

ANNESLEY HOUSE HOTEL

6 Newmarket Road, Norwich, Norfolk NR2 2LA

Leasehold: £275,000 | Ref: 1446744

KEY INVESTMENT HIGHLIGHTS

Christie & Co is delighted to have been exclusively mandated to sell this superb, independently owned and beautifully presented 3-star hotel, located within walking distance of Norwich city centre.

This exceptionally well-established hotel has been under the ownership of our clients for over 40 years.

- 31 elegant, individual en suite bedrooms
- Open plan bar/lounge, restaurant & lounge
- Reception, commercial kitchen & parking
- Approx 0.864 acres of landscaped gardens
- Y.E. Accounts 31 March 25 sales were £964,825
- An excellent opportunity, viewing is highly recommended





THE OPPORTUNITY

Annesley House Hotel is a viable and well-established hotel that has been led by our clients for over 40 years, operating as a quality three-star hotel just on the outskirts of historic Norwich.

An attractive year-round hotel offering excellent accommodation, a restaurant with genuine opportunities to develop the menu, and a bar with a comfortable lounge, all set within beautiful landscaped gardens.

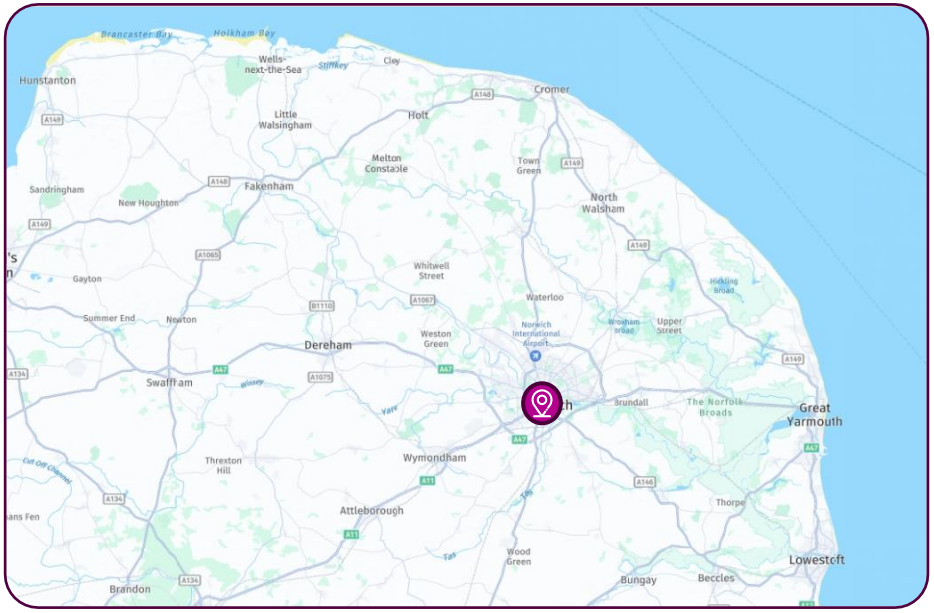
The current ownership model has prioritised guest experience and brand integrity, having traded under the Best Western brand for many years. At the most recent brand inspection in December 2025, the hotel was awarded a Best Western International Quality Award, placing it among only eight Best Western properties in the UK to receive this recognition, out of approximately 280 Best Western hotels nationwide. As a result, the property presents itself as an attractive opportunity with upscale potential in a desirable part of East Anglia.

