over **35,000 homes** are being built within 20 mile radius
- ◆ Newtown Film Studios for **Netflix & Amazon Prime** currently in development only 1 mile away
- ◆ **Brompton Bicycles** Headquarters and UK Factory in development only 3 miles away
- ◆ **McArthur Glen** Shopping Village based 2 miles away with 3.5 millions visitors annually
- ◆ **Curious Brewery & Bar** 2 miles away
- ◆ **Elwick Place**, Ashford's new culture hotspot only 2 miles away





## THE GARDEN OF ENGLAND

*Nestled in the South East of England, less than an hour from London by train and with high-speed links to Europe only 20 minutes away, Kent is a haven of breath taking landscape, culture and charm.*

From marshland to the dramatic white cliffs it's no wonder it is one of the UK's best destinations for a day trip or short break.

Packed with exciting things to do and see; stunning castles, beautiful beaches, 50+ wineries (many of which have won prestigious global awards), historic towns, dramatic coastlines, miles of foot and cycle trails, elegant stately homes, farmers markets, food festivals and much much more.

With its high speed connection to London taking just 36 minutes it is quickly becoming a hot-spot for commuters alike. As well as the new home to some exciting brands such as Netflix, Amazon and Brompton Bicycles.





1896



1906



1931



*Boys Hall was built in 1616 and extended in 1632 by Thomas Boys. It was built from remains of 'The Moat', Sevington.*

It was formerly known as Boys Hall Jacobean Manor, surrounded by three acres of gardens. It is now a Grade II listed building. A further extension was built in the early 20th Century, as can be seen in the historic maps.

This part of the building is not listed. Boys Hall has served as a Family home, Conference centre and wedding venue over the years.

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THE VISION



# BOYS' HALL





The comfy-lux 70 cover restaurant will be set within the light and bright oak framed conservatory. There will be an emphasis on all-day dining; from breakfasts, brunch, lunch, afternoon teas and dinner. Our focus will be local and seasonal ingredients from in and around Kent, fuss-free, delicious dining.

Within the oldest part of the house there are three large, cosy lounge areas; each with their original features and open-fires. Perfect for grabbing a coffee, meeting a friend, sipping cocktails, celebrating an occasion or retiring post restaurant meal. Towards the east-side of the house you will find the pub; a very cosy and authentic country pub filled with local ales and great conversation. There will be ten stylish

## *Restaurant Rooms Garden*

bedrooms within the main house, each brimming with original features and packed with historic findings. Adjacent to the main house itself there will be an additional ten luxury style cabins. You will expect to find luxury linens, unique design, small touches and creature comforts.

Within the three acres of gardens you will find a series of 'rooms' or 'areas' in which to walk, sit, relax, reflect. In the sunniest spot and located within the original walled garden there will be a garden bar and terrace; open throughout spring and summer this will serve drinks, snacks and wood-fired pizzas. With the real emphasis on big, open-fire cooking.

Utilising the amazing features that Boys Hall already possesses we will bring some modern touches with traditional materials to bring the spaces back to life. There will be an abundance of warm atmosphere for those who want to relax for post dinner coffee by the open fires, or take a stroll through the gardens before they head in for lunch. This will be a venue open from breakfast to dinner, seven days a week, offering a unique space for people to dine, relax, meet and enjoy. Great people, great food, great atmosphere.

