

Brussels/Newcastle, 17 November 2020

Radisson RED expands UK presence with Newcastle signing

Radisson Hotel Group is proud to announce the signing of Radisson RED Newcastle – bringing the fun, upscale hotel brand to one of the UK’s most vibrant cities.

Set to open in 2023, the innovative and style-savvy hotel will be located in the city centre within The High Street Group’s £120m Strawberry Place development, One St James’, which is next to the much-loved home of Newcastle United Football Club, St. James’ Park.

Designed to reflect the city’s personality with upbeat, colourful rooms, Radisson RED Newcastle presents a playful twist on the conventional - informal services where anything goes, a social scene that’s waiting to be shared and bold design that kickstarts the fun.

The new hotel will feature 200 guest rooms as well as a stylish sky bar - set to be one of the best in the city – as well as an open al fresco space on the roof, extensive conference and banqueting facilities, trendy informal meeting spaces and a top of the range residents’ gym. A destination restaurant will also be on site and will not only service the hotel but the wider city as well. From amazing everyday essentials to Instagrammable statement designs, Radisson RED delivers a stand-out experience in buzzing destinations across Europe.

Elie Younes, Executive Vice President & Chief Development Officer, Radisson Hotel Group, said: “We’re very excited to be part of the incredible cultural scene in Newcastle, bringing fun with a fresh, upscale hotel brand to the city centre. Radisson RED and Newcastle are a fantastic match.”

Gary Forrest, Chairman of The High Street Group said: “We are delighted to agree the partnership with Radisson Hotel Group, one of the leading global hotel operators, to help make our development at Strawberry Place a fantastic destination location. We are looking forward to working with a company with over 75 years of experience of delivering world class hospitality and exceptional service to customers.

“The partnership strengthens the High Street Group’s position as a leading developer, which builds sustainable communities, through lifestyle offerings which give our residents more than just a place to live.

“Radisson Hotel Group’s culture and beliefs link in perfectly with the High Street Group’s development strategy and vision for Newcastle. The partnership signifies a key aspect of our plans to bring significant long-term benefits to the city, its people and its visitors.”

Positioned at the heart of One St James’, Radisson RED will neighbour a collection of more than 300 world-class, affordable rent apartments and premium offices, alongside attractive public spaces, which will be bordered by a range of bars and restaurants. The adjacent St James’ Park is home to a huge range of events besides football, including rugby, music concerts and more. Overall, the scheme will have hospitality facilities for over 1,000 guests which is perfectly placed for match days, busy weekends and events in the city.



This development forms part of The High Street Group's pipeline of 18 projects throughout the UK. The company already has a significant footprint in the North East, operating 21 hotels, bars and restaurants in the region. It also recently completed the tallest building in the city, Hadrian's Tower, which has 162 world class residential apartments, its own coffee shop, Hadrian's and Co Coffee House, as well as 3SIXTY, the luxurious champagne lounge on the 26th floor boasting unrivalled vistas of the area.

The central location of Radisson RED Newcastle is a few minutes' walk from the vibrant Grey Street and Bigg Market, which puts Newcastle on the map as one of the top party cities in the world and perfect for a weekend away.

Newcastle is also known as a hub of culture and architecture, including the ever-impressive Angel of the North statue. Other attractions include the BALTIC Centre, Discovery Museum, The Biscuit Factory, Sage Gateshead Performing Arts Centre, The Great North Museum and Laing Art Gallery.

Radisson RED Newcastle will be half a kilometre from Newcastle train station, also known as Newcastle Central. St. James Metro Station is adjacent to the hotel, Monument Metro Station is within walking distance and Newcastle Airport is located 10 kilometres away.

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ABOUT RADISSON RED

Radisson RED is an upscale hotel brand that presents a playful twist on the conventional. Radisson RED injects new life into hotels with its vibrant social scene that's waiting to be shared and bold design that kick-starts the fun. Radisson RED hotels are in dynamic, urban locations, and offer guests endless opportunities to tune in and out – switching effortlessly between business and leisure. Guests and professional business partners can enhance their experience with Radisson RED by participating in Radisson Rewards, a global loyalty program offering exceptional benefits and rewards.

Radisson RED is a part of Radisson Hotel Group, which also includes Radisson Collection, Radisson Blu, Radisson, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson, and prizeotel brought together under one commercial umbrella brand Radisson Hotels.

For reservations and more information, visit <https://www.radissonhotels.com/red>

LinkedIn: <https://www.linkedin.com/company/radisson-hotel-group/>

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ABOUT THE HIGH STREET GROUP

Founded in 2006, The High Street Group is an award winning family of companies successfully growing in three key sectors; Private Rental Schemes, Property Development & Construction, and Hospitality.

Since its inception, the Group has undergone significant planned growth, driving the value of the business to £1.5 billion in 2019. With over 100 years of industry experience in the executive team and over 300 UK employees, we fully expect to increase this to £3 billion in 2022.

Initially, success for the Group was primarily found within the property sector, where it quickly became one of the fastest growing construction and development companies in the North East. The secret? Building future proofed developments where people love to live. However, the Chairman's keen eye for opportunity and desire to diversify soon led to the establishment of a successful chain of restaurants, hotels, & bars.

Fast forward to today and The High Street Group operates within three key development sectors; Private Rental Sector (PRS) schemes, Residential Development, and Hospitality; resulting in a strong, sector-diversified portfolio of landmark projects that minimises risk for our partners.

While our roots will always lie in the North East of England, our exceptional financial strength and innovative approach to growth has allowed us to quickly expand into Birmingham, Manchester, London, Dubai and other international locations.

One St James' will have other opportunities for high quality food and beverage, retail and hospitality creating a city centre destination in the heart of the city with high footfall.

For any queries relating to the leasing of the hospitality, retail or leisure spaces within the wider scheme or any other High Street Group sites should contact:

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For more on The High Street Group visit:

Website: thehighstreetgroup.com
LinkedIn: <https://www.linkedin.com/company/the-high-street-group>
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