



The Goring



CALL FOR OSCAR THE FOOTMAN!

Footmen herald a new era at The Goring in London

(London, April 2015): “Everyone has butlers – but people with real style have footmen” explains David Morgan Hewitt, Managing Director of The Goring, with a smile.

Nothing is more emblematic of the new era at The Goring than the arrival of the hotel’s footmen in their scarlet tailcoats and immaculate gold-trimmed waistcoats.

HRH The Duchess of Cambridge re-opened the privately owned London hotel on 2nd March 2015, following the completion of a major refurbishment by four top British interior designers. The event also marked The Goring’s 105th birthday and the arrival of the footmen at the hotel.

The first duty carried out by Oscar the Footman was to present to Her Royal Highness, on a velvet cushion, a sable artist’s brush, with which she graciously put the final touches to the splendid hand-painted wallpaper in the Front Hall.

“In the days of Downton Abbey footmen were something of a luxury and therefore a status symbol. Footmen performed a less essential role than the cook, maid or even the butler and were part only of the grandest households. And since a footman was for show as much as for use, a tall footman was more highly prized than a short one and good looks, including well-turned legs, which were shown off by the traditional footman's dress of stockings worn below knee breeches, were an advantage” explains David Morgan-Hewitt.

The advent of the footmen at The Goring introduces a whole new level to the hotel’s already legendary service. There are five footmen - one for each of the hotel’s suites. Quite simply,

their duties are to do anything their clients require, from the moment they arrive to the moment they leave.

The footmen, who are chosen for their personable character and communication skills, have been trained to The Goring's impeccable standards by long serving members of staff, familiar faces to regular guests. This A-team is led by John Andrews, Head Concierge. 'Big John' as he is known, has been called upon to help train staff in various organisations – including the ground staff at Gatwick Airport during the 2012 London Olympics. Other members of the Goring team who added their expertise to the footmen's training include Michael Beavan, Director of Guest Relations, who has a close working relationship with Buckingham Palace a true font of knowledge for both the historic and modern roles of footmen, and Brian Kinsella, Bar & Lounge Manager, who is also accredited to work at the neighbouring Buckingham Palace when assistance is needed for special occasions such as State Banquets.

Over the past few years Jeremy Goring has overseen the top-to-toe renovation of the hotel his great-grandfather built and opened in 1910 - from the ground floor to each and every guestroom and suite. Even the garden has been re-landscaped. The new-look Front Hall and the ground floor is now resplendent with exquisite hand-painted wallpaper by Fromental, whose wallcoverings already grace many of The Goring's suites and guestrooms. The result is a charming mix of the relaxed sophistication of a grand English country house – and a dash of idiosyncratic humour that one would expect from The Goring.

“Service is what we are known for - and is what matters most in a good hotel. The introduction of footmen to look after our most esteemed clients adds another dimension to that excellence we work to every day” concludes David Morgan-Hewitt.

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NOTES TO EDITORS

The Goring was opened by Otto Goring in 1910. It is now the only five star luxury hotel in London that is owned and run by the family that built it. Jeremy Goring is the fourth Goring to run the impeccably English hotel that his great-grandfather opened. Deep in the heart of Belgravia, just behind Buckingham Palace, The Goring is within strolling distance of the Royal Parks and the best shops, theatres and galleries in town.

The Goring has just completed a top-to-toe renovation, just in time for its 105th birthday on 2 March 2015. Contemporary design and innovation now combine seamlessly with the charm and elegance of British heritage.

Above all, The Goring reflects one family's passion for quality – whose members have prided themselves on providing comfort, good food and drink and faultless, individual service, for over a hundred years. In January 2013 The Goring was granted a Royal Warrant of appointment to HM The Queen for Hospitality Services. The Goring is a member of Relais & Châteaux.