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- Suffolk
- Cambridgeshire

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## WEST STOW PODS – GLAMPING BUSINESS – NEAR BURY ST EDMUNDS, SUFFOLK

AWARD  
WINNING  
GLAMPING  
BUSINESS



REFERENCE NUMBER: CP34899ER

- Multi-award Winning Glamping Business
- Projected Gross Turnover of c.£190,000 for 2023
- 7 Quality Units
- New Staff/Laundry/Utility Room Block
- Authentic Habitable 'Hobbit Hole'
- High Occupancy Levels
- Beautiful Countryside Setting
- Great Reputation and Highly Regarded
- Site of Approximately 1 ¼ Acres
- Must be Viewed to Appreciate

**FREEHOLD: £850,000**

For the benefit of the goodwill, fixtures, fittings and equipment. Stock payable in addition on completion at valuation. This is a business for sale as a going concern.

Can we help? Call us on:

**01603 662 662**

## PARTICULARS

EMF are delighted to present for sale 'West Stow Pods' – a unique glamping site in Suffolk, offering a range of comfortable and cosy accommodations in a scenic woodland setting. Whether you are looking for a romantic getaway, a family holiday, or an adventure with friends, West Stow Pods has something for everyone. You can choose from four self-contained MegaPods, two spacious Woodland Lodges, or the recently refurbished 'Pod Hollow', a hobbit-inspired dwelling that will make you feel like you are staying in a fantasy world. All of the accommodations are equipped with en-suite facilities, kitchenettes, heating, lighting, and free WiFi. Guests can also enjoy the outdoor space with a veranda, table and chairs, and BBQ.

Located near the historic town of Bury St Edmunds, where you can explore the rich heritage, culture, and shopping opportunities. You can also visit the nearby West Stow Anglo-Saxon Village and Country Park, where you can learn about the ancient history of the area and enjoy the nature trails, playground, and cafe. If you are feeling more adventurous, you can discover the King's Forest by foot, bicycle, or horse, and admire the wildlife and scenery. West Stow Pods is the perfect place to relax and reconnect with nature, while still having access to modern amenities and attractions.

The location is well-connected – it is only 2 miles away from the A14, which connects Newmarket, Cambridge, Ipswich and Felixstowe on the Suffolk Coast. The A11 (M11) is also easily reachable for Stansted Airport and London. Local trains from Bury St Edmunds, Elmswell and Stowmarket connect to mainline trains to London's Liverpool Street or King's Cross.

West Stow Pods is a successful glamping business that has been operating since 2013. It has a loyal customer base and excellent reviews on various platforms. It has also been featured in several media outlets, such as The Guardian, The Telegraph, The Sun, and BBC Radio Suffolk. The business has a high occupancy rate throughout the year and generates a good income.

The owners are selling the business as a going concern, which includes the land, the accommodations, the website, the booking system, and the goodwill. This is a rare opportunity to acquire a well-established and profitable glamping business in a beautiful location.

## THE BUSINESS ITSELF

The current owners of West Stow Pods have invested a lot of capital into the business since they started trading in 2013. They have expanded their accommodation options from 4 MegaPods to include 1 Woodland Lodge, the recently refurbished 'Pod Hollow' (Hobbit Hole) and 1 converted Reception Lodge. More recently they have added a new staff/laundry/utility room block.

The business has been very successful, with high occupancy rates and loyal customers. 'Pod Hollow' is particularly popular with guests, currently enjoying an approximately 95% occupancy rate.

The website is well-designed and uses the Little Hotelier online booking system to facilitate reservations. The vendors market the lodges and pods mainly through their website and regional advertising. Additionally they are partnered with Little Hotelier which gives them access to their leading all-in-one booking platform.

The business could be run in a more 'hands off' way – since guest check-in/check out is self-service and there is a member of staff who handles all enquires, telephone calls and bookings. They also have a local husband and wife team on call who between them deal with the cleaning, any issues and the site maintenance. Together they work on average 25 hours per week and would be willing to stay on within the business with a new owner.

