

PORT • HALL

ESTATES

**ONE
BROAD
STREET**

**BLOK
74**

Sales Brochure

One Broad Street & Blok 74 (74 Middle Street) Brighton

Pure Accommodation Business

Opportunity To Acquire The Freehold Interest

A modern boutique hotel room featuring a rustic yet sophisticated design. The room includes a bed with white linens and a grey throw blanket, a brick wall with a small light fixture, a wooden ceiling, and large windows offering a view of the city. A small table with two chairs is positioned near the windows. The text "Automated boutique hotels with a focus on great design, comfort and technology" is overlaid on the image.

**Automated boutique hotels with a focus on
great design, comfort and technology**

ONE BROAD STREET



Situated at 1 Broad St, Brighton BN2 1TJ, the property features 12 en-suite studio guest units ranging in size from small doubles up to quad studio suites.

<https://onebroadstreet.co.uk/>

BLOK -74



Situated at 74 Middle St, Brighton BN1 1AL the property is Grade 2 listed and features 11 en-suite studio guest units ranging in size from small doubles up to a studio apartment sleeping 6.

<https://blok-74.co.uk/>

Introduction

These unique sites were developed by the current owners with a vision of modernising traditional guest houses/hotels to meet the changing needs of guests and provide a robust long-term investment. Taking operational influence from the serviced apartment/Airbnb market, they have created a highly systemised, self check-in, Aparthotel-style business model which has proven to be one of the fastest growing sectors in the short-stay market.

Self service accommodation has boomed throughout the UK in the last few years with many guests now valuing independence and convenience over traditional bed and breakfast offerings. The onset of the pandemic acted as a catalyst in changing the way people travel, with travellers increasingly prioritising more private, self-contained spaces. One Broad Street which started operating in 2018 was ahead of the curve and naturally met this demand, successfully navigated Covid and remaining profitable throughout the pandemic. Blok-74 opened it's doors in 2021 and instantly benefited from the staycation boom.

The trend for self-check in accommodation has remained and many existing small guest houses across the UK have now followed suit by repurposing to a room only model. However unlike One Broad Street & Blok-74 many of these properties do not have the infrastructure and technology to safely and efficiently manage an unmanned hotel operation.

Both these sites were renovated specifically with this model in mind and meet the stringent building regulations and fire safety standards required by the council for such operations. The properties both have sprinkler systems, monitored fire alarms, CCTV and digital door lock systems which would all be extremely costly and challenging to retrofit to any building.

From an operational perspective, the added levels of self-containment in the boutique-style studio rooms and the automated remote management processes, have removed many of the inefficiencies present in traditional hotels, such as onsite reception, restaurants and staff/owner accommodation. This not only results in increased revenue, but also reduces overall running costs

The streamlined operations are centralised and managed by a small offsite team, providing scales of economy across the two sites. Housekeeping is outsourced to a third party contractor and a trusted pool of tradesmen carry out maintenance. There is 24 hour security/key holder via and independent contractor who can be at site within just a few minutes if needed. A modern suite of operational software integrates seamlessly to provide high levels of automation. This includes a PMS with built in channel manager and guest communication platform, digital locks software and dynamic revenue management which can all be managed remotely.

This highly systemised structure has been created by the current owners, allowing them to maintain a lean business that does not require their day to day involvement and ensures an attractive proposition for any prospective buyers looking for a highly automated guest model.

Prime Central Locations In Brighton

Often cited as the happiest place to live in the UK, Brighton is very popular with a wide demographic of visitors. Steeped in a diverse and cultured history with an array of impressive architecture, it remains distinct from other British seaside resorts as a year round destination.

Brighton has huge potential for attracting both leisure and corporate travellers. From social events & festivals to conferences & temporary contracts, there is constant demand for guests to stay within the city.

With over 3 quarters of visitors to Brighton being UK residents, there should be very limited impact from any reduction in overseas visitors. In fact there is likely to be further increase from UK based holiday makers as travel abroad becomes increasingly more expensive.

The majority of staying visitors to Brighton are on short breaks of 2-3 nights with most choosing hotels & B&Bs as their preferred accommodation.



