

Aparthotel plan for city centre

BUSINESS

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PROPERTY developers have unveiled plans to build a 63-bed aparthotel complete with a roof garden and a neighbouring apartment block on the edges of Newcastle's Science Central scheme.

Proposals have been submitted for a dual scheme on the site of the former LTH warehouses at the junction Wellington Street and Pitt Street, with the larger of the two comprising a seven-storey, 78-apartment building dubbed Wellington House.

The second would see a nine-storey aparthotel built opposite.

Together the schemes could create as many as 367 construction jobs, according to planning documents sent to Newcastle City Council.

The plans are led by Yu Group, a Cheshire-based conglomerate of business partners, which has already worked on a series of residential and student housing schemes in other UK cities including Liverpool and Nottingham.

Now keen to work in Newcastle, the group want to fill a gap in the market for aparthotels, as well as fill a need for young professionals by creating private studio flats.

Yu Group has enlisted architects

> Yu Group is proposing to build an aparthotel and an apartment scheme next to Newcastle's Science Central



SimpsonHaugh and Partners to draw up designs for the two schemes as well as planning specialist Wardell Armstrong.

Both firms have worked on several schemes in the area, including near-

by student accommodation projects, Verde and The View.

The design and access statement shows how the two buildings would look, detailing how between 215 and 367 people could be employed full

time during the build, and how six full-time jobs would be created to staff the aparthotel.

The statement said: "These figures do not include the potential for job creation stimulated as a result, either

direct or in-direct, of the development.

"Such potential would include stimulus to the local economy, including local businesses, and service sector employment."

Planning statements sent on behalf of Yu Group said the firm's investment in Newcastle is an important one "for the continued regeneration project of the city, not least as it involves redeveloping an underused brownfield site located within Newcastle city centre's core."

The statements submitted to Newcastle City Council read: "There has been limited new purpose-built aparthotel accommodation in recent years within Newcastle city centre. The existing offer of serviced apartments within the city centre comprises mainly of much larger multiple-bedroom apartments.

"Wellington House will also have strong economic credentials by virtue of the positive economic impact on the construction industry, including its supply chains, and it will also assist with the economic regeneration of the area by increasing footfall and purchasing power for local goods and services.

"The development will also have positive social benefits, not least by increasing the supply of the local housing stock to meet an identified need."

Alexandra Hedley, practice development manager at Queensway Dental

What is the best thing about your job?

The variation is the best bit - I never really have two days the same. I could be working on a launch strategy for the practice and recruiting new staff to deal with elements of the building renovation.

My role over the last year has been to get the practice up and running, I've been lucky enough to be involved in all aspects and it's a fantastic feeling to see the practice take shape.

What is your proudest achievement?

Completing my degree. I didn't do the traditional 'A Levels then off to university' route so gaining my degree with first class honours was a huge achievement for me. It was rewarding to know that all the hard work I had put in paid off.

What advice would you give to someone starting in your career?

Just to go for it! If you make a mistake, you'll learn from it.

Coming from a marketing and communications background I think you also have to be prepared for your career to take you in a different direction to what you intended - always be willing to adapt and change.

Which individual has inspired you most and why?

I've always been inspired by my family and friends - I have some fantastic people in my life.

The ambition and drive from the entire Queensway team is also really inspiring. Achieving something is so much easier when everyone is on the same page.

What's the best piece of advice you've been given?

Take it one step at a time. Don't feel overwhelmed when a task seems impossible, break it down into smaller tasks that you can manage.

What was the biggest challenge you've faced in your career so far?

My role in setting up the Jesmond practice has definitely been my biggest challenge. It's taken a lot but everyone has worked hard to make it what it is.

The challenges I have faced have really helped me to develop too and I've learned a whole new set of skills.

How is your business going to change in the next 10 years?

In the next 10 years Queensway is really going to grow.

Technology within dentistry is changing and developing all of the time, and being able to facilitate that to improve the experience for our patients only increases the level of care and range of services we offer.

Our Billingham practice has a strong reputation in Teesside, and in 10 years I'd expect Jesmond to have the same.

What do you like to do out of work?

I love eating out - I'm a terrible cook so any opportunity is a good one.

I'm also a big fan of live music and there are some great venues in Newcastle to see bands or artists so I try to get to gigs as much as possible.

What do you always carry with you?

My phone (and a toothbrush - it comes with working in a dental practice!)

What would you do if you had to change career?

I initially studied fashion - maybe I'd go back down that route.

A Meeting With...