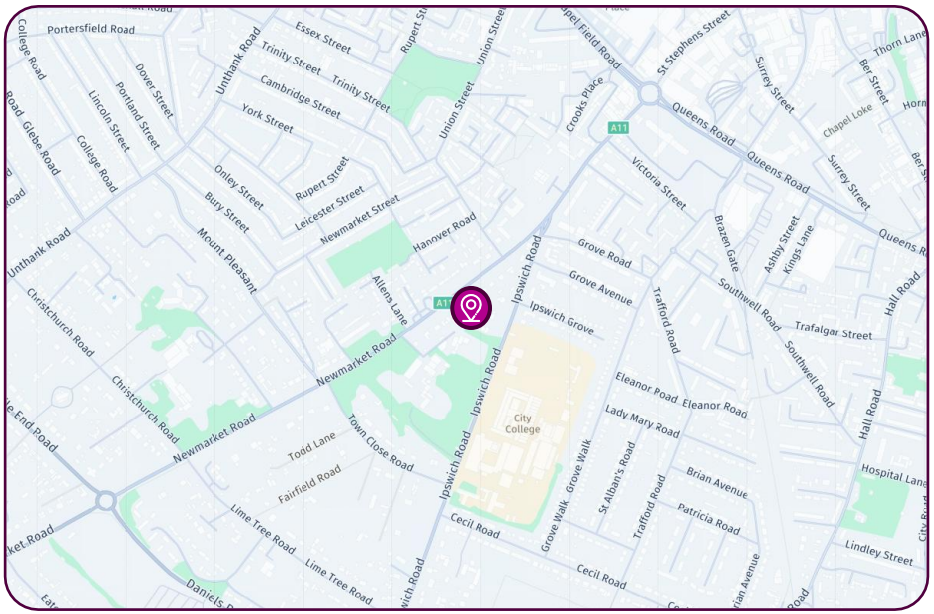
LOCATION

Norwich, Norfolk NR2 2LA

Annesley House Hotel is well located for guests and those attending events at the hotel, being approximately a 10-minute walk from the heart of this historic cathedral city. The main rail station, offering fast connections to London, Midlands and the wider UK rail network, is only a 30-minute walk or 10 minutes by car/taxi.

The hotel is situated on Newmarket Road, a major high-value residential area and key transport artery leading into the city centre from the south-west. It is considered one of Norwich's prime locations and provides easy access to the Norwich outer ring road, A11 and A47.





DESCRIPTION

The property consists of elegant Georgian buildings (Annesley House and Walsten House) and two converted coach houses, originally believed to have been built around 1832. Annesley House accommodation is within two buildings connected by a glass walkway which features a 90-year-old Black Hamburg grape vine.

Annesley House is over three floors, with the other buildings all two-storey under a variety of pitched slate and tile roofs. The Garden House Room and Coach House, both being located within the grounds of the hotel, are both two storey and provide guest accommodation.

The hotel offers 31 individually styled, well-presented en suite bedrooms, located across the various buildings and set within beautifully landscaped grounds extending to approximately 0.864 acres.

Furthermore, the hotel is complimented by a reception, an open-plan lounge bar (20), and a restaurant situated within a conservatory featuring modern furnishings and seating for around 30 customers. In addition, there is a separate lounge with comfortable seating displaying some fine period features.





ASSET OVERVIEW

HOTEL FACILITIES	
Hotel Category	Mid-range
Number of Rooms	31
F&B Facilities	• Bar & lounge (20) • Restaurant (30) • Lounge (18)

ACCOMMODATION

The hotel has 31 bedrooms configured as follows:

CATEGORY OF ROOM	NUMBER OF ROOMS
Singles	5
Executive Singles	5
Standard Doubles	6
Standard Zip and Link	9
Executive Zip and Link	5
Garden House Zip and Link	1
Total	31

ADDITIONAL HOTEL AREAS

Ladies and gentlemen's WCs.

The rooms are spread across five buildings and are individually decorated and furnished, providing flat-screen TVs, tea & coffee-making facilities, Wi-Fi, and hairdryers.

Annesley House – offers a mix of standard singles, executive singles, standard twins, and double rooms.

Walsten House – offers six standard doubles and two executive double rooms.

The Coach House comprises three executive doubles and one executive single room, all featuring walk-in showers. The executive doubles have zip and link beds, allowing them to be configured as twin rooms if required.

The Garden House is a self-contained building with a kitchenette and lounge/dining room on the ground floor, and a double bedroom (with a zip and link bed) with a walk-in shower on the first floor.

