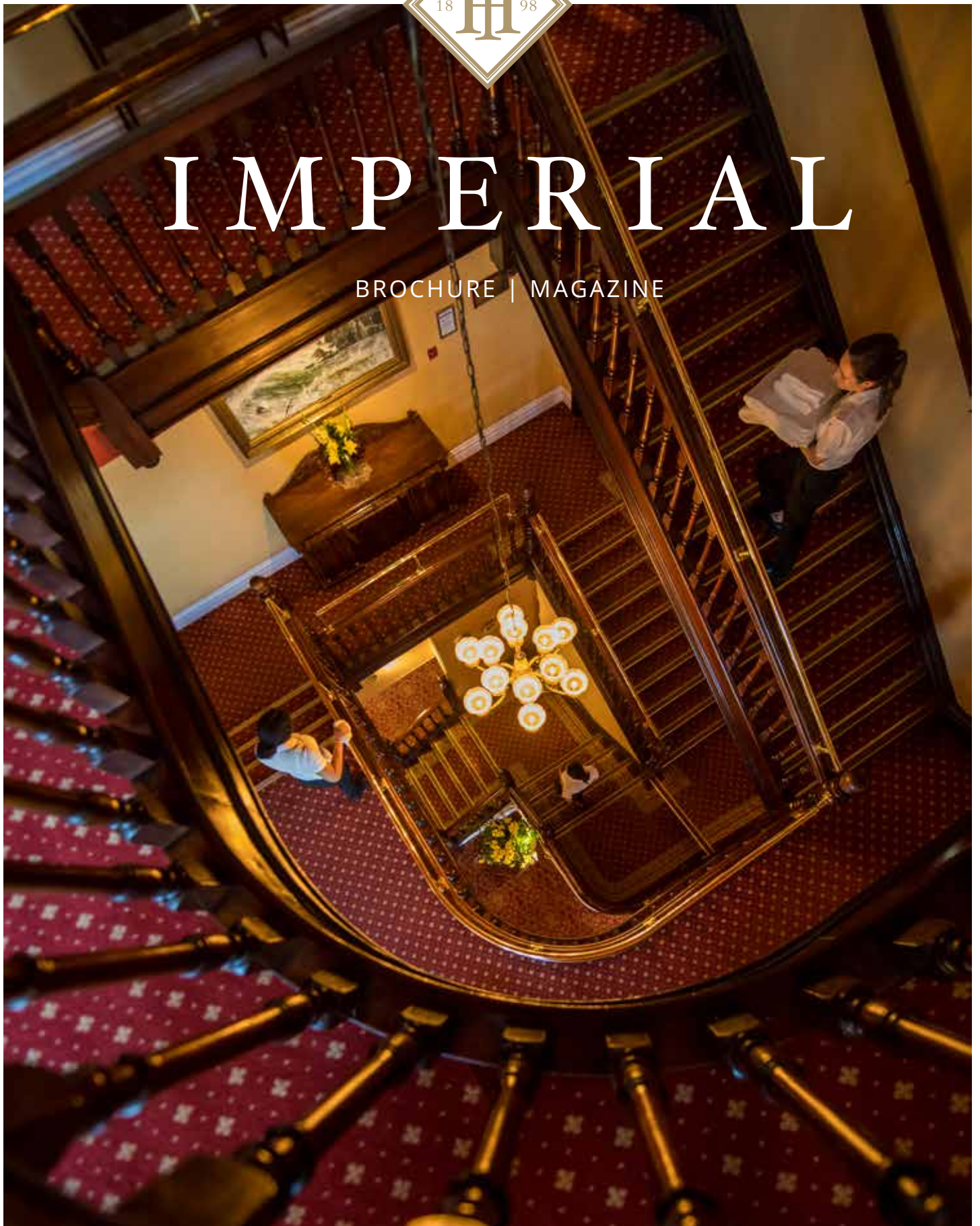




IMPERIAL

BROCHURE | MAGAZINE



OUR HOTEL

Everything you need to know about The Imperial

DISCOVER NORTH DEVON

Perfectly located for exploring our stunning coastline

DINING

Feed your senses with the perfect culinary experience



A warm WELCOME



Sit on the River Taw in glorious North Devon, The Imperial offers a truly unique experience where quaint country house meets prime explorers location, making for the perfect base to experience all the area has to offer, whilst indulging in the delights of Barnstaple's first four star hotel.

Our hotel prides itself on warm hospitality, with a friendly team of over 70 here to make sure your expectations are not just met, but exceeded from check in to check out, as is customary within a Brend Collection property.

Food & drink is also a highlight of the hotel, with a brigade of chefs passionate about pushing the hotel forward year on year, taking advantage of the wonderful produce Devon has to offer, served alongside a carefully crafted wine list of new & old world gems and an ever-growing selection of local artisan spirits.

I hope you enjoy reading through our brochure and we very much hope to welcome you soon.

A handwritten signature in black ink, appearing to read "Matthew Brend".