The business has a projected turnover of c.£190,000 for this year (2023) and overheads are approximately £50,000 per annum.

## PREMISES

West Stow Pods has received numerous accolades and recognition from various sources. Some of the awards earned include:

- Best Glamping Site in the UK by Campsites.co.uk in 2019.
- One of the top 10 quirky places to stay in the UK by thetouristtrail.org in 2020.
- Best Glamping Site in England by Glampitect in 2021.
- One of the top 10 glamping sites in the UK by The Guardian newspaper in 2021.

Additionally, West Stow Pods has a stellar reputation among its guests, who come from all over the world to enjoy its unique and comfortable accommodation. West Stow Pods has an overall rating of 5 stars on Google and TripAdvisor, and has received Certificates of Excellence from TripAdvisor for eight consecutive years from 2016 to 2023.

To learn more about the site, please visit their website which is located at [www.weststowpods.co.uk](http://www.weststowpods.co.uk).

### 'Pod Hollow' (Hobbit Hole) – Completed in 2018 and Recently Refurbished

A stunning two-bedroom 'Hobbit Hole' dwelling with sitting room, fully-fitted kitchen and shower room. Sleeps 4.

**Prices from £200 per night for 2 adults with 95% occupancy.**

### Woodland Lodge

A two-bedroom lodge with living/dining room, kitchenette, wet-room and covered porch. Sleeps 4.

**Prices from £90 per night for 2 adults.**

### Cedar Lodge

A woodland cabin with kitchenette, wet-room and covered porch. Sleeps 2.

**Prices from £75 per night for 2 adults.**

### MegaPods (x4)

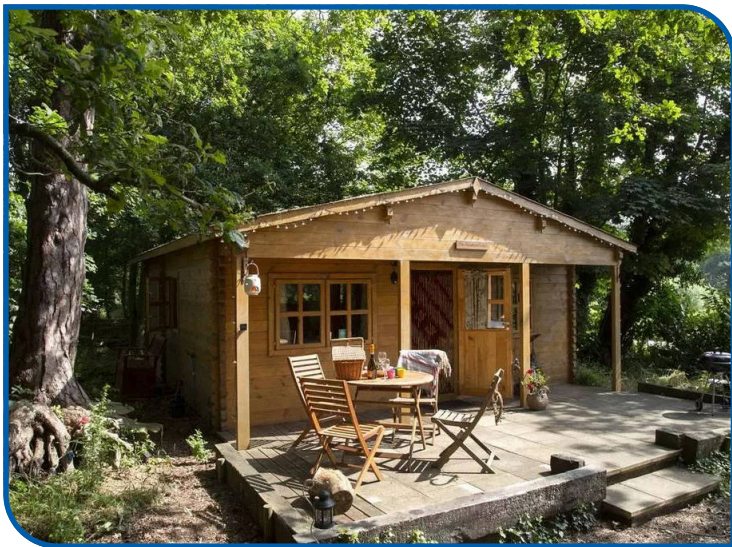
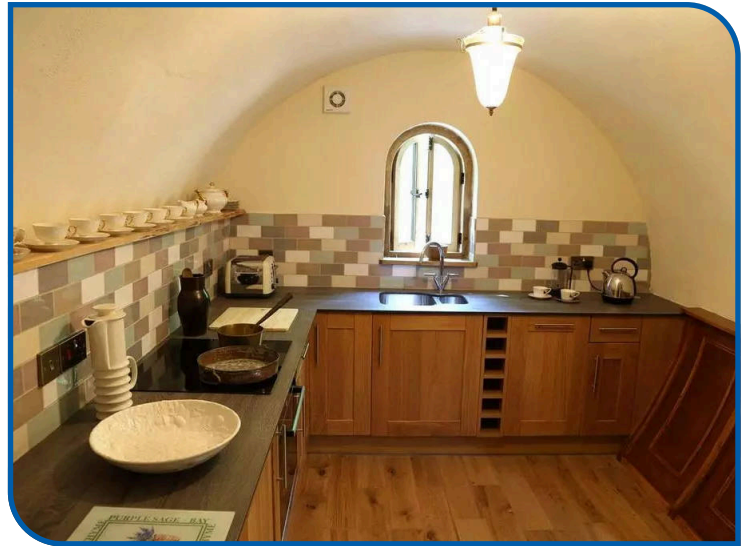
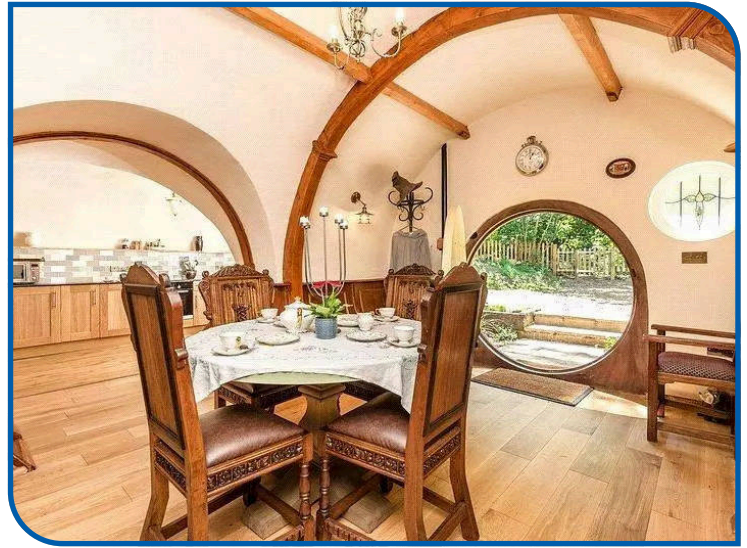
Each of identical design with double-bed open plan to living/dining/kitchenette, wet-room and covered porch. Each MegaPod sleeps 4.