Key features of the automated hotels



**Digital keycode
entry**



**Superfast
WiFi**



**Kitchenette
facilities**



**Luxury
Sleep**



**Bespoke interior
design**



**Private
bathrooms**



**Automated
operations**



**Advanced security
& sprinkler system**

ONE BROAD \$TREET

Overview



One Broad Street Property Overview

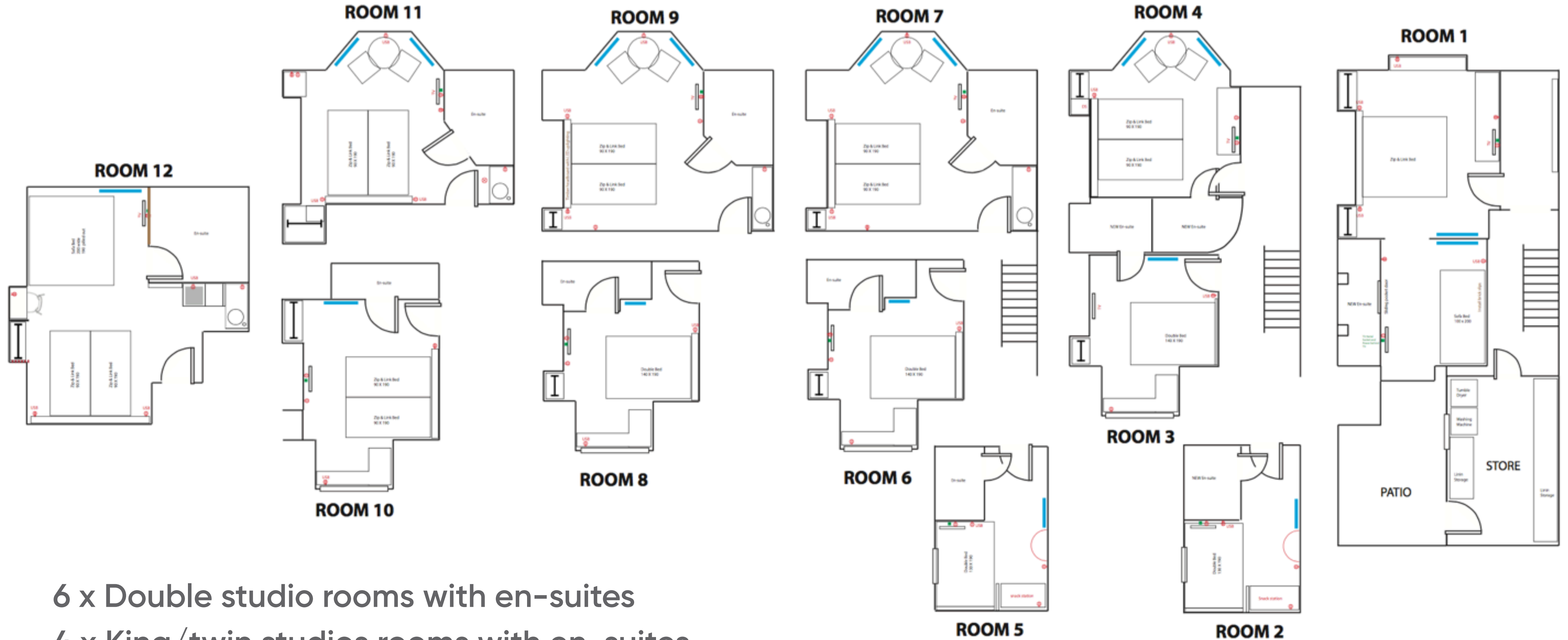
This property is a 12 key all en-suite hotel arranged over 6 floors with the front bay rooms featuring side sea views. It is located a stone's throw from the Brighton Pier, city centre and beach.

The 12 studio units have been uniquely designed by an award winning creative team. Bedrooms feature biophillic design elements, industrial styling and reclaimed furniture. All units incorporate LED mood lighting, open storage, high quality beds, smart TV's and kitchenette facilities with fridge, microwave and Nespresso coffee machine as standard.

The building has fire safety, security and functionality at the forefront with integrated sprinkler system, monitored fire alarm, CCTV and digital smart locks. Unique door codes are generated for each booking and sent to guests automatically, providing both security & convenience. High-speed radio wave Wifi with multiple access points ensures complete coverage, allowing high quality streaming in every room across multiple devices.

There is a range of bedroom types across the building including: 6 double studio units, 4 King studio units with zip & link beds allowing for conversion between king and twin setup and 2 studio suites both of which can can sleep up to 4 people, providing competitively priced options for families & groups.

One Broad Street Floorplan



6 x Double studio rooms with en-suites
4 x King/twin studios rooms with en-suites
2 x Studio suites with en-suites



