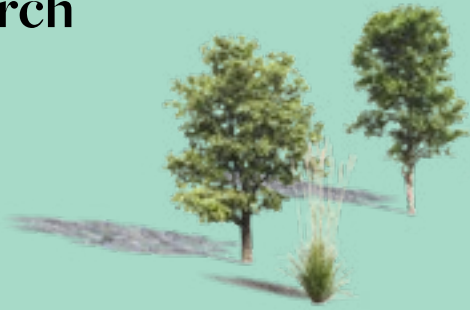


An aerial view of a park with various trees, people engaged in activities like walking, playing, and sitting, and animals including chickens, sheep, and dogs. The scene is set against a light teal background.

Birch (SELSDON)

Birch



Birch (Selsdon) is the great escape.

We give you the space to go slow, go wild,
and go forward.

Helping you unwind, reconnect,
and find moments for the memory bank.

Our intention? Revival.

Your's. Our's. The land's.



Birch

How to describe Birch (Selsdon)?

Labelling it a hotel would be like calling Patagonia a clothing company.

Correct. But only a snippet of the story.

Set within 200 acres of rolling hills and green space, and just 30 minutes from London, you'll find 180 bedrooms of all shapes and sizes.

A pottery studio, screen printing workshop, and interactive kitchen to get creative in.

Arcade and screening rooms to switch off in.

A Lido, tennis court and The Wellness space with gym, yoga and spin studios and treatment rooms.

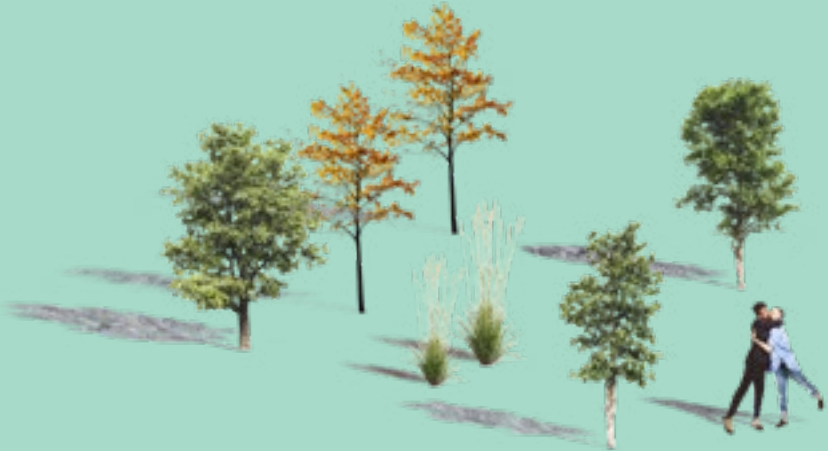
Two restaurants and three bars for feasts and flavours.

Meeting spaces and communal areas for working hard or hardly working.

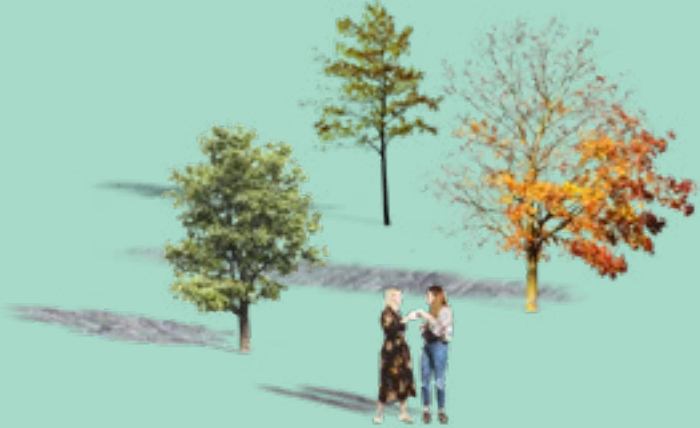
Birch (Selsdon) is an escape from the everyday. A space that bleeds green, stimulates connection, and sparks creativity.



