



Coppice Hill & Lodges

Malvern, Worcestershire

Carter Jonas

Coppice Hill & Lodges
Drake Street
Welland
Malvern
Worcestershire
WR13 6LN

Holiday lodge complex set within the Malvern Hills with two holiday letting lodges and a third lodge used as a classroom/events space.

Enjoying countryside views in the heart of Worcestershire, conveniently located 6 miles from the town of Malvern, 8 miles from Ledbury and 12 miles from the cathedral city of Worcester.

There is potential to develop the site with additional lodges or glamping units to expand the business, subject to gaining the necessary consents.

Set in 13.09 acres of paddocks and woodland on the edge of the village.

For sale as a whole by private treaty.

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Location

Coppice Hill & Lodges is located in the village of Welland, just off the A4104 with easy access to the M50 and Junction 8 of the M5 motorway (within 9 miles), giving the property good road connectivity. The site is on the edge of and benefits from views of the Malvern Hills National Landscape, renowned for its open common land and very popular with cyclists and hikers.

The small town of Upton-upon-Severn is 3 miles and Great Malvern is 6 miles away. The picturesque market town of Ledbury is 8 miles away, while the historic cathedral city of Worcester is 12 miles to the north.

The village of Welland offers a pre-school, parish hall, church, Post Office/ village shop, community orchard, outdoor gym, playground and The Inn at Welland gastropub, known for good food within the area. There is a bus stop 100m from the site gate with connections to Malvern, Upton and Worcester plus a local community bus service on demand.

Local attractions in the area include the Welland Steam Rally and the Malvern Hills Showground which hosts a range of events throughout the year plus several music festivals in nearby Upton-upon-Severn and Cheltenham races further afield. The nearest town is Malvern, famous for its hills, springs and Priory. It has two railway stations and supermarkets as well as local shopping facilities. It has a nationally renowned theatre, cinema and swimming pool.

Ledbury, a market town within Herefordshire, is 8 miles away, west of the Malvern Hills. It also offers shopping facilities, a railway station and is a

picturesque and popular town and tourist location. The cathedral city of Worcester offers further facilities and amenities including cinemas, theatre and the Kings Independent School and Worcester Royal Grammar School.

The Malvern Hills and the Cotswolds provide ideal day trips and local tourist attractions include Worcester Cathedral, Pershore Abbey, Tewkesbury Abbey, the Black Country Living Museum and the Morgan Motor Museum. Further afield is Cheltenham, famous for its Georgian architecture and horse racing, plus Stratford upon Avon with theatres and links to Shakespeare.

The Business

Coppice Hill & Lodges is an established holiday letting business providing unique woodland stays in the heart of the Worcestershire countryside. The gross turnover was £20,500 from a limited season of April to the end of September 2025.

The lodges could be traded all-year round if desired. The current owners frequently use the lodges personally and for family and friends. For family reasons they have not opened during the winter/ Christmas/ New Year season despite several enquiries.

The lodges are currently only marketed via Airbnb, listed under “Hidden woodland cabin with hot tub - The Birches” and “Woodland cabin with views and hot tub - The Oaks”. There is potential to increase trade by expanding the letting season, through the use of an agent, expanding advertising across additional holiday letting platforms, and incorporating the use of social media into the marketing strategy. The business does not currently have a website other than the Airbnb listings.

The lodges are rated as 5* by Airbnb guests due to the quality of the accommodation and the location.

The lodges were built in 2019. Under the current consent, there is permission to site one further lodge for holiday letting use. In addition, there is potential to build additional lodges on the site, subject to gaining the relevant planning consents. There is space to add glamping units such as pods, yurts or bell tents to extend the holiday letting offering on the site. There is a levelled area

(known as the ‘arena’) within the wood which would be ideal for a marquee or glamping units with access to power and an outside composting toilet with an adjoining shower.

The business is not VAT registered and has built up a strong repeat and recommendation trade of approximately 20-30% due to its unique stays of getting back to nature and the woodland setting.