**Prices from £70 per night for 2 adults.**

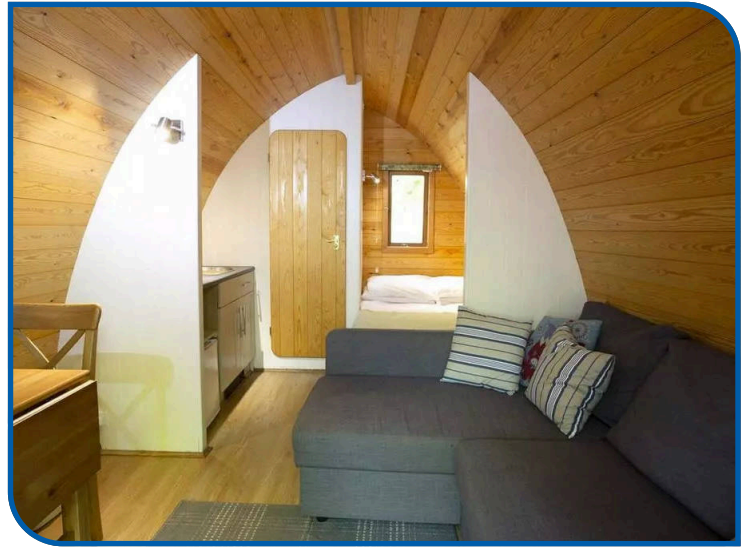
## Highlights

- Gross turnover from January 1<sup>st</sup> 2023 to mid-September 2023 c.£160,000.
- Projected gross turnover for 2023 in the region of £190,000.
- Overheads approximately £50,000 per annum.
- Could be run more 'hands off' as staff are in place for the business operation, calls outs, cleaning and site maintenance.