Birch



Come play



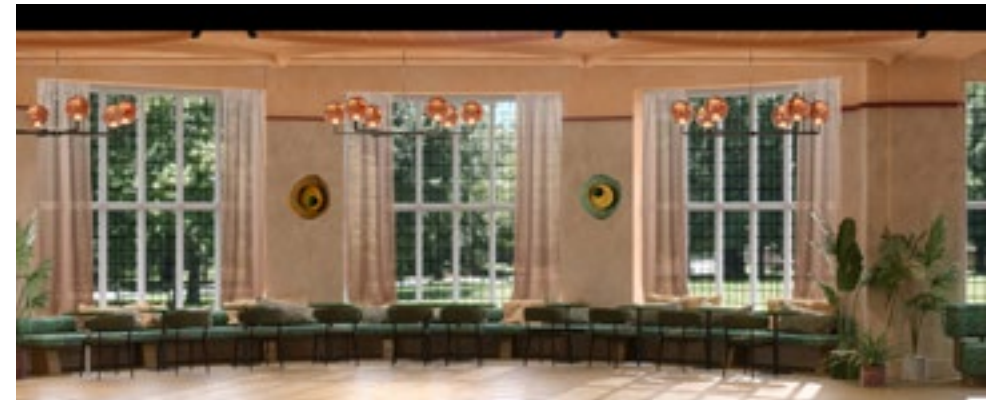
Birch

Meetings and events

Led by nature, and with endless views of our rewilding project, our meeting and event spaces take you to a new world (despite only being a stone's throw from London).

Eight event spaces - ranging from 10 to 200 capacity - are ready for company away-days, private dinners, big parties and secret celebrations. Retreat, reset and refresh with family, friends or colleagues.

And when you're done there, dive into our bedrooms, pottery studio, workshop spaces, heated lido or Wellness Space with spin and yoga rooms. We can create a bespoke activity program for you and your guests. Just ask and we'll answer.



Birch

Room Summary

OPENING DATE: Q1 2023

LOCATION

Birch (Selsdon) will be easily located just south of London – close to the M25 by Car, or East London Rail Station is a short taxi ride away. We are also 40 minutes from Gatwick and 50 Minutes from both Heathrow and London City Airport.



SPACE

CAPACITY

SIZE

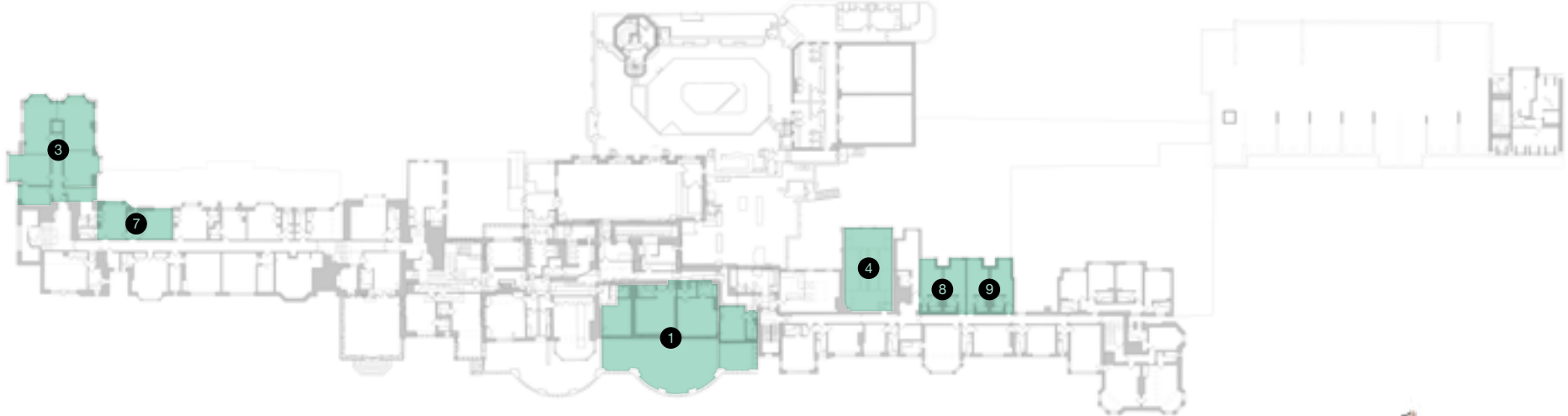
	Theatre	Cabaret	Boardroom	U Shape	Dinner Rounds	sq. m.
Atkins	200	130	60	50	160	162
Lindley	150	70	50	50		144
Seacole	120	70	30	35	90	110
Henslow	50	40	26	26	40	62
Bentham	50	50	26	20		74
North	30	20	15	12		42
Annie	20		20	12		38
Arber	15	12	12	8		35
Mitchell	15	12	12	8		35