The Lodges

The lodges are run as a tourist destination with customers looking for a peaceful and quiet setting within easy reach of local tourist attractions. The property has good access via the M5 and M50 which makes the location popular for weekend breaks with guests coming from the nearby conurbations as well as for reunions where guests are coming from different parts of the country.

Two detached, timber lodges built in 2019, each with a veranda and wood fired hot tub. Set at opposite ends of the woodland, maintaining a high degree of privacy from each other, each lodge has seating outside for dining and a fire pit.

The site extends in total to approximately 13.09 acres, 9 acres of which are woodland. Guests in the lodges have access to all of the land to roam and to enjoy the nature on site.

The Oaks

Located at the top of the site with views towards the Malvern Hills. The accommodation provides an open plan kitchen and dining/sitting room with sofa bed and woodburning stove, two bedrooms (one double, one bunkroom) and shower room with gas-fired shower. Outside there is a barbecue, fire pit, outdoor compost toilet and wood fired hot tub.



The Birches

Located at the bottom of the wood, the accommodation provides an open plan kitchen and dining/sitting room with sofa bed and woodburning stove, two bedrooms (one double, one bunkroom) and shower room with gas-fired shower. Outside there is a barbecue, fire pit, outdoor compost toilet and wood fired hot tub.



Classroom/Event Space

Detached lodge at the top of the site which is currently used for classroom use and functions for the business.

A large veranda to the front overlooking the canopy of the woodland and the surrounding countryside. Internally, the open plan room leads to a kitchen area and store. Outdoor composting toilet. On the roof are 18 solar panels providing electricity to the site and for export.

The building has been used for various functions, birthday parties, yoga courses, foraging and cooking courses, band rehearsal and concert space. This building could potentially be used as a clubroom for campers or, subject to consents, for small weddings/functions to increase the trade of the business. The owners have not marketed this building at all, letting only to friends.



Outside

The site extends to 13.09 acres with 9 acres of working woodland, felling approximately 50 trees a year. The timber is used as fuel for the woodburners or milled for use as boarding or furniture making material. There is a sawmill and a wood working area within the wood. There is potential to develop an income stream from sales of timber. The Vendors chip the waste wood for the paths.