ANCILLARY ACCOMMODATION

- Reception area
- Commercially fitted and equipped kitchen
- Walk-in chiller
- Dessert preparation room
- Still
- Pot wash
- 3 basement cellars
- Laundry

EXTERNAL DETAILS

Car parking is located principally to the front and side of the hotel and provides up to 26 spaces. The hotel is enclosed by delightful, landscaped gardens that offer manicured lawns and herbaceous borders. To the immediate rear is a pond with an adjacent rockery, with a waterfall cascading into the pond.

There are several outbuildings used for storage and garaging, along with an additional rear entrance off Ipswich Road.

FOOD & BEVERAGE

Breakfast is provided to guests staying at the hotel and is served in the elegant conservatory, which also functions as the hotel's main restaurant. It is well equipped with modern furnishings and can accommodate up to 30 guests. More recently, our clients have reduced the menu and introduced a lighter offering, which has been well received and is helping to retain more guests in the hotel. Historically, the restaurant has offered an extensive à la carte menu, and a new owner could explore this option to generate further revenue.

The hotel also features a well-stocked bar servery offering real ales, hand-pull taps, wines and spirits. The bar area includes a comfortable lounge with seating for 20 guests.

In addition, there is a further lounge that provides seating for approximately 18 guests in comfortable sofas and chairs.

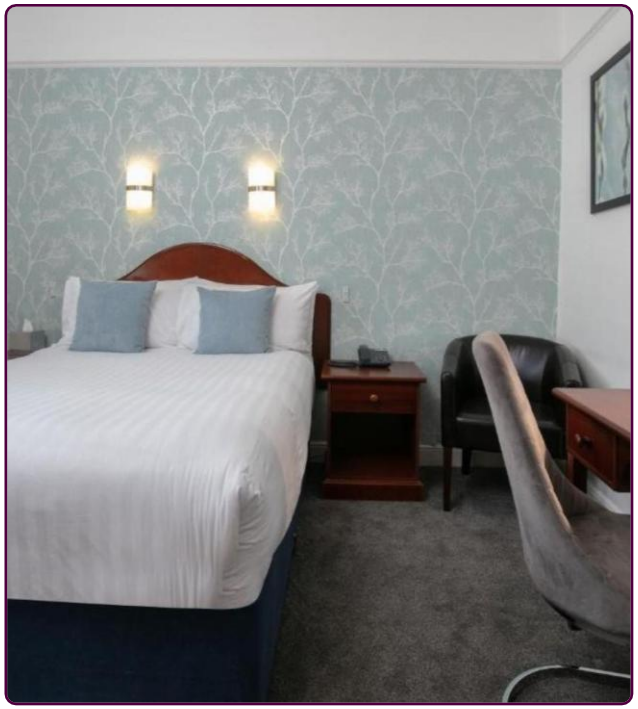
FIXTURES & FITTINGS

Trade inventory will be included in the sale. Stock at valuation on completion.











MEETINGS & EVENTS

The hotel does not have any dedicated meeting or conference spaces; however, the restaurant and lounge areas can accommodate small events and present a viable opportunity for a new owner to explore.

FINANCIAL OVERVIEW

Full and detailed trading accounts are available upon completion of an NDA.

A summary is set out below:

Y.E. 31st March	2024	2025	2026
Revenue (£)	945,377	964,825	894,878
Occupancy (%)	80.30	80.82	75.91
ADR (£)	79.86	82.75	85.74

TENURE

Leasehold: The property is held on the demise of a FRI lease for a contractual term of 42 years, commencing on 30th March 2012 and expiring on 23rd June 2054, at a current rent passing of £63,000 PAX. The rent is subject to upward-only reviews every three years. The lease is subject to the provisions of the Landlord & Tenant Act 1954.



SALES PROCESS

GUIDE PRICE

Offers are invited for the leasehold interest off a guide price of £275,000.

EPC

TBC

SALE METHODOLOGY

The sale will be by way of goodwill and trading assets, subject to the landlord's consent to assign. The landlord will undertake an interview with any proposed assignee, including the presentation of a business plan and financial forecasts.

SERVICES

All mains services are connected.

