

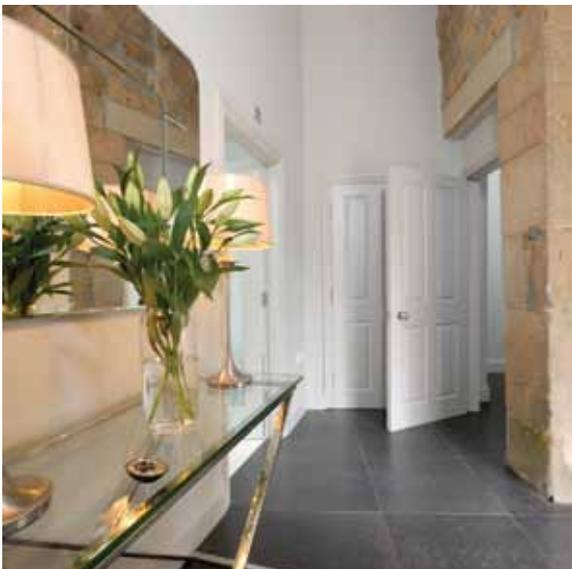
 The Lawrance
HARROGATE





In brief

The Lawrance brand successfully operates a unique proposition as bespoke serviced apartments and suites with 5 star services. York, Duchy and Kings House have been designed for the discerning modern business and leisure traveller who expect uncompromising design. King's House is also complete with a modern boardroom facility.



The Lawrance has carved a niche offering for their clientele, who travel from afar whilst on business or holidaying in the region, with their unique style of accommodation. A bold scheme over three very different locations in three striking properties means guests are able to experience a unique presentation of Harrogate and surrounding area.

The nature of The Lawrance means that the business is bolstering the profile of the area as a desirable tourism and leisure destination.

The Lawrance

DESIGN AND BUILD

LaRock Construction, Harrogate

ARCHITECT

Peter Drew, SDA Architects, Leeds
38-42 King's Road, Harrogate
HG1 5JW

COMPLETED

Full scheme completion June 2009

BREAKDOWN

Kings House May 08 – Dec 08
York and Duchy Jan 09 – June 09
19 suites split over 3 sites
9 suites at Kings House
5 suites at Duchy Road
5 suites at York Road

MANAGER

Sarah Brooks

LENGTH OF STAY

From 1 night

NEXT SITE

York 2010

The Lawrance is a serviced suites and apartments brand in the centre of Harrogate. A unique proposition created for both business and leisure travellers.

The decision to run the scheme over 3 locations was of upmost importance to the development of the brand. The creators of The Lawrance have provided three innovative options for guests visiting Harrogate and North Yorkshire. The focus behind this decision was to utilise vernacular buildings and architecture through carefully chosen existing and historic buildings that have been completely refurbished and restored to give visitors to the region a real taste of life in Harrogate.

LaRock construction have managed the whole project through planning stages right through to interior design and completion. Every element in the suites and apartments has been hand crafted bespoke by LaRock artisans from wardrobes, kitchens, bathrooms, doors and windows. LaRock's architectural metalwork department was responsible for gates and metal work throughout the scheme.

Through this highly bespoke scheme guests are able to choose which experience they would like to have based on the nature of their visit to North Yorkshire. Guests are able to enjoy feeling an integral part of

both suburban and inner town life.

The concept has fitted seamlessly into the community with neighboring residents delighted with the exterior presentation of previously rundown buildings. The transformation of key buildings has given each road they are located on a dimension of prosperity and nurture.



The Lawrance have worked with existing buildings successfully. In the truest form of recycling - restoration and sustainable thinking. The Lawrance feel a responsibility to the areas they have chosen for their businesses in terms of careful integration into the community for residents and guests alike.



Through the strategic positioning of the scheme each location reflects the nature of guests visits. Kings House which is opposite the Harrogate Conference Centre is a shorter stay option which is an urban hideaway designed for the discerning business or leisure traveller needing instant access to Harrogate.

The York Road scheme offers guests the chance to be part of a select community – nestled away but with excellent connections to the town, stays are longer here with guests staying for weeks at a time. The longer stay option of the three sites is presented by The Duchy scheme.

Guests choose to stay at Duchy for between 3-6 months plus. Typically used for people looking to trial the area before moving to Yorkshire permanently. Duchy is an exquisite example of fine Harrogate living with leafy green surrounds and carefully kept lawns.

Each location has private parking. The Lawrance owns each location.

A challenging scheme in terms of working with historic buildings has meant The Lawrance's suites and apartments are often over split levels of 3 floors and embrace the true meaning of boutique accommodation with thoughtful living spaces. Large environments with under floor heating systems, spacious with original features including stain glass and mullion windows feature as well as heavy coving and original flooring.

Having created three very different purpose sites means that The Lawrance is able to enjoy a multi tone delivery of their brand ethos catering for each guest individually tailoring what their expectations are with a product that is seamlessly professional yet completely non invasive.

The Lawrance's innovative approach to the style and workability of each suite and apartment is reflected in the choice of each



apartment that is part of a made to measure process that works championing the individual.

Focusing on giving the guest a truly memorable impression of Yorkshire's hospitality the design and offering of The Lawrance has been carefully and thoughtfully created.