Matthew Brend
Director
Brend Collection



STAY IN TOUCH



Like our Facebook page
facebook.com/BrendImperial/



Follow us on twitter page
[@BrendImperial](https://twitter.com/BrendImperial)



Share your pictures on Instagram
instagram.com/BrendImperial

WEBSITE

Visit Brend-imperial.co.uk to find everything you need to know about the Imperial, plus our special offers.

EMAIL NEWSLETTER

Sign up for the regular email newsletters and offers.

SEASONS

Want to be kept up-to-date with our latest offers, events and news? Simply call and ask to be added to the mailing list to receive a copy of our in-house magazine 'Seasons'



WHAT'S INSIDE

| | | | |
|---------------------------|-------|----------------------|-------|
| A WARM WELCOME | 3 | OUR ROOMS | 22-31 |
| MEET THE TEAM | 6-7 | OPTIONAL EXTRAS | 32-33 |
| WALK THROUGH HISTORY | 8-9 | SPECIAL OCCASIONS | 34-35 |
| YOUR ULTIMATE BREAK GUIDE | 10-11 | DISCOVER NORTH DEVON | 36-37 |
| FESTIVE BREAKS | 12-13 | KEEPING IT LOCAL | 38-40 |
| FEED YOUR SENSES | 14-15 | BUCKET LIST | 41 |
| DINING OPTIONS | 16-19 | GIFT VOUCHERS | 42-43 |
| MEET THE KITCHEN | 20-21 | | |

MEET THE TEAM



MATTHEW BREND
Director, Brend Group

As the grandson of group founders, Percy & Florence Brend, Matthew has grown up within the Brend Group, showing a passion for the industry from a very young age starting work part-time whilst at school and shining in the culinary world, winning awards as a young chef, his first passion when entering the world of hospitality. Matthew learned about the business from his father John and trained in every department & nearly all of the hotels within the company before being promoted to one of our Brend Directors in 2014. Matthew's early passion for food & drink has stayed with him and is clear in the way in which the hotel has been shaped in recent years. He continues to evolve the hotel whilst still retaining the core values and principles the Imperial was built upon.

WILLIAM SHERWIN
General Manager

William started his Brend Hotels career at The Imperial Hotel in 2009 as a Porter, he then moved to our sister hotel, The Barnstaple Hotel, in 2012 as an Assistant Manager. Just 3 years later, Will was back at The Imperial, this time being promoted to General Manager where he works closely with Director, Matthew Brend in running the hotel.

Will has also gone on to complete many apprenticeships including a Level 5 Diploma in Hotel Management, as part of our Brend Academy.



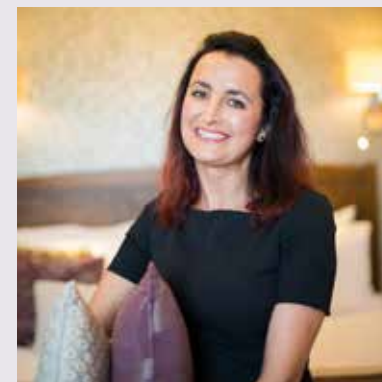
SHAUN BRAYLEY
Head Chef

Shaun began his career at The Imperial Hotel over 30 years ago, before Brend Hotels bought the hotel in 1998. Shaun has worked across various roles and departments including Restaurant Manager, Barman and Assistant Manager before finding his feet in our chef department. Since then he has spent the past 25 years pushing and improving our dining experience and has recently been a vital part in our Arlington Restaurant being awarded an AA Rosette for culinary excellence.



RICHARD WHALE
Deputy Hotel Manager

Richard joined the Imperial team back in 2006 as a Porter and just 3 years later he was promoted to Head Porter. In 2018 he took on the role of Front of House Manager where he looked after the running of our lounges, bar and Porters. In 2020, Richard was promoted to Deputy Hotel Manager where he works alongside Hotel Manager, William Sherwin, on the day to day running of the hotel.



EWELINA BLASZCZYK
Executive Head Housekeeper

Ewelina has been at the Imperial for over 12 years, starting as a Room Attendant she has progressed up to become Head Housekeeper in 2018 and now Executive Head Housekeeper. From overseeing a team of 15 to room checks, identifying maintenance problems and assisting with decor enhancements across the hotel, Ewelina is always making sure our hotel looks nothing short of perfection.



KATHY SMALE
Head Receptionist

Kathy began her time at Brend Hotels in our sister hotel, The Park Hotel, in 1999 where she became Head Receptionist. In 2017 she joined the Imperial Hotel team and her knowledge and wisdom earned her the title of Head Receptionist in 2020.



SAYED ABDEL - RHAMAN
Restaurant manager

Sayed has worked for The Imperial Hotel for over 18 years and is a key part of our senior team. Starting as a waiter in 2004, through hard work and growing his extensive knowledge of food and drink, Sayed was promoted to Restaurant Manager in 2017, where he has continued our long-standing reputation for quality service and continues to take it to new heights year on year..

WALK THROUGH HISTORY



In 1860, Thomas H Law buys several houses and gardens in Litchdon Street including The Imperial Hotel which is later inherited by his six children.

In December 1883, Anne Florence Law (Daughter of Thomas H Laws) buys her brothers shares. Anne then sold the building to Charles Youngs of Barnstaple, Aerated Water Manufacturers.

