



*“When people walk into a room, they want to feel that it’s crisp, it’s clean and that they have got everything that they would expect when paying for a product. So we decided to choose CLEAN as the supplier over all the other people that we looked at.”*

Rosie Radwell - Managing Director

## Marsham Court Hotel

### Industry:

Hospitality

### Location:

Bournemouth

### Service type:

Supply and Launder Linen

### Delivery Frequency:

Various

### Serving Laundry Site:

Yeovil

### Results:

Reliable collection, laundry, and delivery service.

### Type of Linen:

Oria

## Introduction

As one for the UK’s leading linen suppliers, CLEAN provides The Marsham Court Hotel with (Oria 100%) cotton bedsheets, duvet covers and pillowcases. Here you will learn how the values of both companies inspired a partnership that originated over three years ago.

Situated just as stones-throw away form the ever-popular Bournemouth beachfront lies The Marsham Court Hotel. Founded in 1987, The hotel is currently run by 4th generation hoteliers: Rosie Radwell, James Dixon-Box and Russell Dixon-Box. The Marsham Court Hotel has 95 bedrooms and 2 apartments. 10 of those rooms are dog friendly. The hotel also offers 8 function rooms of varying sizes - the largest of which can hold up to 250 people. Over the years the hotel has won numerous awards. Most notably is the prestigious Catey Award for Accessibility in 2022.

## What makes the hotel different

The Marsham Court Hotel has undergone an extensive refurbishment program to make the hotel one of the most accessible in the country. They are the first hotel in the UK to offer a changing places toilet and shower. The hotel sports a sensory room and 5 bedrooms with ceiling hoists, profiling beds and full wet room facilities.

The refurbishments included a raised terrace at the front of the hotel for easy wheelchair access. The pool area has been ramped and includes an ‘i-swim’ pool hoist and shuffleboard. Guests who use assisted mobility can easily be hoisted in and out of the swimming pool, making for a more relaxing stay at the hotel. The hotel also offers a purpose-built lift to allow guests easy access to the front of the hotel.

## The ethos behind the hotel.

The extensive refurbishments to the property have made the The Marsham Court Hotel one of the go-to venues for many organisations in the region. The hotel has hosted several events for the BCP Council (Bournemouth, Pool and Christchurch), the Mayor’s Luncheon and BAHA (Bournemouth Hospitality Association) committee meetings. More notably, several charities now use the hotel for their board meetings. This is largely due to the ethos behind the refurbishment program spearheaded by the hotel management team.

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## The Challenge

Although Bournemouth is a popular UK holiday destination, the seasonality of tourism in the area has affected many other hotels in the same location. The increased interest in The Marsham Court Hotel has played well to sustain high levels of occupancy throughout the year.

It is for this reason that the hotel management team were eager to secure a relationship with a reliable linen provider. In the past, previous suppliers had hampered the hotels ability to provide the best guest experience due to poor service and quality management.

The importance of linen to the hospitality industry cannot be understated. High quality bed linen is the fundamental element for any hotel to ensure that their guests are comfortable and well rested.

Hoteliers know how essential is to have a dependable linen supply service in place, to ensure that their hotel can function properly. Any disruption in service can have detrimental result on their business. Unfortunately, Rosie and her team were subjected to unreliable deliveries, poor quality and frequent shortages from their previous supplier. It was after this experience that the decision was made to find an alternative linen supplier who could fully meet their requirements.

## The Solution

After her initial introduction to CLEAN, Rosie was provided with a reference list of other hotels that CLEAN currently serviced in the Bournemouth area. This provided Rosie with the security and peace of mind that CLEAN were a professional, well-established operation.

Once our team met with Rosie to discuss their linen requirement, it was decided that the hotel would greatly benefit from using CLEAN's top of the range Oria linen. Oria boasts a much higher specification to what was offered by their previous supplier. With it being 100% cotton and having a true 300 thread count, Oria is cool to the touch and has a silky smooth feel thanks to its luxurious sateen weave. Not only does this add a opulent feel to the hotel beds, but also helps to elevate the overall guest experience.

Handling a higher quality linen also acts as a precious time-saving element for the housekeeping team during room change-overs. Due to the soft nature of the linen, changing the duvet covers can be achieved with less fuss, ensuring a faster turn-around of the rooms. Read more about our Oria linen [here](#)



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## Onboarding

Rosie Radwell and the rest of the management team at The Marsham Court Hotel were refreshingly surprised by the consistent and clear communication from the team at CLEAN when transitioning to our linen supply service. After the initial contract was in place, CLEAN's onboarding and installations team took extra care to guide the housekeeping team through all the steps that would follow to ensure a smooth transition.

We understand that changing to a new supplier in any situation can provide a level of uncertainty. That's why our team is fully dedicated to assisting our customers with any questions they might have. Our Account Managers and customer service team are always just a phone call away.

## The Result - a trusted service

CLEAN is now the dedicated supplier of crisp, clean linen to The Marsham Court Hotel in Bournemouth.

Our flexibility has provided a higher level of ease for Rosie Radwell and her team regarding their linen requirement throughout the year. The housekeeping team understand that CLEAN will rectify any unforeseen issues to assist hotel operations to run smoothly.

Since CLEAN's initial introduction, more than three years ago, we have maintained frequent contact with Rosie and her team. So much so that CLEAN have continued to support the 2023 BH Area Hospitality Association Recognition Awards by sponsoring the Housekeeping category.

**CLEAN are proud to have formed a strong partnership with The Marsham Court Hotel and we look forward being their supplier of choice for the foreseeable future.**



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