

Marston Farm Hotel

Dog Lane, Boddymoor Heath, Sutton Coldfield, B76 9JD

Colliers



- In close proximity to the NEC, Birmingham International Airport and the Royal Town of Sutton Coldfield
- 37 en-suite letting rooms
- Restaurant (50), bar (10), semi-permanent marquee (120)
- Four conference and meeting rooms
- 6 acre site with a dedicated parking facility
- Lapsed planning consent granted in 2013 to provide 14 additional bedrooms and a new function room
- Balanced business supported by corporate, leisure, MICE and events trade
- Various value-add opportunities through asset management initiatives
- Freehold

Guide Price: £2,500,000

Viewing is strictly by appointment through Colliers

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Overview and Location

Originally purchased by our client in 1996, Brook Marston Farm Hotel dates from the 18c and is comprised of a former farmhouse with later single and two storey extensions. The hotel provides 37 en-suite bedrooms, a restaurant and bar, a semi-permanent marquee for functions and events, and five conference and meeting rooms.

The Property is situated in a rural location near a small hamlet in North Warwickshire and is nestled in between several large conurbations, namely Sutton Coldfield to the east (6.5 miles away), Tamworth to the south (7.5 miles away), and Birmingham to the south west (11 miles away).

The hotel is conveniently positioned near key transport links including Junction 9 of the M42 motorway which is approximately 3 miles away, and Junction T1 and T2 of the M6 Toll, which are also closeby (2.5 miles away).

Equally, the Hotel is accessible by rail and is near both Sutton Coldfield train station (7 miles away), which provides regional services to most parts of the Midlands via West Midlands Railway, and Tamworth mainline station (6.7 miles away), which offers direct services to London Euston in 1 hour 30 minutes. Furthermore, Birmingham International Airport and East Midlands Airport are 12 miles and 32 miles from the premises, respectively.



There are several key demand generators in the local area which drives trade to the Hotel. For instance, the National Exhibition Centre (NEC) is located just 11 miles to the south, and Drayton Theme Park is approximately 4.5 miles to the north.

Situated in the immediate area and within a 5-minute drive of the Hotel is the renowned Belfry Hotel & Resort, the training ground for Aston Villa Football Club located in Bodmoor Heath, and Kingsbury Water Park which is a substantial 600-acre country park with lakes to cater for water sports and activities.

Property

The original parts of the building which house the main entrance and lobby area, the restaurant and bar, and 13 of the guest bedrooms consists of a series of single and two storey buildings of predominantly brick construction beneath pitched and tiled roofs. Most of the guest bedrooms (24) are located in the purpose-built extension to the rear of the site which was built in the 1980's.

The Property sits in approximately 6 acres (2.4 hectares) of land and has a dedicated parking facility for roughly 85 vehicles. Located in the grounds is a semi-permanent marquee used for functions and weddings.

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Public Areas

Located on the ground floor of the original part of the building is a 50-cover restaurant, with a separate bar area and two further rooms, the Parlour and Library, which provide additional seating.

Letting Accommodation

The hotel comprises 37 en-suite bedrooms across various parts of the building. The room schedule is broken down as follows:

Room Type	Number
Single	1
Double	16
Twin	2
Triple	3
Family (3)	9
Family (4)	1
Executive Double	4
Four Poster	1
Total	37

Conference and Function Facilities

Located on the ground floor in the west wing of the building are the main conference and meeting rooms. There are five in total including a semi-permanent marquee. Each room has received some capital expenditure in recent years and benefits from natural light throughout.

The relevant capacities for each room are outlined as follows:

Room	Theatre	U-Shape	Boardroom	Dinner
Robert Peel Suite	50	25	26	28
Garden Room	25	15	18	18
Library	-	-	8	10
Drawing Room	50	20	24	26
Marquee	150	-	-	120

Service Areas

A large commercial kitchen including dry stores, a preparation and wash up area, and various storage areas. Adjoining the kitchen are two Portkabins used for storage and for an oil tank.

The Business

Due to its excellent motorway connectivity and commanding location, the hotel enjoys an enviable mix of corporate, leisure, MICE and weddings/ events led business. Trading information will be made available to interested parties following a formal viewing.

