The Folly at Sandringham

Region: East Of England **Sleeps:** 6

Overview

Offered exclusively through Oliver's Travels, this exceptional turreted retreat surrounded by centuries-old trees, has been sensitively refurbished to the highest standard, blending timeless heritage with refined contemporary comfort. This is a rare opportunity to enjoy a private escape on regal grounds.

In the heart of the Sandringham Estate's (https://www.oliverstravels.com/britain-ireland/norfolk/sandringham-estate/) private woodland, an extraordinary rural retreat - The Folly - blends royal history with quiet grandeur. Originally built as a place where ladies retired for tea, this turreted gem with wrap-around balcony has been transformed into a luxurious retreat, inviting guests to experience life at the heart of one of Britain's most iconic royal residences.

With input from the Sandringham team, The Folly honours its romantic past while embracing modern comfort. Period features - stone hearths, arched entryways, hand-finished floors - have been lovingly preserved. Throughout the house, royal artefacts from the private collection add depth and authenticity.

Step into the soft-toned drawing room, where French doors open onto the garden. Natural light floods in, warming vintage wood furniture, layered textiles, and botanical accents. It's a space for reading, conversation, or simply watching the garden come to life.

The sitting room wraps you in comfort, with deep sofas, William Morris wallpaper, and a wood burner that's perfect for cosy evenings.

Down a few steps, the kitchen and dining area unfold in heritage turquoise. Butler sinks, traditional cabinetry, and brushed brass fittings blend classic country style with everyday ease. A utility room and boot room provide extra space for coats, wellies, and sandy shoes after exploring the estate.

Upstairs, the home sleeps six guests across three double bedrooms in two separate wings. The principal bedroom offers a king-size bed and an en-suite shower room with twin basins set into a bespoke wooden vanity.

The second wing holds two additional double bedrooms. One features soft green tones and garden views; the other is bolder, with statement wallpaper and has access to the outdoor balcony among the treetops. These rooms share a family bathroom, complete with a full-size bathtub and twin sinks.

Brass latches, iron doorknobs, and handpicked lampshades throughout give every space a refined, crafted feel.

Outside, a staircase leads up to the turret - a secluded perch wrapped in windows. This circular tower offers panoramic views across the estate and,









on clear days, glimpses of the distant sea. It's a serene spot for journaling, sketching, or morning coffee in the canopy.

From your doorstep, the entire Sandringham Estate is yours to explore. Meandering trails, formal gardens, and open meadows invite long walks and peaceful moments. Sandringham House - open between April and October - is just minutes away, and Norfolk's charming villages and wild beaches are within easy reach.

Whether you're here for a creative escape, a slow-paced family holiday, or a celebration rooted in history, The Folly is a place that invites rest, wonder, and reconnection. Layered in heritage, surrounded by nature, and designed with care. This is a stay where every detail tells a story.

As mentioned in...
(https://www.forbes.com/sites/felicitycarter/2025/08/01/the-folly-on-the-royal-sandringham-estate-welcomes-guests/)

Forbes

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Facilities

Historical Sites • Recommended • Exclusive • Walking/Hiking Paths • Walk to Village • Ideal for Kids • Special Offer • Has Discount • Quirky (Unique) • Ideal for Teens • Cots (Cribs) • Pets on Request • Beach Nearby • Instagrammable • Walk to Restaurant • Heritage Collection • Parking Space • Wi-Fi/Internet • Country Estate • Rural Location • Decorated for Christmas • Washing Machine • Outstanding Landscapes • Coffee Machine • Outdoor Pursuit & Activities • Hairdryer • Tourist Towns & Villages • TV • Tumble Dryer • Dishwasher • Microwave • AGA • Smart TV • Playground nearby • High Chair(s) • Fenced Grounds

Interior & Grounds

The Folly – Property Layout
Sleeps 6 | 3 Double Bedrooms | 2 Bathrooms

Ground Floor
- Drawing Room: Cream-toned and garden-facing, with French doors that open directly to the lawn. Elegant vintage seating and soft light make this a lovely spot for tea or morning quiet.
- Sitting Room: William Morris wallpaper, deep linen sofas, and an open fire set the scene for cosy evenings. Perfect for reading or unwinding by the hearth.
- Dining Area: Ideal for family-style meals or relaxed breakfasts after a woodland walk.
- Kitchen: A few steps down, this teal-painted space features a butler sink, classic cabinetry, brass fittings, and a warm farmhouse feel.
- Utility & Boot Room: Equipped with storage, hanging space, and a bench—practical for returning from muddy estate trails or the nearby coast.