Birch

Floorplans

- ① Atkins
- ② Lindley
- ③ Seacole
- ④ Henslow
- ⑤ Bentham
- ⑥ North
- ⑦ Annie
- ⑧ Arber
- ⑨ Mitchell

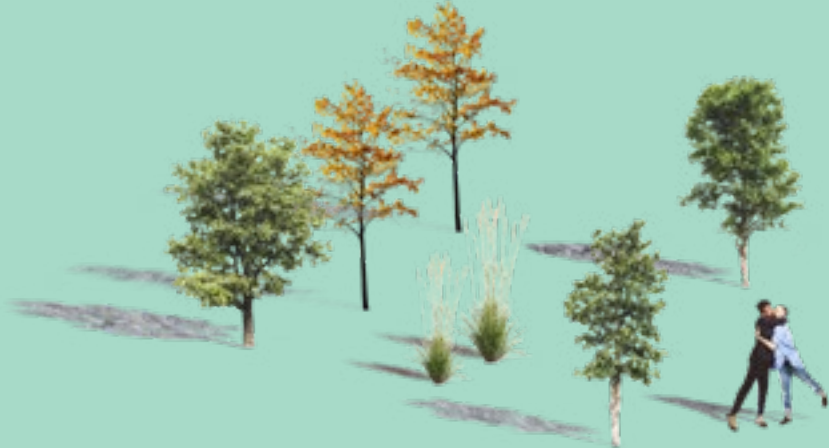
GROUND FLOOR



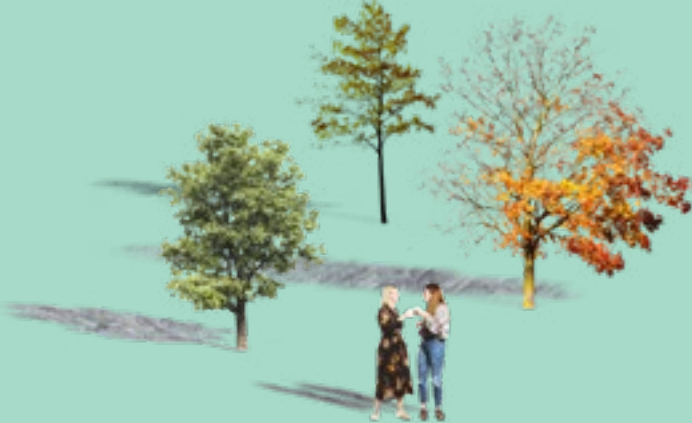
FIRST FLOOR



Birch



Come rest



Birch

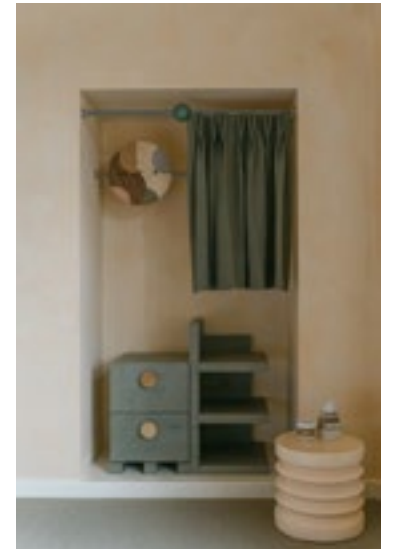
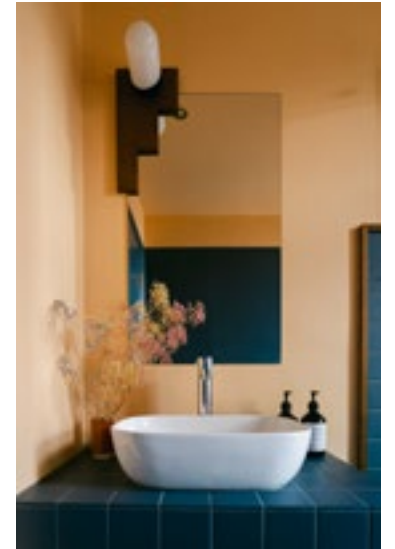
Rooms

Immediately comforting with a sunshine appeal. That's the aim with our bedrooms.

