

FOR SALE

Colliers

# Darwin's Townhouse

*37 St Julian's Friars, Shrewsbury SY1 1XL*



# Introduction *and Location*

Darwin's Townhouse is an award-winning, family-owned establishment set within a magnificent late 18th-century Grade II\* Georgian townhouse. Acquired in 2016, the property has undergone an impeccable refurbishment, now offering a refined and exclusive boutique bed and breakfast experience. Boasting 19 exquisitely furnished guest rooms, it enjoys an enviable location in the heart of Shrewsbury's dynamic town centre.

Shrewsbury is a charming town steeped in history and renowned for its medieval architecture and landmarks, charming cobbled streets, and scenic views of the River Severn. With over 1,000 years of history, the town seamlessly blends its rich heritage with a vibrant, modern atmosphere. Its thriving cultural scene, coupled with an array of independent shops, restaurants, and pubs, makes it a popular destination for both locals and tourists.

Alongside its cultural and historical allure, the town offers excellent transport connections, with direct trains offering regular services to major cities such as Birmingham and Chester in about an hour, Manchester in around 1 hour 20 minutes, and London in circa 2 hours 36 minutes, making it a desirable spot for both businesses and residents. The property is approximately a 10-minute walk from Shrewsbury train station.

The hotel has earned a range of prestigious accolades. In 2024, it was awarded a 5-star Gold and Breakfast Award by the AA, and in 2023, it was recognized as one of the top 10 luxury properties in Shrewsbury by travelmyth. It also took home the title of Best Boutique B&B – West Midlands from LUXlife Magazine in 2023 and was featured in the prestigious British Airways High Life magazine and awarded the 'Editors Choice' in this year's Good Hotel Guide. The quality of both the business and property is further reflected in its consistently outstanding TripAdvisor reviews and impressive 9.1 rating on Booking.com.



Prime location in Shrewsbury Town Centre



Attractive Grade II Listed 5\* AA rated boutique hotel with 19 well-apportioned en-suite bedrooms refurbished to a high standard



Property attracts a varied business mix from corporates, leisure and tourism



Consistently excellent reviews on TripAdvisor and a 9.1 rating on Booking.com



Robust business with year-on-year growth producing excellent profits



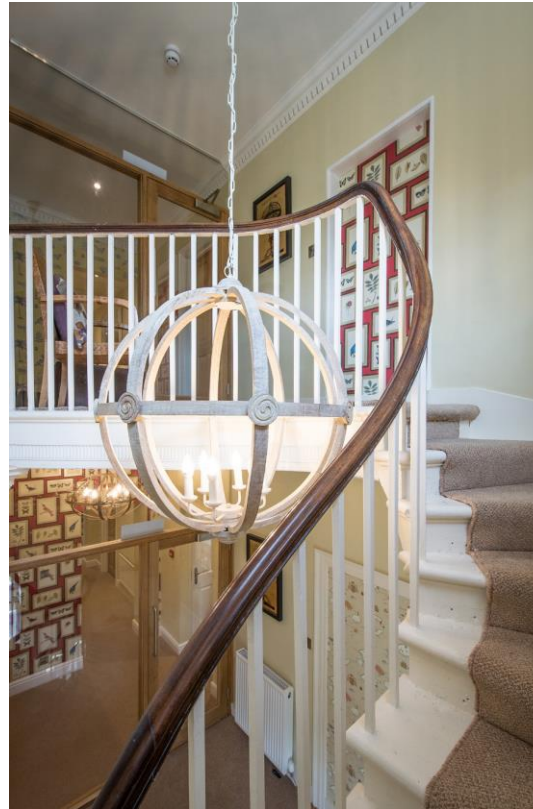
# The Property

This attractive Grade II\* Listed property was built around the time of the mid 18c and is of predominantly brick construction arranged over ground, first and second floor, with delightful sash windows and period features throughout. The building has been sympathetically refurbished to a high standard and comprises stunning interior plaster work, panelled ceilings, low dado rails, an original fireplace and stone staircase. The more modern garden lodge located to the north of the site was built around 2003 with the accommodation situated on the ground and first floor.

## Public Areas

Leading through the main hallway and to the left of the entrance on the ground floor is the charming residents' lounge, featuring comfortable seating and exquisite plasterwork by Joseph Bromfield, showcasing the Zodiac signs. Additionally, there is another snug area with an honesty bar where residents can relax and enjoy a drink in a cosy setting. There is also a further ancillary room which is currently used as a reception.

Continuing from here, and to the rear of the property, is the conservatory, which offers lovely views of the serene courtyard and garden area. The space benefits from an abundance of natural light, providing a tranquil environment for guests to enjoy a delightful cooked or continental breakfast from the award-winning menu.









# Letting Accommodation

The hotel features 19 tastefully designed en-suite bedrooms, evenly distributed between the main house and garden lodge. The rooms include a variety of singles, doubles, twins, kings, and superior kings and have all been refurbished to a high standard, including the bathrooms.

The décor is inspired by Charles Darwin, showcasing nature-themed wallpapers, vintage maps, and natural history artifacts that honour the town's connection to the renowned scientist. Each room comprises quality period case goods, flat screen TV's and coffee and tea making facilities.

One of the bedrooms is currently out of use but could be converted into manager's accommodation. The accommodation in the main house is situated on the first and second floor arranged as follows:

Room Type	Number
Double en-suite	4
Single en-suite	1
Twin en-suite	1
King en-suite with shower	2
Superior King en-suite with bath	2

In addition, there are two further King en-suite bedrooms situated in the lower ground floor, one has a shower and the other a bath.





