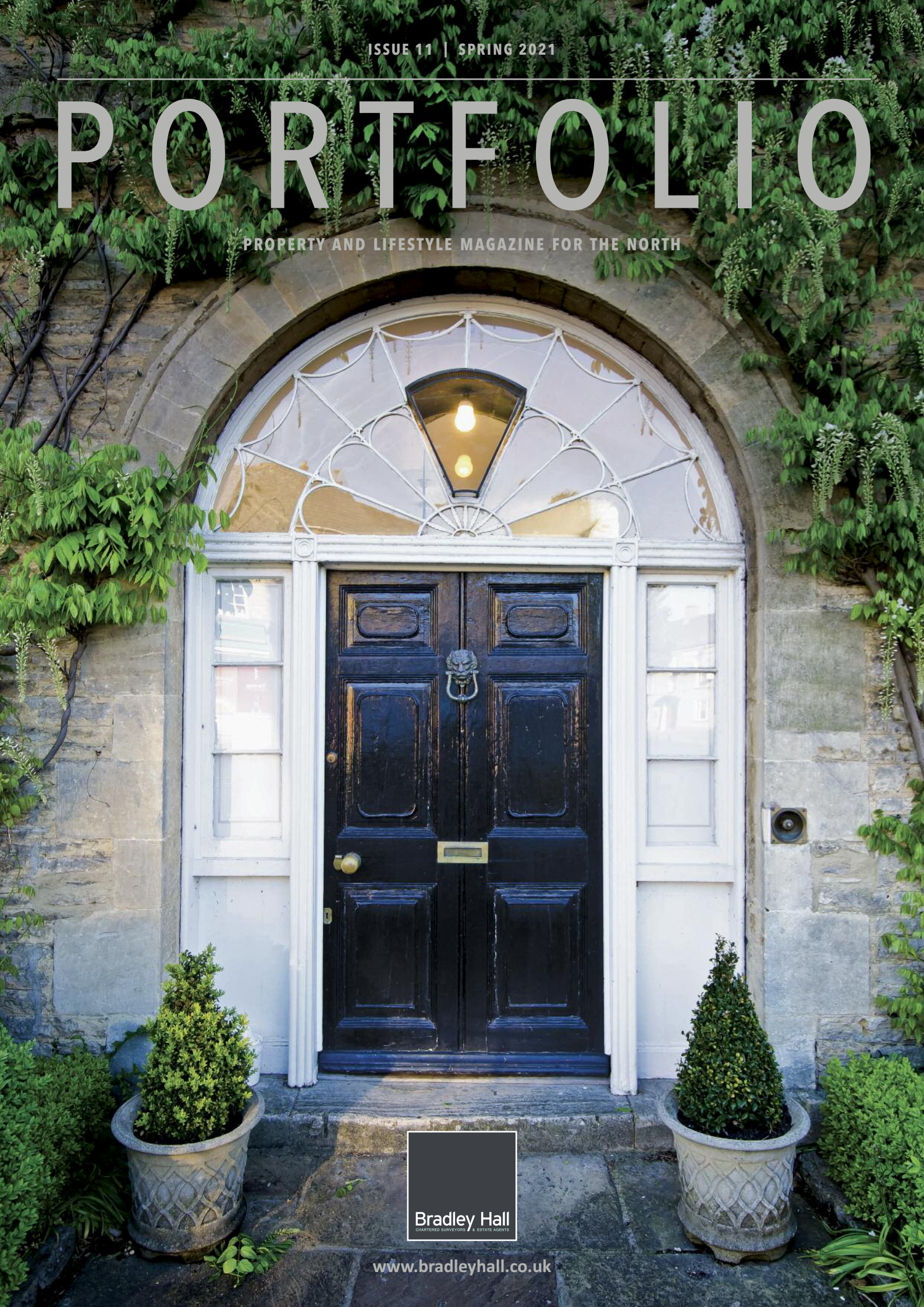


ISSUE 11 | SPRING 2021

PORTFOLIO

PROPERTY AND LIFESTYLE MAGAZINE FOR THE NORTH



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PORTFOLIO

PROPERTY AND LIFESTYLE MAGAZINE FOR THE NORTH

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Luxury Show Village in a unique woodland

The new woodland setting of Cottier Grange is a unique opportunity for those seeking a luxury lifestyle in a beautiful setting. The village offers a range of property styles to suit all tastes, from executive homes to family houses.

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PORTFOLIO

PROPERTY AND LIFESTYLE MAGAZINE FOR THE NORTH

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A note from the editor...

LIGHT AT THE END OF THE TUNNEL

We made it. Following what could be the most challenging year of many people's lives, there's finally a light at the end of the tunnel.

Despite the very individual and intense trials many people have faced during the last year, I look at the people around me see inspirational professional and personal growth. The storm of 2020 to early 2021 may have allowed us to take a step back, take care of projects that they wouldn't have been able to under normal circumstances and come out of the other side better than before.

For Portfolio, it has been another year of significant growth. Adapting to client and readers needs, growing our offering and partners, creating a stronger digital presence and developing a sustainable and long-term strategy to ensure we are able to continue supporting businesses throughout the North. The appointment of our new content executive, Sophie Swift, also marks another milestone as the team grows.

We are proud to be working with a range of local businesses and people to continue creating the engaging and interesting articles which our readers enjoy. In an environment where we are all drowning in content, it's important to cut through the noise and provide stories which inspire, educate and entertain our audiences. Our aim is to keep providing a property, lifestyle and business publication with integrity and insight into the topics that our readers care about.

The wants and needs of consumers are changing, and whilst digital presence

unarguably grows in importance, so does the need for a break from our screens. Digital detoxes are now necessary to de-stress as high levels of screen time are proven to have a detrimental impact on our physical and mental wellbeing. We know our readers enjoy taking some time out by picking up one of our printed copies and catching up on all of the property, business and lifestyle news from the North.

Whilst we continue to be a print-led publication, we are also respectful and knowledgeable of the fact that our digital presence is vital. We utilise the social media platforms and 27,000 strong following of our partners, Bradley Hall Chartered Surveyors and Estate Agents, and have also set up our own dedicated platforms in order to attract more readers and engagement for Portfolio and our advertisers - as well as adding to our established mailing list on a daily basis and publishing the magazine online.

I am delighted to continue working with successful, local social media agency The Social Co. in creating our social media content as well as an impressive video campaign which showcases some of our loyal advertisers and a sneak peek of some of the articles our readers can enjoy. The footage is now being shown on the big screens at both STACK Newcastle and Seaburn, as well as in-car screens with Blueline Taxis, a firm which counts its

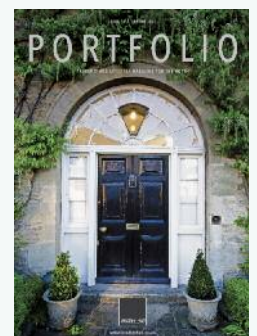
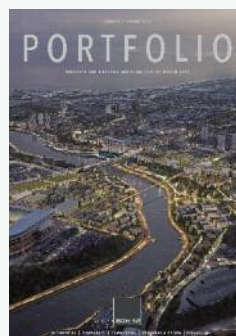
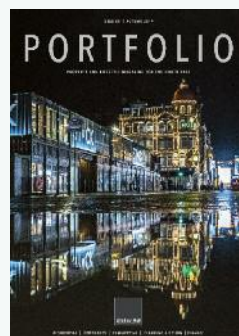
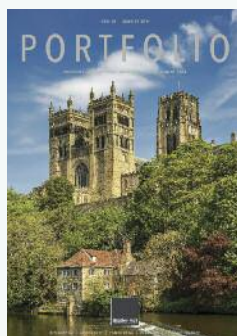
clients as some of the biggest businesses in the region. We are dedicated to growing our readership in creative and innovative ways whilst also prioritising the marketing, communications and PR support we provide to our clients.

I believe that one of our strongest advantages at Portfolio Magazine is our ability to understand our client's needs - as we often sit on the same side of the fence. In handling the corporate communications, PR and marketing for Bradley Hall, I know exactly what our own challenges and requirements are, giving us the ability and perspective which allows us to understand those of others, too. We explore new opportunities constantly while always looking for the most effective ways to market our clients to a targeted audience, ensuring the best results and return on investment. These factors, alongside our all-inclusive packages which also include editorial and artwork, has proved successful for many of our advertisers in the past.

As always, thank you to our growing number of advertisers and readers for your ongoing support.

Enjoy Reading!

Cassie Moyse
Commercial Editor
Portfolio Magazine



PORTFOLIO

PROPERTY AND LIFESTYLE MAGAZINE FOR THE NORTH

IN ASSOCIATION WITH

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WHAT DO YOU GET WHEN YOU GET WHAT YOU PAY FOR?

Matt Hoy, director of estate agency,
Bradley Hall Chartered Surveyors and Estate Agents

In a world where budget and online estate agencies are opening every day, and where competition on the high street can create opportunity for sellers to negotiate on fees, there is potentially a deal to be had when listing your house for sale – but does this saving on costs actually represent best value when considering the final sale price for your property?

Commission is a word that online-based estate agencies are working hard to make taboo – even investing in big budget TV campaigns to do so. At the time of writing, with demand outstripping supply in the post-lockdown property market, high street agency fee levels are also under pressure from estate agents competing with one another for new business.

The age-old adage ‘you get what you pay for’ might seem like a convenient defence from those who are still charging more - but is selling your house really something you want to do on the cheap? The ‘Savings Calculator’ on the website for online agents Purplebricks suggests a saving of £2,766 could be possible when selling a home at the value of the UK average house price. At face value, this figure could be an attractive proposition for many, but is this a figure quickly eclipsed by a lower sale price if the job isn’t done correctly.

Telephone enquiries from new buyers still outweigh email enquiries by nearly 2:1, and that first point of contact is vital to converting prospective applicants into viewers. Having initial enquiries fielded by a call centre hundreds of miles away can be detrimental to viewer numbers which ultimately has a knock-on effect with the time taken to achieve a sale for your home and the overall value achieved. The Advisory offers independent expert advice for house sellers and reports on average that a local high street agent generates 48% more viewings and 64% more offers than their online counterparts, resulting in a 5% average uplift in sale price - £12,575 on the average UK house price, immediately contextualising the £2,766 ‘saving’ promised by the Purplebricks website.

There are many instances where a prudent customer would do well to seek out low cost, high volume businesses, but perhaps typically not in the service



industry and certainly not when selling an asset of such considerable price. It is essential to take the right steps as making the wrong choice could cost you thousands of pounds. The reality is that estate agents are expert individuals that are working for you, getting paid only after a successful transaction and at a rate which is directly proportional to the value they helped you achieve on your home, not some kind of enemy or otherwise necessary evil as portrayed by some of the online competition.

The commission which is demonised by these low cost, high volume agencies, is a fantastic incentive to achieve the best result possible for the seller. Choosing the high street agent that will half the fee quotes offered by its competition might seem like an easy decision when you are first considering selling, but with more homes than ever selling for in-excess of the original asking prices, will you end up wishing the person handling the process was twice as motivated to see you get the best result?

Of course the 5% uplift in agreed sales price reported by TheAdvisory will be largely due to high street agencies typically employing local individuals with a better grasp on the locality they are working in and the first-hand knowledge of the properties they are dealing with.

Having a concentrated and targeted geographical area ensures a much deeper knowledge which can be relied upon to provide the best service.

It almost goes without saying but is still worth noting that the advertised savings become much larger as you advance up the price brackets into higher priced homes, but so do the potential losses. Naturally, the higher something is priced the smaller the potential purchaser audience becomes. One missed opportunity could cost a seller a considerable amount of time and money and that is before considering how this is extrapolated across connected purchases.

So what do you get when you ‘get what you pay for’? A team of local individuals in a centralized location on the busiest high streets with prime window advertising, online coverage with maximized conversion rates from those who do respond to your advertisements, professional photography, energy performance certification, floorplans, high quality brochures, accompanied viewings as standard, a mortgage team on hand to qualify applicants, chartered valuation and building surveyors in the building to help manage the outcome of survey results, not having to ask or wonder what might cost more but knowing that the people you have employed are working with you toward a common goal, rather than acting merely as an introductory vehicle for anyone who picks up the phone.

Competition is good, and serves to focus minds and drive progression in the industry. Just make sure you consider properly what represents best value when faced with alleged savings and consider the importance of the human mechanism involved with transactions of such emotional and monetary significance.

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What's behind the grid

The real side of Instagram's interior accounts.

Instagram has fast become one of the leading social media platforms with 1.074 billion Instagram users worldwide in 2021. Many users spend hours swooning over, quite literally, picture-perfect displays of the most luxury properties and interiors from across the globe.

Instagram can be a place of fantastic inspiration but has also fallen victim to rife negativity due to its unrealistic depiction of many people's homes, bodies and lifestyles. Many of its users are now cleansing their feed, unfollowing the simply unobtainable and unrealistic accounts that make us unjustifiably question whether we are in fact 'living our best lives' or not.

In our quest to improve our digital consumption, we found some accounts which are close to home and provide realistic and obtainable inspiration. We were delighted to chat with people behind some of the most stunning home-accounts from real homemakers from across the North.



Emily @number_4_on_the_park

We spoke to Emily from @number_4_on_the_park about the importance of accessories and artwork, her design philosophy and avoiding 'fast-homeware'.

How did you get into interior design?

I've always had an interest in design, I come from a creative family and I've worked for Barker & Stonehouse for almost twenty years, which has given me exposure to a wealth of beautiful furniture and accessories. Thinking about what pieces will work in other peoples' homes gives you a great grounding in composing different styles and understanding your own.

Did you have a plan for your home or is it something that has grown with experience?

I have a strong design philosophy and while that hasn't changed too much over the years, it has evolved as I've experienced new things- particularly travelling in South East Asia. I'm a firm believer that a person's home should reflect them and evolve as they grow, rather than being part of a plan. But living in a period home was always an aspiration, so I've been gathering ideas and pieces for this for years.

How do you feel Instagram has affected people's interior design choices?

I do think Instagram has given more people the opportunity to see how other people, from really diverse backgrounds and experiences, choose to furnish their homes. And I think that's great – it's a little like the way the Habitat catalogue opened the door to more choice for people back in the 70s. But I do worry that it also means that people are starting to decorate their homes for others and for Instagram, rather than creating the home they really want for themselves. I really believe the best design philosophy is being honest and authentic to yourself. If other people love it too, that's a bonus.

What are your favourite interior trends right now?

I don't really follow trends and I avoid the world of 'fast-homeware'. When looking for furniture and accessories, I recommend taking a step back and question if you will still love it in ten years' time? Is it a piece that you feel a connection to? Or is it something that people are just saying is the current style? I think most people will be happier with the way their houses look and feel if they answer yes to the first two questions.

What are your favourite pieces in your home?

Accessories and artworks are a really important part of an interior scheme as they add the personal touch and spark conversation. I love things that tell a story, or reflect an experience. One of my favourite pieces is a bronze Buddha image, which my late father passed on. It's a connection to him and Thailand, where he lived, and brings back memories of our travels.

Why did you start documenting your home on your Instagram?

I started documenting my home renovations and decorative changes on @number_4_on_the_park as I was curious to see and learn from other people's creativity in their homes, and share some of my own. The best moments on Instagram are when people tell you they've been inspired to do something by you – artwork or sculpture, or re-arranging a room. It's lovely to think you have some small influence on how other people shape their homes, and from that I have made some incredible friendships.



Did you have a plan for your home or is it something that has grown with experience?

Before we had even moved into our house, I had made mood boards for every room. I knew I wanted a home filled with whites and neutrals and I'm incredibly proud of how it's turned out. When we first moved in, we had to beg, borrow and steal furniture just to fill the rooms. It wasn't exactly to our taste, but we spent so much on our deposit we had to make do. In the last couple of years, we have started to go back through the rooms and redecorate them, replacing furniture more in keeping with our style and adding elements of cream for a timeless look.

What is the inspiration behind your home?

Zara Home and The White Company campaign images have given me a lot of inspiration for my colour palette. I knew that I wanted a classic look with elements of trend led pieces mixed through to keep it current and contemporary. I wanted to create a forever home that has longevity.

I am loving Wabi Sabi, which is the view of finding beauty in every aspect of imperfection in nature, as well as other Japanese trends that I can incorporate into my own home.

Where are your favourite places to shop, when it comes to interiors?

I love shops like H&M Home, Zara Home, Home Sense and TK Maxx because they offer budget friendly pieces that look high end.

When did you start documenting your home on your Instagram?

I started my home account as a sort of diary to document the renovation of my home, I didn't have a theme or much of an idea what I wanted the account to be.

But, like my home, my Instagram page has evolved, and I feel like I have a stronger idea now of what I want my page to look like and what I want it to be about. I focus on creating a clear aesthetic and cohesive theme so it's more like an inspiration source or Pinterest board for others rather than just a progress diary for me.

Lisa @homes_and

Lisa, the founder of @homes_and, works as a visual manager for H&M Newcastle and enjoys spending her free time decorating her beautiful home and documenting it on her Instagram page.

How did you get into interior design?

I was massively influenced by my Mum's interest in interiors growing up. I knew I wanted an old house as I love period features and the space you get for your money. We bought a home that needed a lot of work, most of which we have done ourselves and I fell in love with interior design along the way.



Danny @edwardian_home_1903

In June 2020 Danny and his partner Andrew moved into their dream Edwardian home. During the pandemic Danny was unfortunately made redundant from his position in hospitality and threw all of his energy into renovating their home. Portfolio spoke to the pair about their love of all things interior and the ways in which they have decorated their beautiful period property.

How did you get into interior design?

Danny: Andrew had his own place and was already interested in interior design. When we moved in here, our first home together, I finally was able to put my stamp on the place. We have merged both of our personal styles and have had great fun watching Americanised housing interior programmes while we have established our own style. Learning about different ways to make changes to our home ourselves was a great hobby during the furlough period. I did all of the panelling myself and it was all a big learning curve.

Did you have a plan for your home or is it something that has grown with experience?

Andrew: We did have a plan as knew that this was the house for us. We have wanted this specific house, in this street for a while, when it became available, we

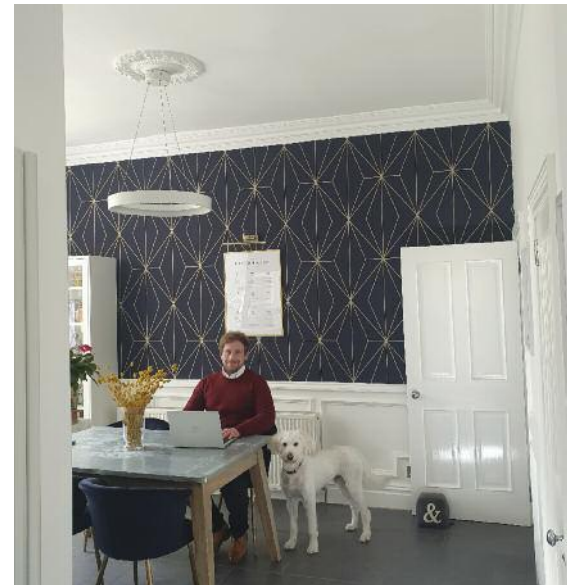
could not say no. We always wanted an older house, as we love older furniture, high ceilings and panelling; when we got into the space it just had the right feel for us. We did not have a set plan at all. The process revolved more around bringing the property back to life. There was a lot of trial and error as we wanted to get a feel for it. We really wanted our home to express our personalities, but still have its own traditional character.

What is the inspiration behind your colour palette?

We were desperate to inject colour with artwork, but as it turned out we decorated every room to have colour incorporated into the interiors as well. We seriously love pops of colour! We tried our best to work with the original features and give a nod to the property's former glory through the colours we chose. We especially enjoy using Farrow and Ball paint as the colours are amazing and the quality is great too.

Where are your favourite places to shop, when it comes to home interiors?

Danny: When it comes to furniture, we are all about the marketplace. We especially love old furniture, and you can pick up some really lovely bits that can be made so much better through upcycling, and a bit of DIY. We do have some IKEA



furniture in our home, but we love Next, and John Lewis is especially great for lighting.

