

# PRESS RELEASE



---

Release Ref: TSC2022.007 Issue Date: 12<sup>th</sup> January 2023

---

## **The Stay Company apartments that host top cyclists in ‘home from home’ serviced accommodation**

Dozens of elite cyclists have enjoyed ‘home from home’ serviced accommodation at The Stay Company in Derby.

Team bosses at British Cycling say the open-plan luxury apartments and self-contained flats provided the ‘perfect base’ for cyclists and have revealed that Derby could become a ‘second home’ to the British Cycling squad.

A 140-strong team took up a seven-month residency at Derby Arena’s velodrome ahead of the Commonwealth Games last year.

They announced plans to stay in Derby when the National Cycling Centre in Manchester closed for a 10-month refurbishment. But since the latter venue reopened, the British Cycling team are also keen to carry on using the velodrome at Derby Arena – strengthening an already solid partnership with The Stay Company.

The Derby-based business, which has its HQ and flagship accommodation in Friar Gate, provides contemporary, high-quality apartments, offering spacious and flexible accommodation for clients looking for extended stays.

Guests can choose from secure studio, one bed and two bed apartments, all of which enjoy super-fast, reliable, and private Wi-Fi, fully fitted and equipped kitchens, living rooms, ergonomic seating, and workspaces.

Tom Stanton, Head of Performance Pathways - Great Britain Cycling Team, says he has been impressed with Derby and is keen to continue its relationship with the city.

He said: “Moving out of the National Cycling Centre in Manchester, and training at Derby Arena was quite straightforward. But finding decent accommodation for all this time could have been difficult.

“At the forefront of my mind was the real need to find something decent for my cyclists when we had to move out of Manchester. I didn’t want them living away from home and not feeling happy with their surroundings.”

Tom says working with Derby Arena and The Stay Company, has been a rewarding partnership – and he has now announced new plans to continue training here.

# PRESS RELEASE



He said: “Derby Arena, with its 250m velodrome track, was a perfect solution whilst the National Cycling Centre in Manchester closed for refurbishment.

“But then I had to find somewhere for the team to live and I assumed this was going to be extremely tricky.

“I thought that what I wanted didn’t exist – until I found The Stay Company. They won’t be getting rid of us all that soon now.”

News that British Cycling could make Derby its second home is a welcome boost for the city. The partnership could bring in new jobs, support city regeneration and increase Derby’s economy.

It’s great news for Dan Wilkinson, Director of The Stay Company, too.

He said: “The partnership with British Cycling promotes Derby as a destination, flags the city for its state-of-the-art sporting facilities and encourages outside investment.

“I am extremely proud of the partnership we’ve had with British Cycling, and it was a real pleasure to offer the team a range of our serviced apartments across the city.

“British Cycling chose us when they relocated to Derby. At one point, we had around 30 members of the squad staying with us and I’m glad that they enjoyed themselves.

“Derby is such a creative and wonderful city, and visitors deserve the very best when they come and stay here.”

**For Stay Company sales enquiries please contact:**

Dan Wilkinson, Director

T: 0330 223 3033

E: [dan.wilkinson@thestaycompany.com](mailto:dan.wilkinson@thestaycompany.com)

**For Stay Company media enquiries please contact:**

Nielsen McAllister, Richard Pettinger, Wendy Roberts

T: +44 (0)1332 293939

E: [info@nmpr.co.uk](mailto:info@nmpr.co.uk)