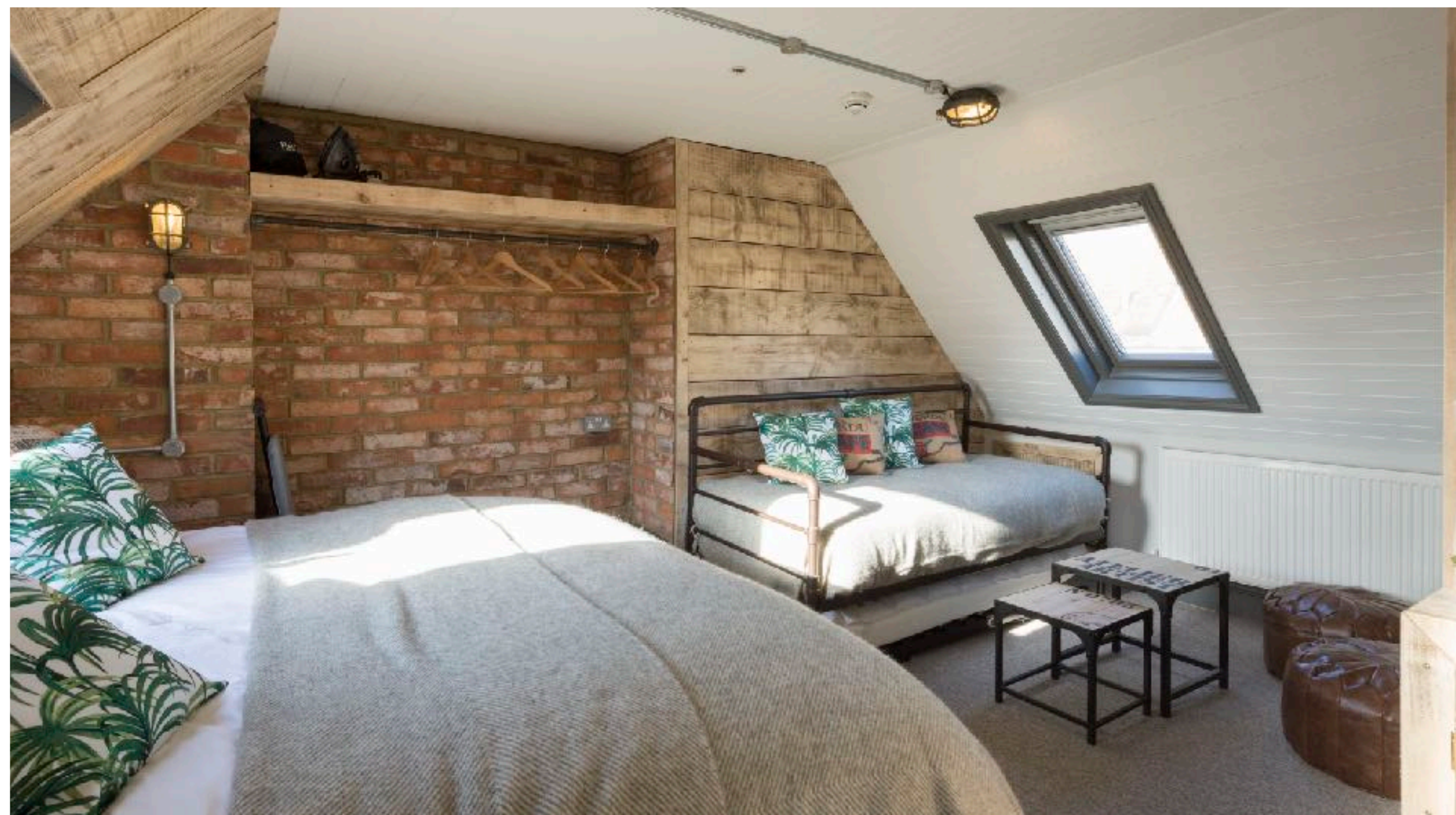
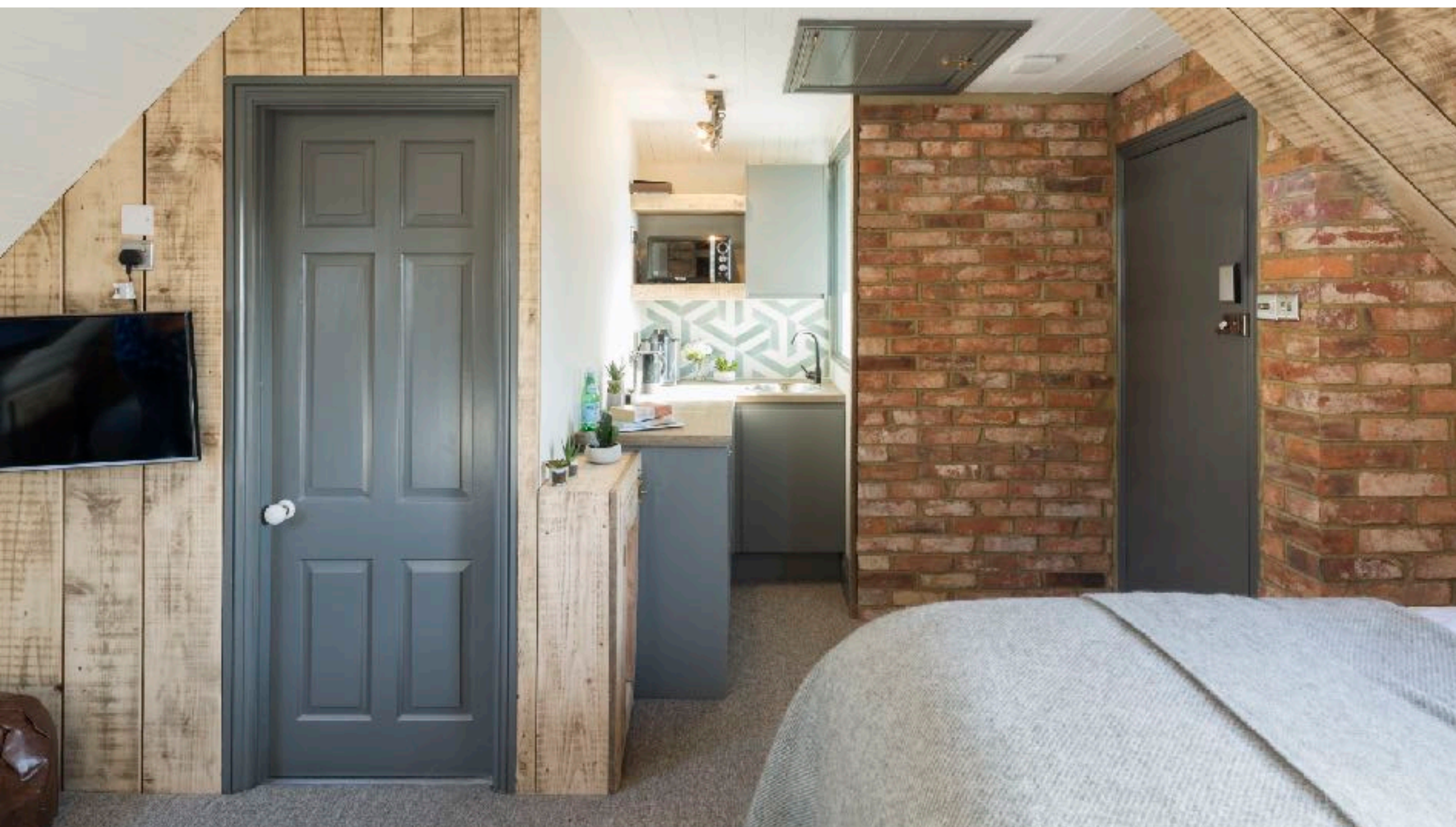