Do you prefer shopping for larger pieces or smaller accessory pieces?

Danny: I definitely prefer shopping for smaller decorative pieces.

Andrew: I feel I prefer larger homeware. We both look to support local businesses and try to get lots of our artwork and decorative pieces from Instagram and smaller companies. We do still love places like Sainsbury's Home, Habitat, Zara Home, H&M Home, and TK Maxx.

Why did you start documenting your home on your Instagram?

We wanted to use our Instagram to document our home decor journey and almost use it as a memory bank. We have made so many amazing friends and hope to meet some of them in the future to further explore our love of interiors.



Elle @elle_the_home_bird

Elle is a former newspaper journalist and busy mum with three boys under the age of nine. Her passion for writing, photography, and interiors is documented beautifully through her Instagram account: @elle_the_home_bird.

Why did you start documenting your home on your Instagram?

Having an interior-focused Instagram is something I have dabbled with when in our previous house. Our current home needed a lot of work and Instagram was a good excuse to document our progress. I started taking the page more seriously from January 2020, especially with lockdown and staying at home. I've been

really enjoying it and have made some lovely friends through the page. I also feel it is a great way to have some time to myself away from the children for a few minutes.

How did you get into interior design?

I feel my interest in design goes back to my childhood and visiting my grandparents. My Grandma particularly loved antiques: she had lots of oil paintings and items of furniture that we were not allowed to touch! I think my appreciation for old furnishings and period features definitely comes from her.

Did you have a plan for your home or is it something that has grown with experience?

I have always wanted a period property and love our current 1930s home. Initially, I tried to plan what I wanted to do with the space but found it difficult as we did the whole house at the same time. There was a lot to do, and I often felt my attention was split between each room and trying to tie it all together was certainly a struggle at times. I think it is okay to not entirely know what you want to do with your space, often you need time to figure out the lighting and get a feel for the room. Personally, I found a bit of planning and some time to really get to know your home creates the most organic results.

What is the inspiration behind your colour palette?

I would describe my style as antique with a modern and colourful twist. I would love to be that neutral girl, but I just love colour too much. We have some pinks

and greens in our home, and I especially love the Farrow & Ball paints. A few of my favourites have to be Setting Plaster which we have in our bedroom and Pigeon which we used in our living room.

What are your favourite interior trends right now?

Personally, I am not one for following trends. I tend to see something I like and purchase pieces that way, rather than following specific styles. The danger with following trends is that they don't last and it can encourage you to lose some of your own identity. Although there is nothing wrong with being influenced by others, I want my home to reflect my family, rather than following a fashion.

Where are your favourite places to shop, when it comes to home interiors?

Most of our furniture is second-hand, antique, or inherited from our parents and grandparents. I do source a lot of our items from Facebook Marketplace and eBay, but still love to shop at places like Dunelm, La Redoute, The Cotswold Company, Neptune, and Oka.

Do you prefer shopping for larger pieces or smaller accessory pieces?

I prefer shopping for smaller accessory style pieces. I tend to find shopping for larger items a bit more stressful, as I want to get it absolutely right. I feel I have a bit of a shopping problem when it comes to smaller items as a result of this! I love to get smaller interior accessories from H&M Home, Oka and Etsy.



THE REGION'S NEW BUILD SPECIALISTS

Take a browse through some of the impressive new-build developments and properties which are currently available through Bradley Hall's established North East branch network.

OLD REGISTRY MORPETH

The Old Registry is home to nine individually styled, two bedroom homes, including a superb duplex apartment, together with three, one bedroom apartments offering options for all tastes. The Old Registry has been sympathetically restored to keep the rich depth of features of this historic property whilst at the same time creating twelve beautiful, spacious modern apartments to live in.

Prices from £170,000

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SOLD OUT VALLEY VIEW GATESHEAD

Available as four bed, three bed and two bed semi detached properties, Valley View is a beautiful collection of homes. Each equipped with private gardens, off road parking and all of the contemporary features you would expect with a new build property.

Prices from £144,950

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LAST PLOT REMAINING
WEST CHEVINGTON FARM
 WEST CHEVINGTON

The estate comprises 21 stunning, rustic-style and carefully planned homes, on generous sized plots, accompanied by landscaped communal spaces and car-friendly access. A total of nine barns, modelled on the original working barns of the farm, and twelve new homes, designed to accompany the original structures, make up West Chevington Farm.

Price £550,000

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COMING SOON
SHEPHERDS QUAY
 NORTH SHIELDS

Experienced developer Ian Stewart is leading the 'Shepherds Quay' project to build 49 apartments and one townhouse in three complementary blocks on the site of a former rubber factory on Clive Street. The completed homes will be marketed by Bradley Hall Chartered Surveyors and Estate Agents.

gosforth@bradleyhall.co.uk 0191 284 2255



BOLDON LANE
 SOUTH SHIELDS

Bradley Hall is delighted to welcome to the market an exclusive development of townhouse on Boldon Lane, South Shields. This development is ideally situated for road links, public transport, national and local retailers and public green spaces and a metro station within walking distance.

Prices from £165,000

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OYSTERCATCHER
 WHITEFIELD FARM, MORPETH

Situated only four miles south of the popular coastal town of Amble in Northumberland the rural setting of Whitefield Farm enjoys expansive views over open countryside with the Pennines and 'Cheviot' able to be observed. With Druridge Bay and its beautiful beach only 90 seconds away by car this location is bound to be popular. The property is a 4 bed, and is sympathetically built in heritage brickwork with slate roofs complementing the small number of existing properties on this farm.

Prices from £579,999

morpeth@bradleyhall.co.uk 01670 518 518



WOODHOUSE MEWS SWALWELL

Woodhouse Mews is made up of 22, two and three bedroom apartments which each offer spacious, contemporary and open-plan living. The apartments include sleek modern kitchens and bathrooms. Each apartment is completely bespoke in its layout, so viewings are highly recommended to appreciate the quality of the designs.

Prices from **£114,950**

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SHOTTON AVENUE BLYTH

Bradley Hall is delighted to bring to market an opportunity to acquire a new build home on an exclusive development of five properties within the popular coastal town of Blyth, including a mix of three, four and five bedroom homes.

Prices from **£170,000**

morpeth@bradleyhall.co.uk 01670 518 518

TWO PLOTS REMAINING THE COACH HOUSE GOSFORTH

A stunning development set in the heart of Central Gosforth Conservation Area, the Coach House is an outstanding Georgian building which has been transformed into a collection of prestigious homes. This exclusive development of eight properties offers houses, bungalows and generously spacious apartments. These homes are ideally located and aim to provide contemporary living within a unique and historic building.

Prices from **£599,950**

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THE KILNS BEADNELL

There are 45 houses in total at the Kilns with a choice of six designs ranging from large three or four detached two storey homes as well as dormer bungalow designs perfect for smaller families or those looking to downsize. Homeowners at The Kilns have the advantage of a range of amenities within a gentle stroll as the local village is within close proximity.

Prices from **£185,000**

alnwick@bradleyhall.co.uk 01665 605 605



BROOK FIELDS

LITTLE THORPE

Brook Fields is on an exclusive development located in the stunning hamlet of Little Thorpe in County Durham, ideally situated between Easington and Peterlee. The development has been specifically designed to attract the discerning buyer seeking something different in a new home. Designed by an award winning local architects practice, Brook Fields is a collection of five bespoke house designs and benefits from a contemporary yet subtle design with unique exterior frontage.

Prices from £299,950

durham@bradleyhall.co.uk 0191 383 9999

SOLD OUT

CARTER DENE

LESBURY

An exclusive development of just 5 stone built country homes, in a superb village setting with good road links to Alnwick and local independent shops, cafes and pubs in the surrounding villages of Alnmouth and Warkworth. Perfectly located to take advantage of the idyllic country setting whilst being close to all that the North East of England has to offer.

Prices from £610,000

alnwick@bradleyhall.co.uk 01665 605 605



ONLY 1 PLOT REMAINING

TOWN END FARM

BISHOP MIDDLEHAM

The outstanding development of homes at Town End Farm provides a range of opportunities which are set to include a five-bedroom converted farmhouse as well as two magnificent detached modern new build properties featuring beautiful glass openings to the surrounding countryside, which will allow individuals to create their own interior finishes to include bathrooms, kitchens, walls and flooring.

Price £360,000

durham@bradleyhall.co.uk 0191 383 9999



SOLD OUT

PARKBURN COURT

CRASTER

A development of premium new homes in the sought-after coastal village of Craster. These stylish homes have been designed utilising local materials with feature stone detailing in Winstone, quarried in Northumberland. The homes are built by local tradesmen to deliver a property that is both contemporary whilst in keeping with the traditional street scenes of this historic fishing village of Craster.

Prices from £475,000

alnwick@bradleyhall.co.uk 01665 605 605





Care and support
through terminal illness

COVID won't stop Marie Curie's local hospice care

- Pandemic forces cancellation of all public collections for first time in the Great Daffodil Appeal's 35-year history
- Marie Curie Development Board urges the region to get behind the charity this spring
- Loss of collections will leave the charity with potential £3m deficit for the campaign

End of life charity, Marie Curie, and their Newcastle Hospice Development Board are calling on organisations across the North East to show their support this year by helping pay for a day at the Newcastle Hospice.

Marie Curie's flagship fundraiser the Great Daffodil Appeal – reached its 35th Anniversary in March but, for the first time, had to cancel all their iconic public collections for the campaign. Because of this the charity is facing a potential loss of over £3 million, but a new initiative from The Pears Foundation means that supporting organisations who commit to raising enough money to pay for a day at the Hospice in Elswick will have their money match funded.

Adam Serfontein, Chair of the Marie Curie Newcastle Development Board said that any new campaigns to raise £8,587, which cover the running costs of a day in

the Newcastle Hospice, would make a huge difference to patients locally. Since the start of the pandemic all events and campaigns have been cancelled or postponed meaning income has been significantly impacted.

And in light of the charity's biggest fundraiser of the year, the Great Daffodil Appeal, not being able to go ahead in its usual guise, it is a fantastic way to support the cause and ensure that Marie Curie Nurses, doctors and hospice staff can continue working on the frontline throughout the pandemic caring for people at end of life.

Last year, the charity saw a 16.5% rise in the number of people they cared for at end of life, compared to 2019 and their support line saw a 20% increase in calls too.

Adam said: "Over a year since the world was gripped by the coronavirus,

we're still living through the many challenges the pandemic has brought us. Looking ahead, the need for Marie Curie's services has never been greater. For our hospice, situated in the heart of Newcastle, the impact of the pandemic was immeasurable and yet throughout, the team have continued to be there offering care and support to people and their families at the end of their lives.

"The Newcastle Hospice Development Board and I are delighted to launch our new Pay For A Day Campaign which we hope will enable us to raise enough money to fund as many days as possible for our hospice in Elswick. We're asking people to give whatever they can to contribute towards each day and support our campaign. The coronavirus might have stopped much of our usual fundraising, but we can't let it stop our care".

The Newcastle Hospice Development Board have launched a campaign to pay for as many days as possible between now and the end of November to ensure every day benefits from the Pears Foundation incentive. To support the campaign to Pay for a Day at the Newcastle Hospice, visit www.justgiving.com/newcastlehospicep4ad



MONTAGU AVENUE GOSFORTH

GUIDE PRICE £3,000,000

EPC Rating C

 X 6  X 8  X 5

A truly unique opportunity has arisen to acquire this iconic property on one of the region's most prestigious streets.

The home is distinctively appointed throughout and offers ample opportunity for further reconfiguration and development to create something specific to the needs of an individual purchaser.

Two secure entry gates lead directly off Montagu Avenue to a large forecourt suitable for many vehicles. The home is then accessed via a central door to the main entrance hallway or via the triple-door garage. Private south facing gardens lie to the rear of the home.

Presently the home offers six-bedroom suites, eight washroom facilities, and four



primary reception rooms along with ample circulation space. Key features include a modern kitchen, full-length lounge, and a basement bar/ballroom with a variety of potential uses.

The bedrooms are configured to maximise views over the neighbouring Nuns Moor, another rarity in a property that has such ready access to the amenities of a nearby city.

Confidential enquiries in strict confidence to Matt Hoy or Neil Hart in Gosforth.

Gosforth

0191 284 2255

Matt.hoy@bradleyhall.co.uk

Neil.hart@bradleyhall.co.uk

www.bradleyhall.co.uk



The Kilns, Beadnell

For primary occupancy in the centre of Beadnell village, on the edge of the Northumberland Coast there is a collection of 45 beautifully designed contemporary new builds about to commence onsite with first plots ready early 2022. Beadnell is an area known for its outstanding natural beauty and history, why wouldn't you want to live here?

Each house is exquisitely designed to be a modern home, while still incorporating a traditional style, and is constructed with quality, locally sourced materials. Each property has an open plan living, dining and kitchen area, as well as underfloor heating on the lower floor.

Beadnell village is known for its picturesque beach, harbour, and its close

proximity to the Northumberland countryside. Although a day at the beach can be great, Beadnell has a lot more to offer settling families, rather than just for holiday makers. With a variety of schools granted good Ofsted ratings in the area, and a range of other extracurricular activities for children to get involved in, such as riding schools and stables, water

sports and martial arts schools; Beadnell and The Kilns is the ideal choice for those looking to grow a family or those looking to retire.

Present on the site of The Kilns development is an 18th century limekiln. Limekilns were originally used to produce quicklime for spreading on the crops and pastures around Beadnell to improve the

The Bede

This property is a delightful two-bedroom semi-detached or terraced dormer bungalow that includes a downstairs bedroom with ensuite. The Bede is the perfect property for a smaller family, downsizers or an older couple. Not only is it placed in the centre of Beadnell, a village, but it is also well connected to local amenities.

The Coquet

The final of the six different designs on offer at The Kilns comes in the format of the three-bedroom semi-detached home, equipped with a block paved driveway and private parking. The Coquet is ideal for couples, downsizers or those with growing families. Available as discounted market sale and private sale.

With all that Beadnell has to offer, this is a perfect place for anyone to settle, especially at The Kilns.

For more information please contact Bradley Hall's Alnwick branch on 01665 605 605 or email alnwick@bradleyhall.co.uk



www.bondgatehomes.co.uk



harvest; it was also used as a building material locally. By the mid-19th century, the kiln became dated and unused; due to the increasing availability of industrial mass-produced hydrated lime, which was used for agriculture, and the preference for cement in building.

With Newcastle city centre less than an hour away, and The Kilns residence being 6 miles from the A1 north and south; the families living here have the joy of being able to live in a beautiful, historic environment, while still having quick and reliable access to the city.

All of The Kiln's properties, are just a 20-minute drive from big supermarkets in Alnwick, including Morrison's, Sainsbury's and Marks and Spencer Simply Food. The properties are also within close proximity to the historic fishing village of Seahouses which has an array of shops, a leisure centre, and a bustling harbour full of local wildlife.

With a choice of six different designs ranging from two, three or four bed homes, as well as a selection of semi-detached and detached dormer bungalows, The Kilns development really does have a lot to offer when set in such a desirable location.

The Oswald

The Oswald offers a double fronted, four bedroom detached house, accompanied by a detached single garage. The rear of the property is encompassed by beautiful bi-folding doors that really bring the outside- in from the garden room to the open plan kitchen, dining and living area. Not only does this encourage families to be more flexible with their living arrangements, but it also allows them to make the most of the gorgeous harbour and beach, that is just a short walk away.

The Edwin

The Edwin is also a four-bedroom detached family home; additionally, this property has a single integral garage. With a variety of similar features, and the same contemporary style as The Oswald, The Edwin is another perfect family home.

The Ebba

The Ebba is a spacious three bedroom detached house, with a detached single garage. Incorporating a range of modern features including expertly designed kitchens, luxury bathrooms and en-suites, spacious rooms, bi-folding doors and garden room; The Ebba is a brilliant choice for families or for those of us who are keen to have the glorious two mile stretch of beach, known as Beadnell Bay, right on our doorstep.

The Fenwick

The Fenwick is a three-bedroom detached dormer bungalow, with a detached single garage and a downstairs bedroom with ensuite. This property is full of character and has plenty of natural light flooding in from the Velux windows. The Fenwick is very much forever home and will appeal to those looking to downsize, those with smaller families, as well as older couples.





RAMSIDE PARK

DURHAM

Six Bedroom Detached Home

GUIDE PRICE £1,600,000 OR £5,000 PCM

EPC Rating B

X 6 X 4 X 2

Bradley Hall is delighted to offer for sale a truly spectacular modern mansion situated in what has arguably become one of the best residential locations, on a development of only a handful of similar million-pound mansions.

Emerald House is located at the heart of this exclusive development and occupies a plot extending to nearly half an acre of formal grounds. The location offers superb views over the adjoining golf course, towards Durham City and beyond over the Durham countryside and hills.

The facilities within the Ramside complex are close by where you can enjoy two 18-hole golf courses, driving range, great club house facilities, a spa, gym and swimming pool complex as well as the 4-

star hotel with its range of restaurants.

The estate has in effect established itself with a 'country club' feel to it and the future plans will create even bigger and better facilities for the use of the residents.

Developed in 2018 by the current owner occupiers, the house has been finished to an exceptionally high standard, seldom seen in mansion which extends to over 8000 sq ft of GIA. The plot also provides an abundance of carparking to the front elevation and into the integral triple garage. The extensive grounds have matured over the period and, whilst not a necessity being next to a golf course, do provide a high degree of seclusion and privacy with an interesting mix of soft and

hard landscaping and delightful areas to enjoy the peaceful surrounds and stunning views.

The house has been built to provide the current owners with a luxury dwelling whilst respecting the development guidelines set out when the plots were originally sold. The mix of stone and glass work well together and offer and light and airy house throughout.

Durham
0191 383 9999
durham@bradleyhall.co.uk

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BETTER THAN MEDICINE

Why gardening is a brilliant therapy for your physical and mental health.



Portfolio dives into the rising importance of gardening and the positive impacts it can have on our health.



When the world was plunged headfirst into lockdown in March 2020, no one could have foreseen how isolated we would become. With the possibility of a sunny holiday being snatched from our fingers, more and more people have been looking closer to home for their relaxation and family time. In the last year, many people have grown to appreciate having their own outdoor green spaces, and subsequently many people have become more interested in gardening.

Gardens themselves serve many purposes: they can be cultivated for flowers or growing food; used as spaces for exercise, relaxation, solace, and recovery; as well as being used as a place to play to involve the younger generations in the great outdoors.

According to a recent study by Gardens Illustrated, the UK has planted 322 million more plants in 2020 than in 2019. With £5.4 billion being spent on outdoor spaces in the last year, it seems that we really have been getting our hands dirty. But what can our growing interest in our back gardens mean for our health?

The King's Fund, an independent charity working to improve health and care in England, released a publication in 2016 discussing the positive relationship between gardening and health. Increasing people's exposure to green spaces is linked to long-term interactions in overall reported health problems including heart disease, cancer, and musculoskeletal conditions. It is also said to reduce levels

of obesity and high physical activity, and higher self-related mental health. Similarly, the Royal Horticultural Society has noted that the number of calories burnt from 30 mins of gardening is comparable to playing badminton, volleyball, or practising yoga for the same amount of time - further displaying the benefits gardening can have on our physical health.

The benefits of being in our gardens run much deeper than exercise. Not only does gardening encourage physical benefits, but it also gives us a much-needed break from screentime and working from home, things that have become an ever-increasing part of our lives during the pandemic. Gardening has been found to have a significant effect on

our mental health; research has shown a sizeable reduction in depression, anxiety, and an improvement in social functioning for those who have listed gardening as a hobby. Spending time out in the fresh air is always good for us; however, having a task to focus on, such as organising a flower bed or setting up a bird feeder, both relaxes and focuses the mind. Becoming involved in gardening with other people further benefits us by making the activity a sociable one.

Due to gardening being on the rise and more of us developing an interest in the best ways to become more green-fingered, we have highlighted a few ways that the whole family can get involved in the garden.