1899 saw Mr/s C A Youngs adapt the old premises to the purpose of a hotel, including the first extension.



In 1952 the hotel housed many of the survivors of the severe floods, supplying tea, food and blankets.

In the late 1950's, the then owners, Trust House, bought the neighbouring carpet shop and extended the hotel further. They added what is now the kitchen and river court rooms, which were originally built for staff quarters.

Regal acquired the hotel from Trust House Forte and kept it for just 2 years.



Brend Hotels were delighted to receive the 'Hotel Group of the Year 2015-2016', a huge honour for the whole of Brend Hotels who have been a leader in West Country hospitality for over 50 years.



The start of 2020 saw the hit of coronavirus leading to the forced closure of not only The Imperial Hotel but all 11 Brend Hotels. Since the pandemic, the hotel has re-opened and continues to flourish through the hard work and determination of our team.

1800s

1900s

1950s

1987

1996

1999

2016

2019

2022



In 1902, a new block was built to the ever growing Litchdon House. The new block made it into the local newspaper, boasting magnificent fireplaces, billiard room, smoke room and plans to fit electricity throughout.



A fierce storm hit the whole of the UK, with an estimated £1 billion of damage and wind speeds of up to 100mph, causing The Imperial Hotel roof to collapse.



Brend Hotels bought The Imperial Hotel. Within just 1 year, the Brend family invested heavily in all areas of the hotel which soon led to them being awarded 4 stars by the AA in 1999. Along with purchasing the property, the company inherited several fantastic staff, including our now Head Chef Shaun and Bar Person Tracey.



Our Arlington Restaurant was awarded an AA Rosette of culinary excellence, an award which gave the team huge pride and something they are immensely proud of.

Your guide to the ULTIMATE BREAK

PICTURE THIS: GLASS OF FIZZ IN HAND, THE FAINT SOUND OF LAUGHTER AND CHATTER AND THAT HOLIDAY FEELING IS KICKING IN. YOU COULD BE ANYWHERE IN THE WORLD, BUT YOU'RE HERE WITH US

Whether you're exploring or ignoring we've got the ultimate guide for the perfect break so you can get the most out of your getaway. From diving into a good book in our serene lounge to seal spotting on the South West Coastal Path, let us show you how incredible a break to The Imperial Hotel can be.



UP FOR EXPLORING?

If sea breeze walks, sandy toes and discovering a treasure trove of nature ticks all your boxes then we've got a whole host of fun-filled days out for you to enjoy.

RHS ROSEMOOR 30 minute drive

With 65 acres of jaw dropping gardens, this nature's paradise is perfect for switching off and submerging yourself in beauty.

CLOVELLY VILLAGE 40 minute drive

Cobbled streets, resident donkeys, traffic-free streets and historic fishing harbour makes this world-famous village one of the hot spots of Devon.

SAUNTON SANDS 25 minute drive

Sea air, splashing about in the waves and feeling the sand beneath your toes - miles of golden bliss await at Saunton beach.

HARTLAND ABBEY 40 minute drive

Stunning grounds and gardens await at this beautiful Country House.

ARLINGTON COURT 20 minute drive

If you love all things historical, this divine National Trust property is for you.



UP FOR RESTORING?

If you're looking to check out and check in to serene and relaxation then we've got the perfect recipe for a tranquil escape.

RIVER STROLLS

Within just a few steps from our hotel you can be walking along the River Taw, leave your phone behind and let the sounds of the river and the trees relax you.

AFTERNOON TEA

Imagine this, a glass of bubbly in hand, tucking into dainty sandwiches, warm scones and homemade cakes and pastries.

FANCY A DIP?

As a guest at The Imperial Hotel you get to enjoy free use of the outstanding leisure facilities at The Barnstaple Hotel. With indoor and outdoor swimming pools, stone beds and fitness suite it will be sure to refresh and revitalise.

TUCK INTO A GOOD BOOK

A break isn't complete without a good book to get your teeth into. Snuggle down in our cosy lounge and let the warmth melt your troubles away as you simply sit, read and enjoy!





FESTIVE BREAKS

CHRISTMAS, TWIXMAS AND NEW YEAR BREAKS

A wealth of festive entertainment, award-winning feasting and letting someone else do all the work - give yourself a Christmas off and rediscover the magic of the most wonderful time of the year.

Gather friends and family and join us as we close our doors to the outside world and snuggle down to rejoice over all things merry and bright. From luxury hampers on arrival, Barnstaple Town Choir, 4 course Christmas Day lunch, wine & cheese tasting, casino nights and live music.

Whether you explore the winter's paradise of North Devon during your break or simply soak up the festive cheer from the comfort of our hotel - we'll make sure your Christmas is unforgettable. Christmas is all about creating memories surrounded by your loved ones and our festive breaks do just that.

Please ask reception for a copy of our Festive Breaks brochure.



