

Broadoaks Country House installs HyGenikx to help guests 'stay safe'

Broadoaks always has its guests needs and wants at the forefront of its plans and is forever adding to its list of 'must-haves' and comforts to make the perfect stay. In 2020 a *safe and COVID-secure environment* became the biggest must-have of all!

Broadoaks Country House is a luxury Lake District hotel and wedding venue that is focused on creating the most perfect, restful, and indulgent place to stay. Located in magnificent grounds, surrounded by woodland and a river that flows into Windermere Lake, Broadoaks Country House is situated in one of the most beautiful spots in the Lake District. It offers guests grand surroundings with a modern twist, fine dining with fantastic food, and rooms that promote wellness and relaxation.

When the Coronavirus pandemic struck in 2020, Broadoaks had to rethink and rework its hotel operations. It had the task of making its environment safer, considering the risks of



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coronavirus to its guests and staff, whilst maintaining its warm and inviting boutique character.

The team researched what the best measures were to help protect and assure its guests, so they could enjoy a safer stay. The measures introduced included comprehensive staff training on how to prevent the spread of coronaviruses, extensive cleaning of shared surfaces by a dedicated 'clean

team', the installation of hand sanitisers throughout and **HyGenikx** Air and Surface Sanitisation Systems in foodservice areas.

HyGenikx is a revolutionary wall-mounted air and surface sanitisation system that is proven to eradicate bacteria and viruses throughout the food service & hospitality environment — providing 24/7 hygiene and safety protection. It improves infection control for staff and customers, as well as neutralises all odours.

HyGenikx Technology and Coronavirus

The technology within **HyGenikx** is proven to inactivate viruses, including coronaviruses, by using a unique combination of UVC, PCO and trace ozone to destroy these microorganisms. Studies have shown that this technology is effective against SARS-CoV, a virus from the same family as the current, COVID-19, coronavirus strain (SARS-CoV-2). It works by damaging the genetic material of viruses so that they can no longer function or reproduce — rendering them harmless.

The **HyGenikx** technology has also been shown to significantly reduce the presence of MS-2 coliphage (a surrogate for Norovirus) both in the air and on surfaces. MS-2 is a non-enveloped virus that is more difficult to eradicate than lipid-enveloped coronaviruses, such as SARS-CoV-2.

Together with regular handwashing, frequent cleaning, and social distancing, **HyGenikx** can help prevent the spread of harmful coronaviruses and reduce the risk of infection.

HyGenikx Installation

Broadoaks learnt about **HyGenikx** first-hand, when a member of staff stayed at a hotel with the same technology installed.

Here Tracey Robinson, General Manager at Broadoaks Country House, explains: "Our chef actually stayed at another hotel that had **HyGenikx** and thought it could work for us too! The hotel promoted the fact that **HyGenikx** was installed, and its hygiene benefits, which was really encouraging. We were



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*looking for something to assure our own guests that we, at Broadoaks, have all the precautions in place to minimise the spread of coronavirus and this product seemed the perfect addition. When I learnt about the odour control benefits too, I decided to trial **HyGenikx** in our downstairs staff kitchen — and I wasn't disappointed."*

Broadoaks Country House initially installed one unit in its staff kitchen on a trial basis. The kitchen, which is an old-style basement kitchen was prone to odours.

Tracey explains the results: "With **HyGenikx** installed it is astonishing, instead of food odours, the room smells fresh all of the time. It is a lot more pleasant for staff and it is also a great reassurance for me, knowing that **HyGenikx** is working as it should, creating a safer environment! We have installed three more units in Broadoaks — in the main kitchen, and front of house, in the Oaks Restaurant and Orangery — to support our strict cleaning protocols. So now our entire foodservice operation has this added hygiene and safety protection in place."

Broadoaks is the latest business to join the **HyGenikx** Customer Confidence Campaign by displaying **HyGenikx** stickers across the hotel. The sticker, which accompanies all **HyGenikx** units, can be displayed on windows, walls, and menus, to reassure customers that a venue is going the extra mile to look after their safety and well-being. Broadoaks also includes details of **HyGenikx** on its website and social media to provide future guests with the same reassurance that their own chef experienced when he first came across **HyGenikx**.

HyGenikx purchasers can now sign-up to receive an exclusive **HyGenikx Customer Confidence Resource Pack**, to help carry out their own **HyGenikx** marketing campaign to build customer confidence. Go to info.mechline.com/hgx-resourcepack to find out more or to request your own resource pack. To read other case studies, please visit: www.mechline.com/hgx

For more information on products from Mechline Developments Ltd, contact us on:

+44 (0) 1908 261511 | info@mechline.com | www.mechline.com