As many of us will not be able to travel abroad for our summer holidays this year, we are swapping pool sides for pond sides, and finding new ways to encourage families to come together as the weather gets warmer. Water can bring a magical quality to your garden and is a brilliant way to introduce children to the creatures that may live within it. Not all gardens come equipped with a pond, but the RSPB has created a step-by-step guide to ensure that everyone can get involved with this fun family activity. All that is



needed is a watertight container, some gravel, and some plants before you can enjoy exploring what lies in the water with all the family. The RSPB also have a range of Bug and Bee Hotel options to further entice your little ones to discover the wildlife that lies at the bottom of our gardens.

Another brilliant way to participate in fun gardening activities is to create your own bird feed and then watch as your feathered friends come and visit. Although a safari adventure in Africa may have been the original plan, while the pandemic prevails that plan might need to be saved until next year. We may need to replace exotic wildlife with the native of our own green spaces. A quick and easy way to make bird cakes is by collating birdseed, lard and raisins or nuts in a bowl. Pop the mixture in some cling film and roll it into a ball. Leave to set then unwrap and watch the birds gather.

It is apparent that during the pandemic we have loved to spend more time in our gardens than ever before, and with all the health benefits that come with gardening, who can blame us. We hope this trend continues into 2021 and gardening becomes a more popular activity for everyone.



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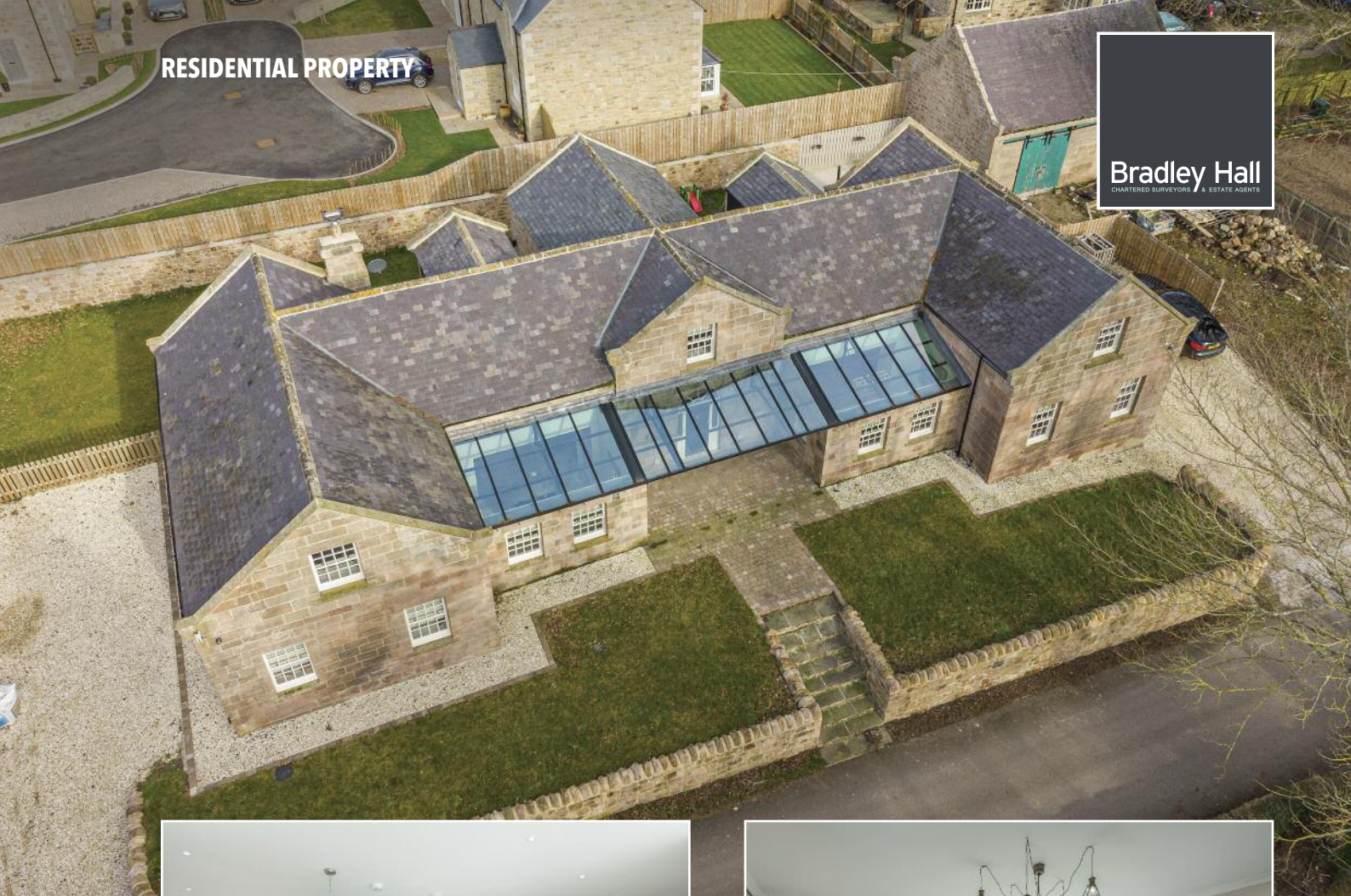
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THE OLD STABLES

ELLINGHAM

5 Bedroom Detached House

GUIDE PRICE £995,000

Awaiting EPC Rating

 X 5  X 4  X 4

Bradley Hall is delighted to welcome to the market this prestigious family home nestled within the picturesque Northumbrian countryside in the charming village of Ellingham. This truly stand-out property occupies a prominent plot and benefits from serene views of the sweeping countryside to the south of the village.

The village of Ellingham is a quaint village located within the heart of the Northumberland countryside, situated approximately six miles inland of the beautiful Northumberland coastline. The village is home to the 17th Century manor

house Ellingham Hall of which the property was originally the stable block for and the highly regarded Pack Horse public house which provides an excellent food and drinks service. The village also benefits from great accessibility, with the proximity of the A1(M) allowing villagers easy travel to further afield areas of the region.

This fantastic property is finished to an impeccable standard both internally and externally, with no expense spared on interior quality. Converted from what was originally an old stable house, this delightful family home perfectly blends

sleek, modern elegance whilst incorporating some of the stable's original framework and features into its unique design. Buyers should look no further for the perfect example of modern luxury living within a traditional, tranquil setting.

Alnwick
01665 605 605
 alnwick@bradleyhall.co.uk

www.bradleyhall.co.uk

HILL TOP FARM

DURHAM

Five Bedroom Detached Home



GUIDE PRICE £895,000

EPC Rating B

X 5 X 4 X 2

Seldom does the opportunity arise to buy a home within this location, which is why none have come to the market since the development was completed in 2016 by the well-established and regarded developer Dere Street Homes and award-winning architect.

Just 13 were originally built in a farmhouse style courtyard offering a secure gated community located on top of a raised plateau which as a result offers magnificent rural views. This is truly an exclusive development offering a location and lifestyle of which many dream, but only few achieve and has arguably

become one of the best residential locations on the fringe of this historic city.

This exquisite home is located at the heart of the development and occupies a good size plot with a large rear garden backing directly onto the golf course and as a result not overlooked. The raised location offers superb views over the adjoining Cathedral course, towards Durham City and beyond over the Durham countryside and hills. The facilities within the Ramside complex are close by where you can enjoy two 18-hole golf courses, driving range, great club house facilities, a spa, gym, and swimming

pool complex as well as the 4-star hotel with its range of restaurants. The estate has in effect established itself with a 'country club' feel to it and the future plans will create even bigger and better facilities for the use of the residents.

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HOME OF THE COOKING RANGE

Walter Dix & Co's experts know a thing or two about picking out the best cooker and refrigerator for your kitchen



Bringing the latest in quality cooker design to your home whether you are looking at built in ovens, Range cookers, extraction or refrigeration: Walter Dix & Co provide expert knowledge and their showroom in Gateshead highlights the very best in the cooking and refrigeration market.

The Walter Dix & Co showroom in Gateshead displays the very best in Range cookers and refrigeration.

Buying a Range cooker provides the look and attraction of a statement piece in any home coupled with, on average, three times more useable capacity of oven space when compared to built-in ovens.

Walter Dix & Co supply over 12 different brands of range cooker with over eight different models to each brand. They specialise in heat storage Range Cookers from the oil, gas and electric cast iron AGA cookers to the electric range cookers of EVERHOT and ESSE. Their showroom boasts working models and regular cookery events so that you can find out why this type of cooker brings so much to every home.

Walter Dix & Co also specialise in food



preservation systems and refrigerators. Complimentary refrigeration from AGA, Steel, KitchenAid are on display in the showroom. These sit alongside fantastic preservation systems from SubZero combining the very best in cooling

systems to protect and prolong the life of your food and wine.

The team at Walter Dix & Co pride themselves on giving the best unbiased information and advice on the products to help guide each customer to select the best appliances for their home.

Whether your project is a new build, a renovation, or a new kitchen design, the team at Walter Dix & Co would love to hear from you. Make the right choice at the right price.

The showroom is open six days a week and provides ample free parking. Alternatively video/virtual appointments can be made.

Walter Dix & Co

AGA and Range Cooker Specialists

Walter Dix & Co
1 Stirling Court, Team Valley
Gateshead, NE11 0JF
wdix.co.uk
0191 482 0033 sales@wdix.co.uk

WHAT TO EXPECT AS A FIRST TIME BUYER

As a first-time buyer, putting a first foot on the property ladder is an exciting prospect, but can also be a nerve-wracking experience. Before finding a property, it is important to recognise what is affordable, as well as understanding what lenders will allow you to borrow.

Unless you are able to buy a home outright, a property purchase will most likely be made up of a deposit and a mortgage for the rest- meaning that the buyer will need to borrow money from a mortgage provider. Different providers offer different rates and types of mortgages, each of which comes with interest on the money borrowed.

It is useful to have a decision in principal when looking for a new home. Many sellers and estate agents won't accept an offer without one. This is an initial agreement that (in principal) the lender is prepared to grant you a mortgage, and a qualified declaration of how much they may let you borrow.

When applying for a mortgage, there are several tasks to complete which could encourage better results, including the acceptance of an application or better interest rates. They include;

- Electoral role – It could negatively impact your credit score if you aren't on the electoral role
- Check your documents are all in your correct name with your up to date address on. Lenders can ask for anything and everything to satisfy their underwriting requirements so having access to accurate documents is essential.
- Review your credit file. Use an online credit reference agency to ensure your credit history is correct. It's easy to forget about any 'black marks' on a credit file – which could result in you being declined for a mortgage.



- Get rid of bad habits - when you apply for a mortgage, lenders will look at your income and your outgoings. This may involve you needing to make small financial adjustments to demonstrate that you are a safe spender.
- Proving income - pay slips and bank statements from the last three months are usually required when applying for a mortgage. If you are self-employed, you will need copies of your tax returns and business accounts.
- Aim to avoid missing payments or paying late by setting up direct debits.
- Try to keep your financial position as stable as possible in the months running up to a mortgage application. Avoid opening new accounts and taking out new credit facilities.

To support first time buyers in achieving the important milestone of stepping onto the property ladder, the government recently introduced a new mortgage guarantee scheme. Launched in April 2021, the scheme assists first-time buyers with small deposits by protecting lenders if the borrower fails to pay. This will increase the availability of 95% loan-to-value mortgage products, enabling

more buyers to access mortgages without the need for prohibitively large deposits.

The COVID-19 pandemic led to a reduction in the availability of high loan-to-value (LTV) mortgage products, particularly for prospective homebuyers with only a 5% deposit – leaving many unable to get onto the housing ladder. The government announced the mortgage guarantee scheme, supporting the next generation of homebuyers. The 95% mortgage scheme will run for 18 months until December 2022 and applicants must have a regular income, a good credit rating and show that they can afford the monthly mortgage repayments.

Bradley Hall's mortgage team will unlock the best deal possible for their clients whilst also managing the application from start to finish, collecting and analysing all of the required information including credit history, deposit size, preferred monthly repayments and pair you with a tailored and bespoke solution which meets all of your needs.

Our expert mortgage team has scoured the market to find the best example deals for low deposit buyers*

Loan to Value	Purchase price	Mortgage	Term (Number of years all at 2 year fixed rate)	Initial Interest Rate	Lender arrangement fee	Cash Back	Monthly repayments
95% LTV	£200,000	£190,000	35	3.94%	£0	£0	£835
90% LTV	£200,000	£180,000	35	3.05%	£399	£0	£700
85% LTV	£200,000	£170,000	35	2.59%	£995	£1,000	£620

*accurate at the time of print

If you would like more information on our Mortgage services or would like to find out how much you could borrow, please contact our expert Mortgage team on 0191 260 2000 or email mortgages@bradleyhall.co.uk

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BALTAL

WHITESMOCKS, DURHAM

Five Bedroom Detached Home

GUIDE PRICE £1,250,000

EPC Rating E

 X 5  X 4  X 3

Seldom does the opportunity arise to purchase such an outstanding residential property situated in one of the most sought-after residential locations of Durham City. This detached three storey dwelling has been impressively refurbished by the current occupiers and provides luxury modern living accommodation within an attractive period property and set in grounds extending to over half an acre.

The accommodation boasts an elegant reception hallway with feature full height windows providing outlook to driveway and rear courtyard with fitted shutters. The breakfasting kitchen provides an open plan element that has been fitted with an extensive range of wall and floor units with granite worktops, integrated appliances, and central island. The main feature of this house is the recently

redesigned and decorated orangery and its amazing lantern style roof which brings in the natural light. Off the kitchen is the new fully fitted utility and boot room with rear access. The family room has a beautiful walk-in bay window looking out on to the gardens. The spacious lounge features a marble fire surround incorporating marble hearth and inlay with living flame gas fire. A contemporary study with plantation blinds and downstairs w/c completes the ground floor.

To the first floor the gallery landing gives access to a sun terrace with timber decked flooring. The master bedroom is of a generous size with walk in dressing room, en-suite benefiting from having a jacuzzi spa bath as well as a Jacuzzi hydro/steam shower unit. Bedroom two has fitted wardrobes and an en-suite with

walk in shower. The family bathroom is fully tiled with tiled floor and a walk-in shower and double Jacuzzi bath.

To the second floor the gallery landing leads to bedroom three with French doors leading out on to the south facing balcony with wrought iron railings and has an en-suite with a walk-in double shower. Bedroom four has a beautiful outlook onto the formal gardens and woodland. Bedroom five has French doors leading to balcony overlooking gardens to front elevation and woodland beyond.

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 durham@bradleyhall.co.uk

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THE DOWER HOUSE

BLAYDON

Grade II* Stately Home

OFFERS OVER £1,000,000

EPC Rating exempt

 X 10  X 2  X 8

The Dower House is a prestigious and historical property perfectly located on the edge of Axwell Park in Blaydon. This property offers an exciting and rare opportunity to create a truly stunning family home or to further develop the residence for a number of other uses subject to planning consent.

This spacious home has been in the current owner's family since 1922 and is set within its own estate spanning circa 2.4 acres. This gothic mansion was originally constructed in the 1770's by the renowned architect James Paine on commission of Sir Thomas Clavering to be used as the Dowager House for the Axwell House estate. The property is a Grade II* Listed residence with stunning original features such as the gothic style

Venetian windows with central sash and lattice glazing bars as well as crenelated parapets along the roofline. The property offers flexible accommodation and is currently used as three individual dwellings or could be restored to one large residential property.

The secluded and semi-rural surroundings of Axwell Park make this property a haven for British wildlife including a number of swans, kingfishers, herons, foxes and even roe deer. Axwell Park also offers a range of communal facilities including a children's play area, tennis court, ornamental lake, woodlands and meadows.

This stunning home is perfectly positioned just four miles from Newcastle city centre and just two miles from The

Metrocentre , one of the largest shopping malls in Europe, offering national retailers, restaurants and further amenities. This sizeable property is also within the catchment areas for a number of outstanding schools. Blaydon is ideally situated for a host of local transport links including the nearby A1, A695 and A694 as well as a wealth of public transport links into Newcastle and the surrounding areas.

Gosforth

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WHO CARES?

By Cassie Moyse

Commercial editor of Portfolio Magazine and head of marketing
at Bradley Hall Chartered Surveyors and Estate Agents

In marketing, many often fall into the trap of exclusively talking about a company or its achievements. I'm not saying that isn't great - at the end of the day, how will people now your achievements if you don't promote it? The awards you win, that big contract that will encourage an abundance of potential clients to follow suit, that key new appointment that will cement the reputation of your business. . . Stakeholders and potential clients need to know. But if that becomes your main tactic — it will wear thin. It's important to think to yourself who actually cares and what do they really care about?

It's not a ground-breaking statement that people care more about what others say about you than what you say about yourself. It's human nature. Despite the obvious flaws, that's why recommendations, Google Reviews, Facebook Reviews, Trustpilot Reviews are so important. Google rewards the businesses with the most presence and best reviews and it helps with the all important SEO results.

Take, for example, the friend, colleague or family member who keeps telling you how amazing they are over and over again. We all know that person, let's just name them Dave, who never talks about the stuff that's important to you. It's annoying, right? You're thinking to yourself 'I wish this person would just shut up.' It makes you feel like they don't care about you, and spoiler alert, they probably don't. That applies in marketing, too.

Two way communication is key in every aspect of life. That includes relationships, friendships, your peers, colleagues and it applies to marketing too. So don't let your business be a Dave.

In developing this, you must have a good standard of emotional intelligence of your audience. By definition "Emotional intelligence (otherwise known as emotional quotient or EQ) is the ability to understand, use, and manage your own emotions in positive ways to relieve stress,

communicate effectively, empathize with others, overcome challenges and defuse conflict." Empathizing with others is possibly the most important part of EQ when it comes to marketing, PR and communications. It allows you to understand their point of view, identify pain-points and create a solution which is hard for your potential clients to resist.

If you aren't listening or asking your customers what they like, then they will think you don't care. In the socially awakened generations of Y and Z — this is important. Many consumers now make the decision on a brand based on how it will serve their needs or beliefs, how it will make their lives better or more efficient — what will it do for them? In the insta generation of falsities and an awakening to the intelligence of advertising we're now being encouraged to cut out the toxicity of being overwhelmed with content we don't need. Following years of increasing content streams — the world is now cleansing.

Content is available everywhere we turn. We are drowning in it. Email marketing, blogs, news, social media, social media advertising, display ads, Google Ads, YouTube, TikTok, print advertising, outdoor advertising — the list could go on and on and on and on... What makes something stand out now that we are constantly bombarded with

companies shouting 'LOOK AT ME'?

This is why valuable content is more important than ever. By valuable content, I mean a piece which will help to educate or inspire someone in something which they care about. This means we have to think about giving our audience something which will benefit them. Find out their pain points, figure out what they like about your brand, service or product, think about how your business can help and support them. Then they will notice you. Using tools like Answer the Public to see what people are searching for in search engines to think of your next blog idea, analysing your website traffic and social media engagement to see where it is coming from and what types of content yield the best results. Listening and monitoring what your audience likes is vitally important.

Two way communication can be taken literally too. Great content incites conversation, ideally between you and your potential client. If someone comments on your LinkedIn post, comment back, message them, start the conversation. A conversation which could lead to learning something new, gaining a sounding board or mentor, a new business partner or client. If someone likes your company's Instagram post, show your appreciation by messaging them back. Consumers don't just want to consume anymore, they want to be part of the conversation, they want a relationship with the brands they choose.

Thinking back to the original point — who cares? Ask yourself this before you communicate. You may be drafting something really targeted at a very niche audience. If you know them personally, that's great — think to yourself, does this inform, entertain, educate or inspire them? If the answer is no, the likelihood is that you should rethink your angle, go back to the drawing board, think about what your audience wants and start again. The odd vanity project doesn't really go a-miss, at the end of the day trust is built based on your organisations achievements and milestones, but it needs to be mixed with valuable content that people really care about.



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TESLA MODEL 3



Based in California but dominating the global market, Tesla is an electric automotive company that has quickly gained attention and interest on the world stage. Ranked as the world's best-selling plug-in and battery electric passenger manufacturer, Tesla now holds the market share of 16% of the plug-in segment, and 23% of the battery-electric segment of 2020 sales.