SCAN THE QR CODE
ABOVE TO VIEW
FULL BROCHURE
AND PRICES



FEED YOUR

SENSES

You are invited to join us on a
fully immersive culinary journey
experiencing the very best local,
seasonal produce



THE ARLINGTON RESTAURANT

AN UNFORGETTABLE DINING EXPERIENCE IN NORTH DEVON



FRESH LOCAL
INGREDIENTS

WE SERVE ONLY THE
FRESHEST INGREDIENTS
WITH OUR NEAREST
SUPPLIER JUST
1 MILE AWAY

A LIGHT AND AIRY SPACE OFFERING
TRADITIONAL FOOD WITH AN IMAGINATIVE
TWIST, WHICH HAS AGAIN BEEN AWARDED
AN AA ROSETTE FOR CULINARY EXCELLENCE

Discover a fine dining experience like no other in our Arlington restaurant, boasting an AA rosette for culinary excellence you won't be disappointed when you dine in with us. Let our faultless staff wow you as they take care of every detail, experience our famous 4-course Table D'Hôte dinner, or be tempted by our wonderful array of À La Carte delights.

Opening times 6.30pm - 9pm
Dress Code: Smart Casual - no shorts,
trainers or sportswear

AA

Rosette award for
culinary excellence

2022



TERRACE LOUNGE

RELAX IN PURE LUXURY
IN OUR COSY TERRACE
LOUNGE, WITH LARGE
ARMCHAIRS AND SOFAS
THERE REALLY IS NO
BETTER PLACE TO ENJOY
A LIGHT LUNCH OR
AFTERNOON TEA

Sumptuous surroundings await you in our cosy Terrace Lounge.

Melt away in a huge cosy armchair as you enjoy a mid morning coffee or light lunch, whether it's snuggled up beside the fire or soaking in the summer rays on our Terrace you'll find a visit to our lounge is a must.

For the ultimate Devon treat, tuck into sweet treats, delicate sandwiches and homemade scones with all the trimmings. Our Imperial Afternoon Tea is sure to hit the spot for any afternoon indulgence. Sip on the finest English tea, or a glass of fizz, and savour the very best afternoon tea experience, all served on vintage crockery.

Opening times 7am-Late

Food Served: 12-2pm | Afternoon tea 2-6pm

COLOURS BAR & BISTRO

We're passionate about food and here you can experience an elegant and informal setting for lunch or dinner. With an excellent range of menus, dishes and drinks, it doesn't have to be a special occasion to dine with us. We like to keep things simple and classic, it's all about the flavours, fresh ingredients, seasonal produce and South-West influences.



With our soft cosy chairs, candlelit lighting and extensive food and drink menu this is the ideal place for a relaxed lunch or dinner with friends, family or colleagues.

The bar itself is themed around Britain's rich military history with memorabilia including bugles, medals & paintings depicting scenes from many historical battles.

Opening times 10.30am - Late

Food Served: 12-2pm / 6-9pm



THE PERFECT PLACE TO ENJOY A
COCKTAIL OR APERITIF, AFTER DINNER
LIQUEUR OR A DELICIOUS MEAL



MEET THE
KITCHEN

Meet our award-winning kitchen team, with over 50 years experience between them

THE KITCHEN TEAM

Our team of chefs are clocking in at 7am and hanging up their aprons at 10pm. From dawn to dusk, our team are on hand to provide the very best Devon cuisine for our customers.

With over 94 dish options per day, our Chefs are never short of things to do, always prepping, chopping, plating and serving, and their attention to detail is second to none.

Head Chef, Shaun promotes the training and development of the younger members of his team, the future of the industry. Not only in our kitchen but across Brend Hotels, we have always taken great pride in training and developing our staff from within. This is vital to maintain values and high standards that the Brend family is known for.

Our training academy provides paid training to young people from our local area who are keen to pursue a career in the hospitality industry. To date, our academy has trained over 300 people.

HEAD CHEF SHAUN

Shaun began his career at the Imperial Hotel in 1989 as a young bell boy. Little did he know his work experience would be the start of a 30+ year career with Brend Hotels and would later become Head Chef.

Shaun has worked across various job roles and departments within the hotel including Restaurant manager, Barman and Hotel assistant manager. Describing his time as 'challenging joy', Shaun has tried various roles before finding his feet in our kitchen where he has been for the last 25 years, working his way up to become Head Chef.