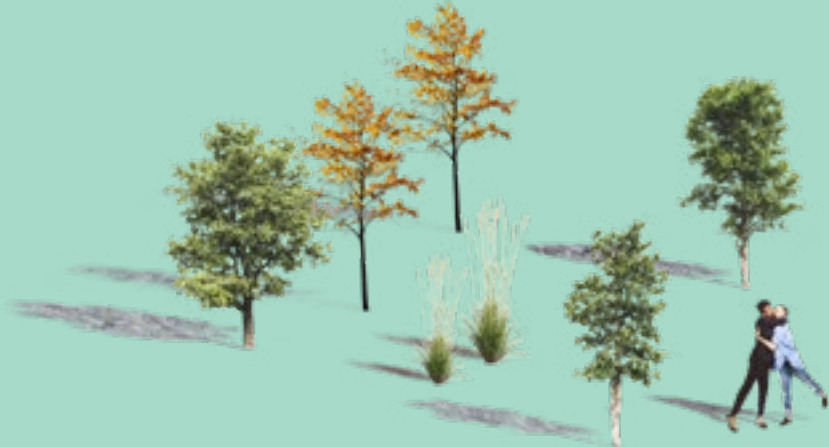
Expect soft peachy hues, burnt orange tones, and smooth oak detailing. Oh and big beds. Relaxed, warm, and more cosy than a candle-lit bath.

Each bedroom celebrates craft and nature, with bespoke artwork and wardrobes that are more like sculptures. Features we're particularly proud of include a carbon-negative light cork floor, recycled linen curtains, wall lights encased in handblown recycled glass, and furniture made with wood from our grounds.

We have 180 bedrooms (Suite, Large, Medium, Double). Whichever bedroom you bag, you'll get an access-all-areas pass to everything we have on offer (including free workouts).



Birch



Discover



Birch

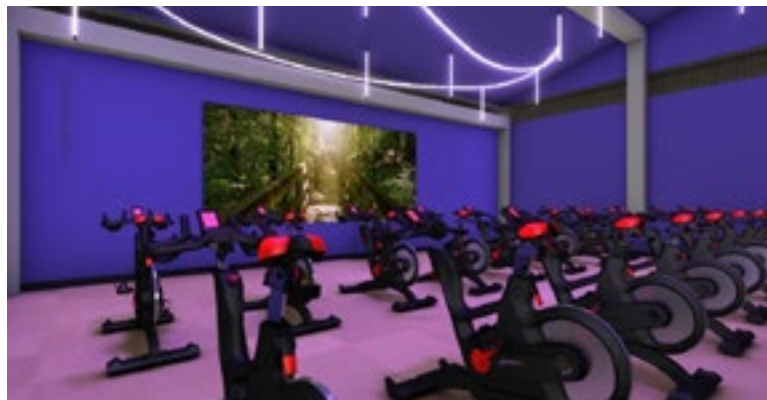
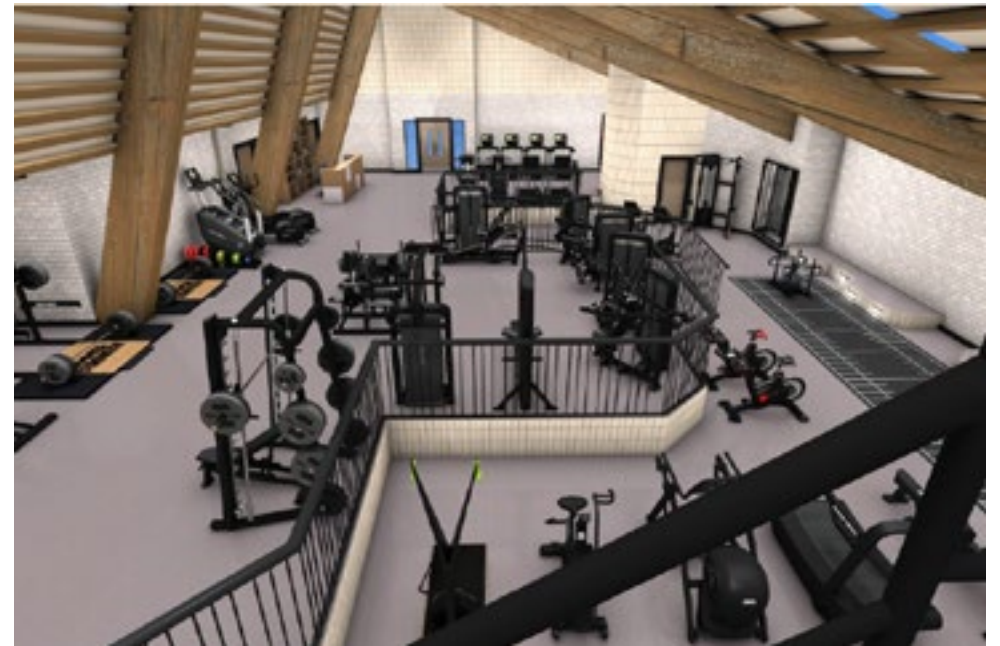
Wellness