First Floor – Split Into Two Wings
Wing One – Master Suite

- Principal Bedroom: King-sized bed, tranquil neutral tones, and views over the gardens.
- En-Suite Bathroom: Walk-in rainfall shower, twin basins set into a bespoke wood vanity, and heritage-style fixtures.

Wing Two – (Ideal for Families or Friends Sharing)

- Double Bedroom 1: Soft sage green tones, a heart-quilted bedspread, and charming woodland views.
- Double Bedroom 2: Botanical wallpaper, dark-wood bedframe, and a private balcony nestled in the treetops.
- Family Bathroom: Full-sized bathtub beneath a picture window, twin sinks, and gentle lighting for long, end-of-day soaks.

The Turret (External Access)
- A circular eyrie above the trees, accessed by a stone stairway. Surrounded by windows with views across the estate and glimpses of the sea beyond. A peaceful nook for journaling, sketching, or daydreaming high above it all.

Private Garden
- Fully enclosed and gated - ideal for peace of mind with children or dogs.
- Spacious lawn perfect for games, picnics, and running free beneath the trees.
- Outdoor dining set with table and chairs, plus a BBQ for al fresco feasts in the warmer months.
- Surrounded by woodland and estate views, the garden feels private yet open to nature.

The Folly is ideal for families with children, couples travelling together, or guests with dogs in tow. With its secure garden, spacious layout, and enchanting setting, it's a place where adults can unwind and little ones can roam freely.









Location & Local Information

Tucked within the heart of Norfolk's regal countryside, The Folly occupies a truly extraordinary position on the world-renowned Sandringham Estate – the cherished private retreat of the British Royal Family for over 160 years. Surrounded by 20,000 acres of historic parkland, ancient woodland, and landscaped gardens, this secluded, characterful retreat places guests within a living tapestry of British heritage, natural beauty, and contemporary conservation. Ideal for families, nature lovers and heritage enthusiasts alike, The Folly offers a front-row seat to one of England's most iconic royal destinations.

Sandringham House, the centrepiece of the estate, lies just moments from The Folly and offers visitors a rare glimpse behind the curtain of royal life. With its grand Jacobean-style façade and elegant Edwardian interiors, the House opens seasonally from late March to early October, allowing guests to explore eight preserved ground-floor rooms brimming with treasures. From Meissen porcelain and Minton china to intricate trompe-l'oeil ceilings and the famous 'jigsaw table', the house radiates both opulence and comfort – a sentiment echoed in Queen Elizabeth II's fond reference to it as "the most comfortable house in England." Each monarch has left their mark on this beloved residence, from the addition of a ballroom in the 1880s to more recent updates that blend sustainability with tradition. For families, the storytelling stewards and child-friendly displays bring the royal narrative to life in an engaging and personal way.

Spanning 60 acres, the Sandringham Gardens offer seasonal delights for all ages. Designed by famed landscape architect Geoffrey Jellicoe for King George VI, the North End Garden blooms in a relaxed cottage-garden style – a haven for butterflies and bees come midsummer. The newly created Topiary Garden, inspired by Westminster Abbey's Cosmati Pavement, offers a peaceful, contemplative space, planted with species carefully chosen for biodiversity and climate resilience.

Children will love roaming the woodland play area in the









Royal Parkland, while adults can enjoy scenic walks along well-marked trails that criss-cross the estate's mixed woodlands and wildflower meadows. Don't miss the shady woodland walk developed by Queen Elizabeth II in the 1960s, or the serene ornamental lakes, landscaped for King Edward VII and still fed by natural springs. For lovers of nature and photography, every pathway offers new discoveries – from ancient oaks and flowering rhododendrons to grazing deer and rare birdlife.