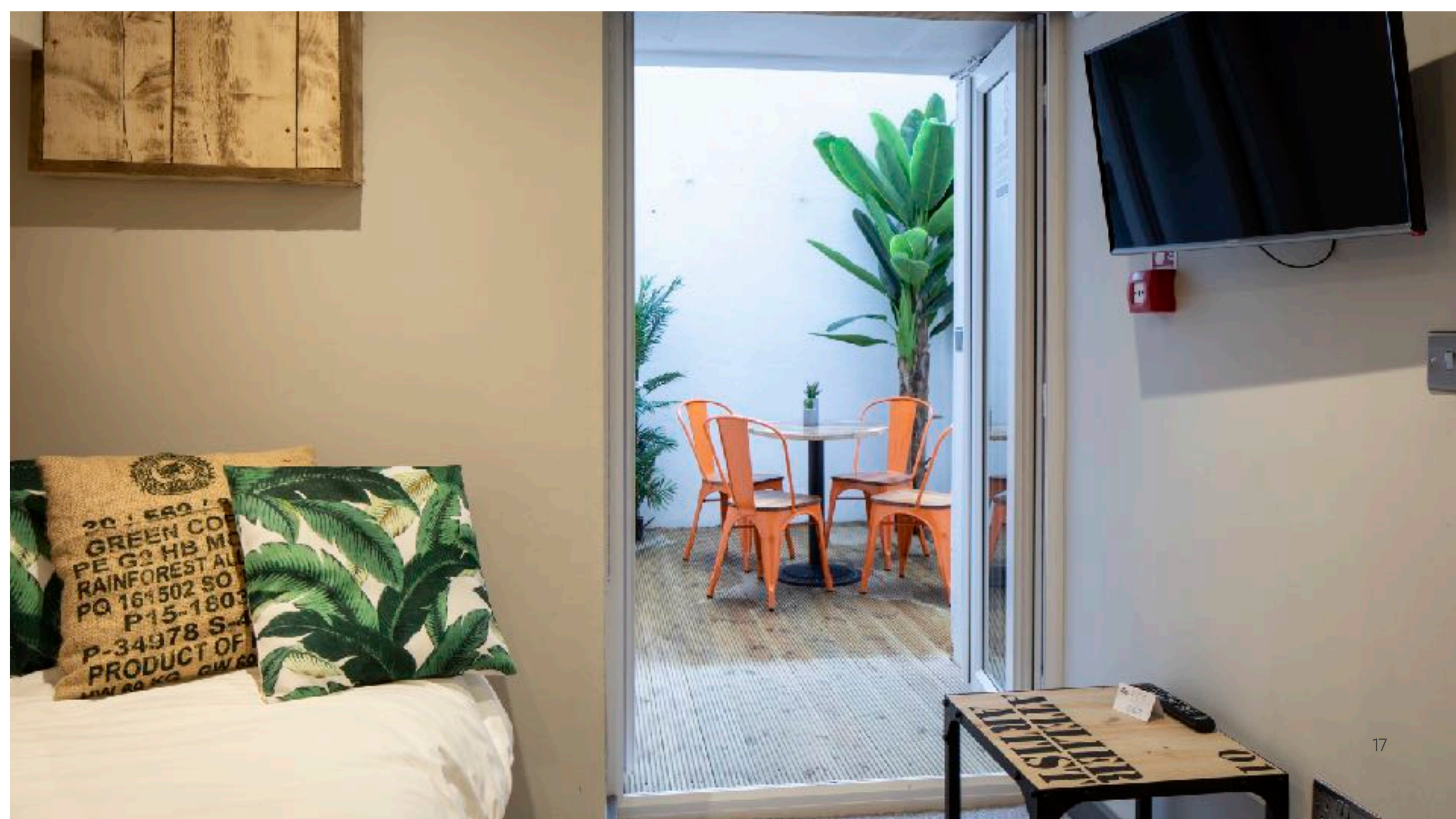
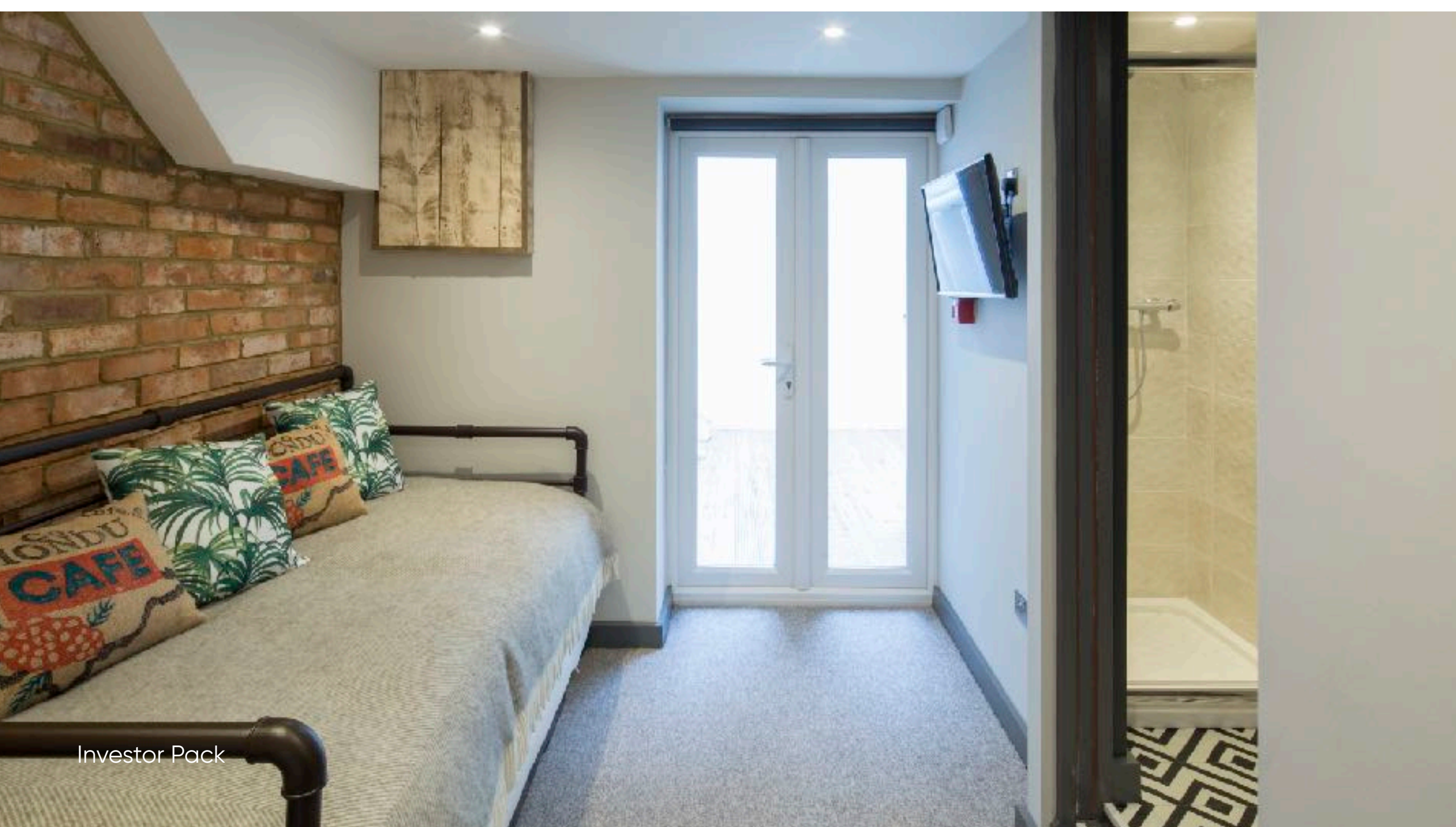












