

AN EXCITING  
OPPORTUNITY TO ACQUIRE

# THE DRAGONFLY HOTEL BURY ST EDMUNDS





# SUMMARY

Purpose built limited service hotel

Prominent location on the eastern side of Bury St Edmunds

71 bedrooms and associated public areas

Extensive car parking

Freehold

Total Net Revenue to year ending December 2015 forecast to be £1.049m





# BACKGROUND



Colliers International is delighted to have been instructed by RBS to offer for sale the Dragonfly Hotel, Bury St Edmunds. The property is a purpose built hotel that was developed in c.1986 and comprises 71 bedrooms, located over ground and first floors, meeting facilities and an open plan reception and dining area.

The hotel benefits from an excellent location to the east of Bury St Edmunds' town centre. The A14 passes close to the hotel, which is one of Suffolk's main arterial routes connecting Felixstowe and Ipswich with Cambridge and the M11. The historic centre of the town is around 5 minutes' drive away. Ipswich is about a 30 minutes' drive to the south

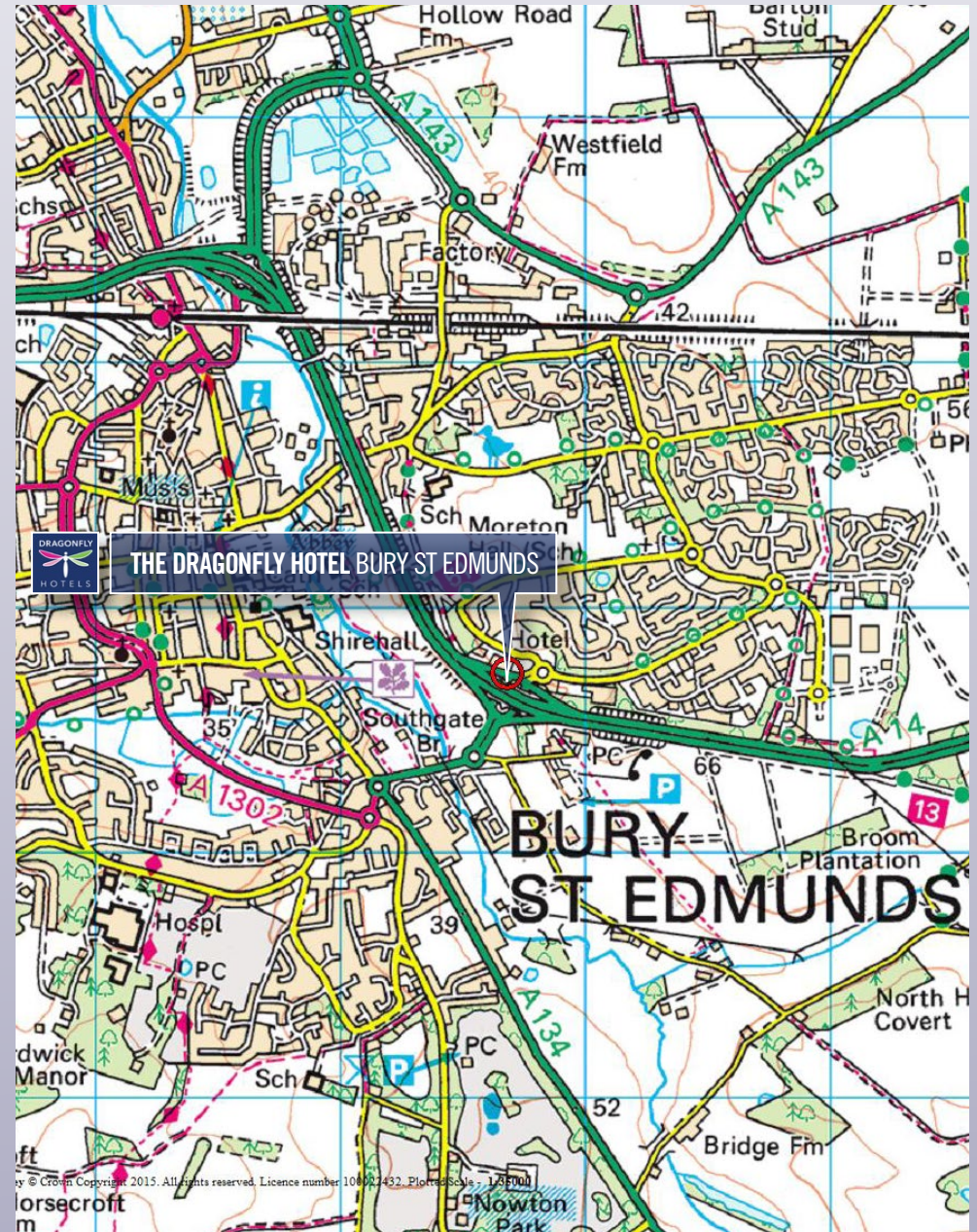
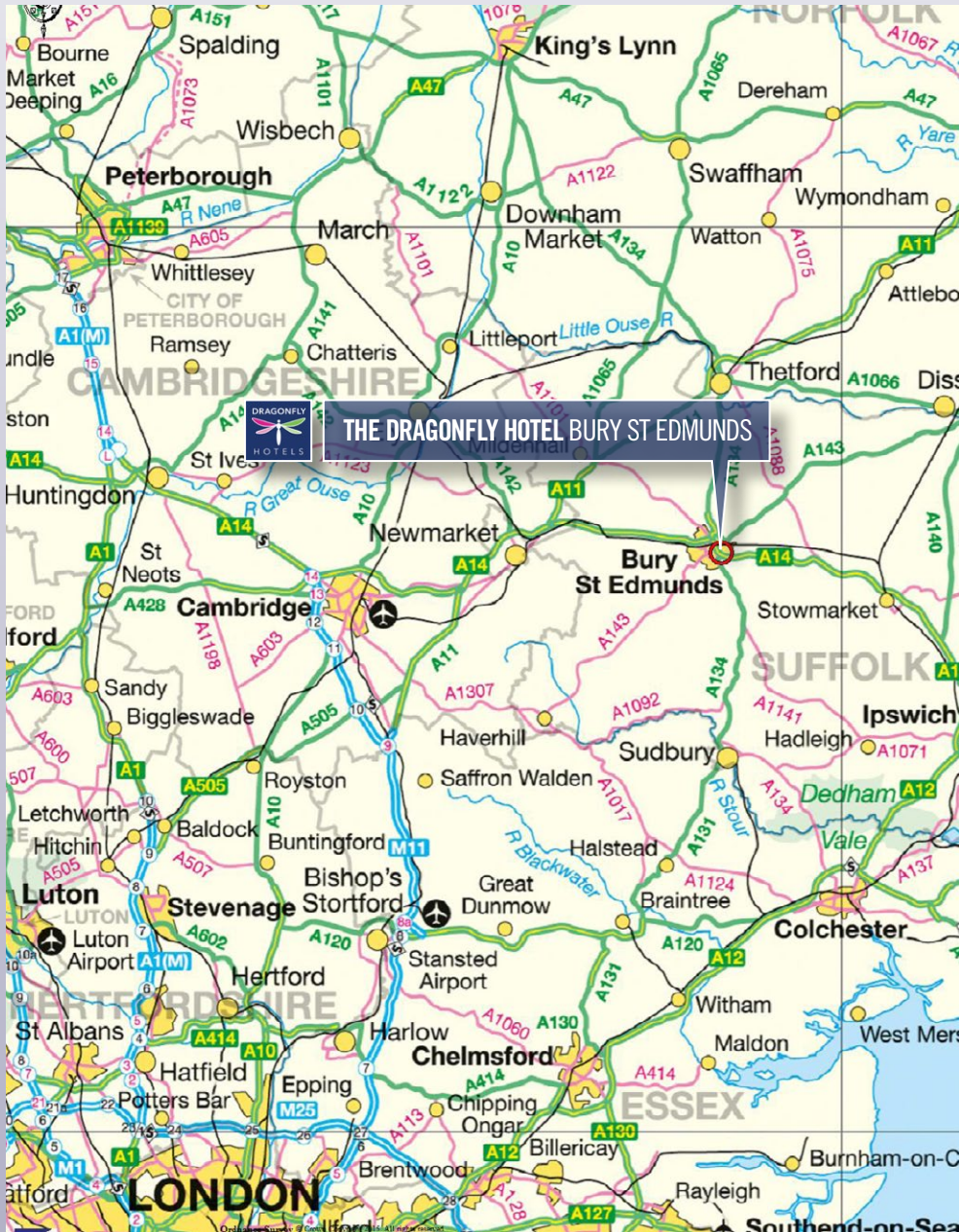
east of the hotel and Cambridge is circa 40 minutes' drive to the west. The A14 connects to the A12 at Ipswich, which leads, via the A120, to the port of Harwich and junctions 9 and 14 of the M11 are each around 30 miles distant to the west.

Bury St Edmunds is surrounded by picturesque countryside, with the extensive Thetford Forest Park easily accessed to the north of the hotel. To the south west of the town is the famous Ickworth House and Estate, a very popular leisure destination that is owned by the National Trust. To the west of Bury St Edmunds along the A14 is Newmarket, which is a market town world famous as being the centre of thoroughbred horse racing.

Bury St Edmunds itself is a delightful market town with a Cathedral and a ruined abbey near to the centre. The town is recognised for brewing and malting with Greene King having a large brewery. Silver Spoon sugar, one of Britain's best known brands, has a large sugar processing factory close to the hotel and the town is considered to be an affluent area.

The hotel is currently operated by Jupiter Hotels and branded as a Dragonfly Hotel. It is, however, available free and clear of the current management arrangement with Jupiter Hotels and the Dragonfly branding.