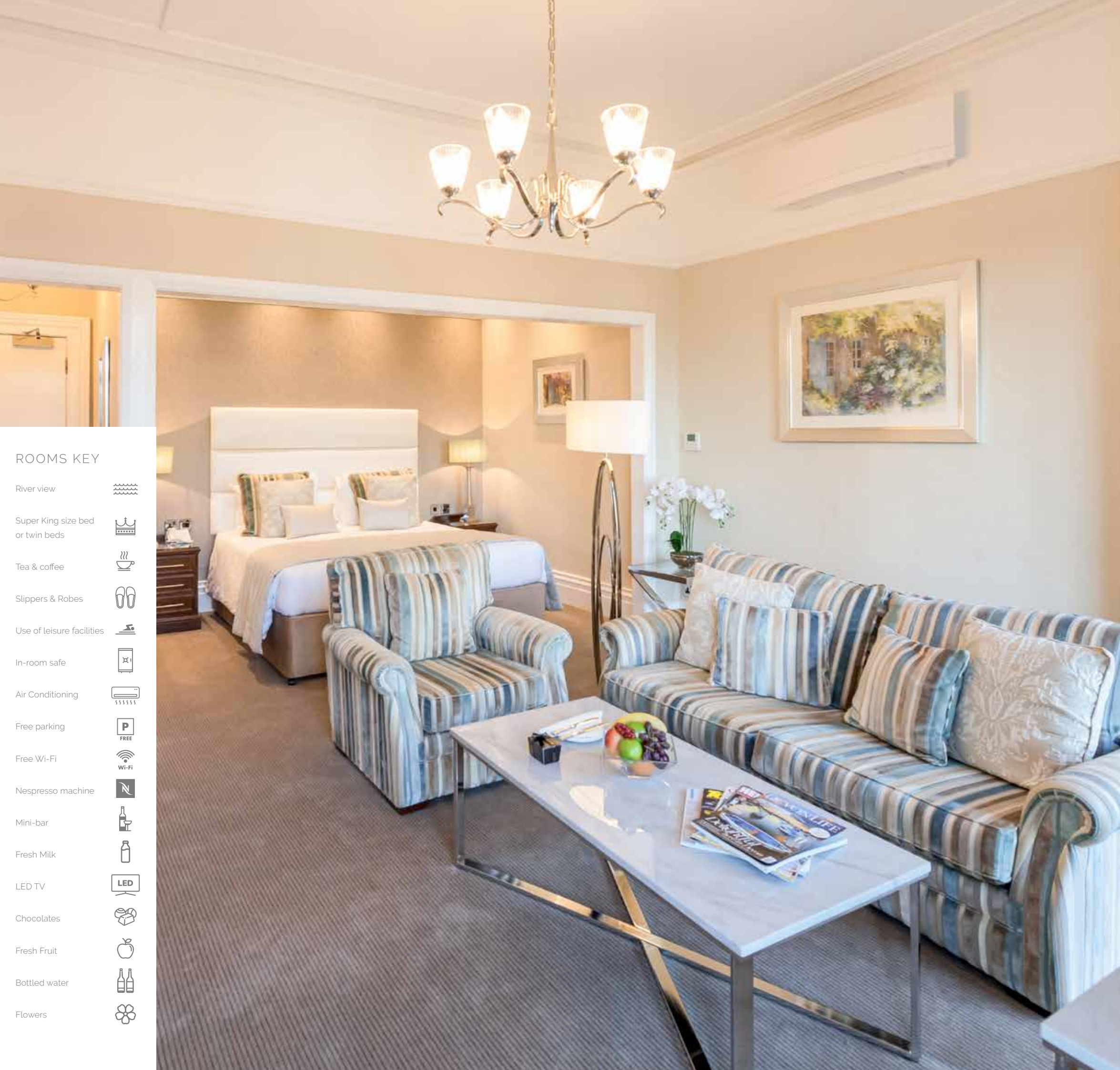
During that time Shaun met his lovely wife, Nicola Brayley, who was our Head Receptionist for 8 years and now works in our Accounts department in our Head Office. Since taking on his latest role, Shaun has brought a brand new element to our kitchen and menu, with new ideas, menus, flavours and changing our produce seasonally to

ensure we are always moving forward. Shaun also played a vital role in the hotel achieving AA Rosette status for culinary excellence.



"I have tried to make my team work in a friendly yet professional environment, it's a joy that we all come to work with a smile on our faces"

Shaun Brayley, Head Chef




















RELAX IN

LUXURY

Boasting 63 rooms, you can enjoy beautifully decorated rooms, some with stunning river views, each with its own unique style and ambience

We have easily accessible rooms, family rooms, our very own suite and many more options for you to choose from to make your stay perfect. Luxury extras including freshly cut flowers, chocolates and fresh fruit are provided in a selection of our rooms, but each of these items can also be ordered by any of our guests prior to arrival.

ROOMS KEY

- River view 
- Super King size bed or twin beds 
- Tea & coffee 
- Slippers & Robes 
- Use of leisure facilities 
- In-room safe 
- Air Conditioning 
- Free parking 
- Free Wi-Fi 
- Nespresso machine 
- Mini-bar 
- Fresh Milk 
- LED TV 
- Chocolates 
- Fresh Fruit 
- Bottled water 
- Flowers 



LUXURY STATE SUITE

SUITE DREAMS AWAIT

Our recently refurbished private suite is the pièce de résistance of The Imperial Hotel. With its lavish decoration, high spec finish, very own spacious lounge area, walk-in shower and bath, direct river views and luxury extras including freshly cut flowers, chocolates, slippers and bathrobes. You'll find our State Room the perfect choice for extra space and luxury.



DELUXE ROOMS

LUXURIOUS & STYLISH

Gorgeously decorated with plush soft furnishings, very own seating area with either sofa or two comfortable chairs, views over the river and some with walk-in showers. Our Deluxe Rooms are perfect for those looking for extra luxury and space on their break away.





SUPERIOR RIVER FACING & FAMILY ROOMS

SPACE FOR ALL

Whether you're looking for the perfect base for your family holiday or somewhere to unwind and relax our Superior River Facing Rooms are perfectly suited for all your needs. With direct river views, space for cots and extra beds, dressing table, desk chair and two comfortable chairs plus all the outstanding extras that come as standard.



