



Brewery Shouts From The Rooftop At The White Hart, Stratton St. Margaret

Swindon's newest hotel accommodation, a £1.4 million investment by Arkell's Brewery at The White Hart at Stratton St Margaret, is now watertight after Brewery managing director, George Arkell, 'christened' the new building with a bottle of Arkell's Kingsdown beer after burying the bottle top in the final roof tile. On hand to help was Craig Morton, managing director of Swindon-based Edmont, the contractors building the hotel, and Rob Blake, a local town crier and landlord of another Arkell's pub, who rang his bell to announce the achievement from the top of the scaffolding. This is the latest investment in good quality hotel rooms by the Wiltshire brewery, and comes only two years after successfully adding accommodation to The Sun Inn at Coate Water. The White Hart will open its hotel rooms to the public in the autumn of this year. George Arkell, said: 'The build is going really well and we've also installed solar panels on the roof which will deliver over 16KW of energy into the hotel's electricity supply, reducing its carbon footprint.' Good hotel room space in Swindon, particularly on the north side of the town, is hard to find and with The White Hart located right on the busy Oxford roundabout at Swindon, a major gateway to the town, the brewery anticipates these new hotel rooms being much in demand. Arkell's built The White Hart at Stratton in 1878, extending it substantially in the 1920s. Nearly 100 years' later, the pub is still going strong. 'Ongoing investment in our pubs is essential to maintain standards and provide customers with the warm welcome they expect,' said George. 'Over half our pubs now offer accommodation, and this build provides increased facilities for visitors to Swindon and the surrounding area. 'We were delighted to be able to celebrate the 'topping out' of The White Hart with our town crier landlord Rob Blake.'

FLIC 3rd July 2015 Written by Rajan Badhan