LICENCES

We understand that the hotel benefits from all the necessary licences for the conduct of the business.

TUPE

Any purchaser will be required to comply with the relevant legislation in respect of present employees.

RATEABLE VALUE

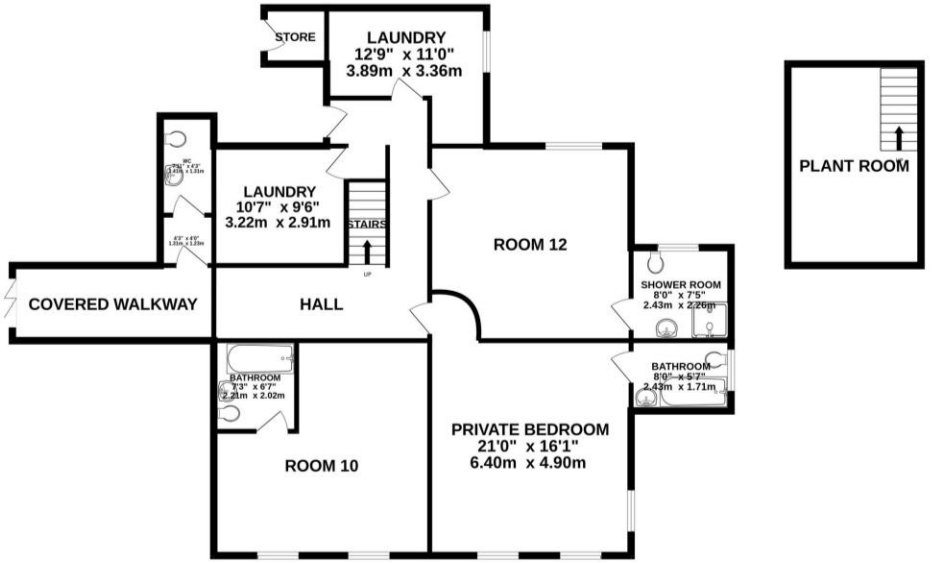
1st April 2026 £80,000.

PLANNING

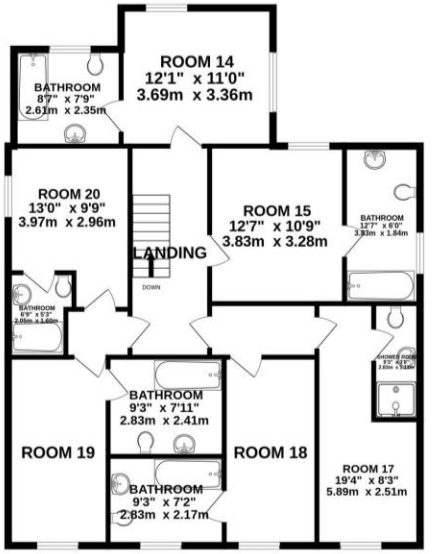
The property is Grade II listed and is located within a conservation area.



GROUND FLOOR

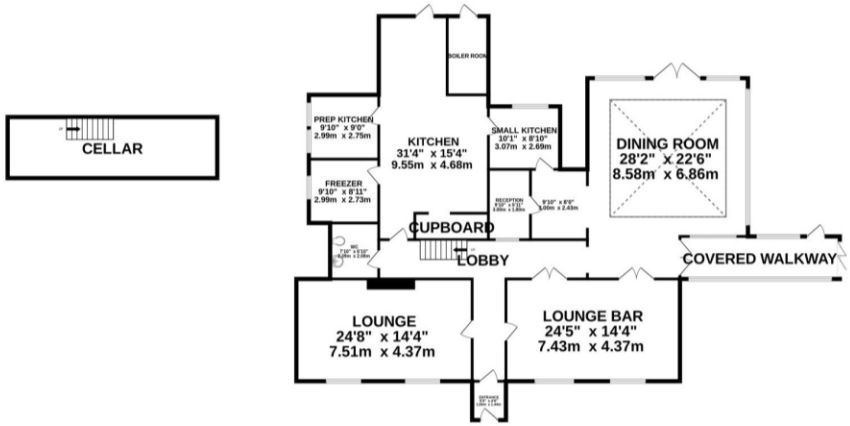


1ST FLOOR



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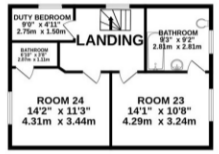
GROUND FLOOR