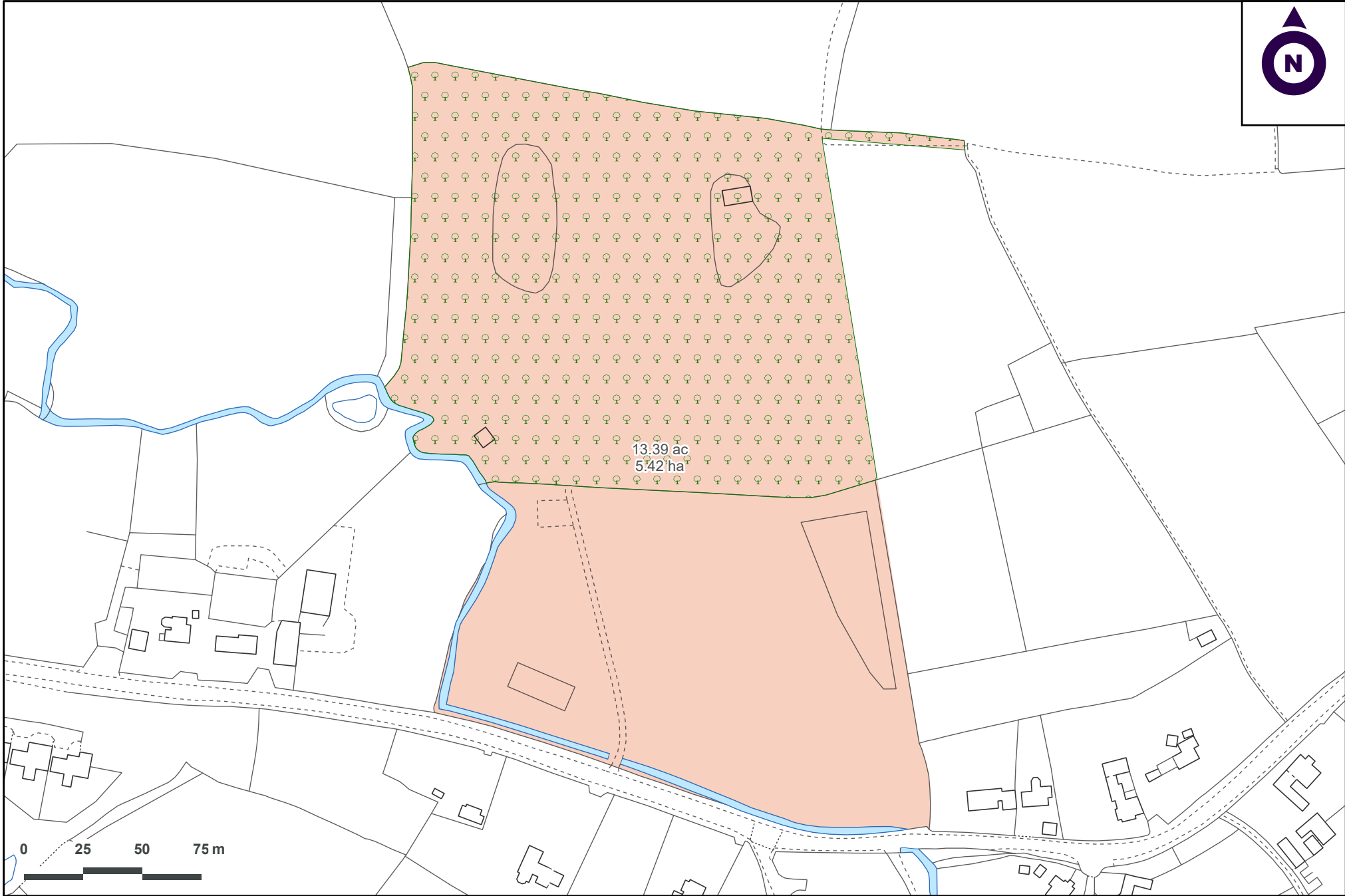
The wood is south facing and there are views of the length of the Malvern Hills from the top.

The field to the front, which extends to about 4-acres, adjoins the road and has been partially planted with willow for basket making and cricket bats. The basket willow is sold under an informal agreement

raising approx. £500 per annum. There is an agreement for the willow trees to be purchased (at maturity, current market value £450 per tree) for the production of cricket bats. This is a useful income stream for this part of the land. There is also an orchard comprising approximately 60 cider apple trees of five varieties, a further ten plum trees, some Black Poplar trees (native to Worcester and currently somewhat endangered) and several other fruit trees including two mature Worcester Black Pears.

The surrounding paddock is left as a flower meadow as a natural habitat for wildlife. From the road there is an entrance track laid to hardcore that leads to a gravelled parking area providing parking for 6/8-vehicles for the customers.





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Method of Sale

The property is offered for sale as a whole by private treaty inclusive of trade inventory to include furnishings, equipment, fixtures and fittings in relation to the business, excluding any personal items.

Planning

Planning permission was granted in August 2019 for the siting of four mobile homes for mixed holiday and classroom use under planning reference 19/00861/FUL. Under this

application, there is consent already in place for 1 additional holiday letting lodge.

Services

The property is serviced by mains electricity and mains water. Electricity is supplemented by the solar panels on the Classroom building and provide an export payment of approximately £200 per annum.

The kitchens within the lodges are electric. LPG runs the boilers for hot water for the kitchens and showers. There is potential to add up to three radiators to the existing boilers to provide central heating. The property is not connected to a sewage system.

