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ANGLO HOLT CONSTRUCTION WINS £35 MILLION TRANCHE OF TRAVELODGE HOTEL WORK INCLUDING FIVE CONTRACTS IN MIDLANDS

WORK TO DATE EQUATES TO BEDROOMS STRETCHING OVER 10 MILES

West Bromwich based construction firm Anglo Holt has won new contracts worth £35 million from Travelodge for eleven budget hotels of which five are located in the Midlands. The new business awards also see Anglo Holt dramatically widening its geographic area of operation for Travelodge taking in new sites in Torquay in the South and two sites in Edinburgh in the North.

This latest investment from Travelodge – now the fastest growing hotel company in the UK – focuses on open points in the Midlands at Stratford upon Avon, Wolverhampton, Coventry, Stafford and Gloucester. Outside of the region Anglo Holt have started on site at Tunbridge Wells, Devizes, Scarborough, Torquay and Edinburgh.

With contract values totalling over £87 million, Anglo Holt's customer relationship management process has resulted in orders to construct 2,664 bedrooms for Travelodge which if placed end to end would reach over 10 miles.

"The momentum to develop more hotels on brown field sites and city centre locations and more contracts to convert existing traditional hotels to the Travelodge format demand fresh thinking to address environmental, logistical and procurement issues. The challenge to find quicker and more efficient ways of doing things results in benefits on the ground leading to mutual commercial benefits for both parties."

"We are delighted to be winning more contracts for Travelodge in new regions. The demand in leisure and business locations and the target for Travelodge to add on another 2,000 bed rooms this year is creating new challenges for our design and construction teams," said Andy Elwell Anglo Holt's director in charge of the Travelodge portfolio.

In Stafford Anglo Holt will be carrying out the 61 bed roomed hotel contract for developer Liberty Mercian in an additional phase of the Hough Retail Park to include an outlet of Pizza Hut and drive – through KFC on the former GEC Alstom factory site.

Another brown field development, a former metal pressings plant will be the location on Birmingham Road for the Stratford upon Avon Travelodge of 92 bedrooms. Anglo Holt has been appointed by developer Chase Commercial in the first budget hotel to open in the Shakespeare town.

In another reoccurring aspect of Travelodge's property acquisition strategy the 99 bed roomed Wolverhampton hotel will be born out of the conversion of a 1960's office block to turn empty space into hotel accommodation in a prime city centre location with excellent car parking - an often rare commodity in a city centre. Anglo Holt will be faced by the challenge of a restricted city centre site and the logistical complexity of materials delivery and removal from site of waste materials resulting from the stripping out and preparation of the existing building shell.

Following the recent Travelodge acquisition of six hotels from Menzies Group, the former Leofric Hotel in Coventry will be subjected to a thorough £3.5 million make over by Anglo Holt to create a 140 bed roomed city centre budget hotel.

Anglo Holt

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