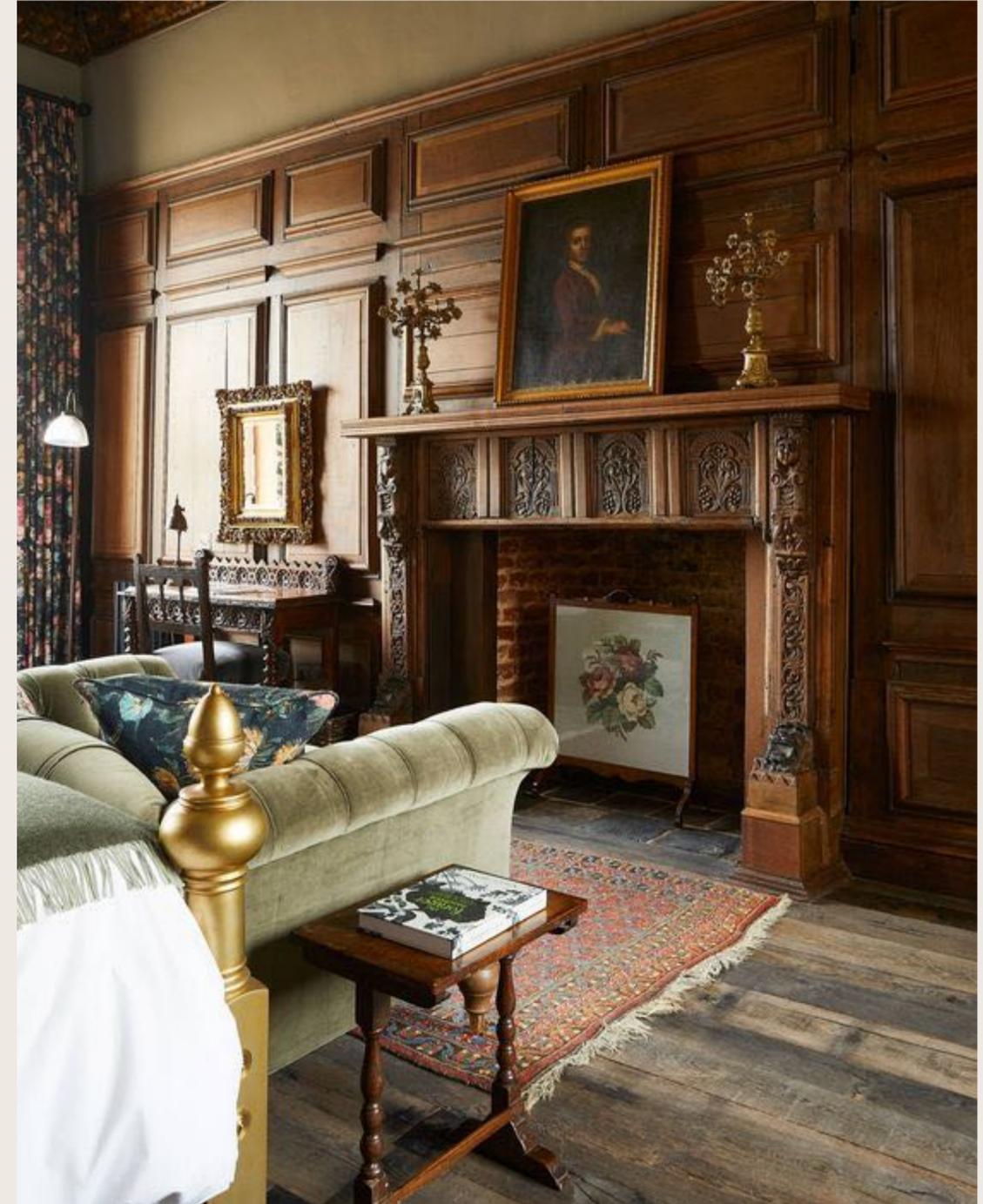
# Restaurant

- A unique dining hall constructed from local Oak that will have capacity for 70 covers with spacious bar area
- Connected with the large restaurant will be two terraced areas overlooking the gardens and grounds for guests to enjoy.
- There will be the formal reception rooms including private dining rooms available for pre and post dinner drinks. These spaces will also be available for private hire.
- The ethos of food will be to source quality seasonal produce from the county of Kent where possible. The chef team will be focused on creating a menu that changes daily keeping the dishes simple but exciting using influence from cuisine all over the world
- Charming pub and cocktail lounge providing drinks for guests pre and post dinner, also open to the public.
- Premium wine cellar with a capacity of 4000 bottles will hold speciality vintages from all the English wineries and wine from further afield.



