

Rhos Sea Manor

When a former church was repurposed as holiday accommodation, allowing visitors to enjoy the Welsh coastline in style, the original features of its indoor hospitality area became a focal point. The result was a testament to an intuitive design scheme that utilised Polyflor's Expona Commercial LVT to accentuate the building's natural charm and create impactful entertainment spaces.

Location: Rhos-on-Sea, Conwy, North Wales

Products: Expona Commercial PUR

Sector: Hospitality

On the scenic coastline of Conwy, North Wales, lies Rhos-on-Sea. This charming seaside town is home to Rhos Sea Manor, a beautifully renovated church and former Sunday school hall.

This impressive accommodation complex is situated near the tranquil beach and its extensive promenade.

Opened in early 2025, Rhos Sea Manor offers large-scale retreats for up to 34 guests across 13 double bedrooms, with 11 bathrooms, including ensuite options.

Guest amenities include a heated indoor pool, hot tub, gym, cinema, cave room, two separate bar areas with relaxed seating, and a mezzanine games room.

Outside, beautifully landscaped, child-friendly grounds offer a plethora of facilities for fun-filled evenings.

The design of this large-scale redevelopment was entrusted to LWE Interiors, based near Wigan, Greater Manchester, led by Lorraine Warwick-Ellis, their award-winning Founder and Creative Director.

With two decades of experience coordinating the fit-out of luxury residential and commercial projects, Warwick-Ellis worked directly with Rhos Sea Manor to create an elegant, highly considered space balancing functionality with a timeless aesthetic.

Following successful collaboration on previous projects, LWE Interiors was given artistic freedom to navigate the design direction. This autonomy ensured that the original architecture and modern interiors worked together seamlessly.

Warwick-Ellis developed a carefully considered design scheme. As the property operates as a hospitality business, it was essential that the interiors looked exceptional yet remained cost-effective, ensuring the project stayed





within the agreed budget without compromising on visual impact.

Rhos Sea Manor's flooring needs were primarily practical in nature. The client required hard-wearing and easy-to-clean LVT that would withstand regular use, thus ensuring its long-lasting, immaculate condition.

The focal point of this magnificently renovated building was its open-plan lounge/kitchen/dining area, which deserved an impactful flooring installation.

LWE Interiors chose Expona Commercial PUR Oiled Oak Versailles (4129), which met both stylistic and practical requirements. They had favoured Polyflor products for many years, particularly in hospitality and residential settings, because of their durability, consistent quality, and realistic finishes.

This substantial flooring installation was fulfilled by Pristine Flooring, based in Salford, under the management of Robert Katz, Director. His team of four had a positive experience on site, accomplishing the project in stages between other construction work.

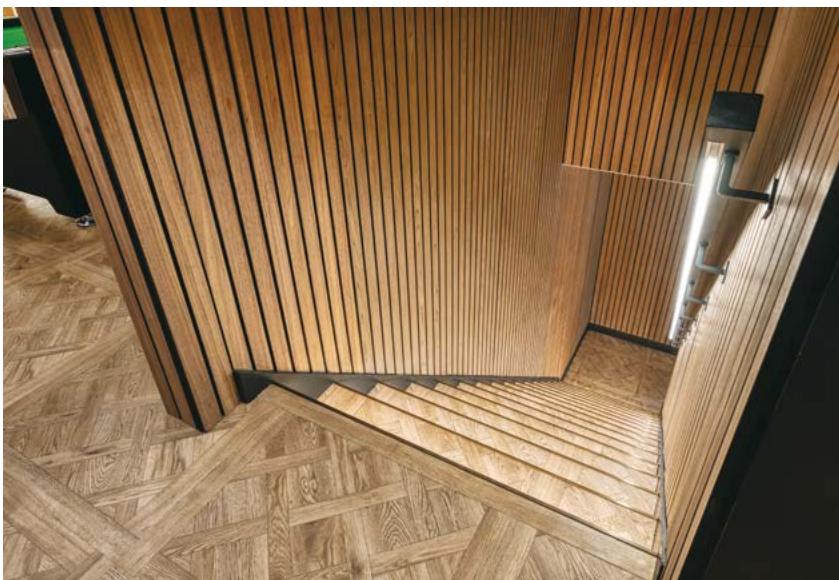
Upon completion, Warwick-Ellis reflected on the results. "I'm absolutely delighted," she confirmed, speaking of the warm, inviting parquet-style pattern.

"The flooring has a timeless quality to it and truly looks like a beautiful, traditional wooden floor. It sits perfectly within the character of the building and feels completely in keeping with the architecture.

"At the same time, it brings a real sense of luxury to the spaces while still delivering all the practical benefits we needed for a hospitality setting. It offers the perfect balance of style and performance, which is exactly what we were aiming to achieve."

Rhos Sea Manor is a wonderful example of modern renovation. LWE Interiors were respectful of the original architecture without diluting its renewed interior character, exemplifying the strengths of Expona Commercial PUR in the process.

Its ecclesiastical structure has been lovingly preserved, allowing the building to be enjoyed indefinitely, as guests undoubtedly make lasting memories during their stay.



“ The Oiled Oak Versailles flooring at Rhos Sea Manor has performed exceptionally well and looks fantastic. It delivers a timeless, high-end aesthetic, in keeping with the character of the building, whilst also providing the durability and easy maintenance needed for a busy hospitality environment. It is a great example of how you can achieve both luxury and practicality in one specification.

Lorraine Warwick-Ellis, Founder and Creative Director, LWE Interiors

