

Staycity takes Wilde concept to Edinburgh's King's Stables Road



Dublin-based Staycity Aparthotels has announced that its second Wilde Aparthotels by Staycity, the premium brand launched earlier this year, will be located on Edinburgh's historic King's Stables Road in the heart of the city centre.

Inspired by 19th century Irish literary giant Oscar Wilde, Wilde Aparthotels Edinburgh will, as its centrepiece, feature an arts facility incorporating a gallery and exhibition space. This will house art installations open for view to the general public. The space will present an impressive frontage onto King's Stables Road and will aim to profile the work of local artists.

Originally used as a medieval tiltyard for jousting tournaments in honour of James IV, King's Stables Road later became home to the royal horses. The historic site, currently owned by the City of Edinburgh Council, had formerly been used as offices, storage premises and workshops but has been vacant since 2009, although has more recently played host to an arts festival. While the majority of the scheme is new-build, parts of the historic medieval wall will be incorporated into the build, reflecting its historic past.

Barry Hickey, group development director, Staycity Aparthotels, said: "This is an incredibly exciting opportunity for us. The historic King's Stables Road provides an amazing setting for our latest venture.

"With the brand's strong link to cultural icon Oscar Wilde we hope the arts facility element of the scheme will become a destination in its own right, benefitting local businesses and helping King's Stables Road become a new arts centre for the city.

"We eagerly anticipate welcoming the first collection of artwork and have made a pledge to commit to working with local artists to ensure that their excellent work is being highlighted and promoted."

Wilde Aparthotels Edinburgh will offer apartments together with lounge, café, and gym facilities. The development, undertaken by Peveril Securities and Campus Development Management, forms part of a wider mixed-use scheme comprising residential and commercial units as well as student accommodation. Work is scheduled to start at the end of 2017, with the apartments expected to open in the latter part of 2019.

Wilde Aparthotels by Staycity was launched earlier this year with its first property due to open on London's Strand later this year. The concept will be rolled out across gateway city centre locations throughout Europe, with initial sites in London, Edinburgh, Manchester and Berlin.

Each apartment will feature the latest intelligent in-room technology including a 43" flat screen smart TV and touch control panels for lighting, air conditioning, towel rails and blinds.

Luxury features include a super-comfy XL-sized bed, rainfall shower and high quality bed linen complemented by a collection of Irish-inspired crafted accessories and soft furnishings. The look will be completed with solid oak flooring and a finely detailed piece of handcrafted joinery curated with local curiosities whilst also housing the kitchen and bathroom. www.staycity.com [ends

?With freedom, books, flowers and the moon, who could not be happy?? **Oscar Wilde**

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EDITOR'S NOTES

About Staycity Aparthotels

Staycity Aparthotels is a privately held company based in Dublin offering quality short-term and long-term apartment and aparthotel lettings in central city locations. These include Dublin (179 apartments), Edinburgh (146), Manchester (266), Liverpool (56), Birmingham (249), London Heathrow (269), London Greenwich (166), Paris (50), York (197), Marseille (108) and Lyon (144).

With a total estate (pipeline and operating) totaling over 4,500 apartments the company is on target to achieve its stated aim of 15,000 apartments by 2022.

Staycity Aparthotels was founded in 2004 by Tom Walsh and his brother Ger, starting with a single apartment in Dublin's Temple Bar, a former recording studio used by the likes of U2.

With an active European expansion plan Staycity has quickly established itself as one of the leading aparthotel operators. In 2015 it secured capital funding from Swedish finance house Proventus Capital Partners. This year's projected annual turnover is expected to reach ?60m.

Staycity's properties are made up of studios, one-bedroom and two-bedroom apartments offering 24-hour reception, fully equipped kitchens or kitchenettes, a dining area, sitting area and bathroom. Additional features include complimentary Wi-Fi access, flat-screen TV and guest laundry facilities as well as weekly housekeeping. Most sites have private car parking facilities and many offer a dry gym. All latest generation properties, such as London Heathrow, York, Birmingham Newhall Square, Lyon and Marseille have a guest lounge/café for breakfast, all day snacks and beverages.

Seven of the company's properties have become Laterooms.com Simply The Guest Top Rated (STG) winners for 2016, based on guest review scores of over 80%. In 2015 Staycity Aparthotels was inducted into the TripAdvisor Hall of Fame, having won a Certificate of Excellence award for its Birmingham (Arcadian Centre) and Dublin (Saint Augustine Street) locations for five consecutive years. www.staycity.com