# Continued...

The remaining 8 bedrooms are located in the garden lodge and categorised as follows:

Room Type	Number
Double en-suite	5
Single en-suite	2
Twin en-suite*	1

\* could be converted into a superior king

The hotel is the only 5\* establishment in Shrewsbury, which allows it to command some of the highest room rates in the area. The owners’ employ a dynamic pricing model and therefore the room rates fluctuate throughout the year dependent on demand and events in the area. For the 12-month period ending December 2024, the hotel achieved a net average room rate of £119.35, a marked increase of £5 compared to the previous year for the same period. The average occupancy rate was 74%, slightly down from 80% the year prior.





# The *Business*

A robust and highly profitable business which has experienced considerable year-on-year growth. The hotel is operated under management on a limited service basis, allowing the current owners' to be relatively hands off. The hotel benefits from a well-rounded business mix, drawing both corporate and leisure clientele, as well as domestic and international tourism, thanks to its strategic location in the town centre. This diverse business mix ensures a consistent flow of revenue throughout the year.

For the year ending 31st March 2024, the business reported a net turnover of £657,292, showing a notable increase from £616,672 for the same period from the previous financial year. The trading performance for this financial year is expected to mirror FY24. Further information will be made available to bona fide parties.

# The *Opportunity*

There exists considerable potential to augment the exclusive use and event segment as a means of enhancing both revenue generation and profitability, encompassing activities such as intimate weddings and private gatherings. Although the current owners have partially ventured into this area, there remains ample opportunity to further capitalise on this avenue, particularly given the site's inherent suitability for such events. Additionally, as the current owners are not actively engaged in the day-to-day operations of the business, there is the potential for a new operator to take a more hands-on approach, thereby facilitating increased profitability to the bottom line. Furthermore, it is felt that the conservatory could be opened as a restaurant for regular lunch or dinner service for both residents and external guests.









## Services

We have been advised that the Property is connected to all main services.

## Business Rates

The current rateable value according to the 1 April 2025 valuation is £33,250.

## Tenure

Freehold.

## Price

A guide price of £1,750,000 is sought for the freehold interest on a TOGC (Transfer of Going Concern) basis complete with goodwill and trade contents (according to inventory) but excluding personal items. Stock at valuation. Incumbent staff to be transferred under TUPE regulations.

## Viewing

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

Strictly no direct approaches to the property please.

## Finance

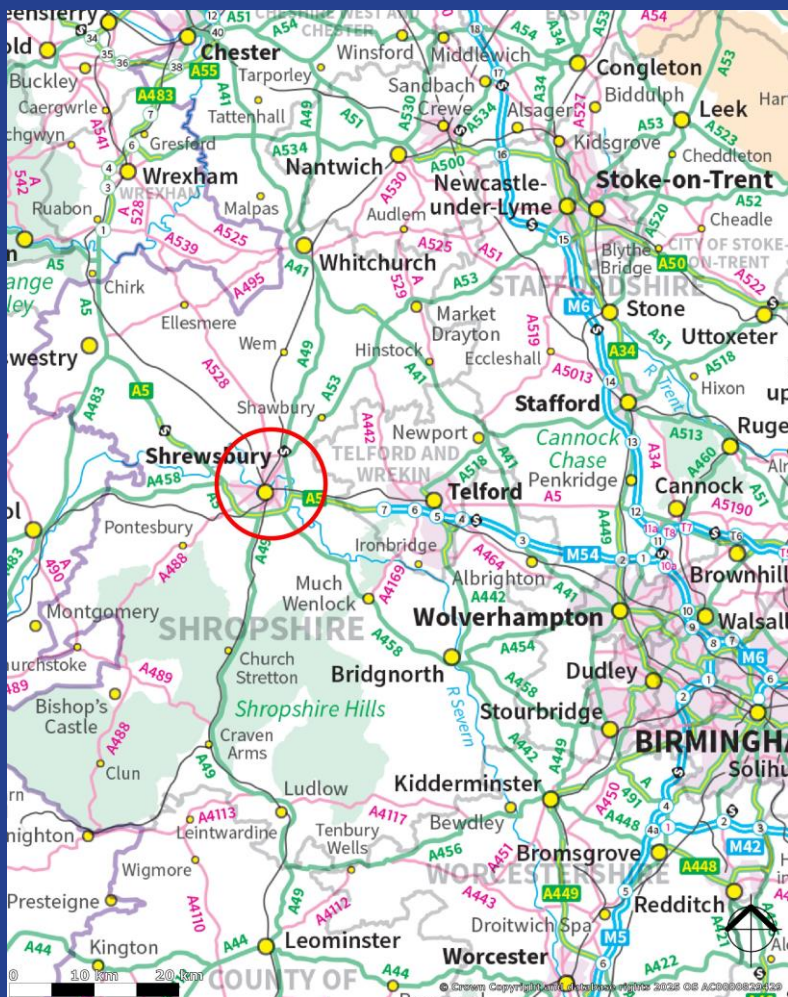
Colliers can assist prospective purchasers by introducing sources of finance if required. Whilst we do not charge the buyer for this service, we may receive an introductory commission from the lender or broker involved.



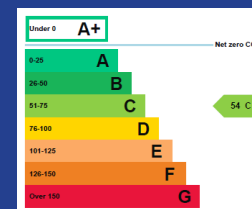




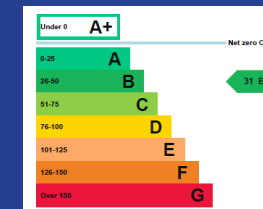




## Energy Performance Rating



Main Building



Annexe

## 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.

## Further Information

For further information or to arrange an inspection of the property, please contact:



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Source: Edozo Maps

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