The Lawrance infuses with an alluring mix of fashion and practicality with the back up of cutting edge technology including High Definition TVs Sony PS3s , Blu-ray DVD, MP3.

Individually styled with immaculate attention to detail, each apartment exudes glamour and comfort, from the bespoke furniture and hand printed wallpaper, to the Philippe Starck bathrooms and hi-tech entertainment systems.

Living areas are furnished with sophisticated statement pieces including leather Chesterfield sofas and spoon-back chairs providing a contemporary yet classic place to relax.

A fully equipped kitchen with top of the range Siemens appliances and separate dining area gives you the freedom to dine in or entertain in style.

Each environment gives guests the option

to sit down and work from a desk if that is the nature of their visit.

The bedrooms have been created through the layering of sumptuous textures including silk cushions, velvet headboards, 400 thread count Egyptian cotton bed linen and goose down pillows and duvets.

Focusing on innovation and profile, to celebrate their first Christmas in 2009 The Lawrance invited guests to 'Move in for Christmas' The 19 suites were used to showcase the brand – as visitors to the region came to be near friends and family to enjoy Yorkshire.

The 'Moving in for Christmas' concept was a great example of how versatile The Lawrance serviced suites and apartments are as well as to showcase the burgeoning business. Sarah Brooks Manager of The Lawrance explains; 'we have been asked by various guests if they can host Christmas at their favorite apartment for various reasons, the main one being people want to entertain friends and family leading up to Christmas and over the holidays but simply don't have enough space at home to entertain or house their nearest and dearest. Other people want to get away for a romantic break in the UK that's cost effective but stylish. We are delighted to launch this officially and to get as much interest as we have done. This year more

than any other time we are focusing on good old fashioned Yorkshire hospitality, Lawrance style with the Naughty & Nice range to give our guests a helping hand to have a really amazing Christmas.

The Lawrance have been aware that by securing positive relationships with other businesses in Harrogate adds depth and meaning to the concept as well as bolstering the economy. Working with Betty's of Harrogate in terms of welcome packs and hampers is an area of success – and a fruitful relationship which is updated monthly with new offers and incitements for guests of The Lawrance. Supporting local restaurants has been similarly successful – through diligent positioning – businesses have been delighted with trade created as a result of The Lawrance.

The scheme has tapped into local and regional tourism and in turn has bolstered business. The Lawrance is not only popular with the business traveller but shows it's versatility through offering and location with guests attracted to countryside pursuits using the suites as a base to stay and has played a key role in securing business for the region through this. The Lawrance's expansion into York in 2010 will see a further restoration project in York's city walls. A fully sustainable and eco-build strategy has been confirmed.



Behind The Lawrance



The Lawrance concept is the bold creation of Harrogate born, Damian Lawrance.

An inspired designer with a proven track record of transforming ordinary urban areas into contemporary luxury living spaces.

Like all successful designers his work is driven not by cost but by quality. His vision for The Lawrance has no place for inferior materials, compromised design, or fittings that are anything less than luxurious. Each apartment benefits from a hotel suite level of luxury, designed to make your stay as

comfortable as possible. The belief that your visit to North Yorkshire should be met with a new, never been seen style of quality accommodation has remained the focus throughout the design process.

A philosophy shared naturally by his wife and business partner, Sarah Lawrance who is responsible for all the interior design work. From the individually designed pieces of furniture, through the famous-name integrated appliances, right down to the bespoke soft furnishings.

Reviews

“The apartments were far the best I have ever stayed in, sometimes when people describe their accommodation as luxury in the title it can be a let down when you get there however these apartments were certainly no let down and exceeded all expectations. I would love the opportunity to stay in these gorgeous apartments. The staff were also extremely helpful and attentive.”

S Zawodny, January 2009 (Laterooms)

“These apartments are impecable - great location, beautifully decorated and the customer service was brilliant. Perfect all round.”

Gemma D, January 2009 (Laterooms)

“We arrived on friday night at about 7pm after a long journey up M1 from Nottingham. I was with my wife and we we meeting two of our friends from the Lake district in Harrogate. I found the Lawrance via Laterooms and was seriously impressed when we arrived. The level of service was fantastic. Our two bedroomed suite was spacious and had everything. WiFi, Playstation and MP3 docking station. It was clean and Home from home. Brilliant place. We ordered room service via the room menu Sat which was not expected. Our entire weekend as a four was £440.00 and for 5 star, thats value for money.

I understand they have just opened in 2009 so hope they keep up this impeccable standard...”

Daniel Brown, Nottingham, January 2009
(Trip Advisor)

“I had a fantastic Night, Room was superb. The bed was so comfy – best night’s sleep I’ve had in a long time. I would love to stay again!”

Olly Murs (X Factor Contestant 2009)

“Incredible place, absolutely beautiful”
Jamie Afro

(X Factor Contestant 2009)

“The Lawrance is a real find - fantastic location, right around the corner from Harrogate's main shopping area, and just a short step from all the local bars and restaurants. The apartment itself was beautifully decorated, with attention to detail that really made it feel like a luxury getaway. My husband and I loved the funky interior and agreed that it was well worth the price. The staff were extremely friendly and helpful also. I would thoroughly recommend the Lawrance to anyone, and will definitely be returning.”

Sophie Fielden, Sowerby Bridge, July 2009
(Laterooms)

