



# HYPNOS

THE MOST COMFORTABLE BEDS IN THE WORLD

CASE STUDY



## THE TAWNY HOTEL: THE OWLETS

Launched in 2021, the award-winning Tawny Hotel in Staffordshire is renowned for its distinctive, deconstructed approach to hospitality. Set within 70 acres of rewilded gardens and woodland on the Consall Hall Estate, the hotel weaves secluded cabins, waterfront retreats and hillside treehouses into a landscape designed for rest, exploration and immersion in nature.

Continuing to evolve this vision, The Owlets form a collection of five thoughtfully restored farm buildings, reimagined as family-friendly escapes. Tucked away on the adjoining Basford Estate, alongside The Tawny's Fledgling properties, the cottages offer one-to-four-bedroom accommodation, combining the privacy of a self-catered stay with access to the hotel's luxury amenities.

*“At The Tawny, everything we do focuses on enhancing the guest experience. It’s the small touches from thoughtful details, personalised and warm service, teamed with excellent food, and a good night’s sleep that make the biggest difference. Thanks to our deconstructed design, our bedrooms are peppered across the 70-acre rewilded estate, enabling guests to connect with nature and wildlife, while unwinding in spaces designed for comfort and relaxation. The same applies to our collection of private rentals on our neighbouring estate, The Fledglings and The Owlets. Each addition reflects our commitment to sustainability and helping our guests feel completely at home.”*

Josh Chadwick, General Manager, The Tawny Hotel



Inspired by their surroundings and proximity to the RSPB Consall Nature Park, each cottage is individually named after British butterflies: Meadowfold, Silverleaf, Duskhollow, Bluebell and Amberwing, and designed to reflect a strong sense of place, with heritage features, soft natural palettes and a relaxed, nostalgic charm.

Originally part of Basford Hall Farm, The Owlets celebrate the careful restoration of historic buildings, with Meadowfold Farmhouse dating back to the 17th century. Working with Louise Platt Interiors, the five escapes have been sensitively transformed to balance character with contemporary comfort.

Interiors draw inspiration from the surrounding landscape, with nature-led tones, stone and terracotta finishes, and layered botanical details. A strong sense of craftsmanship runs throughout, from bespoke cabinetry to antique accents and copper freestanding baths, complemented by Hypnos handcrafted mattresses. Hand tailored using traditional techniques, with genuine border side-stitching to enhance durability, edge support and long-term performance, they deliver exceptional comfort and support a truly restful night's sleep.

Each cottage benefits from its own private garden with alfresco dining and BBQ facilities, alongside The Tawny's signature outdoor spa baths. At the centre of the collection, a shared heated swimming pool sits within landscaped gardens, complemented by a courtyard designed for relaxed family moments, complete with outdoor games including a giant chess board.

Far from a typical self-catering stay, The Owlets offer a carefully curated experience that blends space, privacy and connection, with access to The Tawny's wider offering, including its 3 AA Rosette restaurant, The Plumicorn, and a range of tailored activities.

To enhance the experience for families, The Tawny has introduced 'Little Gardener Kits', encouraging younger guests to explore the surrounding landscape, alongside additional touches such as in-cottage pottery workshops and curated movie night hampers.

A strong commitment to sustainability underpins the development of The Owlets and the wider Tawny estate. Working with conservation architects, the restoration has been approached with sensitivity, while biomass heating and the introduction of solar energy support a reduced environmental impact. This considered approach to comfort and environmental responsibility is reflected in the specification of Hypnos Lansdowne Signature mattresses across The Tawny estate, handcrafted using natural, traceable British wool, aligning with The Tawny's commitment to sustainable hospitality.

The Owlets remain fully connected to the wider Tawny experience, with access to countryside walks, spa treatments and nearby destinations including the Peak District.