Sandringham isn't just a retreat – it's a thriving, progressive estate with sustainability at its core. Over 6,000 hectares of farmland are cultivated organically, producing heritage grains, seasonal vegetables, and grass-fed meats. A blend of agroforestry and traditional farming supports local biodiversity, while the Sandringham Apple Juice company transforms estate-grown cider apples into a delicious artisanal product available in the estate shop. Woodland management is equally thoughtful, with FSC-certified forestry practices and an ever-expanding patchwork of habitats supporting native species.

A stop at the Sandringham Courtyard is a must – here, guests can enjoy a relaxed café lunch, pick up locally produced goods from the estate shop, or cool off with a classic British ice cream. The courtyard is the vibrant heart of the estate's visitor experience and a lovely pause point before exploring more.

For memorable family meals, the surrounding villages are home to some of Norfolk's most celebrated inns and gastropubs. Just a mile away in Dersingham, the Coach & Horses offers seasonal dishes in a family- and dog-friendly setting, while The Rose & Crown in Snettisham – named Norfolk Dining Pub of the Year – is known for its cosy atmosphere and locally sourced fare. Further afield, The Dabbling Duck in Great Massingham and The Crown Inn in East Rudham round out an excellent selection of options for all tastes. Sandringham Visitor Centre and parkland (shop, restaurant and takeaway) open all year round. Sandringham House and Gardens open Easter to October. Up -to-date visitor information can be found on the Sandringham website.

Beyond the estate, a wealth of local attractions invites day-long explorations. Visit the Palladian majesty of Holkham Hall, wander the art-filled grounds of Houghton Hall, or uncover Jacobean intrigue at the Blickling Estate, believed to be Anne Boleyn's birthplace. For wildlife enthusiasts, RSPB Snettisham is just minutes away and provides thrilling birdwatching throughout the seasons, while Pensthorpe Nature Reserve offers wetlands, woodlands, and adventure trails perfect for younger explorers.

Sandringham's location within the Norfolk Coast Area of Outstanding Natural Beauty means you're never far from the sea. Families can spend sun-soaked days at Wells-next-the-Sea, famed for its colourful beach huts and pinewood-backed sands. For dog walks and kite-flying, Brancaster Beach is wide, welcoming, and beautifully unspoilt. Further along the coast, Holkham Beach stretches for miles – a cinematic sweep of dunes, saltmarsh, and golden sand perfect for picnicking and shell hunting. Meanwhile, a short drive brings you to Blakeney Point, home to England's largest grey seal colony. Children and adults alike will delight in boat trips departing from Morston Quay, offering an unforgettable close-up encounter with these curious creatures.

A stay at The Folly offers more than a holiday – it's an immersive experience in one of the UK's most iconic landscapes. From peaceful forest trails and royal storytelling to wildlife-rich wetlands and heritage coastline, Sandringham Estate is a living celebration of history, ecology, and family connection. Whether you're enjoying cream teas in the gardens, spotting kingfishers by the lake, or stepping through the rooms where monarchs have made memories for generations, this is a destination that will capture your imagination and your heart.

Local Amenities

Nearest Airport	**Norwich (66.1 km)**

Nearest Bar/Pub	**The Rose & Crown, Snettisham (8.6 km)**
Nearest Bar/Pub	**The Dabbling Duck, Great Massingham (17.2 km)**
Nearest Bar/Pub	**The Coach & Horses, Dersingham (3.4 km)**
Nearest Beach	**Wells Next The Sea Beach (35.6 km)**
Nearest Beach	**Brancaster Beach (best for dogs) (23.2 km)**
Nearest Beach	**Holkham Beach (33.7 km)**
Nearest Beach	**Snettisham Beach (9.6 km)**
Nearest Restaurant	**Sandringham Restaurant (2.2 km)**
Nearest Supermarket	**Dersingham (Co-op Food) (3.4 km)**
Nearest Town/City	**Kings Lynn (3.5 km)**
Nearest Train Station	**Kings Lynn (13 km)**
Nearest Village	**Dersingham**

