

West Wales luxury log cabin firm acquired with new owners outlining expansion plans

A West Wales manufacturer of luxury lodges and garden rooms has been acquired with its new owners outlining significant expansion plans in jobs and production.

A majority equity stake in Pembrokeshire-based Preseli Lodges & Garden Rooms has been acquired by the Actually Group.

The value of the deal has not been disclosed. Sunderland headquartered the Actually Group said it remains committed to maintaining manufacturing at Preseli Lodge & Garden Rooms operation in Clynderwen which currently employs 14.

As part of expansion plans a further 20 jobs are being created this quarter with additional manufacturing premises being acquired.

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It currently produces 15-20 lodge units per year, with Actually Group's ambition to scale production in South Wales to 200 lodges annually by the end of this year.

The business will be rebranded as Actually Lodges as a subsidiary of the Actually Group.

Actually Lodges will supply the Actually Group, as well as continuing to grow its UK customer base.

It supplies on-park and off-site lodges and garden rooms for private sales as well as hospitality trade clients. As part of the deal its founder Kevin Morgan will remain with the business as commercial director.

Andy Sutton, chief executive of Actually Group, said: "Preseli is an established leader in the luxury lodge manufacturing sector, We are delighted to welcome their highly skilled workforce to the Actually Group, and we're excited about our future.

"The acquisition will help us to assure our supply chain, scale our operations, and deliver on our ambitious growth targets. We will be investing in additional new premises, and we'll be embarking on a recruitment drive. We expect to create 60 new roles (group wide) in the first quarter of 2022."

The Actually Group is developing multiple holiday lodge park sites across the UK, with plans to generate 15 new UK holiday park sites, 1,000 new lodge pitches, and 500 new jobs by the end of 2023.

Mr Morgan "We are very proud of what Preseli has achieved in such a short space of time, establishing our business, and growing a reputation for premium hand-crafted design. Our investors, Actually Group, will help us to build on that growth and position our business as one of the UK's leading manufacturers of next-generation luxury lodges."

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