# Rooms

- Planned opening as part of the re-launch of Boys Hall
- 2 grande luxury suites all with lounge areas, supering beds, spacious en-suites and bathtubs in the room
- 3 Comfy Lux rooms all with good sized ensuite bathrooms and bathtubs in the rooms
- 4 Comfy rooms all with super kings beds and ensuite bathrooms
- 1 Cozy room with a standard double and small ensuite bathroom.
- The average room price is £180 per night with cosy rooms starting at £130 per night and the larger grande suits starting at £260 per night



# Lodges

- 9 individually designed cabins designed to be rooms and suites as an extension of the main house.
- Planned opening of year 2 of the operation (with the provision of planning)
- Set within a wild woodland & pond area specifically managed for promotion of insects and protected species.
- Private balconies with some luxury cabins also boasting wood fired hot tubs.
- Efficiently designed to be carbon neutral also utilising materials from the local area
- Some cabins will be connected to provide larger spaces for groups & families



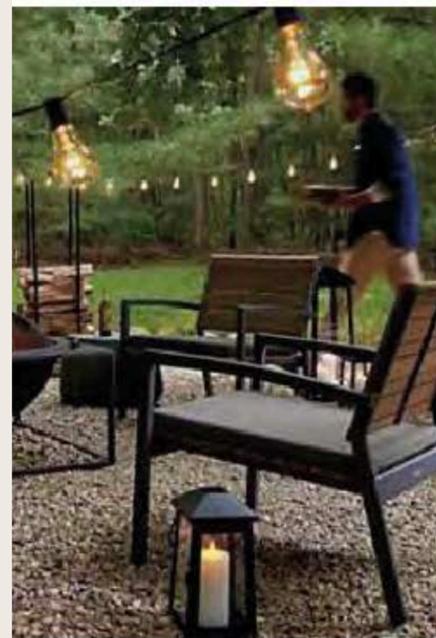
# Gardens

- 3 acres of land
- Walkway providing journey through gardens with various spaces for guest to utilise for eating drinking
- Large formal front lawn with traditional games laid out during the summer months
- Specialist Rose cutting garden
- Bee Hives to produce honey for guest to enjoy
- Treatment cabins for guests to be pampered based in shepherd huts
- Kitchen gardens growing speciality herbs and flowers to be used for dishes prepared in the restaurant.
- Formal orchard providing fruits to be used by the kitchens
- All areas will be managed specifically to promote and provide biodiversity which will also help promote the importance of the subject to all guests.



# Garden Room & Terrace

- Planned Opening Year 3 (with provision of planning)
- Walled garden space with formal garden planting and cutting bed space
- Open terrace platform to hold potential 60 covers
- Open fire cooking & outdoor fire pits with wood Fired Pizzas & Asado Grill
- A spacious garden room and terrace that will serve tea & coffee by day for all garden visitors. Light meals and snacks will be served in the evening
- Open for the summer months May to September, plus special events during the winter season
- Available for smaller private hire & events



# Experience



## **Wine Tours of Kent**

*Curated wine tours of the capital of English Wine. Getting to experience wines from the restaurant menu first hand.*



## **Relaxation**

*Treatment huts set within the grounds offering pampering and relaxation. Everything from beauty sessions to remedies.*



## **Learn**

*Unique cooking classes exploring the art of fire cooking and how our menus are curated using fresh produce.*



## **Drive**

*Rent a classic car laden with picnic hamper to go and explore the sensational Garden of England.*

*Along with the above there will also be ; Shooting, Flower Arranging Workshops, Foraging Walks, plus many more.*

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OUR ETHOS  
& CULTURE



# OUR CULTURE

*A destination designed to create unforgettable experiences as comfortable and thoughtful as though it were the home of a friend. Our collective of employees are the core of this honest and genuine aspiration.*

*The culture at Boys Hall is shaped by a common belief in our core values and supports our ambition to live by what we believe in;*