What we love

- The Folly is no ordinary stay – once a royal retreat, it's been thoughtfully restored to celebrate its historic charm with subtle, considered design.
- Climb to your own turret above the trees, a peaceful perch with views across the estate and glimpses of the distant sea.
- Families can roam the 20,000-acre parkland, explore royal gardens or kids can join the seasonal Forest School just minutes from the door.
- With a fully enclosed garden, a boot room for muddy paws, and dog-friendly trails on your doorstep, four-legged guests are warmly welcomed.
- End each day with cream teas, countryside pub feasts, or a sparkling Sandringham Afternoon Tea.

What you should know...

- The three bedrooms are arranged across two upstairs wings. This layout offers privacy for adults but may not be ideal for families with young children who need to sleep nearby.
- The turret is accessed via a steep external stone staircase and is best suited to confident adults or older children under supervision. Please note: the internal staircase may also pose challenges for guests with limited mobility.
- The Folly is fully private and nestled in peaceful woodland, but it is located near a quiet estate road and may be partially visible from it.
- Experiences such as Afternoon Tea, guided tours, and Forest School sessions at Sandringham are seasonal and require advance booking. We recommend checking availability before your stay.
- Please note that Sandringham House and Gardens are closed to the public between 11 October 2025 and Easter 2026. Therefore, guests will not have access to these areas during their stay.

Terms & Conditions

- **Security deposit:** £500 charged to client's credit card by Oliver's Travels as a pre-authorisation at least 2 weeks prior to arrival and refunded two weeks after departure, subject to full inspection.

- **Arrival time:** 4.00 p.m.

- **Departure time:** 10.00 a.m.

- **Energy costs included?:** Yes

- **Linen & towels included?:** Yes

- **Pets welcome?:** Strictly only 1 dog is allowed for an additional fee of £50 per stay, payable to Oliver's Travels.

- **Other Ts and Cs:** Early check-in? Available on request for £500

- **Changeover day:** Until March 2026, any day during off-peak seasons, and during peak seasons Fridays only. After March 2026, Mondays and Fridays during off-peak seasons, and during peak seasons Fridays only.

- **End of stay cleaning:** Standard changeover clean included in the price. Guests are required to leave the accommodation clean, tidy and in the same condition as on their arrival. Any extra cleaning, laundry, maintenance and/or rubbish disposal required will be charged against the security deposit.

- **Smoking Allowed?:** No smoking allowed at the property

- **Minimum stay:** In 2025, 3 nights. In 2026, 3 nights in off-peak seasons, 5 nights during peak season.

- **Heating costs included?:** Yes

Four-Legged Friends Welcome at The Folly

Pets are warmly welcomed at The Folly. With enclosed grounds and a handy muddy boot room, it's perfectly equipped for post-walk paw rinses and tail wags after adventures in the great outdoors.

Dog-Friendly Adventures at Sandringham

Just beyond your door, 20,000 acres of Royal Parkland offer endless space for walkies. Dogs are welcome to explore the Parkland, relax in the Courtyard, pop into the Terrace Café, and even join you in select areas of the Restaurant.

Prefer a more private play space? The Estate also offers an exclusive dog exercise area via Beau's Pawsitive Dog Training - ideal for a peaceful runaround.

Where Dogs Are Welcome:
- Royal Parkland
- Courtyard, Sandringham Shop & Takeaway
- Terrace Café & designated spots in the Restaurant

Where They're Not:
- Inside the House or Gardens (assistance dogs always welcome)

A Few Friendly Guidelines:
- Keep dogs on short leads in busy areas and near children.
- Always clean up after your pet -bins are available, or use the 'stick and flick' method in woodland areas.
- Never leave dogs unattended or in vehicles.
- Stick to footpaths and keep dogs under close control near grazing livestock.
- Be aware of Canine Seasonal Illness (CSI), especially during autumn.

For full details and seasonal updates, visit the Sandringham Estate website.