

The UK's coolest hotels all £100 or less a night

With UK holidaymakers demanding better value in these cash-strapped times, a new breed of hotels has emerged – high on design, but low on price. We've scoured the country to find you the best



3 The G! Boutique Hotel, Portsmouth

This hotel is unique and quirky, with a stunning guest lounge and funky cellar-bar. Buffet and à la carte breakfasts, Wi-Fi, flatscreens and parking are all thrown into the bargain price. **COST** from £80 per night for a double room. **BOOK** g-boutiquehotel.co.uk; 02392 822 226.



1 Escape, Llandudno, Conwy

Chic and fun, this B&B mixes '70s styling with designer details to glorious effect. Room One's Technicolor crocheted throw and orange Eames-style chairs are the perfect foil to the muted grey decor and stripped wooden floors. And breakfast... wow – the full Welsh is delicious and made from local produce. If you do decide to venture outside, Llandudno's huge sandy beaches and Victorian charm await you. **COST** from £89 per night for a double room. **BOOK** escapebandb.co.uk; 01492 877 776.

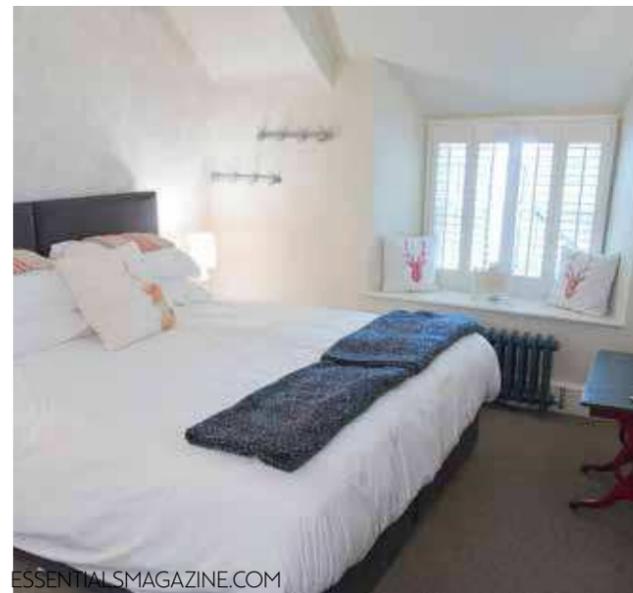


2 Aloft Excel, London

Set in London's East End, this hotel has stylish loft-like rooms with ultra-comfy beds and oversized showers. There's even Camp Aloft, where kids get their own goody bag, an indoor pool (a bonus in London) and the hotel is dog-friendly, too. **COST** from £84 per night for a double room. **BOOK** aloftlondonexcel.com; 00800 325 25638.

4 The White Hart, Somerset

This 16th-century inn, in the small, pretty town of Somerton, has had a 21st-century make-over. Some of the eight unique rooms have claw-foot bathtubs, but all have comfy king or super-king beds. Children are welcome and babysitting can be arranged. The room price includes a tasty breakfast. **COST** from £85 per night for a double room. **BOOK** i-escape.com/the-white-hart-somerton.



5 Motel One, Edinburgh

German chain Motel One's first UK venture, Edinburgh-Royal, has taken the city by storm. The name's a little deceptive as it isn't a motel at all, but a sleek designer hotel that looks anything but cheap. It's dead central, just next to Waverley Station, but is surprisingly quiet and ideal for exploring the Old Town. Motel One's lobbies are furnished with signature Arne Jacobsen Egg chairs (as expected, in Edinburgh they're covered in tartan!) and lit by Arco lamps. Rooms are small, but well designed to maximise space. Breakfast is a large continental buffet-style affair, for £7.50 per person, and is served in the One Lounge – a space that triples-up as reception, bar and breakfast room all in one. **COST** from £59 per night for a double room. **BOOK** motel-one.com/en.

6 Blue Door Barns, East Sussex

Trailblazing a path to make barns beautifully boutique, this collection of 16th-century converted farm buildings is known for its quality and rustic charm. There are four buildings: the Sailor's House and The Nook are perfect for twosomes and The Lodge and Little Lodge each sleep four. So you could book the lot and go as a group of 12. Just a stone's throw away are beautiful Hope Cove and Birling Gap, a secluded beach at the foot of the majestic Seven Sisters cliffs.
COST from £100 per barn, per night.
BOOK bluedoorbarns.com.



7 The Hoste, Norfolk

The Hoste, a group of six traditional and historic buildings in Burnham Market, may have been around for quite a while (since 1551, in fact), but it's certainly moved with the times. Each offers a chic escape, with 62 individually-styled rooms and suites that are equipped to the highest standard with beautiful bathrooms and plasma TVs. And if you feel like you need some pampering during your stay, check out the range of treatments at The Hoste Beauty Spa.
COST from £65 per night for a double room.
BOOK thehoste.com; 01328 738 777.



8 Z Hotel, Liverpool

If you want great views of the city, then this is the hotel for you. All rooms feature the latest 40in TVs, power showers and free Wi-Fi. The hotel even offers a complimentary cheese-and-wine reception each evening from 5-8pm – friendly!
COST from £36 per night for a double room.
BOOK thezhotels.com; 020 3551 3700.

9 The Quay Hotel, Conwy

Set on a beautiful estuary in North Wales, the Quay Hotel has great views and is located within easy reach of both medieval Conwy and Victorian Llandudno. There's high-end design throughout, plus a great spa and pool.
COST from £95 per night for a double room.
BOOK quayhotel.co.uk; 01492 564 100.



10 Safestay, London

Taking the notion of the hostel and turning it on its head, Safestay is trendy, well-designed and within easy reach of the West End. There are single and double rooms with flat screens and en-suites, too. Families can share a private en-suite room or go for a four-bunk room – both include continental breakfast and Wi-Fi in the price of a night's stay.
COST from £78 per night for a double room.
BOOK safestay.co.uk; 020 7703 8000.



11 The Ashton, Lancaster

On the outskirts of the historic city of Lancaster next to the stunning Trough of Bowland, the five-star Ashton is one of those places that pulls off style, comfort and attention to detail in one brilliant package. It's a beautiful Georgian manor house, but there's nothing old fashioned about the funky decor, REN toiletries, fluffy bathrobes, DVDs and flat screens in the rooms. The Ashton was raved about by Alex Polizzi, TV's *Hotel Inspector* – need we say more?
COST from £95 per person.
BOOK theashtonlancaster.com; 01524 68460.



12 The Printworks, Hastings

Stylish and shabbily chic, the Printworks, in perhaps the most underrated town on the south coast, is a cool bolthole. The Grade II-listed building is spacious and bang up to date – all rooms have satellite TV and free broadband.
COST from £70 per night for a double room.
BOOK theprintworkshastings.com; 01424 425 532.

FEATURE: NICHOLAS KYNASTON. PRICES THROUGHOUT ARE PER NIGHT BASED ON TWO PEOPLE SHARING A DOUBLE ROOM, UNLESS OTHERWISE STATED