

Sector: Residential

Robertson business:
Robertson North East England

Client: Fusion Residential

Value: £14.5m

Date of completion: August 2016

Location: Newcastle



Plummer House, Newcastle

Student residences with a difference

Built in 1910, Plummer House on Market Street in Newcastle was famously known for housing Tilley's, which held tea-dances in its ballroom. The property, which until September 2012 had been Chapman's Furniture store, was sold to Fusion Residential to become a 248-room student block. The developer is a joint venture between Henry Homes Ltd and Village Homes (Southern) LLP, and Robertson North East England was appointed to transform the building into student accommodation like no other.

Many original features have been retained in this beautifully fitted Grade II listed building, including the dance floor and some of the upper floor areas, and the high ceilings have been put to good use through the installation of mezzanine bed decks in the historic rooms. A rear extension to the building, added in 1936, has been demolished and a seven-storey replacement constructed. The scheme also includes space for new ground-floor shops fronting Market Street and landscaped courtyards next to the adjacent listed Plummer Tower

Striking, design-led studios and apartments

The lifestyle led, exquisitely designed apartments are ideally located for both Newcastle University and Northumbria University. Offering accommodation for 250 of Newcastle's most discerning (not to mention luckiest) students, the superior spaces at Plummer House are packed with unique features. Not only do the high-spec apartments offer the height of luxury, but also the outstanding communal areas include a laid-back cinema room, fully equipped gym, games room, VIP bar and a stunning social space fitted out in a style that reflects the building's history.

A positive development for the city centre

Aidan Baker, a director of the Newcastle office agency at BNP Paribas Real Estate, who handled the sale of the building said: "The office accommodation at Plummer House had been vacant for some time and the decision to convert Plummer House into student accommodation and bring the building back into use is extremely positive for the city centre. Located at the junction of Market Street, John Dobson Street and Carloli Street means the building is only a short walk from the main retailing areas of Eldon Square and Northumberland Street, as well as being very close to Northumbria University's campus."



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BNP Paribas Real Estate