Founded in 2003 by a group of engineers that wanted to prove that electric vehicles can be faster, safer and offer a more enjoyable customer experience overall; Tesla released Model 3 in 2017, which is the world's all-time best-selling plug-in electric car. With more than 800,000 delivered through December 2020, even a global pandemic cannot stop this expanding company from making its mark.

Tesla's Model 3 encompasses the future of stylish, safe, and swift driving. Equipped with an all-wheel-drive dual

motor, 0-60 mph acceleration in 3.1 seconds, and 360 mi range in the worldwide harmonised light-duty vehicles test procedure (WLTP), this car is not to be missed. The WLTP figure enables the customer to measure fuel consumption and CO2 emissions, ensuring a more sustainable vehicle overall. Tesla's Model 3 excels in all areas with safety, acceleration, all-wheel drive, range, and the materials that exhibit a favourable step towards the future of driving with its autopilot technology.

Performance 28 has recently

undertaken a Tesla transformation on a white, 2021 Model 3, to unlock as much of Model 3's lavish design as possible. Performance 28 fitted the car with 20-inch Vossen Wheels, which are handmade and hand finished, a tinted glass roof and rear windows, H&R lowering springs with 25mm drop all around and a Maxton gloss black body kit. The vehicle was finished with a two-stage machine polish and treatment with kamikaze ceramic coatings, as well as red Tesla rear deck lettering – creating a stunning luxury vehicle with an environmentally friendly edge.

The luxury automotive firm also fitted a black Factory Model 3 Performance Tesla with Vorsteiner full carbon aero track kit, interior carbon fibre trim, Eibach lowering springs and eibach sway bars, Vossen 21" HF5 gloss black and hybrid forged wheels.

Performance 28 is the only firm in the North East which offers such high standard modifications, including bodykits, wheels, springs, handling upgrades, interior modifications, and aesthetic upgrades on the car, with parts from Vossen, Vorsteiner, Novitec, Eibach, Maxton design, Unplugged performance and H&R.

Safety is at the forefront of everything Tesla design. Model 3 revolves around an aluminium and steel structure, which is used to ensure maximum strength in every area and to make sure the customer is comfortable and protected. With the



world's transition to sustainable energy and Model 3, like Tesla's other models, is taking positive steps to do exactly that. Model 3 is fully electric, so you will never need to visit a petrol station again. The vehicle is easy to plug in along the way and can do up to 360 mile range without the need to charge. Charging is quick and easy, and with over 20,000 Superchargers placed along well-travelled routes around the world, Model 3 can take you anywhere you want to go with ease.

As well as being safe, speedy, and sustainable, Model 3 also has an autopilot feature, which Tesla believe is the future of driving. The vehicle has ultrasonic sensors, 160m of forward-facing radar, and 360 degrees of visibility. The autopilot features ensure your car to steer, accelerate and brake automatically within its lane. These elements enable the car to navigate while on autopilot, to be summoned, to auto park, and to automatically change lanes.

Tesla's Model 3 offers the whole package when it comes to owning a luxurious vehicle that is also climate conscious.

performance28.com

ability to support the weight of two full-grown African elephants, the Tesla Model 3 passes the roof-crush test with flying colours. This vehicle has achieved a Euro New Car Assessment Programme (NCAP) five-star safety rating in every category. Making the Model 3 one of the securest, fully electric automobiles available with leading ratings in the NCAP.

As well as being incredibly protected in this vehicle, the proud owner can also expect the quickest acceleration. Prepared with 20-inch Überturbine wheels and performance brakes, this Tesla model also has lowered suspension to enhance the overall handling and performance of the vehicle. A carbon

fibre spoiler, to improve stability and aerodynamics when the car is travelling at speeds of up to 162 mph, is also part of the Tesla Model 3's educated and thought-through design.

Model 3 has two independent motors for improved redundancy, each with only one moving part to minimise maintenance and maximise durability. Contrasting to traditional all-wheel-drive systems, the Model 3 has digital control rotation to the front and rear wheels, ensuring better handling and traction control of the vehicle as a whole, encouraging a more controlled driving experience for all weather conditions.

Tesla's mission is to accelerate the



THE CRESCENT LOANSDEAN, MORPETH

GUIDE PRICE £540,000



EPC Rating D60

 X 4  X 4  X 4

Bradley Hall is delighted to bring to the residential property market a rare opportunity for the discerning buyer to acquire this impressive traditional semi-detached family home in the sought after Loansdean area. This stunning property has been entirely redesigned and vastly extended to offer a bright open plan contemporary living space for the family.

From the entrance hall there is a traditional sitting room with a bay window and feature fireplace. To the rear is a spacious open plan kitchen and dining area with an integrated garden room with roof lantern and bi-fold doors leading to the rear garden, both allowing light to flow through the room. The fantastic kitchen boasts an Italian floor to ceiling design and was installed by exclusive kitchen retailer Pol Kefton. It features a range of Gaggenau appliances, natural leathered pietra grey marble worktops, a bespoke marble sink and finished with a

lacquered grey sycamore shelf and breakfast bar. The ground floor benefits from underfloor heating throughout, with premier timber flooring.

The stylish master bedroom is open plan with a glass staircase leading to the en-suite on a mezzanine level with bespoke stone vanity sink, walk in wet room shower, Villeroy & Boch sanitaryware, Keuco & Hansgrohe brassware and finished with Calacatta large format tiling to the floor and ceiling. All four bedrooms are fitted with tailored in frame cabinetry and lighting design.

Externally the front garden offers off road parking leading to the double garage, the rear garden has a shaped large patio area taking advantage of the sunny aspect and is ideal for alfresco entertaining, there is also a lawned area with flower and shrub borders with fenced boundaries. Well suited to a range of potential

purchasers, this charming family home offers easy access to the historic market town of Morpeth where a range of traditional shopping and national retailers can be found, schooling for all ages is available locally, Morpeth also offers many bars and restaurants and leisure facilities, transport needs are catered for by local buses and the A1 trunk road gives vehicle access to the region north and south and beyond, Morpeth also has a mainline rail station on the East Coast Line to London. For commuters Newcastle City Centre and Newcastle International airport are both approx.18 miles away.

Morpeth
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CHARLESWOOD HOUSE

ESHOTT

Five Bedroom Detached Home

Bradley Hall
CHARTERED SURVEYORS & ESTATE AGENTS

GUIDE PRICE £899,000

EPC Rating D

 X 5  X 5  X 5

Bradley Hall is delighted to welcome to the residential property market this highly impressive five-bedroom mansion recently extended and updated with in excess of 5164.3sq ft located within the quaint village of Eshott.

On the first floor, the impressive main hallway showcases an oak staircase with tiled flooring throughout while the spacious kitchen provides a full range of wall and base units and central island with granite worktops, Aga oven and a range of modern integrated appliances. The kitchen also benefits from a large utility room with ample space for white goods and access to the garage.

The leisure areas of the house are accessed from the kitchen with Karndean

flooring throughout consisting of a cinema room and bar and games room, with fixed screen and overhead speakers, built in bar and space for pool table, skylight window and folding doors to the rear. This floor also provides the lounge with Amtico flooring and French doors to the rear and dining room, both large rooms providing ample space. There is also a study and snug area.

To the first floor is the master bedroom benefiting from an en-suite, walk in wardrobe and dressing room with access out onto a private balcony. There are a further three double bedrooms, two of which also benefit from en-suite facilities. The family bathroom has a separate freestanding bath and shower.

There is an annex with a further bedroom on the first floor with separate access through the utility. This has an en-suite and built-in wardrobe.

Externally, the house sits on a substantial plot circa 1.37 acres and is welcomed by private electric gates. There is also a triple garage and parking for numerous cars. The plot surrounding the property is mainly laid to lawn with mature trees.

Morpeth
01670 518 518

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ROWEN HOMES

Hamptons

Create a coastal, breezy luxe look in your home with our Hamptons collection. Perfect for introducing a serene, neutral vibe in time for Spring.

Oxford Silver & Grey Coffee Table, £354.
Alaska Fog Scatter Cushion, £41
Haze Ivory Textured Print Cushion, £36.50
Extra Large Faux Coral on Acrylic Base, £65



Single Smoke Velvet Headboard Panel, £149
Tropez White & Silver Cotton Stitch Bedspread, £139
Santa Monica Vanilla Tasseled Rug, from £68



Marbella White Wash Mirrored Side Table, £259
Lorient XL Cement Effect Table Lamp, £174
Mane White Distressed Horse Sculpture, £24

Instantly feel calm and relaxed in your home with our Hamptons Collection. This capsule features a coastal, white wash, serene vibe that is perfect for brightening up your interior space.

Inspired by the traditional Hamptons vibe of a coastal, beachy look in a sophisticated, effortless manner. Our colour palette features sandy, neutral tones which can be easily styled in any interior.

Key to this collection is our Single Smoke Velvet Headboard Panel. This plush velvet headboard panel is unique to every customer as these can be customised to your own bedroom. This will immediately give your bedroom a fresh, luxe look.



Mykonos Set of 2 Whitewash Storage Baskets, £156
Large Ivory Faux Hydrangea Single Stem, £4.50



Ariel Grey Wooden Sunburst Wall Mirror, £198



Marella Cotton Tassel Pale Blue Cushion, £26



Travel Home: Design with a Global Spirit, £28.99

Rowen Homes is an independent, family owned online homeware store and interior design agency established in Newcastle Upon Tyne in 2020. Access to professional interior design styling is usually out of reach for a lot of people. We're breaking that mould and bringing interior design to you. If you spend your evenings fawning over home accounts, looking for effortless, sleek style -you've found it.

Our team of designers, with Alice as our Creative Director, have been working with the best trade suppliers to create specially designed capsules. We're experts in interiors, so you can ensure when ordering with us that your items have been hand chosen specifically for our capsules based on designs and quality. Alice, Rosie and Elisha work round the clock creating our capsules, so you can create the interior designed look at home. We believe that any home can be a Rowen Home.

Find us at rowenhomes.co.uk, @rowenhomes on Instagram





Bradley Hall Directors Peter Bartley, Neil Hart and Richard Rafique

BRADLEY HALL CONTINUES POSITION AS SUPPORTERS OF LOCAL SPORTS TEAMS AND CHARITIES

Bradley Hall Chartered Surveyors and Estate Agents continues to fundraise and raise awareness of North East charitable causes including Marie Curie, NE Youth, and other local sports clubs including, Newcastle Falcons. Having previously fundraised and donated almost £70,000 to local charities including Daft as A Brush, British Heart Foundation, and St Oswald's Hospice, the firm is excited to see what they can achieve going forwards.

Group managing director, Neil Hart, noted that, "We are privileged to be in the position to be able to continue to offer support to charities through sponsorships, and I would encourage anyone who is in a similar position to do the same, as these donations and supportive actions are a salvation to many organisations and sports clubs."

The Marie Curie Newcastle hospice offers aid and support to around 1,000 people with a terminal illness every year. The charity also extends their assistance to the families and friends of those affected. Donations and fundraising help to fund 24-hour care for those staying at the hospice, as well as around 20 visitors a day who attend clinics and support sessions. All branches of Bradley Hall got involved with Marie Curie's National Day of Reflection in March 2021 and took part

in the minutes silence as a display of support and solidarity. Similarly, many staff members took part in Marie Curie's Virtual Great North Run or the 1.3 Challenge, which was a collection of fundraising events that offered an alternative way to raise money if running was not the staff's forte.

Bradley Hall is also supporting local charity, NE Youth, and are the official sponsors of its annual corporate clay pigeon shoot. Formerly Northumberland Boys Clubs/Clubs for Young People, NE Youth is the North East's leading youth advancement charity supporting young people and adolescent organisations, in the communities where they live and work. With a strong history of practical support for youth clubs and services, as well as their ongoing work with young people, the charity continues to maintain

a vivacious combination of activity, support and development that reflects the needs of young people in the North East and makes a positive difference in their lives.

Similarly, the firm has sponsored rugby club, Newcastle Falcons and recently spoke to captain William Welch about his time at the club, and what the last year, amid a global pandemic, has meant for sport as a whole. The firm believes that sport is incredibly important for our local communities. Not only does it teach young people about the valuable skill of commitment but is also encourages an understanding and appreciation for hard work and rules, all while, maintaining both physical and mental health for people of all ages.

THE SCIENCE OF SUN CREAM

Portfolio discusses the science behind safe sun care and the reasons we should be incorporating it into our everyday routines.

Using sun cream daily is like flossing our teeth, we know it is important, but we have not yet mastered incorporating it into our daily routines. Sun cream is a brilliant way to protect your skin while keeping it healthy, youthful, and wrinkle-free. Although you may have awful childhood memories of being lathered in a sticky lotion and being told it is there to protect you; there is now a wide range of more convenient sun cream options to make incorporating it into your routine simpler than ever before.

Humans need time in the sun; our bodies need sunlight to help us create vitamin D. Although vitamin D is absorbed through our food, a lot of it is produced due to a chemical reaction in our skin that relies on the energy from ultraviolet rays (UV rays). If you are not getting enough vitamin D you can become susceptible to diseases such as rickets and osteomalacia, which can lead to soft and weak bones.

Time in the sun is important but keeping our skin protected when doing so is essential. In 2019 Cancer Research UK discovered that skin cancer rates had soared by 45% in 10 years. Their research also showed that 9 in 10 cases are preventable by wearing a high SPF. In order to become more aware of how to slow the rate of skin cancer cases, it is

important to understand what our skin needs protecting from.

UVA rays are one of the biggest contributing factors to skin ageing. Present all year round, UVA rays can penetrate through clouds and glass. UVB on the other hand is much more seasonal, its intensity varies depending on location and time of day. UVA protection is rated by a star rating of 1-5. These ultraviolet rays could cause permanent damage to your skin if not protected properly.

Sun care products are used to combat the UV rays and they are listed in a few different ways. Understanding the terminology that accompanies these products is necessary to recognise how protected you may be. If a product is listed as being a broad spectrum, this means it will act as a shield against UVA and UVB rays. If a product is listed as being water-resistant, this means the skin will also be protected in water for a specified duration of time. SPF, or Sun Protection Factor, is a numerical element that provides information on the level of protection provided. For instance, a minimum of SPF 15 or 30 is recommended for everyday wear. Physical sun cream is a product that will most likely contain titanium dioxide and zinc oxide, these products provide a physical barrier on the skin that reflects against UV rays. Chemical sun creams contain substances that protect the skin by interacting with and absorbing ultraviolet energy. Both are effective, but chemical sun

creams have a higher chance of causing irritation if you have sensitive skin.

Sun cream is useful for more than



just protection from the sun, it is also a strong anti-ageing product. According to The World Health Organisation, up to 90% of the visual changes commonly attributed to ageing may be caused by sun exposure. If that is not a reason to incorporate sun cream into your daily routine, then we are not sure what is.

They also noted that, although some moisturisers and makeup products do contain some form of SPF protection, they tend not to be as effective as specific sun care itself. Many of these products do not contain UVA protection and are not water-resistant. Similarly, it should also be observed that facial sun cream has a different formulation when compared to that of sun cream meant for the body. The skin on our faces tends to be more sensitive than the skin on our bodies; as a result, facial sun cream is formulated to cause less irritation and not trigger acne.

With all of the knowledge you now have of the best ways to protect your skin, we have collated a list of the best and more prestigious sun care products on the market.

1. REN Clean Screen Mineral Mattifying Face Screen SPF 30, £32
2. Sisley Super Stick Solaire Tinted Sun Care, £76
3. La Mer UV Protecting Fluid, £80
4. Tom Ford Face Protect Broad Spectrum SPF 50, £60
5. Shiseido Face and Body Lotion SPF 30, £34
6. Zelens Body Defence Sunscreen SPF30, £55
7. Chantecaille Ultra Sun Protection SPF 4,5 £86
8. Saltee Body Sea and Sun Lotion SPF 30, £32

**Prices were sourced from various websites.*

Now that your science lesson on sun care is complete, we hope that you are confident enough to begin using sun cream in your daily routine, and that you are ready to reap the benefits in the long run.

MICRO NEEDLING - WHAT YOU NEED TO KNOW

Lucie Royer, owner and lead practitioner at Studio Aesthete is passionate about the skin and the soul. The word aesthete is defined as meaning a person who is appreciative of, and sensitive to art and beauty, and Lucie focuses her business on exactly that message. Based in Newcastle and Sunderland, Studio Aesthete offers a range of non-surgical cosmetic procedures and advanced facials including injectables, lip augmentation and micro needling.

Lucie considers herself a specialist in ensuring people feel their best, inside, and out. With an education in personal training, as well as being a qualified mental health nurse, Lucie took her education further afield through various placements and has since undertaken advanced aesthetic training. She has also travelled all over the world, and by doing this has begun to understand more about her own personal desire to help and care for others. Through all of her experience and learning, complemented by her keen interest in aesthetics, Studio Aesthete was established.

Studio Aesthete specialises in injectables and medical facials, including micro needling. Micro Needling is a minimally invasive treatment that can be used all over the body. From your scalp to your ankles, this treatment is proven to improve the appearance of scars, encourage hair growth, and to boost collagen in the skin. The procedure works via the insertion of very fine, short needles into skin, in order to assist in the rejuvenation process. Micro Needling

creates tiny punctures at a controlled level into the skin, as a result of this the body naturally responds by repairing the damage, creating new, youthful, plump looking skin. The method is also brilliant at assisting with acne scars, stretch marks, as well as tackling fine or deep wrinkles. The most popular and cost-effective way of doing this is via a dermaroller; however, a dermaroller provides cosmetic micro needling results, which deliver an outcome that are not as penetrative as receiving a medical micro needling procedure, such as the one on offer at Studio Aesthete.

Micro needling will leave your skin looking plump, pink and luminous, and with the right aftercare the results can last longer. Aftercare for this procedure is quick and easy. All that is required is the use of gentle cleansing products and tepid water for the first 72-hours after receiving micro needling, then gently dry the skin as you would normally.

According to a 2008 study, when the skin is treated with four micro needling sessions spaced one month apart, it is

able to produce up to 400% more collagen and elastin for up to six months after completing the treatment. This treatment is a celebrity a-list favourite and is incredibly popular with stars such as Angelina Jolie, Brad Pitt, Jennifer Aniston, Gwyneth Paltrow, Kim Kardashian, and Demi Moore. Studio Aesthete are keen to get to know you and your face, to help reach your aesthetic goals, and with micro needling available from £95 what do you have to lose?

www.studioaesthete.co.uk

Instagram: [@_studioaesthete](https://www.instagram.com/_studioaesthete)



Studio
Aesthete
it's skin and soul



RESIDENTIAL PROPERTY

At Bradley Hall Chartered Surveyors and Estate Agents we have enjoyed a period of significant success for our clients. Properties are selling quickly and often achieving higher than asking price. Demand is currently outweighing supply, and we need more stock for keen buyers across the North East.

Our team of experts offer an unrivalled service and prioritise our clients' requirements – resulting in achieving an efficient sales process.

Take a look at some of the properties which we recently sold.



Chevallier Court, Durham £1.2m



Ashbrooke, Lesbury £995,000



Dukes Meadows, Branceph, Durham - £895,000



Grafton House - £1.25m



Westfield, Hepscoth, Northumberland - £775,000



House Two, The Coach House, Gosforth - £750,000



Runnymede Road - Darras Hall £1.695m



River Barn, Low Burnhall Farm, £825,000



Woodfield Lodge, Langley Moor, £875,000



Grangemoor House, Scots Gap £895,000



Magnolia House, Washington, £850,000

For more information visit www.bradleyhall.co.uk



SUPERYACHT YOUR SUMMER STAYCATION

With the end of one of the most trying periods in modern day history in sight, the roadmap to freedom has now been established and the return of adventure is on the horizon.



With this in mind, it is time to give your summer staycation a revamp and head to the ocean for the ultimate luxurious break on the waves. Why wait for the rest of the world to reopen when you can gain exclusive access to some of the world's best anchorages right here in the UK from the luxury of a superyacht?