***People*** : *To value ourselves and others as human beings working together as a collective. Always remembering to celebrate our shared success.*

***Passion*** : *Harness individuality and spirit in everything that we do going the extra mile spreading contagious positive energy.*

***Responsibility*** : *Act like owners and embrace ownership committing to tasks and goals promoting accountability through empowerment.*

***Honesty*** : *Be tirelessly true and supportive to ourselves and others.*



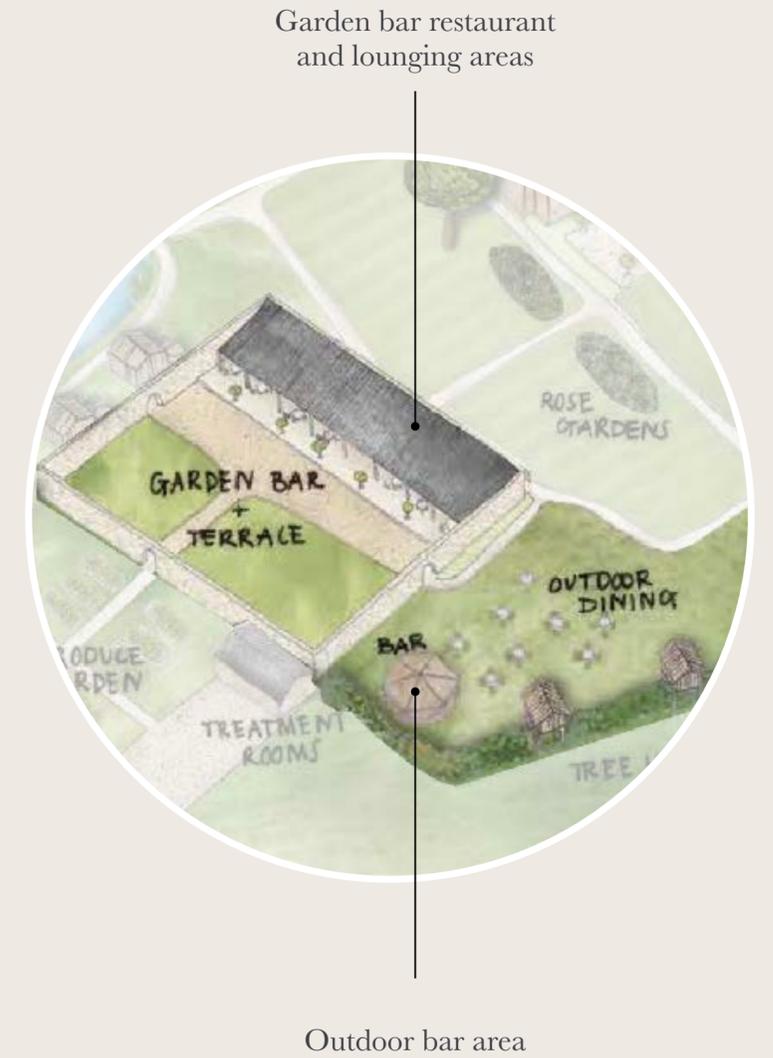
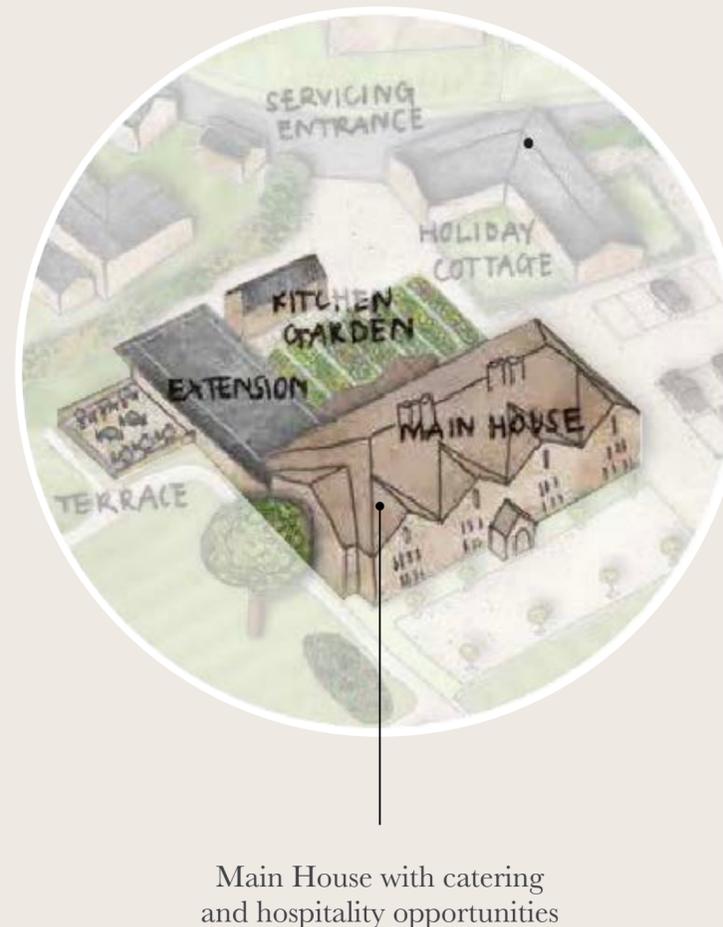
*The proposal will allow for new employment opportunities:*

