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Yorkshire Serviced Apartment Firm Launches £3.2m York Venture



Harrogate-based luxury serviced apartment operator The Lawrance has announced a new multi-million pound investment in its first venue in York which is due to open later this year.

The firm, that rents luxury concierge apartments for either short or longer term stays, already operates in Harrogate with a total of 19 apartments at three town centre addresses.

The Lawrance has now acquired and developed a 10,000 sq ft site at 74 Micklegate in the city centre, formerly a large antiques centre, and will open a total of 14 new one, two and three bedroom luxury apartments in October 2012.

The new venture will create six full and part time jobs in the city and marks the first step in taking the accommodation concept to other Yorkshire locations.

The firm has developed the brand with significant private investment in freehold premises and offers deluxe hotel accommodation quality, coupled with the space provided by an apartment. It also offers lower rates possible due to the reduced overheads of serviced accommodation operators.

"This is a big step forward for The Lawrance, and it takes us to over 50 beds and gives us scale and a new footprint outside Harrogate for the first time," said director Simon Bullock.

"We have carefully built a great reputation for high quality bespoke designed serviced apartments with the benefits of concierge service in Harrogate, and we know that York has the right mix of business and discerning leisure travellers to ensure our offering thrives in the city," he added.

In total, the acquisition of the freehold and development of the site, that includes a new coffee shop on Micklegate, reception building, courtyard, parking and the apartments themselves, marks an investment of £3.2m in the city, and will provide a further 20 bedroom boost to the city's hotel stock.

Director Tony Booth added: "We offer luxury boutique hotel quality, but without the usual high rates of an equivalent hotel, and our typical customers include single business travellers, people attending events and occasions locally, as well as families and tourists who want a little more space than hotels offer.

"As a privately run family business, we have a unique model that allows us to put a great deal of investment into every property. All our apartments are furnished with attention to detail and the standard of fittings you normally associate with luxury private homes. The unusually high quality of every detail is a cornerstone of the brand, ensuring guests have a memorable stay and become very loyal envoys for our service."

The modern apartments will boast real wood floors, the latest HD televisions, free WI-FI and the highest quality bathroom and kitchen fixtures and fittings. Bookings for the apartments are being taken for stays from 1October, and recruitment is already underway for staff at the York venue.

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Photography: Nik Sadler (left), of development main contractor LaRock, and Tony Booth, director of The Lawrance at the Micklegate site

Contacts: Paul Snape or Susan Reid at Appeal PR on 01423 56 99 99 or email paul@appealpr.com