In the past you may have thought chartering your own private yacht was an activity reserved for the rich and famous, but the switch from a cruise to your own private luxury charter might cost you less than you would think.

If you have a few close friends that you would love to sail away with, an ocean escape instantly becomes more affordable as you split the cost between your party. By creating a bubble with your group, you can enjoy the best a yacht charter has to offer in a risk-free environment.

WHY CHARTER A LUXURY YACHT?

Freedom

You can go anywhere, whenever you want. Chat to your captain every day about your itinerary, they are locals and seasoned experts in the area, they can personally recommend activities and destinations best suited to your party.

Flexibility

Create your own itinerary. If you want to stay longer or cruise to an alternative destination, you can. Enjoy cruising without time restrictions.

Privacy

The passengers are ones you've chosen, no need to mingle with anyone else.

Exclusivity

The yacht's size allows you to reach more remote areas – hidden coves and exclusive restaurants off the beaten track. Enjoy your own private party every evening.

Your own private chef

Eat what you want, when you want it! Most yacht chefs undergo formal training, with many coming from careers in Michelin-starred restaurants. They strive to use fresh local ingredients, reducing travel miles and increasing flavour.

Crew to guest ratio

You can expect plenty of crew to assist you and ensure you have an amazing experience on board. Crew often have specific skills such as qualified watersports instructors, drone pilots or even spa therapists.

Water sports

Your yacht comes equipped with world-class water toys from inflatables, slides and paddleboards to wakeboards, jet skis and flyboards! If your yacht does not carry a particular toy on board, hire can easily be arranged.

Once in a lifetime experiences

The freedom a yacht charter provides means that you and your crew can embrace spontaneity and react to life itself. A dolphin is sighted nearby during breakfast? Your captain can follow and cruise alongside! A remote and secluded beach is sighted? Anchor offshore and your crew will prepare a sunset beach barbecue!

Choice

Whether you prefer opulence and glamour or clean and contemporary styling, choose a yacht style that suits you and your party from an impressive UK fleet.

Safety

All crew are trained in covid-safe sanitation measures, yachts are deep cleaned before each new party steps on board, with tests carried out where necessary.

Money back guarantee

We all need a little extra flexibility at the moment, so we're offering stress free bookings – If you need to reschedule or cancel your charter due to unforeseen covid 19 related circumstances we will make it easy for you to do so.



TRAVEL



THE FINEST UK DESTINATIONS

The British Isles are home to some wild and wondrous anchorages, from the glittering waters of the south coast of England, to the rugged outcrops of Scotland in the North.

Whichever destination you choose to visit, get ready to see it from a whole new perspective from the water.

South coast

The South Coast of the UK is filled with awe-inspiring natural landscapes, from the towering white clifftops of the Jurassic Coast to the tranquil turquoise marinas of Cornwall and Torquay, or the 'English Riviera' as we prefer to call it.

Explore charming seaside towns at leisure and visit the UK's best Blue Flag beaches where you can sunbathe or get involved in watersports. Discover amazing restaurants, each menu a bounty of



spectacular locally caught seafood, or head back to your luxury yacht and enjoy a gourmet meal prepared by your onboard chef.

Dress to impress and visit the glamorous waterfront establishments for music and your favourite sundowner, or stay on board and enjoy your own private party with loved ones.

Scotland

Get ready to experience some of the most remote and remarkable cruising grounds in the world, from the rugged outcrops of the Isles of Mull and Skye to the dramatic

landscapes of the West Coast – the scenery in Scotland will quite simply take your breath away.

Discover the extraordinary Outer Hebrides, an archipelago of over 200 islands. On land head out for a hike, discovering ancient, abandoned villages, castles and endless greenery and rolling hills.

Return to your luxury vessel in the evening and enjoy freshly prepared local produce, your favourite dram of Scottish whisky from the day's distillery tour and let your imagination unfold as you view the starlit skies overhead and listen to the melodic sounds of the gentle waves surrounding you.

Prices start from £5000 for an all-inclusive day charter for up to 12 guests, for more information on prices and packages get in touch today.



WEST NAUTICAL

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BRADLEY HALL SET TO MARKET STUNNING NEW APARTMENTS FOR KEY SITE ON NORTH SHIELDS FISH QUAY

Construction work is getting into full swing this week on a high specification £10m development of apartments on the North Shields Fish Quay, looking east over the River Tyne to the pier walls.

Experienced developer Ian Stewart is leading the 'Shepherds Quay' project to build 49 apartments and one townhouse in three complementary blocks on the site of a former rubber factory on Clive Street. The completed homes will be marketed by Bradley Hall chartered surveyors and estate agents.

The homes are being funded through a joint venture which brings together Mr Stewart's UKQ Clive Street vehicle with Next Level Developments (part of housing association group Karbon Homes) and the government's Homes England agency.

Mr Stewart, formerly of Silverlink Property Developments, has brought the funders together to make the project happen, and guided the development through the planning process.

The three blocks of apartments have been designed by Newcastle-based Napper Architects. They will sit in landscaped grounds, with off street parking, and an attractive frontage with

benches for public use facing Clive Street.

Womble Bond Dickinson law firm has advised the partners on the land acquisition and wider work surrounding the joint venture.

Ian Stewart said: "Shepherds Quay will be a stylish development that sits right on the riverfront in an area that offers cultural experiences, vibrant restaurants, bars and coffee shops with something for everyone to enjoy.

"I am delighted that it is finally under way and believe that it will add significantly to the area by providing quality homes in the most attractive of settings."

Sarah Robson, development director for Karbon Homes, said "It's a great opportunity for Next Level Developments to get involved in this ambitious, high quality development.

"This is a first class site which we're confident will provide fantastic homes with amazing views. Supporting a market driven project like this means Karbon can

re-invest in our development programme elsewhere in the region which will deliver around 500 new affordable homes this year."

Lewis McNicholas, senior manager in development finance for Homes England, said:

"Accelerating housebuilding remains a top priority for the Government and through the Home Building Fund, Homes England is able to support SMEs to unlock sites for development. This funding will support Ian Stewart and Karbon Homes to regenerate this brownfield site and support the wider regeneration of the iconic Fish Quay."

For more information call 0191 284 2255 or email gosforth@bradleyhall.co.uk





STRIKE WHILE THE IRON IS HOT - Why Leeds is hotspot for investment.

By David Cran, Director at
Bradley Hall Chartered Surveyors and Estate Agents

Leeds is seeing ongoing inward investment and substantial growth in various sectors including media, high tech manufacturing, pharmaceuticals, and logistics. The city centre continues to see high profile and substantial office lettings reducing grade A office vacancies to sub 5%.

Being the UK's fastest growing city, and a key player in the city region with a £64.6 billion economy, Leeds' combined population of three million and workforce of 1.37 million appears to have no intention of slowing down. Within the last ten years, Leeds has become home to dominant corporations such as Channel 4, HMRC, NHS Digital and Sky with the BBC recently announcing plans for substantial investment and noted enquiries for a new British Library and a new pharmaceutical lab, both located in Holbeck.

The city's economy grew by 34% during the last decade with a forecast of 21% growth over the next ten years. The relatively limited speculative development has resulted in limited new build residential, office and warehouse space in the city region which is driving rental and capital values up.

Bradley Hall Chartered Surveyors and Estate Agents has launched its Yorkshire office with a base in Leeds as part of its Northern expansion plan. The firm has appointed director David Cran to oversee the operation which offers commercial services including valuation services, lease renewals, rent reviews, commercial agency and land, development & new homes.

As we prepare to re-enter the business sphere away from the comfort of our homes, it becomes more obvious that offices are essential, not just for the growth of businesses and for the needs of our clients, but similarly for the desires and health of staff members too. Statistics from Nuffield Health have recently highlighted that 80% of the population in the UK have noted a negative impact on their mental health when working from home over an extended period of time. Due to this, it is paramount that environments such as offices, which encourage the sharing of ideas, as well as

meaningful and collaborative work, resume as part of our everyday lives as soon as is possible safely.

There has been an extraordinary interest in office space across Leeds over the last year, despite the challenges posed by Covid 19. A real fight has occurred for quality space that promotes employee's positive mental health and wellbeing. Leeds is one of the UK's dominant commercial strongholds, with office stock of over 20 million sq. ft. The Leeds office market saw total take-up of just over one million sq. ft. in 2019, set against the wider UK political and business uncertainty of the Brexit deal.

Owing to a strong level of occupancy being recorded in the city over the past few years, which has led to most of the existing Grade A office space being occupied, traditionally this would be considered a problem. Yet, as we move towards a more flexible approach to the working week, it appears that the struggle for quality space is a more extreme than the battle for quantity. Office space is still very much in demand in Leeds, but it seems significant that the Coronavirus pandemic has brought the change in how we work, with a more flexible approach, to the forefront of our minds.

James Scott of Muse Developments, a company that focuses on mixed-use development and urban regeneration, as well as a range of major commercial and residential schemes across the country, made comment on the commercial property sector in Yorkshire.

"2020 was dominated by Covid 19 which, coupled with the uncertainty surrounding Brexit, has had a largely negative impact on the market. The exception to that is the industrial sector where the rapid rise in e-commerce has pushed up rents and hardened yields. Looking ahead, I see the way buildings are

used changing swiftly and significantly. Factors of technology and climate change have always been with us, but there are now other issues, like the rise of working from home and the increased need for safety, to consider, which will lead to a fundamental change in the design and purpose of new builds. This will be especially applicable to offices".

Caddick Developments, a company that specialises in the acquisition, development, construction and management of residential, industrial and regeneration projects, discussed their focus and logistical plans for the future. Managing Director, Myles Hartley, noted the ways in which the company plans to remain resilient going forward.

"Agile delivery will be key to the success all developments, and with a strong end-to-end offer which sees Caddick Group companies collaborate to streamline the planning and development process, we're in a prime position to deliver this much needed space".

As well as office space, Leeds has cultivated considerable growth and interest through other avenues of commercial development. The city has a growing 'knowledge' sector, supported by the Innovation District, focussed around its leading academic and teaching institutions including the University of Leeds, Leeds Beckett University, Leeds Teaching Hospital Trust and Leeds Arts University.

With the government announcing that the HS2 high speed rail line will go ahead in full, Leeds stands to benefit substantially resulting in immediate inward investment focussed on areas set to be revived by the new station and connections to the new Leeds station, which itself is undergoing substantial renovation and improvement with more to come. The new line will create fresh relationships from Leeds City Centre to Sheffield, Birmingham and London.

Leeds looks to have a bright future both in the immediate and longer term as more government, public bodies and private firms seek to "north shore" their businesses and with the BBC, Bank of England, British Library and the new national infrastructure bank seeking space within the city now is the time to invest.



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BUILDING SUNDERLAND'S FUTURE

More than 7,000 homes are set to rise from the ground in Sunderland in the ten years to 2030. The vision – to build a range of attractive properties that will entice more families to this seaside hotspot – is part of a wider ambition to establish this dynamic young city as an exciting place to live, work and play.

The man charged with delivering against the city's ambitious housing plan is Executive Director of City Development at Sunderland City Council, Peter McIntyre, and, as Portfolio discovers, he is wasting no time turning the vision to a reality.

"Housing is fundamental to our vision for Sunderland," says Peter.

"We are developing fantastic infrastructure to attract more businesses to the city – from Riverside Sunderland, to the International Advanced Manufacturing Park (IAMP) and Hillthorn Park, there will be thousands of new opportunities for people to work in Sunderland – and we want to capitalise on that, delivering sustainable communities where people want to make their home, and where our residents enjoy a happy, fulfilled life.

"We have some fantastic natural assets in Sunderland – from our open green spaces, to miles of beaches – and with a programme of regeneration underway, we're adding to them with more and better leisure facilities that will make this a yet-more attractive place.

"Adding high-quality housing is the final piece in the jigsaw, so convincing private housebuilders to invest in Sunderland is being made more and more compelling, thanks to the rest of the work we're doing to drive the transformation of Sunderland."

And the progress is evident everywhere. South Sunderland Growth Area (SSGA) is one of the key focal points of residential development, boasting excellent connections and acres of land that is now being transformed to provide around 3,000 high quality new homes, surrounded by stunning green parkland that is being sustained to enhance



biodiversity and provide community spaces for residents to enjoy.

Potters Hill, which is being delivered in phases, is one of the most exciting locations currently being transformed into a vibrant new community. Miller Homes was the first developer to move forward on site, and has been quickly followed by Story Homes, which has committed an overall £63m investment across the city that will see them build 450 houses at sites including Potters Hill, and Duchy Homes, which submitted a planning

application earlier this year for a 179-home scheme.

Just a stone's throw away, Burdon is transforming too, with proposals for more than 950 homes approved in March.

A consortium of developers comprising Taylor Wimpey, Persimmon and Story Homes submitted a planning application that will see 890 homes built on land North of Burdon Lane - 532 of which will have detailed consent and a further 358 which will have outline approval. A further 60 homes are set to



be delivered by Persimmon, under its Charles Church brand, on adjacent land at Burdon Lane.

The new community - the largest new residential development to be approved since Washington New Town - forms the next phase of ambitious development in the South Sunderland Growth Area, and will deliver high quality and affordable homes that increase the housing choice available for growing families and younger people establishing themselves on the property ladder.

The scheme will include a mix of house types, from two to five bed properties, and 10 per cent of those built will be 'affordable' homes. The development will preserve and enhance swathes of green space totalling more than 21 hectares – supporting healthy and active lifestyles and maximising biodiversity.

"The trick with housing is to ensure it is complimentary to the surroundings, and that it responds to the natural environment sensitively. The assets of Sunderland are its stunning open spaces, and that's something we're determined to preserve.

"We recognise the need to create sustainable new communities in the city, but we do not want them to strip away the things that make Sunderland a special place. That's important," says Peter.

And that same approach has been

fundamental in Seaburn, where two new communities are progressing at pace. Miller Homes and Avant Homes are both on site, simultaneously developing attractive family homes that stand on the city's beautiful coastline, which itself has enjoyed a resurgence with a new inn with rooms and the STACK leisure and entertainment venue now creating a point of arrival that adds real vibrancy to the seaside.

"Seaburn is naturally spectacular. Houses in the area command a premium, because they offer a way of life that is really special. A beach for a garden, if you like. We're looking forward to achieving something very different, but just as desirable in the city centre, at Riverside Sunderland."

Plans for the first of 1,000 ultra-sustainable smart homes to be built at Riverside Sunderland are already advancing. An application for the first 132 properties - a mix of 1, 2 and 3 bedroom new homes - on land that enjoys panoramic views over the city riverside, was approved by Sunderland City Council in March, paving the way for the first tranche of housing to be completed by 2023, in time for the Sunderland Future Living Expo, a public event that will showcase a new way of city living and the transformation of Riverside Sunderland into a vibrant place to live.

91 houses and 41 apartments have been designed by architects Proctor & Matthews and MawsonKerr and will provide spacious eco-friendly smart homes, built using modern methods of construction, that will include a variety of amenity spaces, including terraces, courtyards and communal gardens.

The scheme represents the start of one of the four attractive new communities that will rise from the ground over the next decade.

The ambition is to create a world-class new place to live in the heart of the city, with Riverside Sunderland eventually becoming home to 2,500 new residents and 10,000 workers, who will bring with them spending power that will boost the economic fortunes of the city centre.

"Riverside is the pinnacle – when our vision for a dynamic, healthy and vibrant Sunderland all converge. The vision is hugely ambitious, because this city is special and it deserves homes that are too."

www.riversidesunderland.com



THE INN COLLECTION GROUP SURFS IN WITH NORTH TYNESIDE DEBUT ON TYNEMOUTH SEAFRONT

Northern pubco The Inn Collection Group has made its North Tyneside debut with the acquisition of iconic art deco site The Park Hotel at famous Longsands beach.

The expanding pubs with rooms group has completed on the 53-bedroom venue on Grand Parade, Tynemouth in an undisclosed deal that brings its estate to 21.

With sites in Northumberland, County Durham, Teesside, Yorkshire, Cumbria, Lancashire and Wearside, completion on The Park gives The Inn Collection Group an enhanced presence across the North of England.

Managing director of The Inn Collection Group Sean Donkin said: "We are absolutely delighted to be welcoming The Park into our pubs with rooms family. With its location alongside one of the UK's most popular beaches and proximity to Newcastle-upon-Tyne, it's a great fit with our brand, offering customers

stunning places to eat, drink, sleep and explore from in outstanding locations across Northern England.

"We're excited to have established a new presence in North Tyneside with a site as unique and dynamic as The Park. It has been a long-term target and we are looking forward to developing the site with a view to maximising the opportunities presented from its location, potential offering and local environment."

The Park will remain closed in the short term while a complex redevelopment of the site is planned ahead of a major investment in the site by the group.

The purchase of The Park comes after The Inn Collection Group completed on prestigious lakeside venue The Wateredge

Inn in Ambleside, Cumbria, last month.

The Alchemy-backed group, which is supported with banking from OakNorth, will continue to roll out its 'buy and build' freehold growth plans.

The Inn Collection Group is preparing to reopen its trading sites on 17 May and has launched a 200-job recruitment campaign ahead of its sites reopening. Its Eat, Drink, Sleep and Explore pubs-with-rooms brand includes food and drink venues that are open daily, all year round, with serviced AA Gold three and four-star accommodation.

The Inn Collection Group were advised by Imogen Holland, corporate partner at Newcastle-based law firm Ward Hadaway and Neil Hart, managing director at Bradley Hall on pre-acquisition diligence.

CASE STUDY:

Bradley Hall's expert Licensed and Leisure team

Bradley Hall was established in 1988 and has been named as the Estates Gazettes Most Active Agent three years in a row; including specifically being the most active in the Licensed and Leisure agents within the North East.

The firm has experienced great success working with a number of the region's key leisure operators including Inn Collection Group which is continuing in its ambitious acquisition trail of 'pubs with rooms' across the North and the Lake District – resulting in a recruitment drive of 200 new team members to support its increasing operations. A company growing not stalling with accelerated strategic expansion plans to reach 22 sites by 31 March 2021 with the infrastructure in place to achieve an estate doubled in capacity within a two-year window, The Inn Collection Group truly is a changemaker in the leisure sector.

The Bradley Hall team also provides its services to long-term clients Vaulkhard Group which operates some of the most established bars and cafes in the region including Bar Luga Grey Street, Gosforth and Morpeth, Pacific House, Bealim House and cafes Central Bean and Blakes.

Bradley Hall has also played a part in bringing two of the most iconic leisure hubs to the North East by supporting Danieli Group in establishing both STACK Newcastle and Seaburn as well as the growth of The Muddler in Newcastle city centre.

The expert team at Bradley Hall is able to provide a range of different services to licensed and leisure and operators including;

1. **Demographic report -**
these provide an overview of the competition and the demographic of the area where acquisitions are being considered.
2. **Acquisition -**
in the first instance this includes identifying and acquiring sites which would be suitable. This includes sites which the client outlines to target specifically or sites and locations that we identify as being of viable interest.
3. **Building surveys -**
our specialist building surveying and project management department is made of experts in full measured surveys. Reinstatement costs and measured surveys, along with project management is created on a bespoke, project-by-project basis as some sites need further or more detailed work than others.

4. **Project management -**
we oversee the tendering for the work and interviewing of the shortlisted project management, offering our expert advice on who should oversee any development or works.

5. **Planning services -**
The planning arm of Bradley Hall, BH Planning & Design, is led by Mark Ketley former head of planning at a local authority and Vice Chair of the RTPI's North East branch. The established and experienced team of consultants have developed a strong reputation across the region and have been responsible for the handling of a number of planning applications for clients in the licensed and leisure sector. The team specialise in the preparation and submission of planning applications, and have helped a number of the company's longstanding clients achieve success with refurbishment, expansion and redevelopment projects throughout the North East and North West.

For more information on these services, please contact our expert team on newcastle@bradleyhall.co.uk or call 0191 232 8080.



MANCHESTER: A VIBRANT AND PROSPEROUS CITY

Award-winning Northern property firm Bradley Hall, which was established in the North East in 1988, recently continued in its strategic northern expansion plan into the North West following the launch of its Yorkshire operation in 2019.



