



Press release and overview, December 2024

[Glendower Guest Apartments](#) on Commercial Road in Dereham has been offering overnight and short stay accommodation since 2012. The property including the main house and 6 letting properties was purchased by the current owner in 2006 since when it has been extensively renovated and extended. The Victorian courtyard adjacent to the main house originally provided tenanted accommodation, but over the years these individual properties were taken back in hand as tenants moved on, and then upgraded to provide comfortable overnight and short stay guest accommodation. 3 further apartments were built that blend in perfectly with the historic original building.

In the early days breakfast was available, however as each apartment has a fully equipped kitchen the business moved to a self-catering model. This move was made much easier because Glendower is located in Dereham town centre where there are many café's within easy walking distance providing excellent breakfasts. Additionally being directly opposite to a supermarket (which also has a café) provides easy and quick access to all the provisions needed for a self catering stay.

Since opening its doors in 2012 many thousands of guests have stayed at Glendower from all walks of life with a multitude of reasons for staying, the most consistent of which include;

- Visiting friends and family
- Working in the area
- Leisure/Tourism

For all types of guests the apartments are very highly rated on all booking platforms and ratings sites.

For visiting guests the privacy and security of a dedicated self contained apartment scores highly in their estimation. For guests who are visiting for work in Dereham or the local area the fact that most apartments have 2 bedrooms (a double and a twin) means that the apartment cost per-head is extremely competitive when compared to a single occupancy hotel room. For tourists Glendower provides the perfect central base from which to [explore all of Norfolk](#) and enjoy annual events such as the [Thursford Spectacular](#), [The MNR Polar Express](#) and the [Dereham Blues Festival](#).

Another feature that's proved important for visiting guests is the availability of multiple apartments at the same place – this has attracted many families and groups that are attending friend and family events/celebrations such as Weddings, Birthdays, Anniversaries etc. If booked in good time some groups book the whole complex for their event, which allows guests to mingle and share the experience of being close together during their stay, popping between apartments and cooking group BBQ's.

In 2020 [The Cock](#) pub, just 200 yards from Glendower, was added into the mix – providing visiting guests with a cosy, friendly and traditional pub to enjoy a drink close by. In late 2024 The Cock moved into new ownership but the strong bond established over the years remains as both businesses cooperate together to provide additional resources to guests visiting Dereham. The Cock also adds a further guest apartment ‘[Drayman’s Rest](#)’ into the Glendower portfolio.

For the future Glendower continues to strive and improve, with a continual program of renewal and new ideas. One example of this is it’s participation in 2025 in the July [Dereham Blues Festival](#), where it will host several live bands in its grounds and provide food, drink, and of course great music, for guests from far and wide.