SUPERIOR ROOMS

FALL ASLEEP SMILING

With views over the charming town of Barnstaple, spacious, beautifully furnished, five with a walk-in shower and your choice of king size or twin beds you'll love returning to the restful atmosphere of our superior rooms.





STANDARD ROOMS

FEEL AT HOME FROM THE MOMENT YOU ARRIVE

Perfect for a shorter break or for those who plan to be out all day exploring. Our town and courtyard facing standard rooms have an excellent level of luxury, with your choice of double or twin beds, plus outstanding quality and attention to detail throughout.



SMALL DOUBLE ROOMS

ALL THE COMFORT YOU NEED

Our Small double rooms are ideal for short stays, events and overnight stays in Barnstaple. They're smart, comfortable, cosy and still have all the luxury touches that Brend Hotels are known for.





SINGLE ROOMS

LUXURY ACCOMMODATION FOR THE SINGLE TRAVELLER

Perfect for those seeking a relaxed break or business people looking for a little luxury after a busy day. Our single rooms have everything you need, including TV, free WIFI, tea and coffee making facilities and some with four foot beds and walk-in shower.

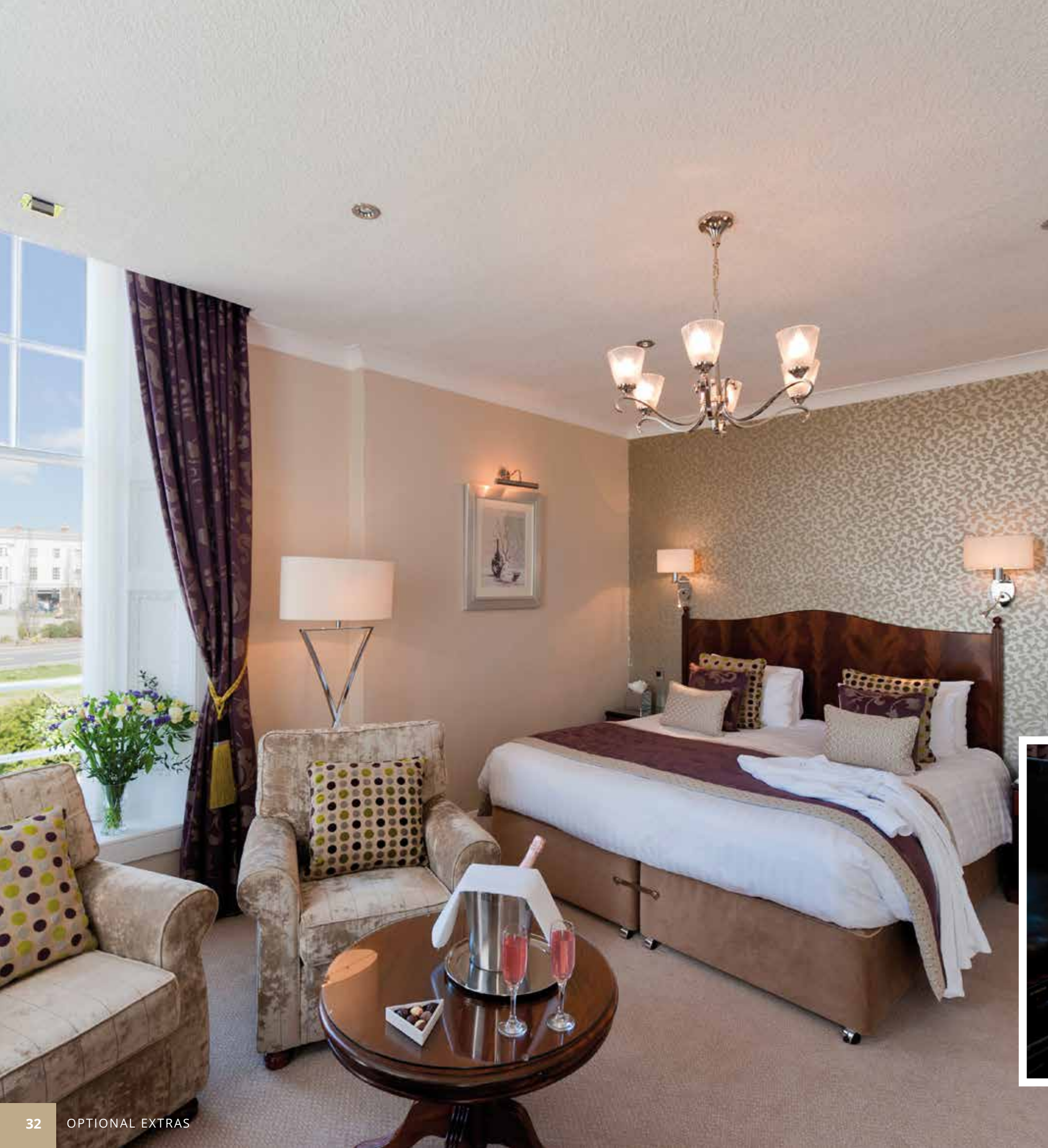


ACCESSIBLE ROOM

MAKING YOUR STAY HASSLE FREE

We know coming away isn't always easy, so we've got our easily accessible room to make your stay hassle free. With level access from the lift, extra wide doorways, convenient electrical switches and wet room roll-in shower we have tried to think of every little detail to make your stay comfortable.