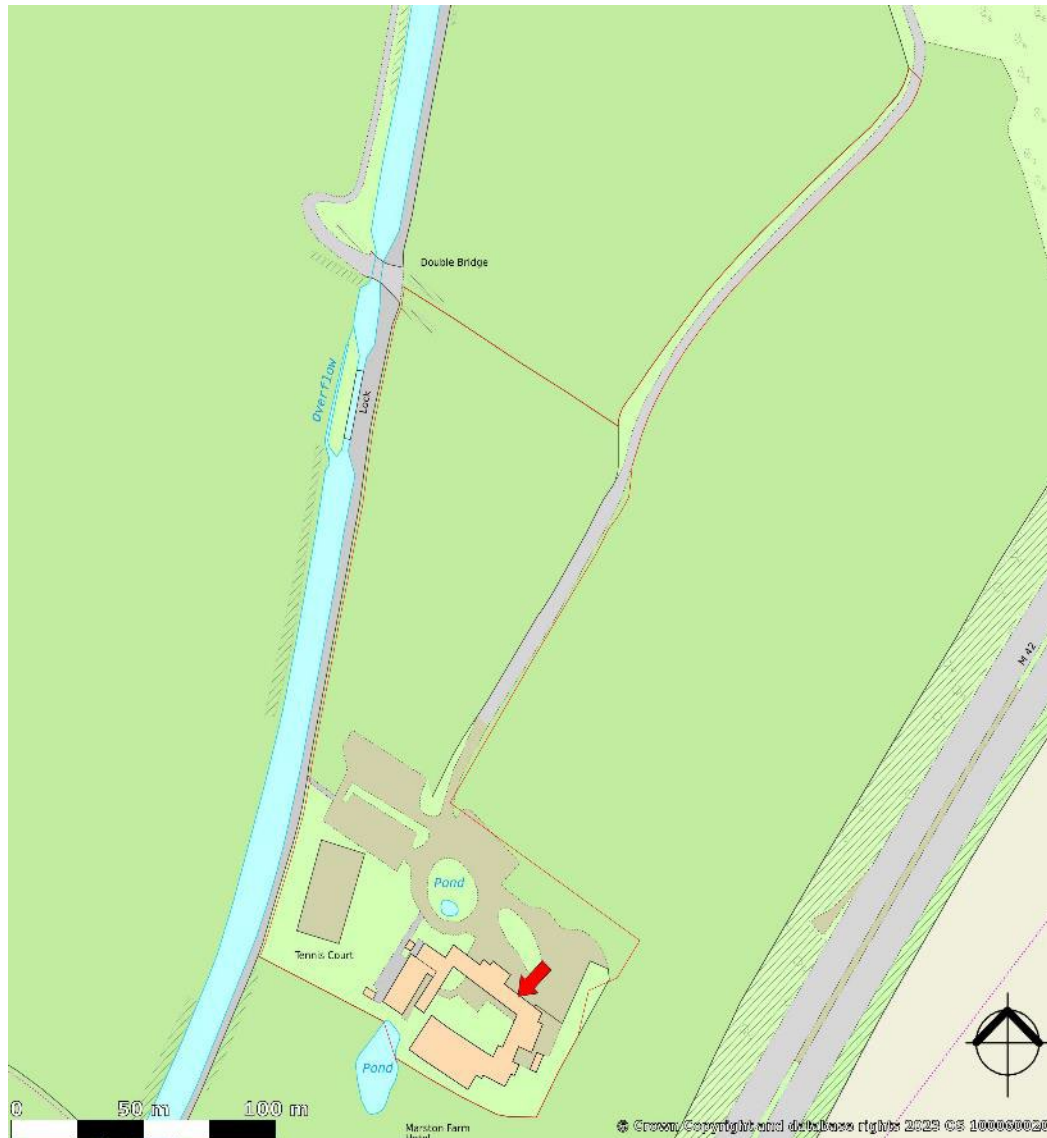
Planning Permission

Planning consent was approved by North Warwickshire Borough Council in May 2013 to demolish the northwest wing of the building, temporarily relocate the existing marquee, and construct a new 14 new bedroom block and function room to replace the marquee. The planning consent has since lapsed.

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External

The hotel has a dedicated parking facility for circa 85 vehicles and the site area extends to 6 acres. The land comprises a disused tennis court with mostly grassed areas and pasture land.

Services

We have been advised that the Property is connected to mains water and electricity, with LPG utilised for cooking. There is a sewage treatment plant for drainage. Heating is delivered via an oil-fired system with individual electric heaters.

Business Rates

The Rateable Value of the property from the 2023 Rating List is £56,000 with effect from the 1 April 2023.

Finance

Colliers is able to assist prospective purchasers by introducing sources of finance if required. Whilst we do not charge the buyer for this service, we may receive an introductory commission from the lender or broker involved.

To View

All appointments to view MUST be made through the vendors' agents who are acting with sole selling rights.

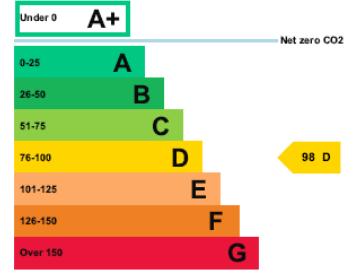
Price

Offers in the region of £2,500,000 are sought for the freehold interest and underlying business on a transfer of going concern basis. Stock to be sold at valuation.

Identity Checks

In order to comply with anti-money laundering legislation, the successful purchaser will be required to provide certain identification documents. The required documents will be confirmed to and requested from the successful purchaser at the relevant time.

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For more information, please contact:



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