



# the tawny

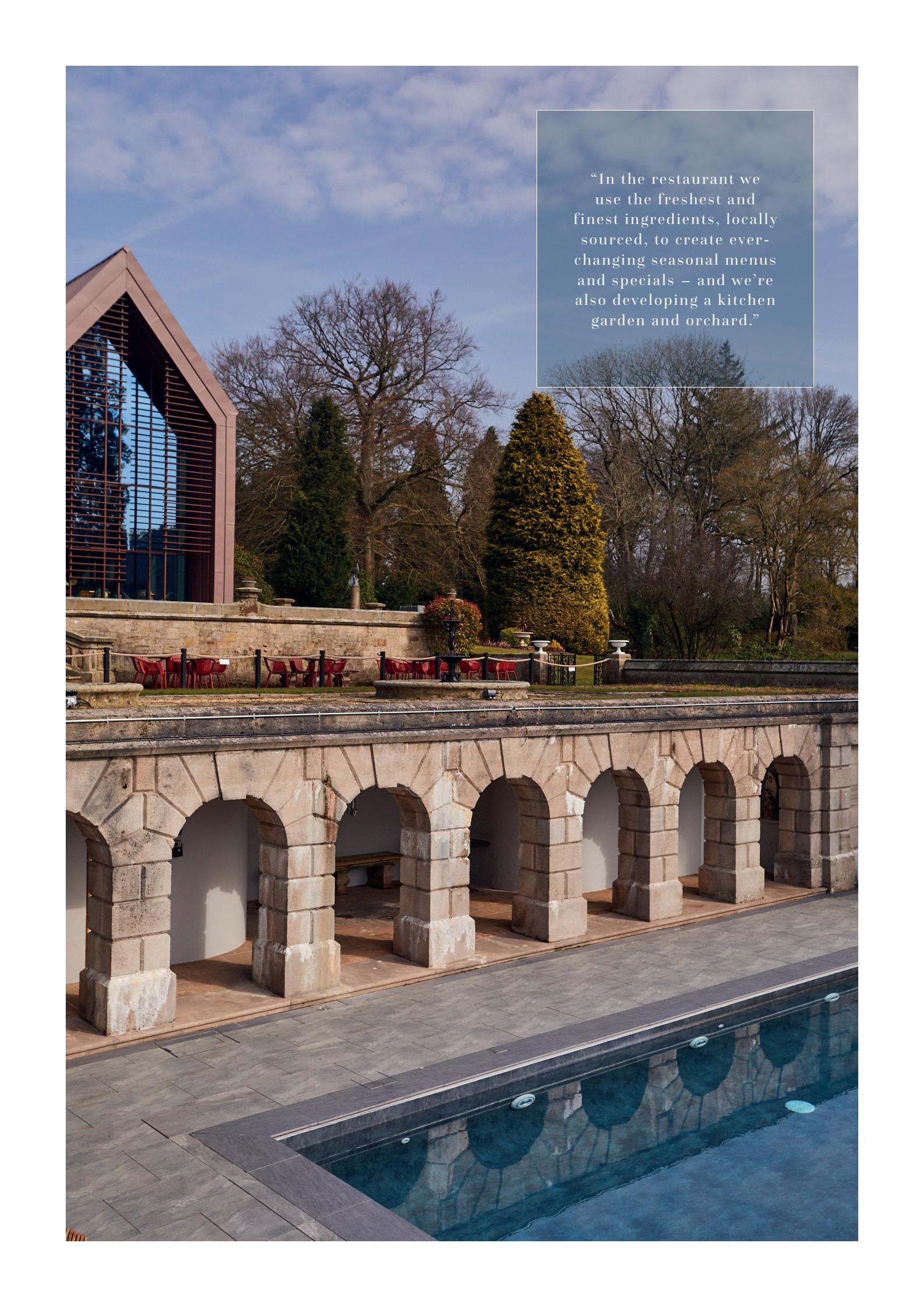


## A DECONSTRUCTED LUXURY STAYCATION

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It's highly unlikely you've ever stayed anywhere quite like The Tawny Hotel in Staffordshire. Set out across a 70-acre rewilded estate, the venue takes the traditional idea of a hotel and separates the rooms out so that there's no need to ask for a room with a view – it's guaranteed! You get the privacy and connection to nature that you get with camping, but with the service and comfort of a luxury hotel room.