Birch (Selsdon) has your wellness - both mental and physical - at our heart.

In the gym you can lift our weights (and your endorphins), take a turn on the treadmill, box clever, stretch long, and work up a sweat in free daily classes.

A range of stress-busting and mood-boosting treatments and massages are available. Some to help you look good and some to help you think good. All to help you feel good.

Across our 200 acres we run a range of workshops focused on health and wellbeing. Sound baths, motivational talks, nature walks... This is Wellness 2.0. Taking care of mind, body, spirit, and soul.



Birch

Nature

We're caretakers of over 200 acres of nature. What was once a golf course is now one of London's largest rewilding projects. A project that will revive the land, biodiversity and nature.

All of this creates an environment for guests and members to escape to. By immersing themselves in nature, they get the space they need to flourish. Whether they're coming to work with friends or stay with family.

Walk in wound up. Walk out all loosey-goosey.



Birch

Lido

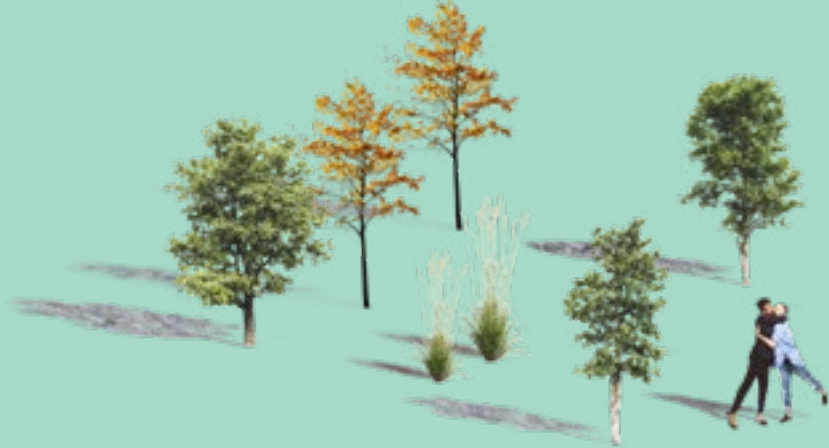
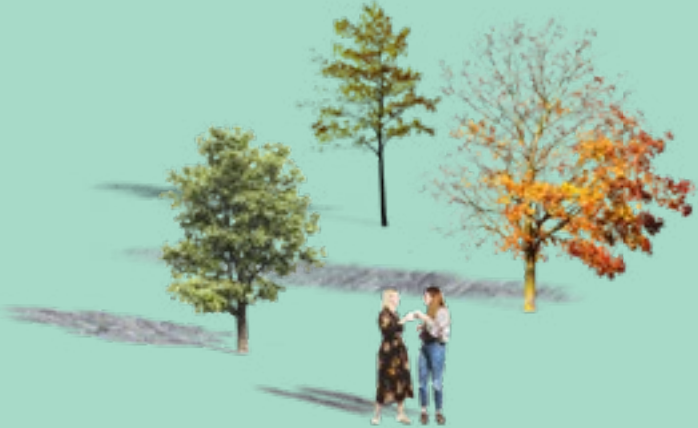
Opening this summer, we've given the Lido an Art Deco-inspired makeover and added a yoga deck to keep it company.