An extra

TOUCH OF LUXURY

MAKE YOUR STAY EVEN MORE SPECIAL

Breaks in North Devon don't come better than this and with our luxury extras, it will add that finishing touch to your break. Whether you're celebrating your anniversary, birthday or just want to tell your loved one how special they are, we're here to help. Take a look at our range of luxury extras, which all can be pre-ordered prior to your arrival.

CHAMPAGNE

BOTTLE OF WINE

CHAMPAGNE BREAKFAST

CELEBRATION CAKES

CHOCOLATES

FLOWERS

DEVON CREAM TEA

FRUIT BOWL

LUXURY ROBE & SLIPPERS

AFTERNOON TEA

PROSECCO



SPECIAL OCCASIONS

LET US TAKE CARE OF YOU



SCAN THE QR CODE ABOVE TO FIND OUT MORE ABOUT OUR SPECIAL OCCASIONS



FROM LAVISH BANQUETS TO INTIMATE FAMILY CELEBRATIONS, WE BRING PEOPLE TOGETHER TO CREATE EVENTS THAT ARE TRULY EXCEPTIONAL

Our 4-star country house boasts sumptuous settings, award-winning dining and a very passionate in-house team who are dedicated to creating an event you won't forget. With two function suites to choose from, The Kingsley Suite holding up to 60 people or The Grenville, perfect for an intimate event which holds up to 24 people.

With a wide selection of dining options including, afternoon tea and finger buffets, drinks packages and 3 banqueting menus, our team of award-winning chefs will put on a feast for all whatever dining option you choose.

DISCOVER

NORTH DEVON

Discover a whole new world as you
enter a picture-perfect paradise in
North Devon



KEEPING IT

LOCAL

From walks to local shopping, discover our top 5 things to do in North Devon

01.

01. SOUTH WEST COAST PATH

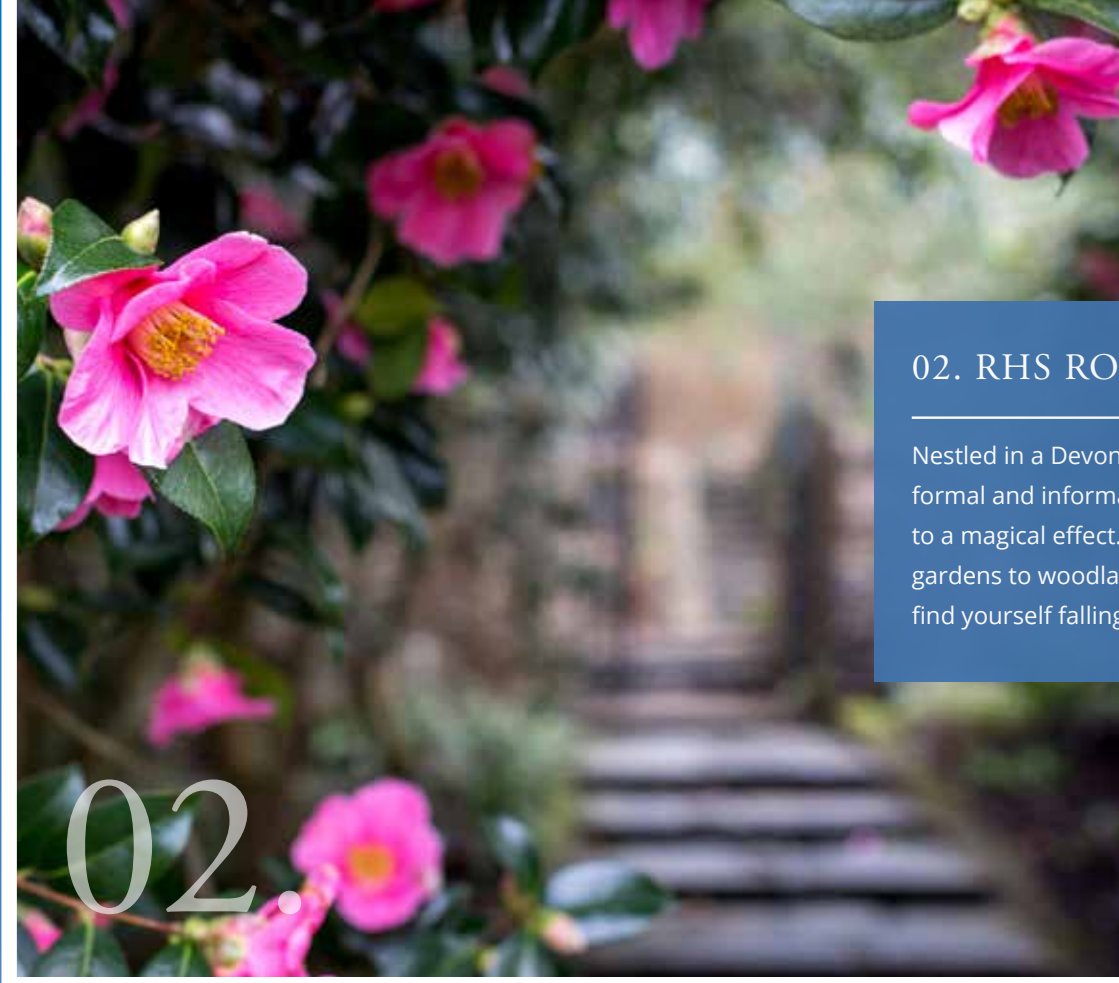
Crossing Devon and Cornwall, this 630 miles long National Trail, starting in Somerset and finishing in Dorset is a real treat to behold. Passing through World Heritage Sites and Natural Biospheres, you can enjoy an abundance of local wildlife and spectacular scenery.