BLOK -74

Overview



Blok-74

Property Overview

The property is an 11 key all en-suite hotel arranged over 5 floors. It is located in the centre of Brighton and is a stone's throw from Brighton Beach. This Grade 2 listed building underwent extensive refurbishment to achieve a high quality finish. The property provides 11 self-contained studio units, including a 6 guest studio apartment at basement level.

Following the same model as One Broad Street, the owners have incorporated creative bespoke design and the guest units feature mood lighting, open storage high quality beds, smart TV's and kitchenette facilities with fridge, microwave and Nespresso coffee machine.

The building has an integrated sprinkler system, monitored fire alarm, CCTV and the same digital smart lock system and high speed radio wave internet as described in One Broad Street.

There is a range of bedroom types across the building including: 5 double units, 5 King units with zip & link beds allowing for conversion between king and twin setup and 1 apartment suite across the whole of the basement which can can sleep up to 6 people.



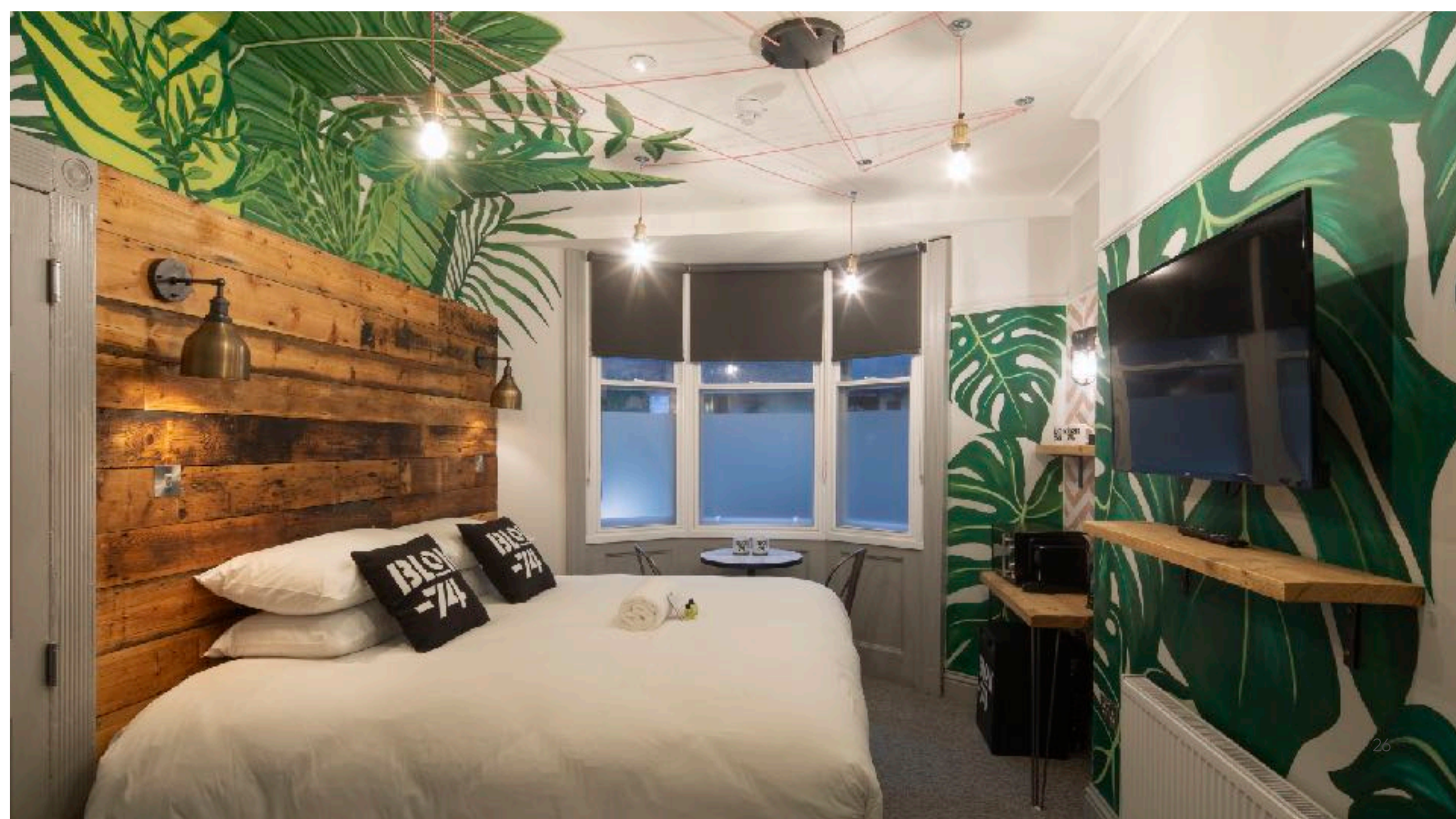


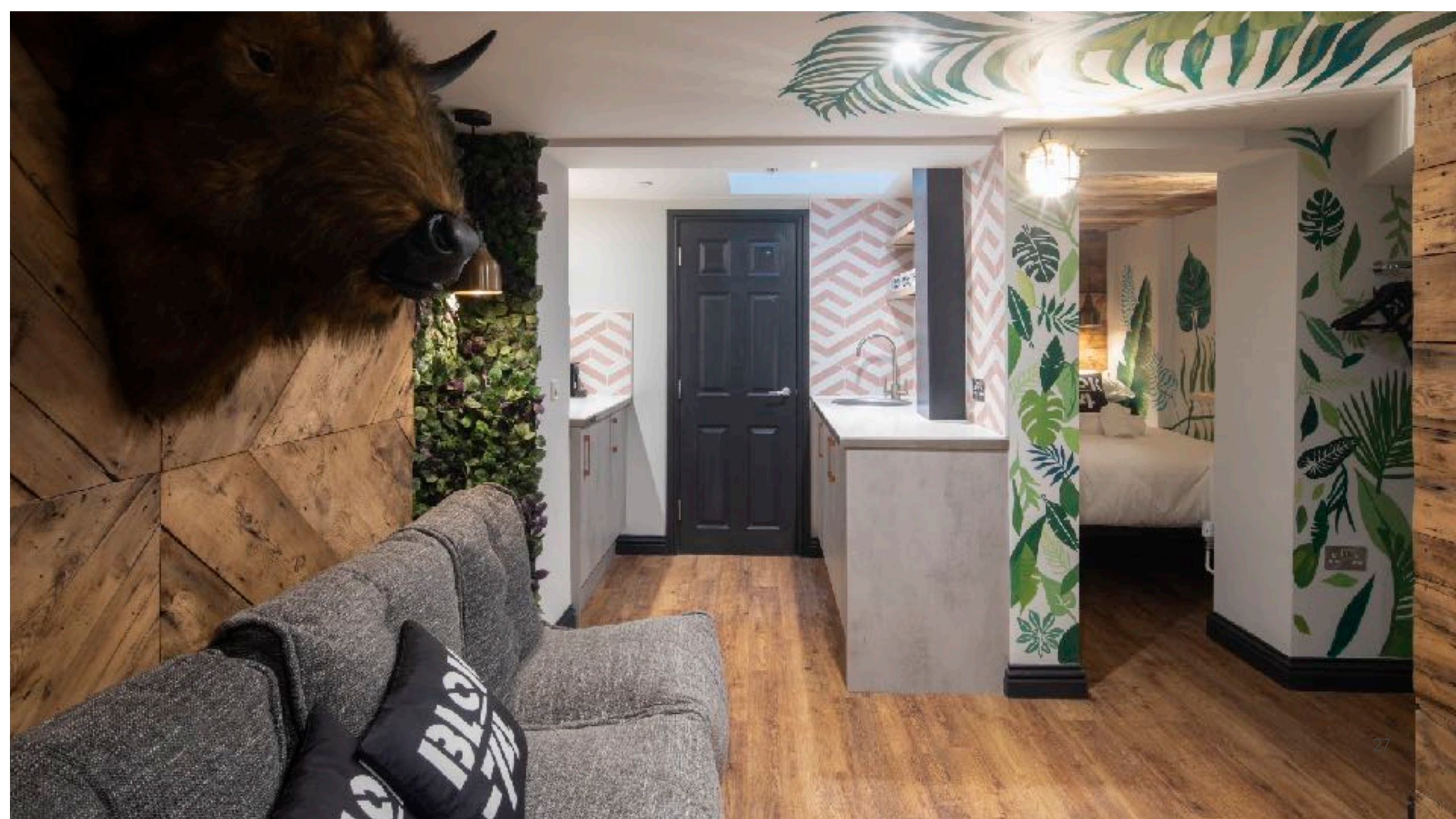
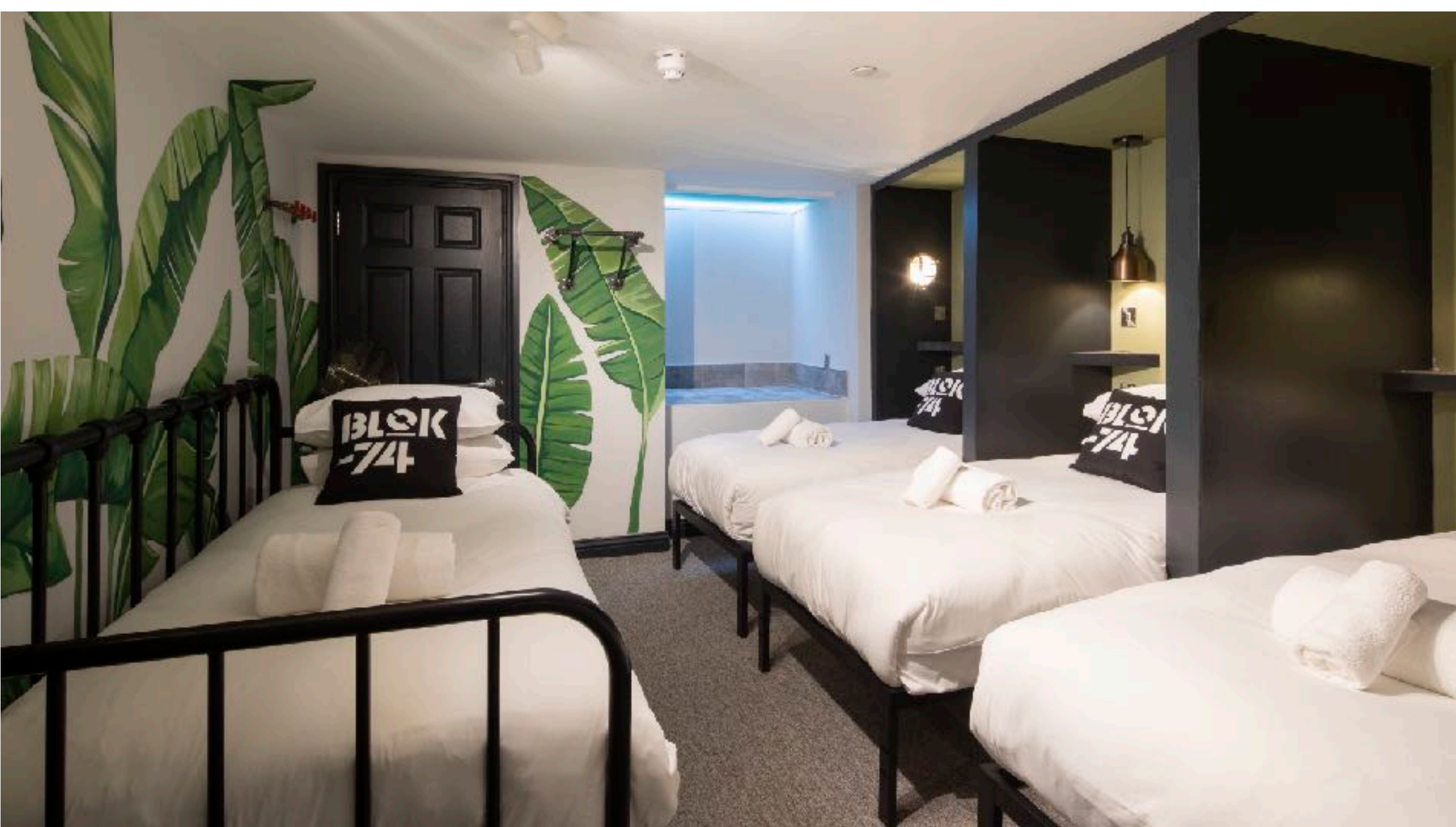
BLOK
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Sale Information

Sale price

The sites are being sold together, with offers in the region of £3,000,000 sought for the freehold interest in the properties and business.

Conditions of Sale

The freehold sites are owned in separate ltd companies and it is the owners preference for the sale to transact via a transfer of the company shares. This comes with significant benefits to the buyer with estimated stamp duty savings of £115,000.

There is also approximately £280,000 of unclaimed capital allowances available within one of the companies to offset against future profits.

Infrastructure & fire safety

Both properties benefit from integrated sprinkler systems, monitored fire alarms, and remotely accessible CCTV systems, meeting the stringent fire safety regulations required for remotely managed hotels. They also benefit from high speed wifi, full access point coverage and integrated digital door lock systems.

Websites & social media

Both properties are supported by marketing on highly branded websites, Instagram and Facebook channels.