# THE HOTEL

## ACCOMMODATION

Being a purpose built property, the hotel is able to offer guests a uniform quality of bedroom product. There are 71 bedrooms:

Double	53
Twin	14
Inter-connecting	4

All bedrooms have ensuite facilities, flat screen television, tea and coffee making facilities, desk, chair and wardrobe.

## PUBLIC AREAS

The public areas are in a single storey building to the front of the hotel. Main entrance double doors open into a spacious and airy reception area. Leading off the reception is a conservatory with seating for eight and access to a patio area with further seating. On the other side of the reception area is a lounge and bar area, with a range of comfortable seats, and further on is the dining area with approximately 52 covers.

Adjacent to the hotel's entrance doors are male toilets and a corridor to the rear of the reception desk leads to the female toilets, meeting facilities and bedrooms.



## MEETING FACILITIES

The hotel benefits from having five meeting rooms in a dedicated area a short distance from the hotel's entrance.

ROOM NAME	MAX CAPACITY	STYLE	A/C
Cambridge	12	Boardroom	No
Suffolk	12	Theatre	No
Norfolk	40	Theatre	No
Essex	15	Theatre	No
Lincoln	12	Theatre	No

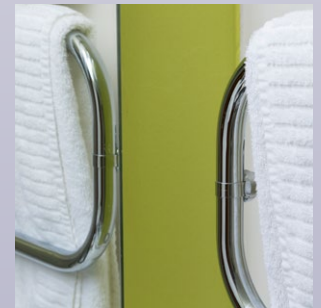
## SERVICE AREA

There is a substantial area to the rear of the dining facilities comprising a commercial kitchen and stores/fridges area for the kitchen. Behind the kitchen is former staff accommodation that now comprises three offices. To the rear of the hotel is an external service area for goods delivery and bin stores.

## OUTSIDE

The majority of the outside area comprises a large car park for approximately 100 vehicles. Surrounding the car park, access road to the front of the hotel and car turning area is mature soft planting providing a pleasant sense of arrival.

Part of the site including some of the current car parking areas has been sold STC to a roadside operator which will not form part of the sale. Completion of that sale is conditional on the purchaser securing the grant of planning consent. RBS have retained ownership of the access way and the transfer will include a right in favour of the buyer to use part of the access way, subject to an obligation on the buyer and successors in title to contribute towards a reasonable proportion of costs for the maintenance of the shared access road. The buyer will provide a building programme for the development of the unit. This will include an obligation on the buyer to carry out works at the hotel to replace/add any car parking required to bring the retained car parking areas of the hotel up to a minimum of one car parking space per hotel bedroom. Further details and information will be provided in a dedicated dataroom.







# FURTHER INFORMATION

## SERVICES

The owners inform us that mains gas, water, drainage and electricity are connected to the property.

## LICENCES

The property has a Premises Licence and Licence to hold civil marriage ceremonies.

## TRADE

The hotel is currently operated by Jupiter Hotels. It is intended to sell the hotel free and clear of the current arrangement with Jupiter Hotels. If parties are potentially interested in retaining the services of Jupiter Hotels, then please liaise with Colliers International who will make the appropriate introductions.

The hotel has previously been branded as a Ramada and subsequently a Quality hotel. On the 1 April 2015, the hotel was rebranded as a Dragonfly Hotel. The vendor will consider the Dragonfly Hotel brand being sold with the hotel, although this is only likely to be possible if the hotel forms part of a wider Dragonfly Hotels portfolio transaction. [The trading performance (with NOI stated before Management Fees and Replacement Reserves) is summarised as:

	Y/E DECEMBER 2015 (F) £'000	Y/E DECEMBER 2014 £'000	Y/E DECEMBER 2013 £'000
Net Turnover	1049	867	919
Net Operating Income	299	89	178

More detailed trading information is available in the Data Site; the log in details for which are available from Colliers International. Interested parties should note that for the year ended 31.12.14 no trading information is/was available for the period 1.1.14 to 14.3.14. This was due to the Group being in Administration at the time. As such, it should also be noted that the y/e 31.12.14 trading performance is for the period 15.3.14 to 31.12.14 and not a full calendar year.



## VIEWINGS

In the first instance, customer viewings may be undertaken, but after which point, all appointments to view **MUST** be made through the vendor's agents who are acting with sole selling rights and will accompany the viewings.

Please note that parties are requested not to discuss the sale of the hotel with any members of staff and that **ALL** enquiries must be channelled through Colliers International.

All interested parties should liaise with **James Williamson** or **Paul Barrasford** of the appointed selling agents to discuss the opportunity in more detail and/or to arrange a formal viewing of the property. Contact details are provided at the end of this brochure.

## PRICE

**Offers in the region of £3,000,000** are invited for the hotel's freehold interest to include goodwill and trade contents, excluding personal items. Stock will be at valuation.





# CONTACT

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