The firm has appointed experienced property specialist Sasha Williamson as associate director to oversee operations which will cover areas including Manchester, Liverpool, Warrington, Blackburn, Southport, Burnley, Preston, Stockport, Crewe, Runcorn and Widnes. The firm will grow its valuation services, supporting bank panels, private property investors and property companies, individuals for taxation purposes and local authorities.

The firm's success in bank panel appointments spans Aldermore Bank, Together, Lloyds Bank, Barclays, Allica Bank, Method, Vas Panel, 3PS, Redwood Bank.

Sasha joins the firm with ten years of experience in the North West and seven years in midlands, including a mix of public and private sector work, general practice property management, valuations, lease renewals and rent reviews.

The firm adds to its established branch network of offices across the North's major cities and busy market towns including Newcastle city centre, Leeds,

Manchester, Durham, Sunderland, Gosforth, Alnwick and Morpeth.

The strategic expansion comes at an exciting time for Manchester as it continues to be one of the UK's highest performing investment cities. The city is a leading European business destination and is reported to have attracted more foreign direct investment (FDI) than any other city in the UK outside of London.

The most recent reports showed that Manchester saw an increase of 117% in the number of people moving to the city than in previous years. The Guardian recently reported a 13% increase of those leaving the capital to live in the North of England - 12% higher than it was in 2009. It is also expected that by 2025, Manchester's population will total more than 635,000, according to a report by Manchester City Council.

As a result of this interest and migration towards this growing northern powerhouse; commercial developments, particularly office spaces, have certainly been on the rise in the area. Manchester continues to impress on the business scene with science and technology centres such as Alderley Park, and multimedia centres such as Salford's MediaCityUK, which encompass both BBC and ITV premises.

The number of young professionals flocking to this metropolitan city has certainly boosted the amount of businesses of all sizes joining the enterprise community. During the past year Manchester led office investment activity at £325m, while the North West market saw investment increase by a huge 46% since 2016. The city boasts a range of modern office schemes including Circle Square, Barbirolli Square and The Lincoln, Manchester, and appears to have no intention of slowing down.

Oxford Economics predicts an additional 30,000 people will join Manchester's digital and creative workforce over the next 15 years. With a presumed office presence needed for the majority of these professionals, supporting this sector by providing best-in-class working environments will become key in the battle for growing the tech and creative industries and retaining talent in the city.

That said, the pandemic has a lot to

answer for when it comes to the changes in office requirements. Business and employee needs have changed significantly. The need for home-working over the past year has resulted in the necessity for flexible spaces to suit requirements and the ability to adapt working spaces as the market continues to recover.

As well as office space, Manchester has amassed significant growth in other areas of commercial development, specifically retail, hospitality and education. As we all know, these sectors have had an incredibly challenging year, which alongside the growth of online retail has completely altered the landscape for this industry. The saving grace in this situation could be Manchester's vibrant cultural scene especially in regards to its events and music culture – Manchester has been the birth place of many ground-breaking and internationally recognised music icons including New Order, The Smiths, Stone Roses, Elbow, Oasis and The Chemical Brothers to name but a few.

The city is also a hub for sport and its globally renowned universities encourage visitors from near and far. The city currently has the largest student population in Europe and has over 17,000 international students, all contributing to the largest economy outside London.

It almost goes without saying Manchester and surrounding areas have experienced a turbulent few years under the changing economic and political climates - obviously and most notably the impact of Brexit and Covid-19. It has been noted by many significant businesses in the area that the decisive election result in December 2019 provided relative optimism and the 'Boris Bounce' triggered activity in early 2020.

The property market certainly cooled when the impacts of Covid hit and up until May a limited number of transactions completed. The reopening in mid-May saw pent up demand result in an increase in activity and price growth and this vibrant, bustling and prosperous city provides much opportunity. Its current position almost futureproofs Manchester as one of the key locations in the UK for investment, growth and enterprise and we look forward to this long continuing.



PANDEMIC REIGNITES IMPORTANCE OF COLLABORATIVE OFFICE WORKING

Richard Rafique, Director and Head of Professional Services
at Bradley Hall Chartered Sueveyors and Estate Agents

When the full impact of Covid hit in March 2020, there was certainly a fear that the forced closure of 'none-essential' offices could have had a lasting negative impact on the sector - but in fact, it's had the opposite effect.

The more time that passes under restrictions, the more obvious it becomes that offices are essential not only to benefit business growth and client needs, but for staff members too. Nuffield Health recently revealed that 80% of our population feel that working from home has had a negative impact on their mental health. Other statistics in its recent report included 25% of those surveyed were finding it difficult to cope with loneliness and isolation from colleagues, with 30% finding it difficult separating their home lives from their work lives, and over a quarter reporting difficulties switching off at the end of the day or working week.

Our corporate mission is to support our local economy, business and communities with a full-service approach to residential and commercial property. Our vision is to work hand-in-hand with key organisations and people to support the ever-evolving built environment of our region, making it a consistently better place to live, work and socialise. Part of this vision includes maintaining a passion for championing successful office working being the foundation of our culture and economy.

Take, for example, the coffee on the commute, business or colleague lunches in closeby restaurants, after work drinks, the life-admin tasks we do on a break and the public transport we take - all of these activities create and maintain direct, indirect and induced jobs and businesses, particularly in hospitality and retail.

The office sector is undoubtedly changing and it remains vital for modern working environments to provide safe and flexible spaces. Environments like this encourage sharing ideas, meaningful and productive conversation and collaborative working. The lack of office working has made many businesses recognise that collaboration is key to growth.

Even the global tech-giants like Google, Facebook and Amazon, have now gone on record encouraging staff to return to the office or at least a hybrid approach to working. Amazon also issued

a statement to employees last week saying: "Our plan is to return to an office-centric culture as our baseline. We believe it enables us to invent, collaborate, and learn together most effectively."

Chancellor Rishi Sunak has also been quoted to say that home working is no substitute for an office environment with "people riffing off each other" and that "You can't beat the spontaneity, the team building, the culture that you create in a firm or an organisation from people actually spending physical time together." The chancellor argued that an office environment was important for new team members to learn how organisations work.

There continues to be new and exciting opportunities for businesses to occupy modern and innovative office spaces which are designed with collaboration and growth in mind. A testament to the importance of office working is the recent move for one of the region's leading housebuilders, Story Homes, which has now occupied the ground floor at Scotswood House. The space was recently purchased by a local consortium and was refurbished in a multi-million pound project to bring better office facilities to businesses based in the region. We were delighted to utilise the full-service Bradley Hall approach on the Scotswood House project, from sourcing the building to negotiating the purchase, providing a building survey as well as lettings and property management. We look forward to welcoming more local businesses, specifically exciting start-ups and SMEs to the upper floors of Scotswood House which is now home to Riverview Business Centre.

Another exciting project within Newcastle city centre includes Hadrian Newcastle, a multi-million-pound Newcastle business hub are redefining traditional commercial property leases to make city centre occupation more accessible to SMEs. The £5m project by SONA Estates will offer bespoke and

flexible office spaces for businesses including acting as an incubation center for start ups, with licenses starting from three months. SONA Estates has thoroughly considered the needs of the clients to provide a fantastic business hub which will provide many organisations with an unrivalled opportunity to benefit from short licenses with low, all inclusive, rates. The option to occupy a ready-to-move-into space, choose the option of a furnished suite, commit to three months including rent, service charge, insurance and electricity bills from £19 per sq ft. When put to the comparison of other Grade A offices in the city demanding all inclusive costs of £30-£40 per sq ft, Hadrian Newcastle is offering a great incentive for occupiers.

Larger projects in the city include Newcastle Helix, the 24-acre innovation quarter which sits alongside the recently-completed Lumen. Newcastle Helix represents a partnership between Newcastle City Council, Legal & General and Newcastle University, bringing together industry leaders, businesses, and top researchers to form an internationally renowned innovation cluster. Councillor Ged Bell, Cabinet Member for Employment and Culture at Newcastle City Council said: "In challenging times Newcastle Helix is playing a vital role in the recovery of our economy - fostering innovation, attracting businesses, and creating jobs for those who live and work in our city."

The above list fantastic opportunities for businesses of all sizes in just Newcastle alone, with endless opportunities cropping up across the North as a whole. As a business with an established branch network, we are enthusiastic about the fact that the best work stems from being in an office environment. Our response to the short-term initial government-enforced closures in response to Covid-19 was to extend our hours of communication with our clients, but we were certainly passionate about reopening our offices again as soon as we could, whilst obviously following Government guidelines. Our business is built on a culture of hard-work, agility and tenacity, so whilst the pandemic presented challenges, we are proud to have continued in supporting our clients with a high level of service and found solutions to deliver on many projects throughout.

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Local law firm supports Feeding Families

By Jacqueline Emmerson

Award-winning law firm Emmersons Solicitors is continuing its support of local charity Feeding Families, an organisation which provided 140,000 meals to people in need throughout the North East in 2020.

From the beginning of the pandemic in March 2020 until the end of the year the charity delivered the meals across the region, both to individuals and in partnership with schools, domestic violence refuges, to the elderly and the ill.

Managing Director of North East law firm Emmersons Solicitors, Jacqueline Emmerson, who has supported the charity since it began in 2017, said: "Since the pandemic hit many people have lost their jobs or been on reduced hours and pay and struggled to feed their families. Others may have been ill or shielding and not had any relatives or loved ones to look after them, or been in hospital and had no food when they have returned home. A lot more people are now struggling due to a variety of circumstances.

"This charity relies solely on donations and has a very small team who are able to support those in the community – that's why it is so important for them to gain the help that they need in order to support those who are in need of food packages. When supporting this charity, you know that any monetary donations are going directly to purchasing the food as there are very little admin costs of overheads.

"The charity receives great support from local people, and it is uplifting to see the amount of food contributed, however the service from Feeding Families is more needed than ever. This is why I would urge anyone who is able to donate to this organisation to do so."

Jacqueline and the team at Emmersons Solicitors have promoted the charity since its launch in 2017, collecting food donations from individuals and businesses via the firm's Sunderland and Gosforth offices. The firm also recently arranged for £1,000 worth of food to be delivered to Feeding Families.

Emmersons Solicitors dedication to local causes also includes; its membership of Solicitors for the Elderly, a specialist group of lawyers who have pledged to make a difference to older and vulnerable people, its 20-year relationship with SSAFA, which is the Armed Forces charity, its involvement in the Alzheimer's Association scheme offering reduced fee work in relation to Lasting Powers of Attorney, its participation in Cancer UK's free Wills scheme as well its fundraising for The British Heart Foundation via a will scheme and homeless charity, Crisis.

Emmersons Solicitors also takes part in Free Wills Month, which brings together a group of well-respected charities to offer members of the public aged 55 and over the opportunity to have their simple Wills written or updated free of charge by using participating solicitors in locations across England, Scotland and Wales.

Emmersons Will Writing Team has agreed to take part in this scheme to help the charities involved including Breast Cancer Now, Marie Curie, Age UK, British Heart Foundation, Royal British Legion, Versus Arthritis, Stoke Association, National Trust, Guide Dogs, NSPCC, RNLI and Mencap.

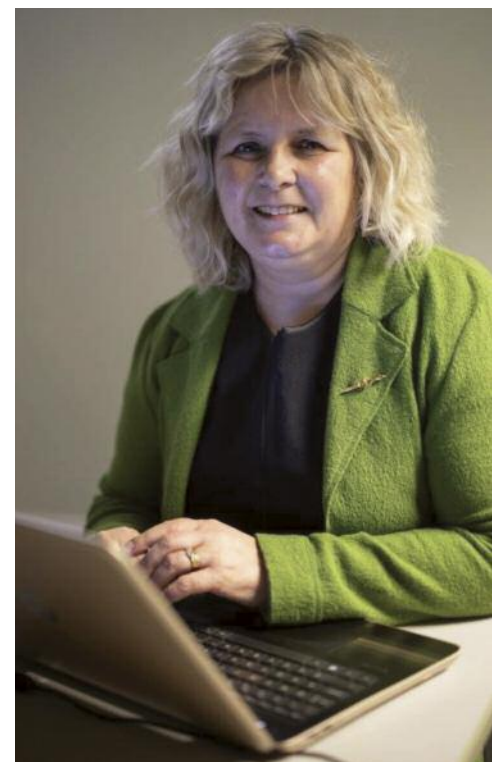
The firm's work has led to multiple awards including the Corporate Social Responsibility Award at the Sunderland Echo Portfolio Awards and its Best National Small Firm win at the Law Society Excellence Awards as well as Jacqueline's Lifetime Achievement Award at the Wearside Women in Business Awards.

Juliet Sanders, CEO of Feeding Families, said: "The continued support from Emmersons Solicitors is really appreciated. We rely on local people and organisations to donate to support local

families during this challenging time.

"Based in the North East of England, we began through one family helping another, but now we also accept donations from businesses, schools, colleges, groups of friends, churches and many more ensuring the quick and efficient packing and distribution of these essential packages to the people who need them most."

For more information please visit www.emmersons-solicitors.co.uk or call 0191 567 6667.





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An interview with Catherine Affleck

Bradley Hall's Operations Director and Head of Property Management talks about her career growth, misconceptions about Property Management and the impact that the pandemic has had on landlords and tenants alike.

How has your career developed with Bradley Hall?

I joined Bradley Hall on a temporary admin contract 16 years ago while waiting for a Uni course to start, I didn't even know what a Chartered Surveyor was at that point. I was assigned to one of the Associate Directors and after a couple of months he convinced me to go and talk to the course leader at Northumbria University. I enrolled on the five year part time degree where I did one day at Uni and 5 days a week working at Bradley Hall.

In the last 16 years, save for a brief stint elsewhere, my career has been nurtured as I've progressed through the various qualification levels from an admin assistant to assistant surveyor, surveyor, chartered surveyor then associate director and now I'm the Operations Director and Head of the Property Management department.

Bradley Hall has always fostered a culture of promoting from within and developing talent within the team. The majority of our surveying staff have started out with us as trainees either on placements or through a structured training programme such as the one I followed. It's common knowledge that our MD started as a placement student before returning as a graduate and working his way through the ranks to the top.

To make this culture an official part of our company structure, we have recently launched the Bradley Hall Talent Development Programme to formalise the progression process and through that, in the last month, we've appointed three new members of staff and promoted two of our Senior Surveyors to Associate Director level.

What is a common myth about Property Management?

I think there is a misconception about property management as a specialism that it's just dealing with tenants' repair and maintenance requests, granted, that is a part of it.

My colleagues in the property management team are some of the most

talented and knowledgeable surveyors I've come across as their role is so broad a specialism. They need to be true general practice surveyors because the services we offer our clients are so much wider than just organising cleaning or dealing with reactive repairs and maintenance.

There really aren't two days the same, the only thing that's absolutely consistent is that our department is always busy. Depending on the level of assistance our clients need and the nature of the property we offer everything from a rent collection service where we remove the hassle from our clients' income generation through to a full asset management solution. This can include strategic property advice, lease advice, agency of vacant units, arrange building and dilapidations surveys, valuations, arranging property insurance, health and safety compliance and protecting our landlords by ensuring their properties are maintained in line with legislative requirements. Having to have an in depth knowledge of property law, be able to interpret lease obligations, manage service charge budgets and keep up to date with case law precedents and changes to legislation requires a broad skill set.

What personality traits make a good Property Manager?

Firstly, you need to be organised. We look after approximately 1,300 units for our clients so there's always a lot going on and a lot to remember. Having a strategic approach to management, as well as robust systems and processes, is essential to ensure that the properties remain compliant and our client's liability is mitigated as far as possible. We deal with a range of properties types for lots of different types of landlords, some are large corporate organisations but many are individuals or families who own the properties as investments to provide a secondary source of income.

Being able to tailor the service provided to the individual client requirements is something we pride ourselves upon at Bradley Hall. The team have to demonstrate a high level of understanding and emotional intelligence in being able to balance client and

landlord expectations alongside the requests and requirements of tenants. Being the conduit in the landlord and tenant relationship requires us to be level headed and be able to work well under pressure.

The pandemic has demonstrated that the personal, empathetic approach we've always applied is invaluable as we've been able to work with tenants to assist them in obtaining grants and assistance from the government to keep their businesses afloat while in turn allowing them to continue to pay rents to their landlords who haven't been able to access any such assistance so those cases were win-win for everyone concerned.

How has the past year changed Property Management?

I think there have been positives and negatives in property management brought about by the pandemic. Property management isn't seen as being as fun or glamorous a specialism as agency and as I mentioned you do need to be resilient in order to deal with the pace and caseload.

The last year has demonstrated to our landlord clients that there is significant value in the services we offer. We're very proud that through working with the tenants we've been able to maintain rent collection levels at 85-95% for our landlords across the portfolio despite the financial difficulties caused by the pandemic.

To speak to Catherine about our Property Management service please email catherine.affleck@bradleyhall.co.uk or call 0191 232 8080.



STACKS OF OPPORTUNITY FOR BAR-LOVERS IN THE NORTH EAST

If the North East is the place you call home, then you will have heard of one of the Danieli Group leisure and hospitality venues. Whether that is The Muddler, STACK Newcastle, STACK Seaburn, YOLO Ponteland, or YOLO Townhouse in Newcastle City Centre, Danieli Holdings Limited dominates all things hospitality and relaxation in the North East.

STACK Newcastle opened its doors to the public in 2018 and was shortly followed by STACK Seaburn in the latter months of 2020. Both have been incredibly successful as leisure and social community hubs, offering a wide range of bars, street food vendors, shops, and

entertainment amenities at both STACK sites. Throughout the pandemic both of the STACK locations have been operating a click and collect food service, but with the lockdown rules lifting and the reopening of outdoor hospitality from 12 April, both venues are now open to the public to enjoy their outdoor plaza area.

A wide variety of street food is on offer at STACK Newcastle including, Acropolis'

Greek cuisine, Bao Down's Bao Buns, Boojie Burger, The Social Pizza, Sushi Me Rollin, Texas Smoker, STIXS Korean bowls, Thai-Li-Cious and new vendors - Parmogeddon - serving fried chicken goodness, and SUGAR STACK who will be dishing up delicious desserts including stacked pancakes and loaded waffles.

In Seaburn, STACK also provides a large array of dining outlets and street-





food vendors that cover a great selection of cuisines. From Downey's Fish & Chips to Chapos Tacos' Mexican food, to burgers and duck fries, there is a lot of delicious options available. One of the traders, Farah's Italiano, serves the traditional Italian street food dish Arancini, fresh handmade pasta, and a number of seafood dishes appear on their menu, perfect to enjoy by the coast.

As well as presenting lots of tasty treats to the public, STACK Seaburn also has the Game Cabin, specially equipped for those of you that love computer gaming, The Little Cakery for all your sweet tooth cravings, and Woofs and Scruffs Dog Grooming and Dog Supplies parlour.

Two new businesses have recently joined STACK Seaburn, So Smooth Co, their super healthy smoothies are 100% natural and give customers a refreshing healthy option following some outdoor activity by the seafront.

ARCH by Laura Benson, a young entrepreneur from Sunderland has brought her dreams to life from one of



the containers, opening her own beauty bar in her home town, specialising in brows, lashes and nails.

When asked about the reopening of both STACK outlets CEO Neil Winch commented that, "We are extremely excited. It has been a long time coming and I'm sure our customers will be as excited as we are to get back".

YOLO Townhouse is another hugely successful branch of the Danieli Group. They are thrilled to announce that YOLO Townhouse are now taking enquiries for larger bookings from July 1st onwards. YOLO Townhouse are also taking enquiries for private hire of their rooftop terrace that we are sure you cannot wait to enjoy again, as the weather gets warmer. After spending many months closed due to the pandemic, YOLO Townhouse cannot wait to open their doors to the public again. These booking will be available for engagements parties,



birthdays, work coffee morning meetings, family gatherings, and other special occasions that require that exceptional YOLO Townhouse celebratory feeling. Offering a collection of classic and signature YOLO cocktails, or an array of mocktails, YOLO Townhouse has all you need for a celebration. With a large variety of delicious options on the menu, from starters and sharers, sandwiches and wraps, pizzas and burgers, and a selection of sweet treats; why would you not want to share your special occasion with YOLO Townhouse?

