



9.6.14

DEGF1431 Birchover

Birchover Refurbishment Underway Thanks to Derby Enterprise Growth Fund Support

Birchover Hotel Apartments has launched a £460,000 refurbishment of its flagship Derby property, thanks to a £96,000 grant from Derby Enterprise Growth Fund (DEGF).

The company, owned by husband and wife team Carl and Lisa Bridge, applied for grant support to refurbish ten of its 40 luxury hotel apartments at Darley Abbey. Work started recently and will take ten months to complete.

The increased business afforded by the refurbishment will lead to the creation of 11 new jobs largely based at the Darley Abbey venue which has topped the Trip Advisor rankings in the city for the past two years.

The £20 million DEGF which is supported by the Government's Regional Growth Fund and run by Derby City Council – providing grants and loans to support growth, innovation and job creation in Derby and the surrounding area.

Birchover currently operates three venues – one in Darley Abbey, one in the city centre and one in France. The Darley Abbey site has 40 apartments, each with its own sauna. The city centre location, called Bay Tree Apartments, has 12 flats. And the French site – Les Belleme Golf Apartments, in the village of Belleme, Normandy – has 30 properties. The business will also shortly be opening a new venue in Nottingham.

Director Carl Bridge explained: "Since buying the company from the previous owners in January 2013, we have invested everything back into the business. Thanks to the support from DEGF we have been able to bring forward our refurbishment plans for Darley Abbey.

“The higher specification hotel apartments will ensure that our product matches our consistently fantastic reviews and our growing reputation in this relatively new market.

“We have already created four jobs in the past few weeks which has included young people and mothers returning to the workplace and look forward to taking on further employees as part of this programme supported by DEGF.

Derby City Council Director of Regeneration Richard Williams is a member of the DEGF panel of financial and industry experts who consider business applications.

He said: “It is important for Derby to have a high quality hotel offer both for the leisure and tourism industry and to provide flexible accommodation for people coming to work in the city either on a temporary basis or before they permanently relocate.

“Improving the Birchover hotel apartments will therefore give potential investors and people planning to relocate to the city a great impression of Derby.”

Applications continue to be welcomed by Derby City Council. To find out more visit: www.derby.gov.uk/degf. Alternatively call 01332 641628 or email degf@derby.gov.uk

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NOTE TO EDITORS:

The Derby Enterprise Growth Fund is a £20 million holistic finance scheme delivered by Derby City Council offering grants and structured loans to Derby businesses and those that operate within the city’s travel to work area.

The Fund focuses on stimulating innovation, expansion and investment in enterprises with the key objective of creating jobs.

The Derby Enterprise Growth Fund can be used for a variety of purposes. This could involve innovation, research and development of products, processes and systems which will result in business and supply chain efficiency, resilience, growth and profitability.

The Fund also promotes business expansion, providing loans and in some cases grants for enterprises with growth potential across all sectors, including social enterprises. Eligible expenditure includes support with costs of relocation from abroad, investment in both development to enable additional overseas trade and capital equipment, site and building infrastructure, working capital, workforce development as well as help to become investment-ready.

The fund is currently open for new applications. Companies can download the funds’ application form and guidance notes online.
For more details please visit www.derby.gov.uk/degf

The Regional Growth Fund is a £3.2 billion fund designed to help companies in England to grow and supports projects and programmes committed to deliver sustainable jobs and economic growth. A sixth round will launch in summer. For more information, please go to www.bis.gov.uk/rgf