



HEATELECTRIC

## **Heat Electric radiators help raise star rating of seaside hotel**

When Jerry Ramsdale bought “The Mariners”, a 17<sup>th</sup> Century Grade II listed hotel in Lyme Regis, Dorset, he set his sights on transforming it into a boutique hotel and elevating its status from a two to a five star venue.

His ambitious refurbishment project meant changing the look and the feel of the traditional seaside hotel. “The property was dated when we bought it, everything from the internal décor to the dated storage heaters which were 30 years old, unsightly and inefficient,” Jerry explains.

“We wanted to keep the character and charm of the hotel while giving it an updated feel. But this restricted our heating options – a wet system with its cost, unsightly pipe work and logistical difficulties of getting a new boiler and the time restrictions of waiting for a gas supply, ruled out traditional central heating. We needed to look for alternative options.”

An internet search led Jerry to Heat Electric’s electric water-filled radiators which simply wall mount, plug in and heat up within 10 minutes.



“We wanted an efficient heating system that would fit in with the contemporary style of the hotel, be comfortable and quiet for guests and which didn’t impact on other work we needed to do. We had a tight schedule of reopening the hotel within three months – a day lost was a financial loss.”

Jerry ordered 14 Heat Electric radiators for every public area in the hotel including corridors, dining and sitting areas. “The radiators have been a godsend for us. They are efficient, they heat up quickly, quietly and have been very easy and quick to install.

“Heating is not a luxury. When the right system is installed it should be a silent, unnoticed necessity which facilitates a successful business. It is never more important than when your priority is the comfort of paying guests.”

He added: “In an industry as competitive as hospitality, elevating your operation to a higher, more lucrative standard is a key business goal. With the contemporary feel, comfort and efficiencies of our Heat Electric radiators and our improved décor, we are delighted to be on target to move from a two star to a five star holiday venue within the year.”