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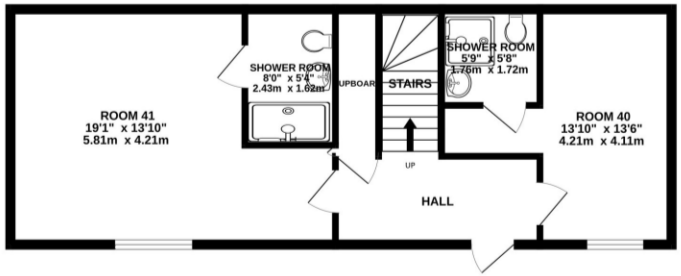


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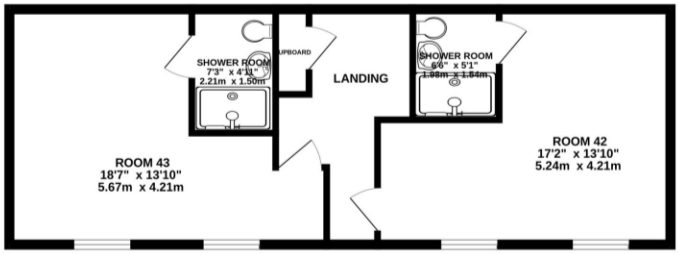


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GROUND FLOOR
535 sq.ft. (49.7 sq.m.) approx.



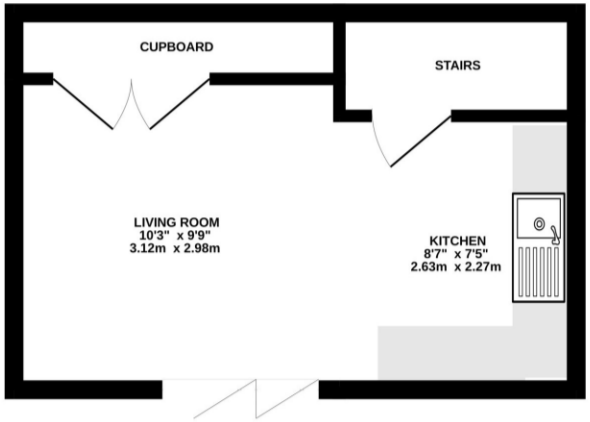
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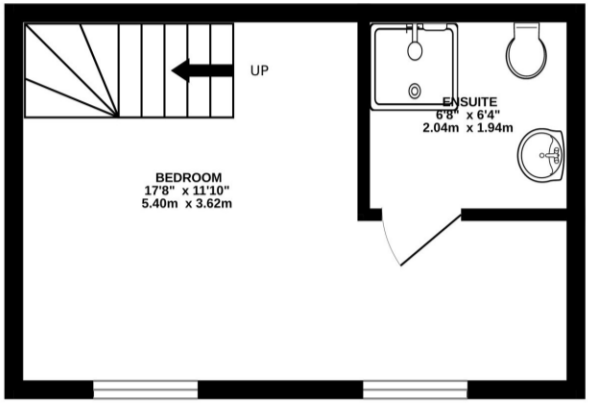
TOTAL FLOOR AREA : 1071 sq.ft. (99.5 sq.m.) approx.