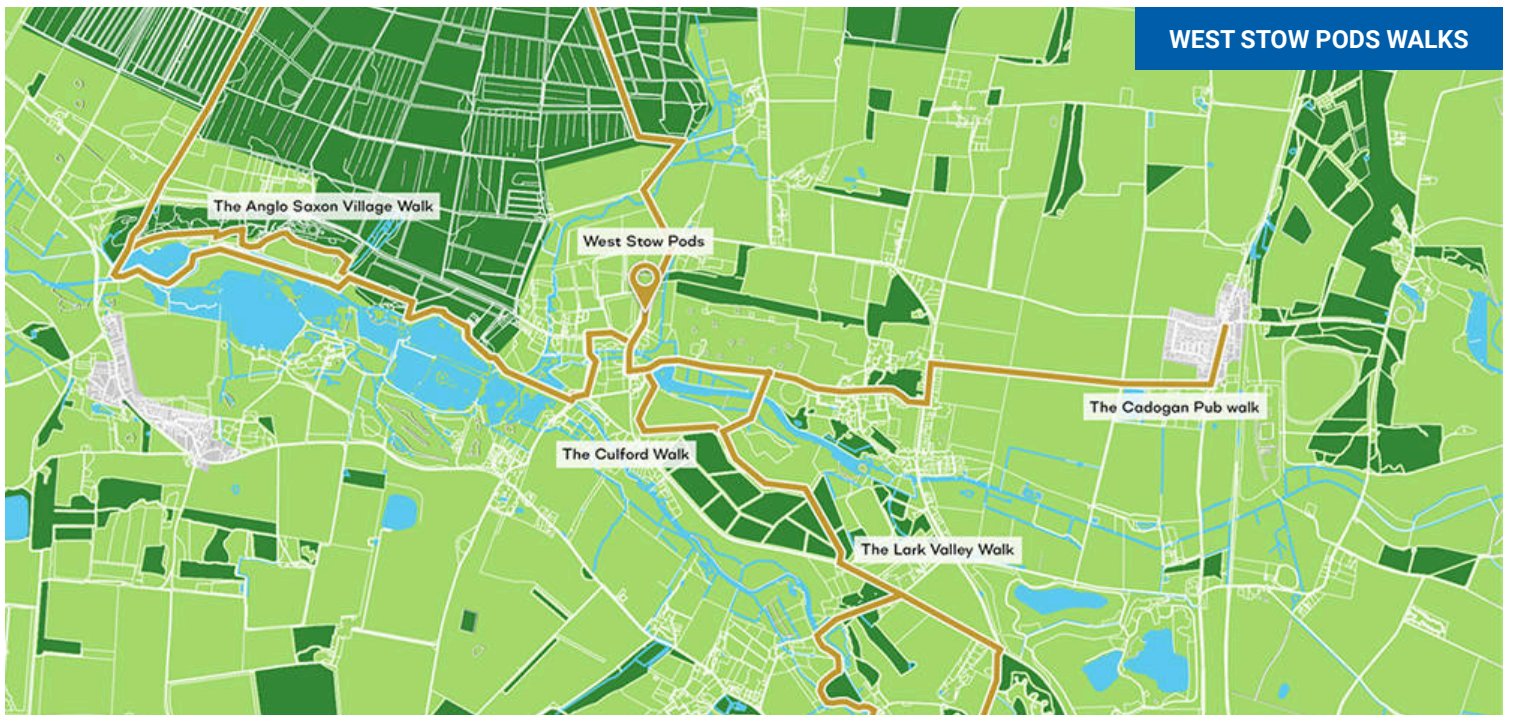
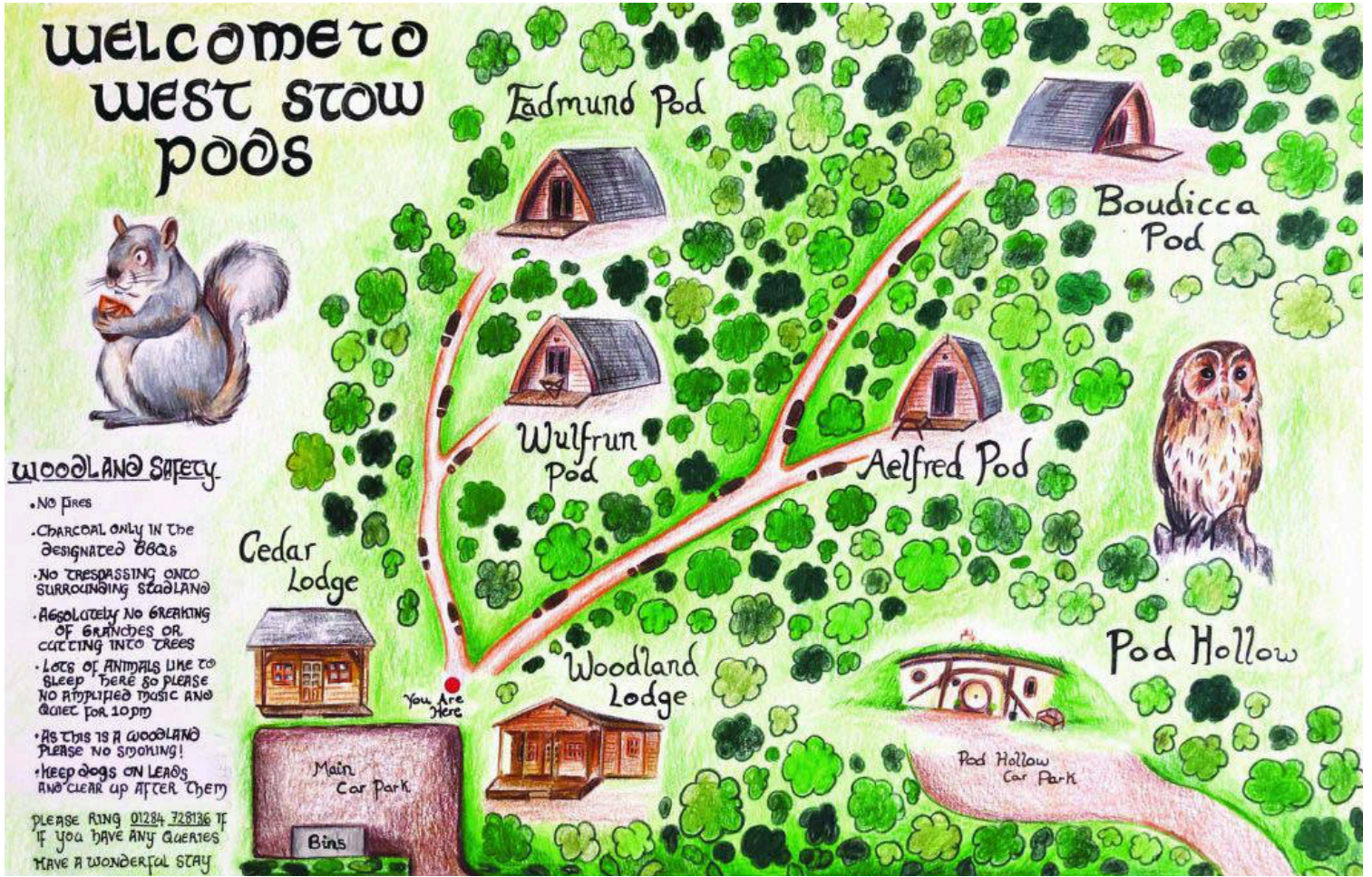














## FURTHER INFORMATION

### REFERENCE NUMBER

CP34899ER.

### SERVICES

Standalone site with own utilities to include septic tank, water and electricity supply.

### TENURE

The Freehold sale of the West Stow Pods site is on a goodwill and asset basis and all fixtures and fittings therein.

### RATES PAYABLE

The property is in an area administered by West Suffolk Council and we are advised that the current rateable value is £13,000 (business and premises).

This information has been provided to us by the vendor and any interested party is advised to enquire of the local authority to check the position with regards to business rates that will apply to a new owner.

### EPC

Due to the nature and size of the units, it is understood that no Energy Performance Certificate is required.

### PRICE

£850,000.

For the benefit of the goodwill, fixtures, fittings & equipment. Any stock payable in addition on completion at valuation. This is a business for sale as a going concern.

### VIEWING

Call our East Anglia office on (01603) 662 662 to make an appointment.

### DISCLAIMER

All measurements and sizes for general guidance only. Please note fixtures, fittings and equipment have not been tested.