Expect colourful patterns, shapes and styles with an anti-traditional elegance. Get your bathers on. It's time to dive back into the 1930s.



Birch

Come eat



Birch

Our food and drink

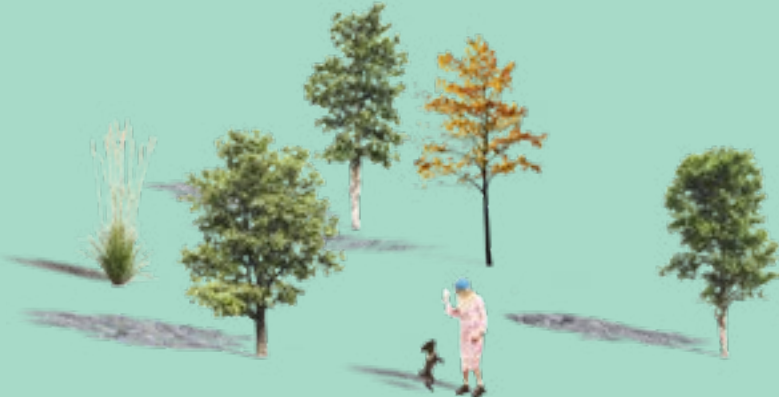
Enjoy food that's super seasonal, super tasty, and super duper. At Birch (Selsdon) we use our 200 acres to grow a lot of our own food, and sustain and use livestock for our kitchen.

Two restaurants and three bars await. With the Michelin-starred chef Lee Westcott in charge of all things flavour.

We have a signature restaurant for something a bit special, and an all-day dining affair with space to spare. Oh and there's a private room for celebrations and secret hideaways.



Birch



Birch's Best Bits

Time off for the always on.



Birch

Event planning

If you are looking to plan the Perfect Event, we're ready to create a complete and tailor-made event programme that fits you just right. This might include:

Throwing some clay in the Pottery Studio, Learning to Pickle in our Interactive Kitchen, Screen Printing in our Studio.

We run workshops for all 3

Private Spin, Yoga, and Meditation sessions in the Wellness Space

Treasure Hunts & Cocktail Masterclasses

Birch Talks for Wellness, Mindset and Waking up to your Full Potential (to name a few)

Walkabouts, learning about our Re-Wilding Project and animals

Soaking up the Sun by the Lido

The above only scratches the surface.
Get in touch to get below it.



Birch

"I left Birch after only 24 hours feeling totally rejuvenated. All that time spent outside caused me to sleep deeper than I had in months. I woke up feeling fresh and motivated to move."

STYLIST

"This is where London's creatives go to rest their weary heads and recharge for a day, night, or weekend. You can create your own retreat here."

Evening Standard.

"We had such a lovely time, partly because this was the first 'holiday' we've had in literally years, partly because you and Birch made it so comfortable and fun. We plan to return."

The Observer

"The Selsdon Park Hotel and grounds are now undergoing a significant renovation, which Birch says will follow its philosophy of 'working with the existing building and the attributes of the site, enhancing and improving them through thoughtful interventions with strong links to nature and the external landscape.'

BOUTIQUE
HOTELIER

"[Birch was] founded in reaction to the modern demand to be 'on' all the time. Its concept is inspired by traditional country estates, which were often circular in terms of their resources and produce."

CORNTOWN
HOUSE

"Birch is one of CW's favourite discoveries of 2022. Birch fuses countryside zen with London chicness"

CULTURE *Whisper*

"Whether you're after a country-esque retreat or co-working space, Birch delivers on both accounts".

"Just great food, a focus on wellness and fresh air that feels far away from London"

"Race to the refreshing embrace of the outdoor lido and The Tides' impressive range of holistic wellness treatment"

Women's Health

"Birch's food is great, the decor is enjoyably retro and there are free films screened in the ballroom. During school holidays, dads and daughters can make pizzas and do block printing together. There is a heated lido and in the evenings you can book fire pits for barbecues".


THE TIMES



Come join us

EVENTS.SELSDON@BIRCHCOMMUNITY.COM