Another of Danieli Group leisure venues is The Muddler, located in the centre of Newcastle. The Muddler focuses on offering an exquisite selection of Pan-Asian cuisine, alongside an array of unique cocktails, that are exclusive to The Muddler itself. Situated in the beautiful sandstone surroundings of Grey Street, The Muddler offers all of their guests a wonderful array of food, impressive service, all within a relaxing and luxurious atmosphere. The Muddler is now open for outdoor drinks and lite bites. The pavement terrace is situated opposite the Theatre Royal and is the perfect spot to enjoy one of their signature cocktails with friends, or people watch and appreciate one of the most magnificent streets in the UK. From 17th May, when indoor dining is permitted once more, guests will get their first look at the newly renovated extension, which was completed during lockdown, and their full menu will be available including their insta worthy sushi platters.





D W A

DUNWOODIEARCHITECTS

THE REVOLUTION CONTINUES

ARCHITECTS FOR STACK NEWCASTLE
AND STACK SEABURN



INNOVATIVE RETAIL AND HOSPITALITY, A BUMPER RESIDENTIAL MARKET AND WHY REMOTE WORKING DOESN'T SUPPORT FUTURE TALENT

Neil Hart, group managing director,
Bradley Hall Chartered Surveyors and Estate Agents

As the leading commercial and residential property firm in the North, our overall mission is to support local economy, business and communities with a full-service approach to residential and commercial property. Our vision is to work hand-in-hand with key organisations and people to support the ever-evolving built environment of our region, making it a consistently better place to live, work and socialise.

Our work extends from selling homes to working closely with large organisations, local authorities, housing providers and banks, investors and more. Our services include Commercial Agency, Residential Agency, Valuations, Lease Renewals and Advisory, Property Management, Building Surveying, Land, Development & New Homes, Mortgages and Planning & Design from our sister company, BH Planning & Design.

Since the appointment of our new board of directors in 2015, our approach to business has always been agile - so while the climate has been challenging since the pandemic hit, we felt well equipped to cope. We instantly took the decision to be more accessible for our client needs, extending our hours of remote availability and keeping clients up to date with regular communications. While Covid has shifted how many businesses will operate, one thing is clear, people need people and working digitally and remotely stifles individual professional and company growth.

Remote working helped businesses to tick over temporarily, partly due to the fact that many workers had already established workplace relationships and an understanding of their role in a real working environment. Team members had first-hand experience of working in their organisations with a good understanding of their company's structure and systems, as well as purpose and vision.

In many cases the dynamics were set, the roles of the team were well established and those who weren't furloughed and working from home were well aware of what was required of them. The real challenges of remote working

come with company changes, inducting new people into a business, company growth and career progression and being able to provide clear and consistent guidance to a team. As new talent starts to enter each industry, employees start to move around and companies continue to grow, it is imperative that they are given all of the tools which equip them to play a key role in a company, excel in their career and learn from their peers and managers – which is only available in a collaborative working environment.

We are dedicated to nurturing the next generation of talent and have formalised this in our Talent Development Programme, which you can read more about on page 84.

While the hospitality and tourism market has remained closed for much of the past year, it is thought that pent up demand for a break away from home, restrictions on international travel and a renewed interest in the great outdoors of the UK means that a domestic tourism boom is on the horizon. Holidays abroad as we know them may not return to pre-Covid normality until 2024, and the limited options available to the public have encouraged people to look closer to home, with the expansion of operators paying testament to this. Our friends and clients at The Inn Collection Group have been successful on their ambitious acquisition campaign, resulting in the addition of several of its famous 'pubs with rooms' to its portfolio across Northumberland, the Lake District, Yorkshire, Wearside, and County Durham. The firm now looks to recruit a further 200 people to its team.

When it comes to our cities and the

evolving built environment which drives forward direct, indirect and induced economic progress - the North has remained resilient, ambitious and prolific. Development in our cities continues as we look forward to pushing on with the North becoming an even more vibrant and prosperous environment to live, work and play.

In Newcastle city centre, the regeneration of Pilgrim Street will provide important rejuvenation in the heart of the region's capital. The plans from Taras Properties, the development vehicle of the Reuben brothers, will provide a catalyst for the wider transformation of East Pilgrim Street to replace dilapidated buildings with news offices, bars, restaurants and more.

We were proud to recently play a part in this transformation, facilitating the sale of Yorkshire Chambers, a 22,000 sq ft office building based on 112-118 Pilgrim Street, which has been purchased by local businessman Andrew Ward. Following the completion of the multi-million-pound deal the offices will undergo a significant investment in its refurbishment. The purchase of Yorkshire Chambers has become another significant step in the regeneration of our city centre. This area is set to be a bustling hub for business and hospitality and will inject further life into our vibrant city following a challenging time.

Meanwhile in Sunderland, its highways scheme is reported to provide £17.1m boost for local SMEs, which is set to rise to £21.6m as the project nears completion. The Riverside Sunderland transformation project, a 33.2 hectares development which spans the River Wear,



continues to move forward with more than £150m worth of investment currently on site which will total £350m by the end of the summer.

The last Portfolio front cover was dedicated to the environmentally friendly and technologically advanced 1000 home development which is a key part of the Riverside Sunderland project. The development will create homes for 2,500 people across four communities and are set to be showcased at the Sunderland Future Living Expo in 2023.

Moving onto the retail sector, The Office for National Statistics recently disclosed that throughout March, a month in which there was only a modest relaxation of the curbs imposed across the UK to stop the spread of Covid-19, that retail sales rose by 5.4%. The most recent statistics available at the time of publishing indicate a higher than expected increase, which was predicted to be 1.5%, with sales in March 1.6% higher than they were before the pandemic began to have an impact on the economy in February 2020. This boost is certainly a positive indicator of what could be to come.

March's robust increase in retail sales showed that the economy is moving forward even before the reopening of the

none-essential shops. The UK is creating a significant recovery drive heading into the summer months. Declining case numbers and the success of the vaccine roll out has encouraged a confidence in 'getting back to the new normal'. A positive, yet still cautious, sentiment rolls out across the North, back up by information from research firm GfK which recently revealed that consumer confidence was now at its highest level since before April 2020.

The success of our local retail sector, and similarly in hospitality, has certainly been thanks to innovation and adapting to the market from operators. Consumers no longer simply want to buy, they want experiences and to come away with a sense of added value. Operators like STACK Newcastle and Seaburn have created retail and leisure experiences for visitors to enjoy – and are now reaping the rewards as two of the most popular destinations in the region.

In the residential property market, official data from HMRC showed a record-high 180,690 transactions recorded during March, which is double the total in March last year. Separate figures from the Office for National Statistics (ONS) shows that high demand is placing upward pressure on property values, with the UK

average house price increasing by 8.6% over the year to February.

A significant factor in the heightened activity in the residential market would certainly be The Stamp Duty holiday, which continued to fuel the increase in house prices. The government's mortgage guarantee scheme will push demand higher as it attracts first-time buyers back to the market. There has been some nervousness regarding an anticipated price correction hurtling towards us like a steam train, however, the heightened demand should ensure that this doesn't happen.

While we've worked incredibly hard on behalf of our clients throughout the pandemic and have been fortunate enough to be able to persevere throughout, we're genuinely excited to be experiencing the forward movement in our economy and heightened activity which will allow us to continue our vision and mission. We're all sick of saying and hearing it – but the last year has been a challenge on a multitude of levels, but thanks to the dedication and tenacity of our local business community we know that our economy can recover.



FURTHER GROWTH OF LUXURY AUTOMOTIVE SPECIALISTS

The region's leading independent luxury automotive expert is celebrating company growth and expansion in its services as well as the launch of a specialist new website.

Durham-based Performance 28 appointed North East based Allies Group to create the platform which has been created to ensure a high-quality user experience and to showcase the company's variety of services.

The firm, which has a national reach, specialises in nearly new and used models from the world's most renowned manufacturers including, Bentley, Porsche, Lamborghini, Range Rover, McLaren, Mustang and Lotus.

Performance 28 also offers services, modification, detailing and is the exclusive supplier of Vossen Wheels in the North

East.

Aidan Sunter, co-founder of Performance 28, said: "Performance 28 is fast becoming a leading independent retailer of sports and prestige vehicles - committing to both traditional customer service and innovating within the digital marketplace.

"The launch of our new website marks another milestone for Performance 28 as we continue to be an established market leader within our field. Allies Group has supported us in creating a bespoke and impressive website which showcases our brand and services whilst providing users

with a great digital experience.

"A strong and strategic digital presence continues to grow in importance in the current market. We already have a strong base of clients from across the country, however, the new site will open up opportunities to market to a range of new clients within our key demographic.

"The team at Allies Group did an excellent job taking care of our complex brief and our desire for an image centric website that showcases all the fantastic elements to our business which includes Sales, Servicing, Wheels, Modification and Detailing, while our fantastic



PERFORMANCE 28

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AUTOMOTIVE SPECIALISTS
FASTIDIOUS ABOUT FINE QUALITY AND DETAIL

BUY A CAR | HIRE A CAR

“The Performance 28 we appear to be a leading independent retailer of sports and prestige vehicles. Catering to both traditional customer base and increasing with the digital marketplace.”
Tony Thompson, Managing Director

Showroom

BMW M4
3.0 TFSI (300hp) Competition Edition (M) D18
£74,990
VIEW CAR

BMW M4
3.0 TFSI (300hp) Competition Edition (M) D18
£39,990
VIEW CAR

Sell your car
Contact our specialist technicians team for a free, no obligation valuation. We offer same-day payment, registration, taxation, collection service and will stop all existing funding.

Modification
We understand the drive to possess your vehicle through your car. We understand how important it is for you to have the best of the best in terms of performance modifications.

Servicing
With access to the most fully equipped service department, our car service makes the most of everything from our specialist performance cars.

Detailing
Our advanced attention to detail goes well beyond the standard car detailing. The use of specialist detailing ceramic products, to ensure a perfect finish on every car we prepare.

Vossen wheels
Performance 28 is proud to partner with Vossen wheels, providing the finest quality in the world.

About
Find out about the team behind Performance 28

CONTACT
0191 489 1100
07705 134661
07730 444494

OPENING TIMES
Monday - Sunday
9:00am - 6:00pm
We are open for online sales, click & collect and new financing.

FINANCE
Performance 28 is a leading independent retailer of sports and prestige vehicles. Catering to both traditional customer base and increasing with the digital marketplace.

PERFORMANCE 28
Third Avenue
Chapel End Estate
Chapel End Street
Glasgow G4 7LJ
0191 489 1100

info@performance28.com

photographer and videographer Aaron Carlton who helps bring our vision to life.”

Entrepreneurs Aidan Sunter and Tony Thompson launched the company in 2018 and have employed seven members of staff since its establishment, while investing over £800,000 in its base, new services, and digital footprint.

Tony Thompson, an experienced specialist within the luxury automotive sector and co-founder of Performance 28, said: “We have always been about taking a different path and have been long time advocates of making performance, visual and aesthetic improvements to vehicles – including alloy wheels, suspension and handling upgrades, spoilers, exhausts, interior mods, bodykits and more.

“Since launching, the business has gone from strength to strength and we have enjoyed delivering an unrivalled specialist luxury automotive service. We pride ourselves in creating lasting relationships, offering advice and always going above and beyond expectations. Our experience and network of specialists always allows us to be able to provide a comprehensive approach to supporting our client’s automotive requirements. Our expert team and advanced, creative approach often allows us to improve vehicles to an extent that clients receive a ‘better car back’.

“The pandemic obviously presented its challenges, however, we have been more dedicated than ever in developing the business and creating an impressive and high standard for service for our clients. Our determination continues to pay off as we experienced a significant surge in purchases in recent weeks and are now looking to welcome even more stock to our showroom.”

For more information, please visit www.performance28.com



An interview with
Will Welch -
Newcastle Falcons

Bradley Hall is a proud sponsor of the Newcastle Falcons most recent season.

Who has inspired you in your sporting career?

My dad used to take me to watch all different kinds of sports when I was growing up. We used to come to the Falcons to follow the rugby, and people like Jonny Wilkinson and Matthew Tait were the obvious stand-out players from that era. I also used to go to St James' Park to watch Newcastle United. It was the 'Entertainers' era with Kevin Keegan in charge, and again it's the obvious kind of people like Alan Shearer that I really used to look up to, with being from the area as well. Other notable characters would have to include Andy Cole and David Ginola, whom I particularly enjoyed watching.

What has been your proudest moment?

Inside the sport I would have to say that making my first team debut for Newcastle Falcons, which was down in Newport when I was still a teenager. I had grown up supporting the club and come through the academy, so it was a special night getting to pull on the shirt for the senior side. Away from rugby, it would be the birth of our two sons, Rex and Max.

What do you think are the benefits of team sport both for players and local communities?

I think friendship and camaraderie are the biggest things. It is the relationships and fun you have with the people you meet



that is really important. Through sport you meet so many different kinds of people from all sorts of backgrounds and cultures. You will learn new things just from being in that company. There are also the obvious benefits that come from physical and mental wellbeing when you are involved in sport. From my own side, I started playing mini rugby at Northern FC in Newcastle when I was really young, and I just loved charging around in the mud with my little mates.

What has been the best advice you have been given?

If you are going to do something, do it properly, and enjoy it. If you really commit to something, that is when you will get the rewards. But do not forget to enjoy yourself, because people are at their best when they are having fun.

What qualities make a good teammate?

It is hard to simply list one characteristic, as the beauty of a team is that there is a huge variety of people, each who bringing their own ingredient to the mix. Attributes such as selflessness and being light-hearted all contribute to a more dynamic team. I think you need a mix of big characters who bring fun and personality, as well as quieter workers who get on with things, concluding with strong leading figures who help direct the rest of the players. The main thing is that everyone buys into the same vision or goal and plays their own part in helping to bring that to fruition.

What impact has the past year had on the club and players?

It has had a massive impact on every club, in fact on every business. Specifically, for us, the initial period where games were cancelled, and we went for eight months without playing, which was really difficult. Since the resumption of games, I think not being able to have fans inside the stadium has been a huge change. It is disappointing for the players just as it is for the supporters because we thrive on that atmosphere.

How do you think the pandemic has impacted the future of sport?

Not having fans at the games has really emphasised to us how important our supporters are. Looking to the wider side of the sport, I think it is hammered home the fact that rugby needs to find a more sustainable financial footing. There has to be a longer-term strategy, because you do not know what is around the corner. We want Newcastle Falcons and all the other clubs to still be here in 60- or 70-years' time, and the pandemic has highlighted the fact that the money has gone a bit wild in terms of what the sport can actually sustain.





Social Co. directors James Ogilvie, Phil Sutcliffe and Kane Haig

MARKETING FIRM CELEBRATES FURTHER GROWTH AND SUCCESS

A North East based specialist marketing firm is celebrating further growth and success as its founders celebrate a £7m valuation of just one of the arms of the business.

Directors of The Social Co. James Ogilive, Phil Sutcliffe and Kane Haig recently invested in several businesses including garden company ATM Outdoor Living; as well as leading cosmetic teeth whitening company Diamond Whites and the recently launched Diamond Whites Aligners. Each of the businesses have benefitted from increased turnover thanks to the marketing expertise of the new shareholders. Successes have included a significant growth in online presence, heightened enquiries and sales, viral social media campaigns, including celebrities such as of former Love Island contestant and influencer Olivia Bowen as for Diamond Whites Aligners.

Diamond Whites Aligners recently completed a pre-series a funding round which valued the firm at £6.875m. The company received £550,000 in funding which will secure further significant growth.

James said: "We were delighted to apply our experience and knowledge to Diamond Whites Aligners and to play a part in its significant growth. The valuation and funding is the next big milestone for this company as we look to drive it further forward.

"Social media is something which has become part of our day-to-day lives but is also an essential and cost-effective tool for many businesses. Managing platforms is a task which many companies underestimate in terms of time consumption and in understanding the algorithms which each platform runs on. Social media management is essential to fully utilise the opportunities it provides – you could create data collection for important communications, marketing campaigns and creatives shown to key demographics and warm audiences using targeting tools as well as gaining insight from each campaign to improve performance. When done right, it has a high ROI and has a positive impact in

terms of brand building and influencing opinions.

"Platforms like Facebook and Instagram are always moving forward to improve user experience and create more opportunities for the business which choose to market on them. It's important to have a strong understanding of how to grow the following of an account via encouraging engagement and providing interesting content which also supports the brand personality behind the account.

"We work closely with our clients to develop a strategy which will reap rewards. Our team are all incredibly talented and are able to combine their creativity with an in-depth technical understanding of the platforms and an analytical approach to campaigns."

The firm has expanded its team considerably following a series of significant successes in recent months including major client wins, while providing innovative social media marketing to more than 300 businesses across the UK. With a client base that covers huge proportions of the UK, as well as receiving a significant international response, The Social Co. has no intentions of slowing down its expansion. From Audi & Porsche to large hotel chains such the Cairn Group, as well as brands including DoubleTree by Hilton, Crowne Plaza and Hotel Indigo, this marketing company are a results-driven agency determined to disrupt your news feed.

Phil commented: "The past year has encouraged huge changes in the marketing sector. Consumers needs have shifted, as we moved into a time which required more compassion and less 'hard-sell'. It's all about understanding the audience, what they appreciate and respond to which then develops into our client's needs.

"From our launch and especially throughout the pandemic, it has been important for us to analyse trends across

a variety of sectors and to advise on any necessary strategic changes to marketing, which ultimately play a part in businesses survival. For example, the hospitality industry has certainly been hit incredibly hard, so it is now more important than ever to adapt and stand out from the crowd across several aspects including environment, service offerings and marketing."

When the world was forced to close due to the coronavirus pandemic, the firm launched its #weremember campaign, which claimed global notoriety as it went viral online. The campaign was launched at the beginning of lockdown to inspire positivity and was shared by a large range of celebrities including American actress, Whoopi Goldberg. The video also featured on ITV News and was classified as approved content by the United Nations, allowing international broadcasters access to the footage for further use. #weremember touched a significant audience and reached over 100 million views quickly following its launch. The campaign also enabled great expansion to The Social Co.'s already impressive client base, which now includes a developing collection of local companies and national organisations including Audi, SCS, Spec Savers and the NHS.

Kane added: "We're delighted with the success of the Social Co. which couldn't have happened without the dedication of our team. Our ambitious and strategic growth plan will see us treble the size of our team at The Social Co. and increase our capacity to welcome new clients. We're currently looking for experienced paid ads executives to join the team as demand for our services grow. Our portfolio includes a number of national and international organisations and we also remain committed to supporting regional businesses with innovative solutions to marketing."



BRADLEY HALL LAUNCHES TALENT DEVELOPMENT PROGRAMME TO SUPPORT NEXT GENERATION OF PROPERTY EXPERTS

Due to the growing demand for a number of our services including Property Management and Commercial Agency we are looking for vibrant and passionate team members to join our ambitious and award-winning firm.

The economic conditions which have been created by the pandemic have made it an increasingly uncertain and challenging time for the next generation of talented and dedicated professionals to emerge within the property industry.

This is why we have launched the Bradley Hall Talent Development programme, to offer not only jobs, but long-term and prosperous careers for local people. We will offer full training and guidance for our new team members and are dedicated to developing our team in a real-working environment surrounded by experienced team leaders and peers.

The Talent Development Programme will also support long-term members of the team to follow a clear progression path to becoming senior members of the

firm.

In addition to school leavers and graduates, we are aware that throughout the pandemic many dedicated people have unfortunately lost their jobs, which is why we wanted to offer the opportunity for the people in our region to 'reskill' and join an industry which is in need of new talent.

We are fortunate to have an established and dedicated team of professionals, many of whom have climbed the career ladder within the firm, including our Group Managing Director, Operations Director and Head of Property Management, senior surveyors, estate agents and administrators.