With that in mind, we spoke to General Manager Josh Chadwick about what makes this hotel one that you'll want to stay in forever.



“In the restaurant we use the freshest and finest ingredients, locally sourced, to create ever-changing seasonal menus and specials – and we’re also developing a kitchen garden and orchard.”

## A RURAL GARDEN PARADISE

"We offer relaxed luxury. Although our bedrooms are submerged in nature, they're filled with home comforts and are beautifully appointed so you can truly relax and unwind in style. With so much outdoor space, guests have the freedom to make themselves at home and explore at their pace."

And there's a lot to explore. There are five lakes and 26 follies, created at specific vantage points across the estate so you can stand and drink in the view before you. But these follies were hidden underneath overgrown weeds and bushes when the family took over.

"We're a family-run, independent business that opened in 2021- transforming a once-forgotten estate and preserving the previous owner, Mr Podmore's legacy, into a haven for wildlife and nature. Keep an eye out for ducks, deer, kingfishers, and a whole variety of birdlife!"

## SUSTAINABILITY AT THE HEART

You can't create a wildlife sanctuary without considering the sustainability of your business.

"It's a key factor in every decision we make for the business. As a family-run hotel, there's a shared sense of passion and importance for balancing every business decision with environmental impact.

"For example, our whole 70-acre estate is rewilded, offering a biodiverse habitat of gardens, lakes, and woodland – we border the RSPB nature reserve and sit within a recognised dark sky area too.

"Last summer we invested in a significant new renewable energy initiative by installing 108 solar panels and a solar battery on site, alongside 15 EV chargers for guest use. This means the hotel generates and uses more renewable energy, enough to power a large proportion of the day-to-day operations and creates a 20-ton decrease in carbon emissions.

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## DECADENCE IN NATURE

With all this attention on wildlife and sustainability, you'd be forgiven for assuming you'd be staying in a tent or basic room. But the opposite is true. The Tawny does an incredible job of balancing the needs of the environment with the comfort and wellbeing of guests.

The Tawny Hotel Accommodation



The Plumicorn Restaurant

"In addition to our unusual design and range of facilities, what really sets us apart is our team – we genuinely care about the guests who we look after and are often praised for creating a welcoming and friendly environment. We see it as a privilege to be able to help make stays extra special – so it's our high standard of service, with a focus on the overall guest experience that we value most."

Every room is unique, but with all the high-end touches you'd expect from a five-star hotel. "Bedrooms aren't a one size fits all. Designed to invite a sense of the outdoors in, there's a choice – from treehouses to shepherds' huts, boathouses and luxury retreat suites – peppered amongst the woodland.

"Interiors are contemporary, with all mod-cons and clever touches to feel right at home (the goodies of handpicked local products in the mini-bar hits the spot). And each comes complete with an outdoor spa bath, perfect for stargazing or admiring the view by day. And there's a range of dog-friendly rooms, so you can bring the pooch too."

They've recently opened some larger lodges for groups, which each have exciting additions like swimming pools, cinema rooms and Big Green Egg BBQs.

Then there's the outdoor heated pool, on-site restaurant, e-buggy porter services, treatment room and garden tours. You can hire bicycles, go for hikes or run along the many beautiful routes. The hotel puts on weekly experiences like private yoga sessions, kombucha workshops complete with foraged snacks and refreshments, abstract painting and mixed media classes, mindful stargazing and Raku Pottery experiences.

**The Tawny really has got it all!**

[www.thetawny.co.uk](http://www.thetawny.co.uk)