

The 25, Torquay

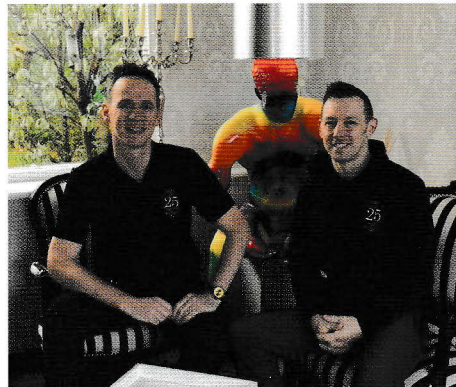
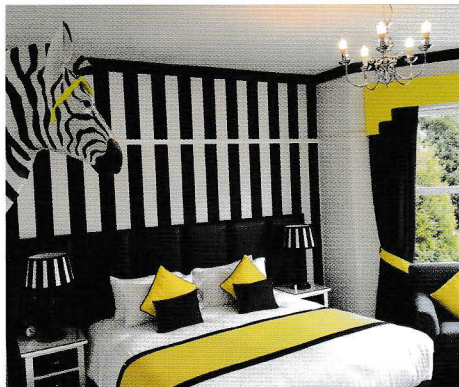
Spring 2021

Quality matters.



THE
25
BOUTIQUE
B&B

www.the25.uk



25 Boutique B&B

★★★★★ AA (Bed & Breakfast)

25 Avenue Road, Torquay, Devon TQ2 5LB

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The only staff at this six-bedroom luxury B&B are owners Andy and Julian Banner-Price, so they've been spared any difficult decisions around furloughing employees.

"As there's just the two of us, there's not really anything to do when we close," says Andy.

Arguably the marketing does itself, too. The 25 has been named by independent reviewers as the Best B&B in the World two years running in the TripAdvisor's Travellers' Choice Awards. Last year it took Gold for B&B of the Year in the VisitEngland Awards for Excellence, and in 2018 it was named AA

Unique B&B of the Year. Oh, and in October Joanna Lumley featured it in her *Home Sweet Home: Travels in my own Land* TV documentary.

This partly explains why the couple tend not to need third-party booking websites: "We're just over 75% booked, so we're mainly filling gaps. August and October are our quietest months - our B&B is adult-only, so our guest profile prefers to avoid school holidays, and in October the weather goes downhill."

As the end of lockdown approaches, communication has been top of the agenda. Besides posting on social media, they sent out a newsletter to their 2,500-strong subscriber mailing list to flag up the reopening date and encourage people to book quickly.

Even so, they are trying to return to some normality after the austere measures triggered by the first lockdown. For instance, on reopening last July they removed soft furnishings such as cushions and runners for hygiene reasons, but these are now being put back into the rooms. This won't compromise Covid protocols because they have purchased spare sets, and as the average stay is four nights it means there is time to swap and wash them between guests.

The cold breakfast buffet is to be reinstated too, but the couple will insist that guests only go up to it one room at a time, use hand-sanitiser on entry to the breakfast room, and wear a mask when moving around.

"We will also start cleaning bedrooms daily again, but still wearing PPE and having all the windows open for plenty of fresh air."