Local Authority

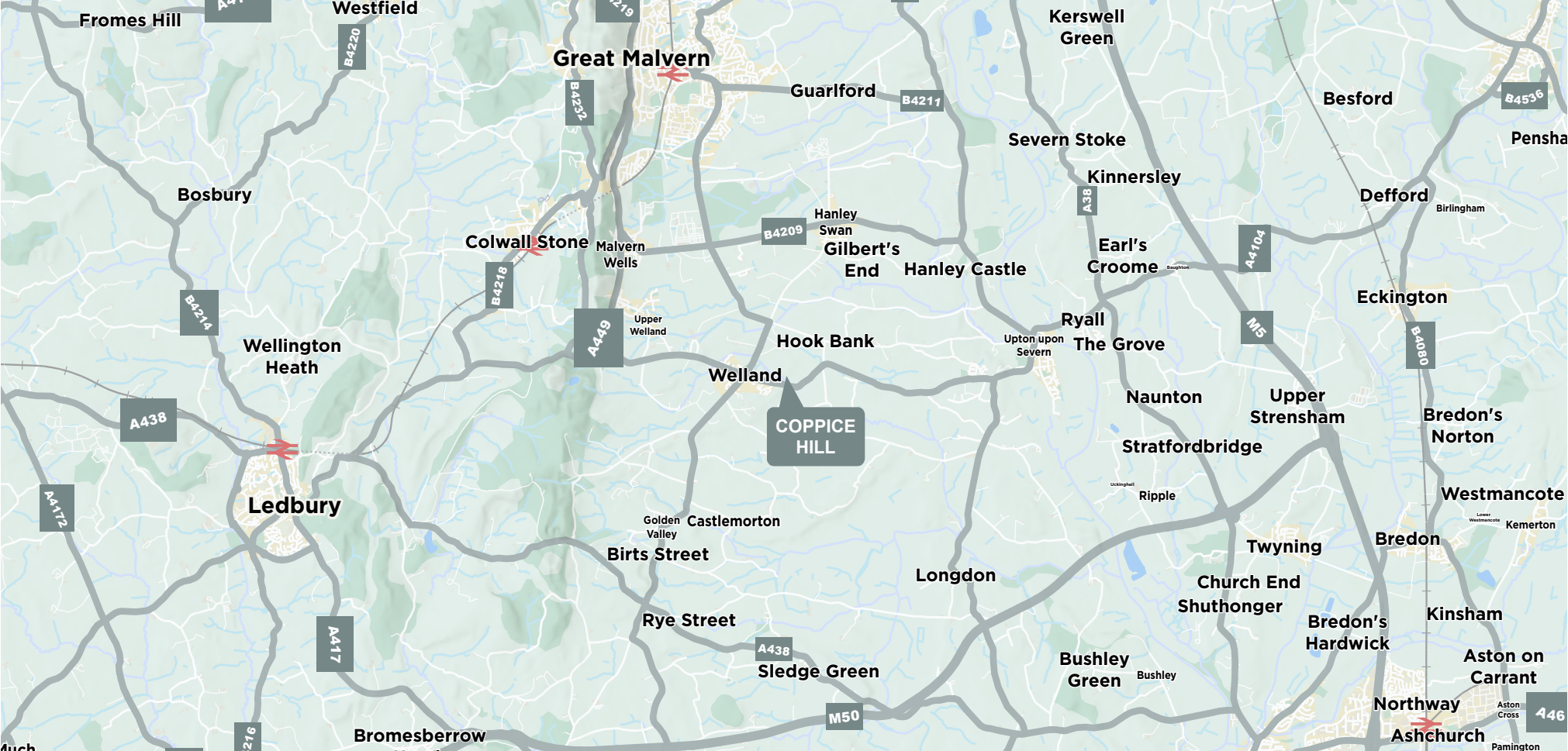
Malvern Hills District Council
www.malvern hills.gov.uk

Viewings

Strictly by appointment with agents Carter Jonas, 01823 428590.



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