



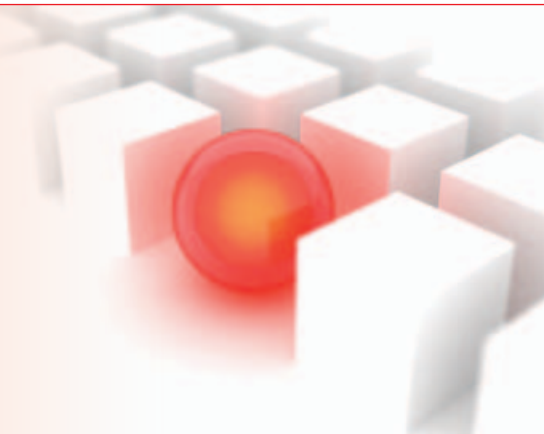
FAST FACTS

Customer:	Peckforton Castle
Turnover:	£5 million
Sector:	Hospitality (hotel industry)
Solutions:	Term loan, current account, online banking, risk management, treasury services

From medieval castle to 21st-century hotel: how Santander helped luxury hotel Peckforton Castle adapt to changing times

"We first came across Santander when we started looking for a new bank, and we were impressed when they came out to visit us. We were under a lot of time pressure, but our refinancing went smoothly from the start, with Santander really taking the time to understand our business, which made all the difference. Now, the team treats us like partners. They are very forward-thinking, and they've been really flexible about supporting the unique requirements of a hotel that's also a Grade I listed building."

Chris Naylor, Managing Director, Peckforton Castle



Customer background

Peckforton Castle is a luxury Grade I listed hotel, built in a medieval style in the early 19th century and originally the home of Lord Tollemache. It is now popular with celebrities and also a unique wedding venue, being one of England's few period houses with accommodation for large numbers of guests. In 2010, the hotel urgently needed to find over £6 million in funding, in order to refinance its debt and repair one of the building's turrets, which had suffered structural damage. As a family-run business, it was also keen to find a bank with a long-term, relationship-led approach.

Solution delivered

Santander worked quickly to refinance the business and meet Peckforton Castle's tight timescales, and to provide funding to repair the damaged turret, keeping the castle's structure safe. In addition, following discussion with the hotel, Santander provided extra finance to create ten new executive suites in the hotel. These have been very popular with guests, and have helped Peckforton Castle to increase its conference business, diversifying its revenues. The Santander team and Peckforton Castle now have a very strong working relationship, dealing flexibly with the challenges posed by the hotel's extraordinary building - such as the recent appearance of a colony of bats!

Benefits

Flexibility: The Santander team work closely with Peckforton Castle to handle the business's changing needs

Personal approach: Santander visited the hotel and worked with the Peckforton Castle team prior to negotiations, demonstrating real commitment to understanding the business

Partnership: The hotel is a family business that prides itself on personal service - something it recognised in the approach by Santander

Rapid response: When refinancing was due at the same time that the hotel needed urgent repairs, Santander worked quickly to meet the extra deadlines

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