Admiral co-founder Henry Engelhardt and his wife Diana take stake in restaurant and hotels group Seren

Former chief executive and co-founder of Wales' only FTSE 100 business Admiral, Henry Engelhardt and his wife Diane, have taken a minority ownership stake in restaurant and hotel group Seren.

Seren is run by husband and wife team Neil and Zoe Kedward. Their first venue was the Grove of Narberth in Pembrokeshire. The group's other hotel is the Penmaenuchaf near Dolgellau. The family-run business also operates three restaurants in the Fernery (located within the Grove of Narberth), the Michelin starred Beach House at Oxwich By and the Lan y Mor in Saundersfoot.

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The investment will enable Seren to accelerate the full refurbishment of the Penmaenuchaf Hotel, while also allowing it to pursuing opportunities in new locations.

The Grove of Narbeth
(Image: The Grove of Narbeth)
The Engelhardts have taken an equity stake via their investment firm Wrightwood Investments. The value of the investment has not been disclosed.

In a LinkedIn post confirming the investment Seren chief executive Mr Kedward said: “We are thrilled to welcome Henry, Diane and their team from Wrightwood Investments as a strategic partner. Their investment and expertise will allow us to grow whilst staying true to our core values of exceptional service and a commitment to showcasing the best of Welsh hospitality.

“The collaboration provides us with the resources and strategic guidance to continue innovating and expanding our brand.

“We are confident that together, we can continue to grow and enhance the Seren experience while maintaining our distinct

sense of place and wider purpose to impact positively on our community in each location.

Mr Engelhardt said:“Seren’s brilliant portfolio of hotels and restaurants, highlighting the best of Welsh culture and hospitality, makes this an exciting partnership.

“The collection is all about promoting the best Wales has to offer to the world and we look forward to helping them grow and prosper, bringing great Welsh experiences to travellers from around the globe.”

The Engelhardts other investments in Welsh firms include those into Hydro Industries and Drop Bear Beer. The Kedwards began their business when they acquired what then the derelict Grove country house in 2008.

Mr Engeldhardt co-founder Admiral which launched in Cardiff selling insurance over the phone in 1993. He stood down as chief executive in 2016.