<https://onebroadstreet.co.uk/>

<https://blok-74.co.uk/>

Trade

The streamlined room only business model and remote management support a profitable & scalable business. This provides buyers the opportunity to purchase with the existing systems and processes in place but is equally appealing to chain operators who can easily incorporate these properties into their existing operations without the need to employ onsite reception staff, benefiting from the scales economy this offers.

Both hotels have shown strong historical performance, achieving occupancy and ADR rates above location averages.

It's important to note that in 2024 the hotels did not operate to their full potential. This was due to technical problems during a change in central software systems that caused inventory distribution issues in both hotels over the summer months, with a knock on effect into the shoulder season. In addition to this, One Broad Street experienced partial closures during August and September to address some required maintenance. These matters have now been fully resolved, but unfortunately this did have a negative impact on the overall performance of the year, as the months affected would normally achieve the highest occupancy, ADR and profit figures.

Property Upgrades

The owners are in the process of carrying out further upgrades to One Broad Street. This includes re-carpeting throughout, the upgrade of some bathrooms and redecoration of several rooms.

Future Opportunities For New Owners

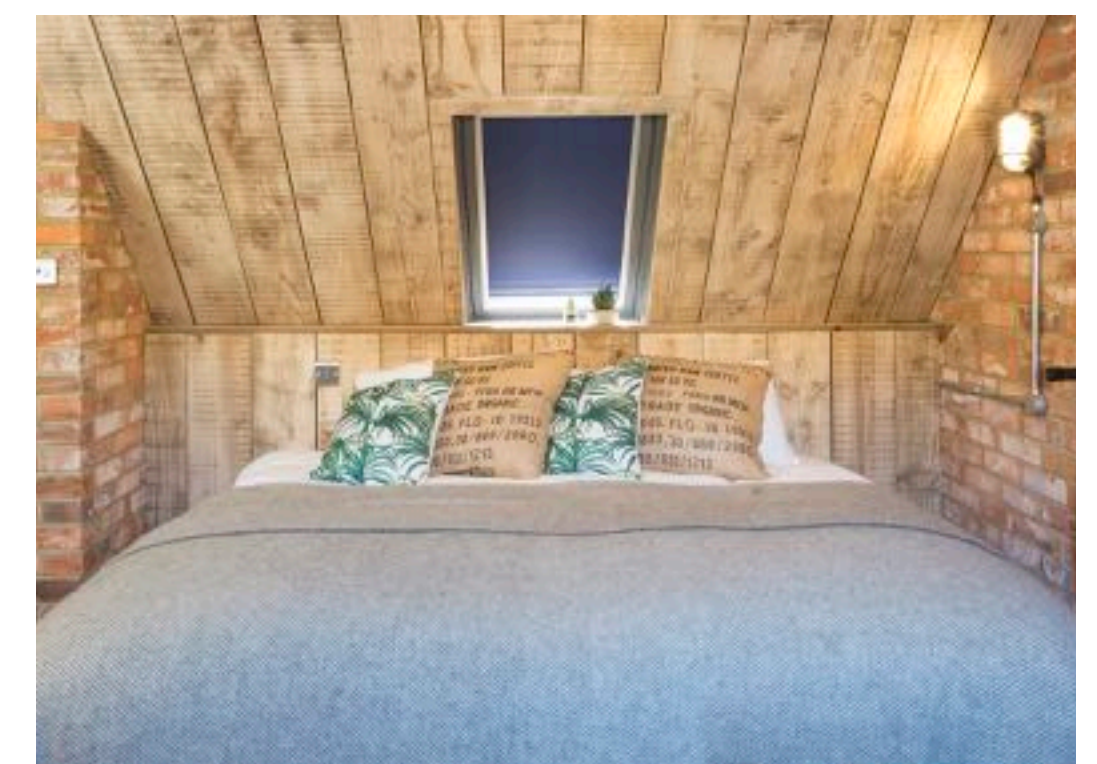
The current owners have structured the operations to limit their own involvement in the day to day management of the hotels and create a “hands-off” model. Whilst a key focus has been on systemisation and streamlining the business, in some areas they have chosen higher cost options to support their personal priorities and circumstances. This current structure will provide a very attractive proposition for many buyers, however we would also like to highlight some areas where we feel there is potential to make significant cost savings:

Housekeeping & Linen - Both of these services are outsourced to 3rd party contractors where costs are generally higher than direct arrangements. For ease of management the current owners also pay a fixed cost for a dedicated housekeeping supervisor who is employed by the 3rd party cleaning contractor. Savings could be made by restructuring this part of the operations to reduce the impact of 3rd party added margins.

Staffing Costs - The owners employ a general manager and have another 2 part-time contracted staff working on a total to provide 24/7 support for both hotel sites. These roles cover guest support, operations, marketing and admin. New owners can look to make savings in this area by minimising hours, utilising VAs or using their own team.

Software & Subscriptions - There are a number of software subscriptions in place to facilitate the remote booking & guest management as well as the owners admin and project management. Buyers may not require this full suite and those with existing operations could migrate the hotels to their own systems to make savings and centralise their operation for scales of economy.

OTA Channel Commissions- Whilst the owners have created high quality websites for each hotel with dedicated booking engines, they have chosen to focus mostly on OTAs for bookings to support their hands-off strategy. There is an opportunity for the new owners to increase direct marketing efforts to both leisure and corporate guests and reduce commission costs and increase the direct bookings.



ONE BROAD STREET

BLOK -74

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