We are looking for energetic, passionate, tenacious, persistent and

driven people who are looking for a rewarding career, to meet interesting people, learn new skills and become a key member of our dynamic team.

Our new team members will play a part in our vision "To support local economy, business and communities with a full-service approach to residential and commercial property. Our vision is to work hand-in-hand with key organisations and people to support the ever-evolving built environment of the North, making it a consistently better place to live, work and socialise."

**To find out more, please contact
Catherine Affleck at
catherine.affleck@bradleyhall.co.uk**



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CHARTERED SURVEYORS & ESTATE AGENTS

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PROPERTY FIRM TOPS MOST RESPECTED LEADBOARD IN INDUSTRY

A North East full-service property firm has been announced as 'The Most Active Agent' in the region for Investment and Retail deals in the most respected contest in the industry.

Bradley Hall Chartered Surveyors and Estate Agents was announced by Estates Gazette as top in the Investment and Retail categories for deals completed throughout 2020.

This adds to their three-year winning streak as overall Most Active Agents in the region throughout 2018, 2019 and 2020. The figures are based on Radius Data Exchange and provide a detailed breakdown of 2020's full-year transaction volumes on both national and regional levels and across various property types.

Group Managing Director, Neil Hart, said: "Despite what has been a

challenging year, this win highlights that our dynamic, passionate and dedicated team can evolve and adapt in order to deliver results for our clients. We continue to compete and surpass the national and specialist agents which operate in the region.

"Property industry activity is vital to maintain a healthy economy, including having a huge impact on employment via direct, indirect and induced jobs and spending. It is our priority to get deals over the line not only for us and our clients, but for the wider impact it has on our fantastic cities, towns, and

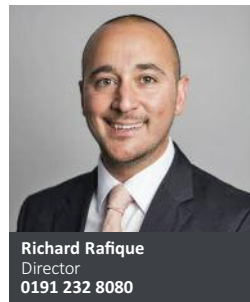
communities."

Bradley Hall beat other local firms including Gavin Black and Partners as well as national agents Knight Frank, Sanderson Weatherall and Cushman and Wakefield to receive the top accolades.

Nicholas Bramwell, senior surveyor at Bradley Hall, said: "This acknowledgement from EG is another outstanding milestone for the commercial property team at Bradley Hall. Our success continues thanks to Bradley Hall's growing network, reputation and presence in the market."

www.bradleyhall.co.uk

Contact our award winning Commercial Agency team.





Allan Cook and Paul Salked at the top of the new staircase as one of the sets of concrete steps are lowered into place.

Tolent's Milburngate Development takes step forward

MILBURNGATE has taken a step towards enhancing pedestrian connectivity in Durham with the installation of a brand-new suspended staircase, which will create a direct route into the development and the riverside from Durham railway station.

Installed over two days, around 80 tonnes of pre-cast concrete steps were carefully positioned into place using a specialist mobile crane, which is designed to operate in a confined space and able to manoeuvre the 14 individual pieces up to around 54m from ground level and between the trees on the bank at the rear of Milburngate.

This new staircase will provide seamless pedestrian access to Milburngate, connecting to a walkway through the development down to the riverside offering uninterrupted views across the River Wear towards the spire of St Nic's church.

Allan Cook, Managing Director of Arlington Real Estate, the joint venture developer of Milburngate with Richardson, said: "This staircase has always been a fundamental part of the design of Milburngate, connecting the railway station to the heart of the city. We always envisioned the view from the walkway through Milburngate of St Nic's spire and then, at the lower levels, the stunning views of the cathedral and castle and standing at the top of the steps we can see the first part of that vision coming to life."

Paul Salked, Project Manager from main contractor Tolent, said: "This is another important milestone for the scheme as Milburngate continues to take shape. It was a challenge to complete the install in such a tight area, which included the treeline either side of the staircase location, but our specialist lifting team, together with the Tolent project team expertly handled the project.

The future of our high streets

IT'S been an extraordinary year, that's for sure!

What the future holds for us in the 'new normal' is the big question, but out of adversity often come opportunities. The retail sector has been decimated & it's arguable whether it will ever recover to where it was pre-pandemic.

However, timing is everything. Three years ago, we started work on STACK Newcastle. What has happened since has been remarkable. It has been a rip-roaring success. STACK has demonstrated that leisure developments can be a catalyst to revitalising high streets which appear to have a bit of a bleak future as people continue to work from home.

We have only recently completed STACK Seaburn, but can you imagine any coastal town not benefiting from such a development when so many seaside towns are struggling? Whilst STACK Newcastle was designed as a short term fix on an empty site, it may be that we have stumbled across a longer term solution to the future of the high street for many towns & cities. Why wouldn't you want one?



Peter Swift of Dunwoodie Architects, Architects for STACK Newcastle and STACK Seaburn.



Inside the showroom at Ultimate (Commercial Interiors) Ltd brand new headquarters.

Award-winning Commercial Interiors firm announces opening of 16,000 sq ft Head Office and Showroom

COMMERCIAL interiors firm founded in 2002, Ultimate (Commercial Interiors) Ltd, have announced their 16,000 sq ft Head Office is now open in West Yorkshire, alongside regional offices in Manchester, Newcastle and Liverpool.

Following its completion in October 2020, purpose-built design hub, The Hive, has been operating safely on an appointment only basis. Featuring products from over 60 brands, the latest furniture ranges and a dedicated Materials Lab, the space facilitates specifying projects from start to finish.

Company Owners, Mark Hickey, Mark Naisbitt and Dan Platt commented "The Showroom is the go-to destination in the North for commercial interiors, not only housing the biggest range of products in the industry but also the trusted expertise of our team. We want the client experience to be a journey from the moment they walk into the building. We are extremely excited to use our unique space to its full advantage once restrictions lift."

Residents to benefit from thousands of activity packs

A LOCAL charity is teaming up with Barclays to deliver 4000 activity packs to support residents with independent living across Northumberland and Tyne & Wear.

The packs, which will be distributed by Rise North East across all six local authorities, will contain items to help maintain and improve strength and balance, such as resistance bands and sponge balls as well as printed tea towels with exercises to do safely whilst the kettle boils.

Rise has been chosen as one of Barclays UK's partners to help deliver their £100m Community Aid Package for the work they do with local communities, supporting the immediate needs of low-income families, those facing financial hardship, and isolated elderly people.

Adam Brougham, Strategic Lead for Adult Health and Wellbeing for Rise said: "We're delighted to be working with our local authorities to distribute the packs to residents across our region - supporting them in regaining their confidence and independence through physical activity."

Ben Johnson Interiors set for record growth despite COVID-19 challenges

YORK & Newcastle-based commercial interior design firm, Ben Johnson Interiors, has reported it is set for a record growth year, despite the obvious challenges brought about by the pandemic.

Following a surge in projects, with clients including LeoVegas, Shark Ninja, Sulzer, Mott McDonald, Spectrum Vaccine Centre & Epic Games, the business is set



North East residents enjoying Rise activity packs.

to exceed financial targets, prompting further investment in talent and a new HQ.

Sales Director, Emma Dodsley, said: "When restrictions came into play, we adapted quickly to offer the high standards of service that Ben Johnson Interiors is renowned for, in a safe and compliant way. 2020 was a significant year as we celebrated 10 years of Ben Johnson Interiors, so it was really rewarding to be able to continue with projects safely.

"The workplace is set for a major shakeup as we all move back into offices, with hybrid-working rising in popularity. We're delighted to have worked with forward-thinking companies embracing the change and investing in their workspaces, ready to adjust to whatever the new normal might be".

Head to benjohnson.co.uk/interiors for more information.



Hirestreet founder launches the #rentalrevolution.

Affordability VS Sustainability

"THERE is often a conflict between affordability and sustainability."

Isabella West launched Hirestreet, the UK's leading fashion rental platform, "to directly compete with fast fashion, not because it was the most profitable sector of the rental industry, but because it would be the most impactful."

3 years on, Isabella and her team have launched Zoa, the UK's first white label rental technology enabling retailers and aspiring rental brands to launch their own rental offering and join the #RentalRevolution.

"The last 3 years have been a journey to understanding who we want to be as a business and what part we want to play in the future of circular fashion. This business pivot is a natural extension of our focus on making sustainable fashion accessible to everyone".

Earlier this month, Drapers recognised the positive impact that Zoa is likely to have on the fashion industry by awarding Hirestreet the 2021 Recommerce Award. To find out more visit zoarental.com.



Ben Johnson Interiors is set for a record growth year.



For further information visit www.g3architects.com

GT3 launches virtual work experience for students

LEADING architecture practice GT3 Architects has launched an innovative virtual work experience for students interested in design and the built environment.

The work experience, which is aimed at students aged 14-18, will last for five days and conducted via Microsoft Teams. Students will meet the team, learn about the processes behind architecture, interiors, and graphic design, and then tasked with developing their own project.

Judith Atkinson, project architect at GT3, said: "We're delighted to launch our virtual work experience and hopefully inspire the next generation of architects. We know this has been an extremely difficult year for students undertaking their GCSEs and A-Levels and we hope that this experience will help them make informed choices about their career.

"Inviting students in also has big benefits for us, as we hear fresh ideas and unique inputs into the design projects so we can't wait to virtually host our first students!"

Going green could support and drive job numbers in the region

Developing Consensus is calling for the property and development sector to support the North East England Climate Coalition and drive forward green and sustainable jobs.

The coalition, which is currently hosted by Voluntary Organisations' Network North East (VONNE), is working toward making the North East, 'England's Greenest Region' following its launch.

A report released by the Manufacturing Technologies Association stated that the necessary move to green could create up to 90,000 new jobs in UK manufacturing and a further 83,000 jobs in supply chains, adding up to £20bn to GDP.

Tim Bailey, Head of Practice at Xsite Architecture and member of Developing Consensus, said: "It's crucial that we take a collaborative approach to climate change and one of the fundamental reasons for this is to secure the future of our next generation. The built environment has never had this level of

insecurity mapped onto it and although I don't think we can solve the problem of climate change, we can be the start of the solution."

Gym thanks Sunderland Council for support

A WOMEN'S only gym has thanked Sunderland City Council for its support throughout the pandemic as it reopens to the public.

Club Zest Ladies Leisure, which like all gyms has been closed for the majority of the pandemic, will now reopen thanks to the hard work of its owners and support from the local council.

The award-winning gym is operated by owners Holly McBride Donaldson and Jennie Moyse and supports hundreds of local women in achieving and maintaining physical and mental wellbeing.

Holly said: "For over 20 years Club Zest has been helping women from across the Sunderland and North East area become fitter, healthier and more confident.

"Covid-19 has provided challenges we never could have imagined and it's been tough. We've had to adapt to the current climate and have been providing a range of online options for our clients including classes and personal training, as well as out-door training when restrictions have allowed us to.

"Sunderland City Council have been incredibly supportive and that, coupled with our determination to keep our clients supported, has allowed us to overcome hurdles we never thought we would experience.

"We've really missed seeing our clients and are so excited to be open again. Due to guidelines we will be running gym-only and 1 to 1 sessions for now, but are looking forward to introducing our group sessions and range of classes as soon as possible."

Club Zest opens again and thanks Sunderland City Council for support

I've made my pledge - have you?

Support the North East England Climate Coalition. Sign up and make your pledge.

www.neecco.org.uk



Developing Consensus calls for the property and development sector to support NEECCO



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KARPET MILLS BUILDS FOR THE FUTURE

“This will be a real gamechanger for us” – Karpet Mills pleased to invite customers to new premium flooring showroom after latest lockdown ends

Karpet Mills, the North East leading Carpet and Flooring retailer, are delighted to announce that all stores are now open for business again after the latest lockdown, including the NEW Designer Flooring Premium Showroom at their Kingston Park branch in Newcastle.

All six stores have successfully reopened, with COVID measures still in place to help customers shop with confidence, and early signs have been extremely positive, with footfall numbers incredibly high.

“The coronavirus crisis and subsequent national lockdowns have had an significant impact on the flooring sector, but I am absolutely thrilled to announce that we are fully back open for business and here to help anyone who requires carpets and flooring.” Says Joel Dickinson, Karpet Mills director. “It goes without saying that the entire world has (almost without exception) had to adjust to the impact of COVID-19. However, our company has been established for over 140 years and although this is the biggest crisis we have had to face in our family’s living memory previous generations in our company have overcome enormous obstacles including two World Wars”

The first enforced lockdown in 2020 came just as Karpet Mills had launched their new premium Designer Flooring showroom in Kingston Park, Newcastle. The new 10,000 sqft showroom displays the highest quality floor coverings



Joel Dickinson, Karpet Mills Director

available in today’s market, including famous names such as Amtico, Axminster, Crucial Trading to name just a few.

In addition to having the North-East largest selection of premium flooring on display, the new showroom also features state-of-the-art design software from both Hugh Mackay & Amtico, allowing customers to create completely bespoke carpets and flooring, and even providing them with visual representations of how their new flooring will look in their home.

“This will be a real game changer for us, and we’re excited for people to finally get the chance to see it” says Joel. “Our Designer Flooring Showroom at our Karpet Mills branch in Hexham has had great success since its launch in early 2018, so it has always been the plan to open up further showrooms and expand the business. The new Designer Flooring showroom will allow us to provide customers with the largest selection of premium flooring brands in the North East.”

Karpet Mills combines the experience gleaned from over a 140 years trading with the modern-day expectations of quality and service to provide the full package for every customer. All branches (Kingston Park, Gateshead, Hetton-Le-Hole, Hexham and Benton) are open for trade 7 days a week. Please be aware that all stores now feature new measures, in accordance with Government advice and guidelines, to ensure the safety of all customers and staff at all times.





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Story Homes invests in new office space ahead of planned growth for 2021

Privately-owned housebuilder Story Homes recently celebrated seven-years of building high quality homes across the North East. With continued success and future growth plans, the housebuilder is quickly outgrowing its current regional headquarters and has invested in a new office; Scotswood House.

Allan Thompson, managing director for Story Homes in the North East said: "We have a number of new sites in the pipeline for the North East with ambitious growth plans firmly in place.

"To support this growth we are investing in future talent and creating more jobs in the region, which is why the move to Scotswood House is important. Although many of our colleagues are working remotely at the moment, we need to ensure that as things start to return to normal, we are fully equipped to support the new members of our teams as we continue to grow."

Scotswood House is located on Amethyst Road in Newcastle Business Park, close to the builder's current Newcastle Headquarters, Panther House. The building, which is nearly twice the

size of Panther House, is being marketed and managed by Bradley Hall Estate Agents, who have invested a significant amount of time into the development of the building throughout the marketing process.

Richard Rafique, director at Bradley Hall Chartered Surveyors and Estate Agents said: "It is great to see a North East firm which is achieving impressive growth. The success of the firm will encourage a significant economic impact within our region including delivering more quality homes to the market as well as the opportunity to create corporate roles, construction jobs, indirect and induced jobs.

"We were delighted to utilise the full-service Bradley Hall approach on the Scotswood House project, from sourcing

the building to negotiating the purchase, providing a building survey as well as lettings and property management. We look forward to welcoming more local businesses, specifically exciting start-ups and SMEs to the upper floors of Scotswood House which is home to Riverview Business Centre."

Story Homes is working with Ultimate on the fit out of the office space and progress is well under way; the new office should be ready to occupy from May of this year.

Steve Cowley, associate director at Ultimate said: "We are thrilled to be given the opportunity to carry out the fit out works for Story Homes and are delighted to play a small part in this success story of such a well known business."

For more information about Story Homes please visit www.storyhomes.co.uk



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FIRM GROWS RESIDENTIAL GROUND INVESTIGATION ARM

Stockton ground investigation firm Solmek is growing its services in supporting ground investigations for residential developments following a successful period of growth.

Following the appointment of Managing Director Richard Woods the company has gone from strength to strength following its success under the helm of Gary Dresser.

The 38-year-old joined the company in 2006, starting as a graduate engineer before becoming an engineer and senior engineer and taking over as a director in 2015.

The firm employs 23 staff at its offices and geotechnical testing laboratory on Yarm Road. Solmek operates its own UKAS accredited geotechnical laboratory, including laboratory apprentices employed directly from the Tees Valley area and conducts works across the UK as well as throughout the North East and Tees Valley, along with regular contract locations such as Leeds, Wakefield and the Midlands.

The firm specialises in geotechnical and geoenvironmental engineering – civil engineering of the ground prior to

projects such as houses, bridges and roads being built.

Its wide range of services include detailed Phase 1 Desk Studies and Phase 2 Site Investigations using a variety of intrusive methods of drilling and trial pitting to obtain soil parameter data for both foundation design as well as land contamination.

Woods said: "This is a great Tees Valley-based company to work for which is growing, and I'm definitely proud to be the new managing director.

"We have a really great, loyal team who have been with us a long time, and some fantastic clients. We train and promote from within and want everybody to progress.

"The aim is to keep pushing forward."

Solmek has been trading successfully since 2002 and has grown an impressive portfolio of clients from across the Tees Valley such as Able UK, Ineos, ConocoPhillips and SABIC as well as long

standing relationships with numerous house builders and consulting engineers such as Billingham George and Partners.

Solmek has gained numerous other top-line industry accreditation in recent years, including ISO 9001 for quality management systems, 14001 for environmental standards and 45001 for health and safety.

Woods mapped out his future hopes for Solmek, adding: "I think we are the main site investigation contractor in the Tees Valley after more than doubling in size with our turnover in the last five years.

"Using our fantastic team of engineers and technicians we want to grow the company by providing our existing and new clients with an unrivalled service."

**Find out more about Solmek
on the company's new website:
www.solmek.com**





CASE STUDY

CLASPER VILLAGE, GATESHEAD – LARGE RESIDENTIAL PROJECT

The site investigation was carried out by Solmek on a large area of redevelopment land in the Redheugh area of Gateshead, commonly known as Clasper Village, Tyne and Wear. The proposed development comprises c.180no residential houses with front and rear gardens along with hardstanding as access roads and parking.

Solmek were initially tasked with undertaking the initial Phase 1 Desk Study and Coal Mining Risk Assessment for the scheme. This was followed with a series of site investigations to prove the underlying ground conditions and provide samples for geotechnical and contamination laboratory design. Additionally, the site contained four known former mine entries and the Coal Authority requested each of these were found by intrusive methods.

Fieldwork was undertaken as:

- A series of small percussive boreholes drilled to depths of between 0.90 and 5.45m below ground level (bgl).
 - The borehole locations were spread across the whole area to give a general site coverage to determine shallow ground conditions and obtain samples for geotechnical testing and environmental samples for contamination testing.
- Installation of combined ground gas and water wells.
 - Installations placed around the site (25-50m distance) to capture potential ground gas from the areas of made ground.
- A number of cable percussive boreholes drilled to depths of between 13.95mbgl and 19.95mbgl.
 - The borehole locations were spread across the whole area to give a general site coverage.
 - Boreholes drilled to determine deeper ground conditions and obtain samples for geotechnical testing and environmental samples for contamination testing.
- A series of dynamic probing to depths of between 5.00 and 6.00mbgl.
 - The aim of the probes was to attempt to locate the up and down shafts of Redheugh Colliery
- 2no days of hand-held rotary probing to depths of up to 20.00mbgl.
 - The aim of the probes was to locate the up and down shafts of Redheugh Colliery based on
- Hand-held rotary probing to depths of up to 20.00mbgl.
 - The aim of the probes was to locate the up and down shafts of Redheugh Colliery based on Numerous machine excavated trial pits to depths of between 0.60 and 4.00mbgl.
- The trial pits were excavated to obtain details of the shallow soil profile and obtain samples for geotechnical testing and environmental samples for contamination testing.
 - Specific trial pits undertaken to prove the location of mine shafts at the site.

In-situ standard penetration tests (SPT) were undertaken in the boreholes. Undisturbed samples were undertaken within the cable percussive boreholes. In-situ hand shear vane tests were carried out in the trial pits and small percussive boreholes along with taking disturbed samples and environmental samples for laboratory testing.

Solmek successfully located all four of the shafts which enabled the client to position the proposed housing in areas to avoid the influence of the shafts. The client has also been able to obtain costs to cap and grout the shafts.



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