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Funding deal supports Oddfellows Hotels expansion with launch of second North West boutique hotel

26th May 2017 – A seven figure funding deal from Allied Irish Bank (GB) has supported North West based Oddfellows Hotels to launch its second, much-anticipated hotel in Bruntwood Park, Cheadle.

Located in the mature 120 acres of parkland of leafy Bruntwood Park, Oddfellows On The Park is the culmination of a fifteen-month, multi-million pound careful restoration that has transformed the beautiful Victorian mansion, Bruntwood Hall, into a lavish 22 bedroom boutique hotel with restaurant, bar and salon.

Oddfellows On The Park is the second hotel in the Oddfellows Hotels collection, operated by renowned hotelier Jonathan Slater and has created 50 new jobs. Its sister hotel, the successful Oddfellows in Chester, reported an 87% occupancy last year.

Relationship Manager Christine Wardle from Allied Irish Bank (GB) developed a seven figure funding deal to support Oddfellows Hotels expansion.

Jonathan Slater of Oddfellows Hotels said: "Following the success of Oddfellows in Chester, it was only right that we should branch out with another hotel. Rather than roll-out hotels in a cookie-cutter approach, we wanted to create an individual hotel that shared the standards of service and the ethos of the Oddfellows brand we had created in Chester but also possessed its own character. Experiential travel – where the guest feels they have gained an experience that can't be found elsewhere – is important to our guests.

"For that reason we researched the history, the location and the previous inhabitants of a number of properties and decided on Bruntwood Hall as a perfect fit for the second Oddfellows venue. It has been a wonderfully creative and challenging journey transforming and restoring the property into the hotel it is today and look forward to sharing our wonderful hotel with the guests that will make it come to life again.

"Allied Irish Bank (GB) has been an excellent partner for us since we began working with them ten years ago and have been supportive throughout the design and development of this

project. We were keen to find a bank that would give us personal service and that's what we found with Allied Irish Bank (GB). They've taken the time to understand all aspects of our business and provide help when needed."

Christine Wardle, Relationship Manager at Allied Irish Bank (GB) said: "I am thrilled that we have been able to support Oddfellows Hotels with the launch of their second venue. The new hotel is exceptional and whilst completely individually designed has all of the quirks and charm you'd expect from the Oddfellows brand. We are looking forward to continuing to work with the team and to support the company as it focuses on future growth."

Oddfellows On The Park is the only hotel in the UK outside of London to be welcomed into the global Design Hotels™ consortium, and sits alongside hotels like Soho Hotel in London and Gramercy Park Hotel in New York

Devised by Tim Groom Architects, with interiors designed by SpaceInvader, both Manchester based firms, every aspect of Oddfellows OnThe Park has been individually designed, based on the history of the building, its location and its previous inhabitants. Guests will enjoy interesting and quirky design pieces throughout such as the bike chain chandelier that is inspired by the Bruntwood Park BMX track and lights up the grand staircase.

Facilities at Oddfellows On The Park include The Galloping Major restaurant, which celebrates the nickname of the 'local legend' of the Major who was the second owner of the hall. It is headed up by Chef Ian Moss who promises an engaging menu that focuses on British ingredients and seasonality. The hotel also offers The Stud Room bar and flexible event spaces, the Parlor Bar and Parlor Rooms, which can cater for everything from small intimate dinners to meetings and weddings. Oddfellows On The Park also houses The Pigsty, a salon de beauté with two treatment rooms and a rasul mud room.

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