

Case Study Townhall Hotel & Apartments



In a grand Georgian building situated in East London, the Town Hall Hotel & Apartments marries Edwardian, Art-Deco and modern architecture in one harmonious whole, creating a trendy boutique hotel deep in the heart of Bethnal Green.

The lobby area provides just a glimpse of what's to come within the Hotel, with a grand staircase opening the path to 98 bedrooms surrounded by high ceilings, stained-glass windows, mahogany doors and marble fireplaces.



The brief

Town Hall Hotel were looking for a product that would accentuate the stylish decor that runs throughout all 98 bedrooms, a product that was just as much a design icon, as it was a sound perfection.

One of the most important factors was guests having an enjoyable, relaxing experience, which meant our hotel software including volume restrictions and a one-time alarm was ideal as the hotel were in control of how the sound systems were used.

We spoke to Paul Berncastle, Executive Head Housekeeper of Town Hall Hotel about his main requirements for the sound system...

"it was important to recognise the impact of ever changing ports and information cable connectors, it has become a deleterious and irritating factor in terms of guest satisfaction and service delivery. Trying to meet guest expectations in terms of entertainment in suites, considering the myriad of phones on the market, WiFi predominance, it was a natural progression to use Bluetooth enabling guests to choose their preferred entertainment with their own devices. Ruark came to the rescue with their R1. Beautifully designed in a number of finishes, second to none quality in terms of sound production, meeting all the requirements with a good measure of future proofing thrown in for the price, expensive but worth every penny."

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ruarkaudio
Connected to Music

Implementation process

Town Hall Hotel decided to upgrade each of the rooms in stages, and therefore decided on a 12-month phase of deliveries to do so. We arranged delivery for each group of products when required and were on hand for any additional help required.

We asked Paul how he felt the implementation process went...

"Ruark has been incredibly flexible in terms of installation and implementation, allowing us to buy as many or few of the units as we need at a time. They have even allowed us to offer the machines for resale to our happy guests. So kudos and profit all round!"

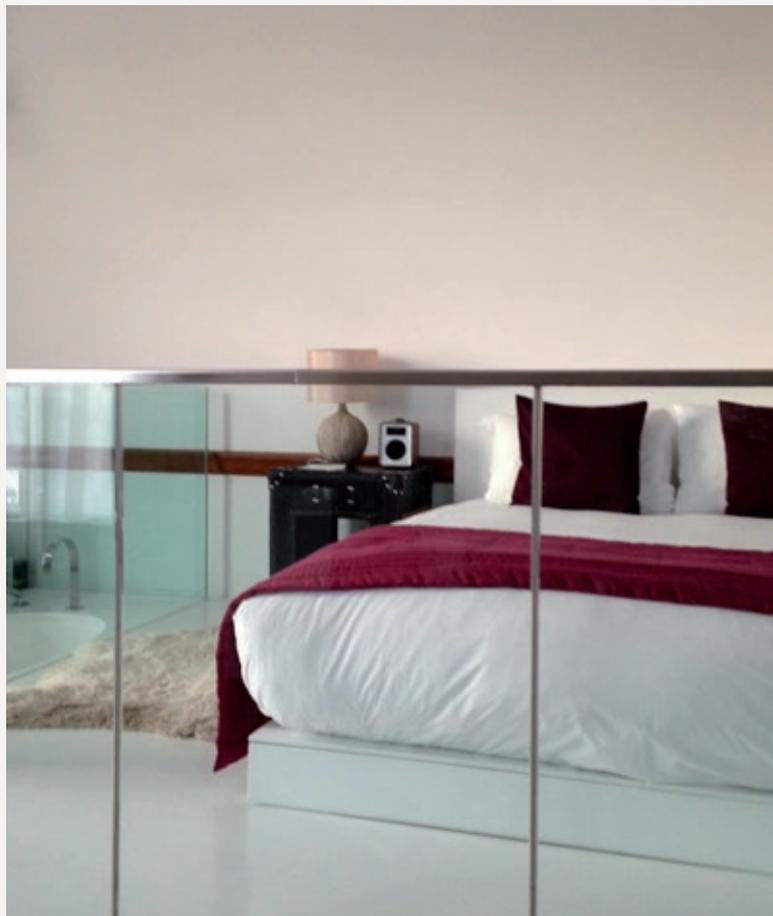
Why Ruark?

The functionality of our products is designed with hotel software, making it a perfect choice for any hotel room, the one time alarm and volume restriction means no other guest will be disturbed during their stay. In terms of whether we were the right brand is another matter completely, so we asked Paul what made him decide that Ruark was the right brand for them..

"Town Hall Hotel is proud and prefers to support local manufacturers and developers, when ever it can. Artists, butchers, bakers and candlestick makers, staff, all sourced in the area or British as far as practicable. We enjoy our collaborations, mutually beneficial to those involved."

How have Ruark benefit the Townhall hotel?

As Ruark products are just as much about the design aspect as they are the sound, the R1's and the R7 did the job of accentuation the style of the rooms perfectly. The Hotel has since been able to remove all previous docking systems, meaning they have no more compatibility issues. Artists, butchers, bakers and candlestick makers, staff, all sourced in the area or British as far as practicable. We enjoy our collaborations, mutually beneficial to those involved."



Overview

Hotel

- 98 Bedrooms, 1 special suite
- Stylish decor
- Filming location
- Relaxed atmosphere

Requirements

- Bluetooth connectivity
- Hotel software
- 12-Month phased delivery
- British collaboration

Result

- Accentuated style
- No more compatibility Issues
- Excellent sound