02.

02. RHS ROSEMOOR

Nestled in a Devon valley, Rosemoor blends formal and informal plantings, across 65 acres to a magical effect. From rose and vegetable gardens to woodland walks and lake strolls, you'll find yourself falling in love with all things nature.



03.

03. SAUNTON SANDS

Miles of rolling sand dunes, bouncy white sand and crystal clear waters make Saunton Sands beach the go to place. If you're lucky enough to visit during golden hour, you're in for a real treat, with golden rays bouncing off the water and the whole sky submerged into an orange hue.



04. LUNDY ISLAND

Pack an appetite and a sense of adventure, Lundy Island is begging to be explored and adored. 11 miles off the Devon coast in the Atlantic waters, this secluded island is renowned for its peace and tranquillity. With an abundance of local wildlife including Puffins, Seals and even Dolphins plus the stunning backdrop of turquoise waters and rugged coastline, you will feel like you've entered a whole new world.



05. BARNSTAPLE PANNIER MARKET & TOWN CENTRE

If you don't fancy travelling, there's a wealth of things to do right on your doorstep. Barnstaple town centre offers high street and boutique retailers, just a 2 minute walk from our hotel. Plus the historic Barnstaple Pannier Market, virtually unchanged for over 150 years, has everything from local flowers, crafts, prints and produce.

BUCKET LIST

Here at The Imperial Hotel we're all about enjoying life and making the most of every moment.

It's all about ticking off that bucket list and making the most of everyday. Whether you tick one thing off or all 8 we hope you find a break with us relaxing and invigorating.

- Listen to the sounds of the waves, breath in the sea air and wiggle your toes in the sand
- Book yourself an Imperial Afternoon Tea where you'll tuck into irresistible sweet treats and savoury snacks, plus Devon's famous scones!
- Pack a picnic and head to the Park -Rock Park is just a 2 minute walk from our hotel
- Grab your cossie and take a dip in the sea, the ocean can work wonders for the mind and soul
- Submerge yourself in nature with a trip to RHS Rosemoor
- Pick your favourite album and road trip around the coast
- Grab a map, pick your favourite spot and walk a stretch of The South West Coast Path
- Visit the famous Valley of the Rocks, a dramatic section of coastline on the northern edge of Exmoor. Enjoy stunning sea views, rugged cliff edges and even a wild goat or two.



For the moments THAT MATTER

LET US INSPIRE YOU IN YOUR GIFT-GIVING WHETHER IT'S FOR FRIENDS, FAMILY OR COLLEAGUES. BUY ONLINE AT [BREND-IMPERIAL.CO.UK/VOUCHERS/](https://www.brend-imperial.co.uk/VOUCHERS/) OR SPEAK TO OUR RECEPTION TEAM TODAY

All our vouchers can be sent via email or post, are valid for 12 - 24 months and can be personalised for that extra special touch.

GIVE THE GIFT OF CHOICE

Let your loved ones do the choosing by gifting them a monetary voucher. Starting from £5, your lucky recipient can choose between a whole host of Brend Hotel indulgences. Our monetary vouchers can be exchanged for, or contribute towards a luxury break, an overnight stay or dining experience!

SPARKLING IMPERIAL AFTERNOON TEA FOR TWO

Join us for an extra special afternoon of indulgence, as you tuck into our full Imperial Afternoon Tea plus the added luxury of a chilled glass of fizz!

IMPERIAL AFTERNOON TEA FOR TWO

Dainty finger sandwiches, savoury treats and sweet delights await as your lucky recipient tucks into Devon's finest afternoon delicacies. Served in the elegant setting of our lounge or soaking up the sun on our terrace, there's never a bad time to enjoy.

DEVON CREAM TEA FOR TWO

Treat them to fluffy homemade scones, lashings of clotted cream and plenty of strawberry preserve served in the elegant surroundings of our lounge or outside on the terrace - what could be better?




GIFT VOUCHERS
FOR THE MOMENTS THAT MATTER



SCAN THE QR CODE TO BUY NOW



THE
IMPERIAL
HOTEL

www.brend-imperial.co.uk



The Imperial Hotel, Taw Vale Parade, Barnstaple, Devon EX32 8NB
01271 345861 | reservations@brend-imperial.co.uk

BREND
COLLECTION