

£30,000 "LOCAL" FOR SOMERFORD LUXURY HOTEL SET IN 4½ ACRES OF GROUNDS

C.T. March 11, 1955

THE luxury, Tudor style, Somerford Hotel, built at a cost of £30,000, was opened yesterday after a frantic rush by contractors in the early part of the week to get it finished in time.

Marking the opening of the hotel—which is bound to be a great attraction to Christchurch's summer

Announcing the opening of the . . . New Somerford Hotel, Christchurch

Luxuriously Equipped
throughout

●
Fully Licensed

●
Excellent Car Parking
Facilities

●
Lunches



A New Hotel
by
Strong & Co.
of
Romsey

On the main Bournemouth—Lyndhurst Road

Resident Proprietors: HENRY COOK & SON

Telephone: CHRISTCHURCH 2610

visitors—was the centuries old tradition of the hoisting of the Ale Garland, by Ald. R. C. Chambers, chairman of Messrs. Strong & Co. The garland, three feet high, and made of laurel leaves, was hoisted to the highest point of the building to signify that good beer was now on sale. It was the first time the custom has been carried out on the South Coast for many centuries.

In this contemporary age there is still an undeniable nostalgic yearning for the old world atmosphere. The Somerford Hotel—one of Strong's speciality hotels—truly captures this. It is also the last word in comfort and convenience.

The building, with its quaint Tudor oak beams, and high pointed gables, makes a pleasing picture from the roadside. There are 4½ acres of grounds. In the summer the lawn will be dotted with tables shaded by giant parasols.

Somerford Hotel was originally planned seven or eight years ago. It was to have been built along the Highcliffe Road, near Hoburne Farm, but firm objection came from the Air Ministry as the site was at the end of a runway and would be a dangerous obstruction to aircraft.

In its present position, the hotel will back on to the proposed new by-pass, and faces the site where it is intended to build a roundabout.

The hotel, which has three bars, seven bedrooms and an upstairs lounge, took twelve months to build. Contractors were Messrs. Bryant and Trowbridge, Ltd., well-known Christchurch builders. The expense of all inside fittings, furniture and carpets, as well as kitchen and cellar equipment, has been borne by Mr. Cook himself.

PANELLED BAR COUNTER.

An unusual feature of the hotel is the oak panelled bar counter, with modern wine fixtures behind, which actually runs through three different bars. One bar has been constructed in the form of a restaurant-cum-lounge. Lunches will be served there in the mornings and it will become a cold buffet bar in the evenings. Sixty-three people can be seated for lunch.

Outstanding feature of the hotel is the "Cockpit" bar, decorated in R.A.F. colours, with blue hide upholstery. "It's specially for people in the flying world," Mr. Cook said, adding he believed it was a unique idea.

Finally, there is the public bar, capable of seating 50 people, and with bench type seating, upholstered in maroon. The furnishing, says Mr. Cook, is far superior than that in most public bars.

All the furniture in the hotel was chosen by Mr. Cook. A large majority of it is old world and Tudor style and supplied by Maples of Bournemouth.

Upstairs, the bedrooms, including guest rooms and private bedrooms, are decorated in attractive pastel shades. They are furnished with skilfully constructed and polished beds,

FINAL GRANT OF LICENCE

Application for the final grant of the licence for the Somerford Hotel, Christchurch, was granted by Christchurch Magistrates on Monday.

The Magistrates also agreed to the transfer of the licence from Basil George W. Bowyer, of Leonard Avenue, Southampton, to Henry Charles Cook, of Bure Farm House, Bure Lane, Mudeford, Christchurch.



This luxury "Cockpit" bar is an outstanding feature of the hotel. Decorated in R.A.F. colours, it is especially for people in the flying world and has comfortable blue hide banquet type seats. Standing behind the bar are Mrs. Cook and Mr. D. Cook, the licensee's wife, and son. [C.T. Photo]

dressing tables and wardrobes in beech, walnut and mellow oak. On the floors are thick brightly coloured carpets. There are two bathrooms—one private—and they are of the latest design with low baths and tiled walls.

The building is centrally heated by a modern oil firing boiler in the cellars which maintains level temperature for long periods without constant attention.

The beer and wine cellars are five feet below the water line and are encased with concrete and lined with asphalt. Between 60-70 guests attended the opening. On display was a 25 lbs. salmon caught by Mr. H. J. Ashby, of Christchurch, last Friday.

Family Have Served In The Trade For Two Centuries

LICENSEE of the new Somerford Hotel is jovial Mr. Henry Cook, whose family have been in the hotel and catering business for the past two centuries.

Mr. Cook has been a licensee for 35 years, having had hotels and licensed houses in the West End of London and also at Luton.

He came to live at Christchurch five years ago to "take a short rest" from business. Messrs. Strong & Co. told him of the Somerford Hotel proposition and he promptly agreed to take over as licensee.

Mr. Cook, who has travelled in many parts of the world, has been consulted right from the beginning on the construction of the hotel

FIFTH GENERATION.



Mr. Henry Charles Cook, licensee of the new Somerford Hotel.

Assisting him at the Somerford Hotel will be his 25 years old son Daniel, who is the fifth generation of the family to have chosen the hotelier business as a career.

Daniel, a popular Christchurch rugby player, went to the Westminster Technical Hotel Training College, after having a public school education. While in the Army he was for a time N.C.O. in charge of the officers' mess a Sunningdale. He subsequently gained experience as a chef at the Romerbad Hotel in the Black Forest, Germany, and later at the Lotti Hotel, Paris.

CATERING

With his son as chef and his wife, who has had many years' experience in the catering business, Mr. Cook intends to make catering a prominent feature of the Somerford Hotel. An excellent service will be provided by a competent staff.