- hospitality
- catering
- gardening
- retail

Restaurants and Hotels are a people business and our experience has taught us the importance of impeccable service. We believe that excellent service doesn't need to be too formal. Energy, knowledge and passion delivered consistently is the key ensuring guests feel at home as soon as they drive through the gates.

Our ambition is to create a culture and family of fantastic individuals in all areas of the operation that believe in our same core values.

This is a fantastic opportunity to employ local people who can learn, adapt and develop.



# OUR PEOPLE



*Creating a magical experience for our guests takes time, precision and commitment. Which is why we seek out people with exceptional passion, boundless imagination and a dedication to all of the details.*

# OUR COMMITMENT TO THE LICENSING OBJECTIVES

*As a small business we will use our experience and knowledge to ensure that we strive to meet the four licensing objectives. Below shows some of the policies and procedures we will put in place to ensure we meet the essential criteria;*

## *Prevention of Crime and Disorder*

- High Definition CCTV system will be operational 24/7 holding recordings of all public space within the venue for 30 days.*
- We will have rigorous venue check logs with staff members trained on carrying out regular checks of the premises*
- Written policies stating our zero tolerance for drugs and psycho active substances which will include a log for any items confiscated within the venue*
- A lost property log at reception for any lost items handed in or found*
- Written policies and training sessions on how to prevent and deal with disorder or conflict within the venue.*



### *Public Safety*

- *All staff members who are involved in the process or direct activity of selling alcohol will be thoroughly trained on our policies regarding the sale of alcohol.*
- *There will be a daily log / manager diary that will record all incidents / accidents within the venue*
- *We will ensure there is a written policy for spillage and broken glass within the venue that will also include training sessions carried out regularly.*
- *Our new fire alarm system complies to BS5839 -1:2017. All staff members will be regularly trained on all fire safety policies and procedures.*

### *Prevention of Public Nuisance*

- *Our policy regarding noise pollution will take into account the local residents*
- *We will ensure that our dispersal policy ensures there is minimal disturbance caused to local residents when the venue closes*
- *Regular checks will be carried out by staff members to ensure that noise levels do not affect local residents.*
- *We will have a direct line of communication for all residents to contact should they have any issues regarding noise from the venue so that any complaints can be remedied immediately*

### *Protection of Children*

- *All staff members will be trained comprehensively on the importance of proof of age evidence and procedures that must be followed at all times*
- *Notices shall be present in all areas where alcohol is served advising customers of our strict proof of age policy*
- *We will hold a refusals log*



*Thank you*

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