

THE ESSENTIALS: *Lancashire*

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Who'd have thought it? Blackpool is now leading the way in reinventing the traditional B & B format. And what a reinvention – this boutique hotel style bed and breakfast in a quiet area of South Shore is a revelation of quality, comfort and fantastic service. Judges at the 2007 Enjoy England tourism awards thought so too, awarding it the prestigious title of best B & B in the country.