

The Elms Hotel

“ My ambition, like many others, is for people to ask to be upgraded to a disabled hotel room due to the experience and the quality on offer. One’s designs fully respect the Listed Building whilst creating a world class accessible hotel. ”

Tim Hopkins, Owner

Location:

Abberley, Worcestershire

Value:

£6.5m

The Brief

The Elms Hotel is a quintessentially English luxury Grade II country house hotel and spa in a rural location of Abberley, Malvern.

The Elms has served as a grand home for many years, dating back to at least 1713 and was converted to a hotel in 1946.

Whilst the hotel is well loved locally, it is geographically challenged to attract daytime trade, does not currently have the capacity to cater sufficiently for large functions and is, therefore, in need of investment.

In June 2017 the hotel was purchased by a successful local entrepreneur and business owner, Tim Hopkins CEO of the Gemini Group, who commissioned One to fulfil his vision for a new sustainable business for The Elms Hotel.



Worcestershire - UnBuilt Project

Project Overview

The designs have been driven by the ambition to make The Elms Hotel the most accessible hotel in the U.K. with full planning consent achieved in June 2018.

A very light touch refurbishment is proposed to the existing Listed Building, keeping its original charm, with extensions to the main building to provide a total of 40 fully accessible bedrooms designed to the highest quality. Any necessary adaptations will be masked using creative interior design ensuring that the luxury experience is retained with the added benefit of care.

The bedrooms in the extension are set at the same floor to floor heights as the main house and large floor to ceiling windows provide visitors with wonderful views of the surrounding grounds and countryside. The top floor is framed with slender vertical panes of glass and is set back emphasising the five penthouse rooms as an independent lightweight structure crowning the building that will provide visitors with the best views of the historic landscape.

A newly formed corridor via the first floor provides a comfortable and accessible route from the house into the spa and swimming pool as previously access was only possible by going outdoors with significant changes in levels.

The landscape proposals work with the existing landscape layout making minimal changes to the garden and maximising views into the surrounding beautiful landscape. There are proposed improvements to the quality of the existing layout by upgrading materials and improving accessibility, for example, through widening of paths and regrading of slopes in key places making this an accessible and beautifully attractive place for visitors to spend their time.

The proposals have been assessed by national disability charity Revitalise, who boast Dame Judi Dench CH DBE as one of their Vice Presidents and Samantha Cameron as Patron. Revitalise is keen to provide a high-quality hotel experience to its guests and could potentially be in the frame as a future operator.

One Creative Environments Ltd

London office: 83 Baker Street, Marylebone, London, W1U 6LG

Midlands office: 5 The Triangle, Wildwood Drive, Worcester, WR5 2QX

E: mark.martin@oneltd.com

T: 0203 8701 645 (London)

T: 01905 362300 (Midlands)

www.oneltd.com

