

The Broadmead

Tenby, Pembrokeshire, Wales

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8/10

Telegraph expert rating

"Broadmead Boutique B&B is a thoroughly modern bed and breakfast experience in Tenby, exuding period charm but aiming for 21st-century luxury. There is a choice of large, distinctly-styled rooms, subtle grandeur in lounging rooms, and excellent breakfast options."

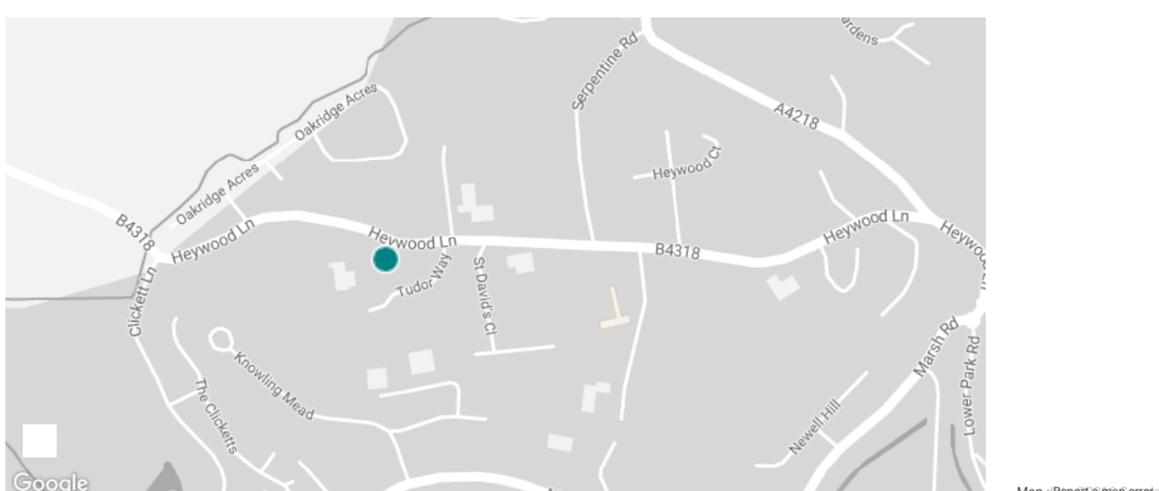
By **Benjamin Parker**,
TRAVEL WRITER

Location

7/10

The b&b is on the east side of town, away from the sandy arc and pastel buildings of Tenby's seafront that brings most visitors here. It's a five-minute drive to reach the rubble stone walls that have been a feature here since the 13th century. The beach is still the main attraction, and plenty of cafes, ice-cream shops and stores selling beach gear will keep you looked after.

There are also plenty of boat trips, including mackerel fishing, marine wildlife tours along the Pembrokeshire coast, and daily trips to Caldey Island – one of Britain's holy islands, inhabited by Cistercian monks. In the evening, join a ghost walk outside the Lifeboat Tavern to explore the paranormal side of Tenby.



Style & character

8/10

A paved drive, with patches of assorted shrubs and a pond in the centre, dominates the front of this long silver-grey building, which boasts a tall stone arch at the entrance, a trio of bay windows and a Welsh slate roof. Inside, it's a sexed-up country house. The high ceilings and a vibrant stained glass skylight above the curving Adamesque staircase are among period character retained, but there's also a cluster of modern touches: pinstriped wallpaper, quirky art (versions of classic portraits in which humans have been replaced with dogs), and a colonial-style orangery made cosy.

The style has been influenced by the magpie tendencies of the owners, who unashamedly take aspects from other hotels they've visited. They're big fans of Robin Hutson's Pig brand; see the dining room's oversized tables (painted a muted pistachio green), hessian-wrapped plant pots and big windows ensuring light.



Service & facilities

8/10

Owners Gary and Marlene Helmich are welcoming hosts with three decades' experience in the industry, and are virtuoso tourist guides for Tenby – especially when it comes to dining spots, which seems to be a passion for them (their favourites in town are the Salt Cellar and the Lighthouse Kitchen).

Just off the main staircase is a library full of tourist guides, books spanning multiple genres and DVDs. In-room massages can be arranged.

- ✔ Bar
- ✔ Parking
- ✔ Wi-Fi

Rooms

8/10

Behind doors bearing hand-painted room names are individually designed guest rooms. Each has feature wallpaper leading the furnishings: Bedroom 2 features a crimson floral print and is matched by cushions and the trim on drop-down blinds; Bedroom 23 has an abstract leaf pattern coloured Maya blue, complemented by dark blues on the bed base and an armchair. Other than the broad colours, each space is kept airy with whites and cream, and are certainly pleasant places to linger.

The standalone coach house rooms have a country vibe, with exposed dark beams and wooden surfaces. Mattress are soft with good support. Bathrooms, three with freestanding baths, are clean and modern with silver rainfall showers and smart white tiles.

Food & drink

8/10

Beyond platters of cured meat and cheese in the near-opulent lounge (paired well with the off-dry taste of prosecco beside the marble fireplace), breakfast is the main food offering at Broadmead. Soft muffins are the base of an eggs Benedict dripping with tangy hollandaise, while a crisp waffle works well topped with banana and maple syrup. A selection of fruit, cereals and fresh pastries is laid out in a white wicker and wicker baskets over a long wooden counter. Complimentary Buck's Fizz is a decadent start to a morning here.

Value for money

8/10

Double rooms from £95, year round. Breakfast included. Free Wi-Fi.

Access for guests with disabilities?

A number of rooms on the ground floor are accessible, as is the breakfast room and lounge.

Family-friendly?

Better suited to adults, though the coach house rooms can sleep families.

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