ROSEATE
HOTELS & RESORTS

Roseate Hotels & Resorts to restore Beechfield House as a five-star country house hotel, adding Wiltshire to its collection of landmark addresses

Heritage conservation at its heart:
a substantial investment in the historic Wiltshire estate

3 November 2026, Wiltshire – Roseate Hotels & Resorts has unveiled plans to restore historic Beechfield House as a five-star country house hotel, following the submission of planning and listed building consent applications.

From London to Edinburgh, Roseate has restored landmark historic buildings with care and sensitivity. Following its acquisition of Beechfield House, it plans to invest in the estate in the same spirit, preserving its architectural heritage while introducing new rooms and suites, dining and wellness.

Situated in Beanacre, Wiltshire, Beechfield House comprises a Grade II listed Italianate Main House and an adjoining Grade II listed Coach House. Built in the 1870s, the property has evolved over the years, most notably through its conversion into a hotel in the late twentieth century. The English countryside has long held a romantic thread in art, literature and poetry, and its charm draws visitors from across the world. Beechfield House stands within that landscape, set among eight acres of landscaped gardens and grounds.

The proposals will honour the estate's historic character while introducing new rooms and suites, enhanced dining facilities, a dedicated wellness offering and improvements to the surrounding landscape.

Central to the proposals is the restoration of the Main House, joined by a new orangery extension that will enrich the dining experience and draw the gardens into the life of the house. The Grade II listed Coach House is proposed to be reimagined as a destination restaurant, with further rooms and suites and wellness facilities sensitively integrated within the wider estate.

Ravi Birdy, Executive Director at Roseate Hotels & Resorts, commented: "Beechfield House has a rich heritage and a character all its own, and our vision is to preserve both while creating a five-star country house hotel that reflects the setting and history of the estate. This is a considerable investment for Roseate and an important step in the property's next chapter. We are committed to bringing heritage conservation and contemporary hospitality together, creating a country house to be loved for years to come."

The project is being developed with the heritage architecture practice Purcell, appointed as lead designer and heritage consultant, alongside a specialist team of planning, landscape and interior design consultants.

The proposals take a conservation-led approach, with contemporary additions designed to complement the estate's architectural character and historic setting.

Fiona Lauchlan, Partner at Purcell and Project Lead, added: "We are delighted to submit this planning application. Working with Roseate Hotels & Resorts and the talented design team, our proposals place the Grade II listed Main House and Coach House at the heart of a renewed country house hotel, enhancing the architectural character while adapting them for contemporary hospitality."

Sustainability is a key consideration within the proposed development, which is targeting a BREEAM 'Excellent' rating and incorporates plans for low-carbon energy systems and landscape enhancements.
Beechfield House continues to trade under its existing name and welcome guests while the planning applications are considered. The proposed redevelopment remains subject to the relevant planning and listed building consents.

NOTES TO EDITORS

About the proposed development

The proposals include:

- Restoration and refurbishment of the Grade II listed Main House
- Restoration and adaptive reuse of the Grade II listed Coach House
- A new orangery dining extension
- A destination restaurant within the Coach House
- Additional rooms and suites
- New wellness and spa facilities
- Landscape, biodiversity and sustainability enhancements

The proposed scheme is targeting a BREEAM 'Excellent' rating. The development remains subject to the relevant planning and listed building consents.

Project team:-
Client: Roseate Hotels & Resorts
Architect, Heritage Consultant and Lead Designer: Purcell
Landscape Architect: SEED Landscape Design
Interiors: Ben Thompson

About Roseate Hotels and Resorts:
Roseate Hotels & Resorts, a Bird Group Hospitality brand, is a collection of boutique properties that bring together heritage, contemporary design and deeply personal service. Known for its understated approach to luxury, the brand specialises in the sensitive restoration of landmark historic buildings, reinterpreting them as intimate, character-led retreats for a global clientele. With a primary UK presence in London, Reading, Bath and Edinburgh, alongside flagship properties in New Delhi and Rishikesh in India, and 3 more luxury hotels opening in 2027-2028 (in India), Roseate is defined by quiet elegance and intuitive hospitality. Each property is united by a commitment to sustainability and a culinary philosophy that celebrates provenance, with guest experiences that range from award-winning wellness at Aheli Spa to journeys of culture and gastronomy.

www.roseatehotels.com

About Purcell:
Purcell is an international practice of architects, masterplanners and heritage consultants, trusted for its expertise in conserving and reimagining the world's most significant historic buildings and places. Founded in 1947, the practice pioneered the post-war conservation movement and continues to champion adaptive reuse as a pathway to a sustainable, low-carbon future. With a conservation-first mindset, Purcell combines design excellence with technical rigour to deliver inclusive, planet-positive solutions.

Its award-winning portfolio includes the National Gallery's Sainsbury Wing with Selldorf Architects, Manchester Town Hall, the Wallace Collection masterplan, the National Portrait Gallery with Jamie Fobert Architects and the Elizabeth Tower. The practice has received two Stirling Prize nominations, including for the Elizabeth Tower in 2025.

As creative custodians to some of the UK's most treasured historic homes and estates, it has helped secure the future of several heritage sites, including Stowe House in Buckinghamshire, Burghley House in Lincolnshire and Windsor Castle. Operating across 14 studios (10 in the UK and four in Asia-Pacific), Purcell is proud to be a Certified B Corporation®, ranked No.1 for Heritage in the World Architecture 100 and recognised for creating places that celebrate heritage while making space for new stories to unfold.

www.purcellarchitecture.com