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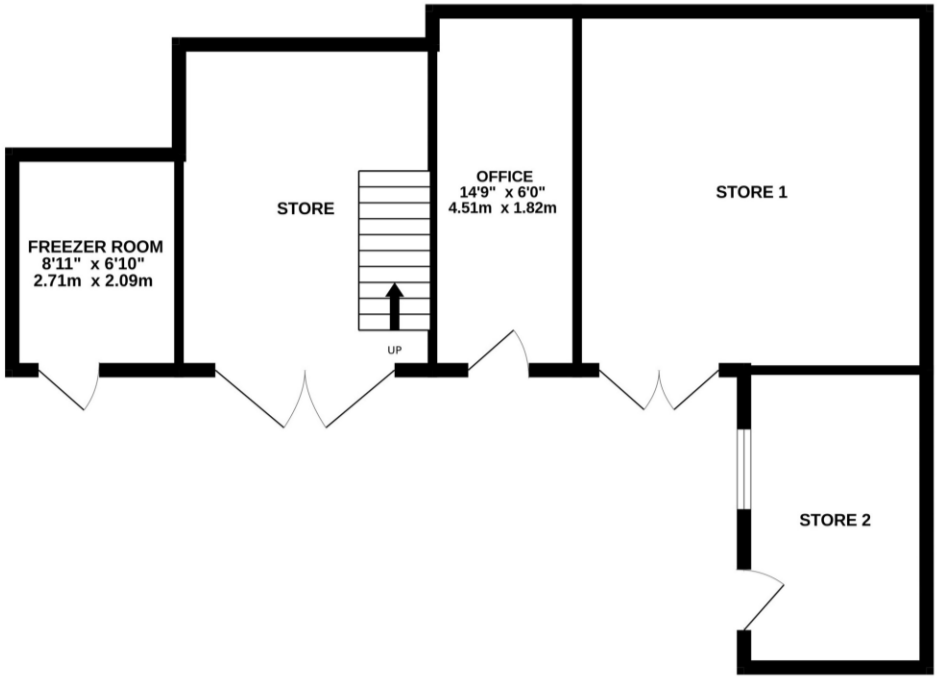


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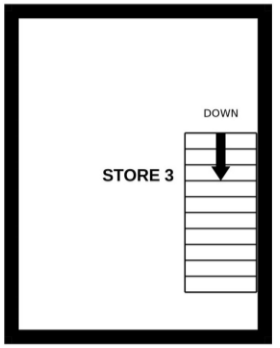


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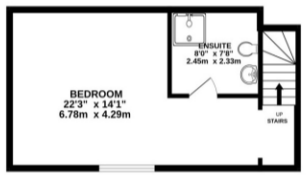


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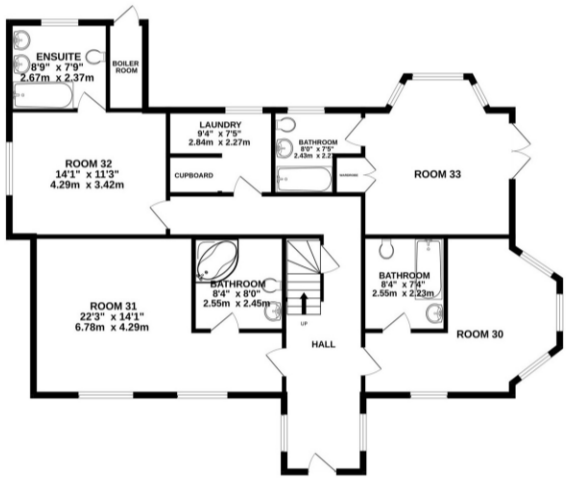


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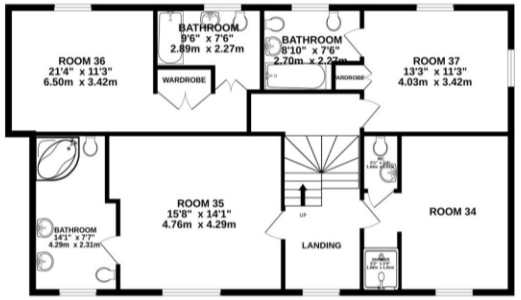
BASEMENT



1ST FLOOR



2ND FLOOR



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DANGER DEEP WATER
No unaccompanied children
Do not throw stones
Do not feed the fish
Do not climb on the rockery
Thank You

CONTACTS

Enquiries regarding Annesley House Hotel should be made exclusively to Christie & Co. Please do not contact the hotel management or staff directly.



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CHRISTIE & CO

