

Beal Homes' HQ build under way as £4.5m investment majors on customer service

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Construction has begun on Beal Homes' new £4.5 million headquarters.

Located on Bridgehead Business Park at Hessle, across from its existing base, it will be the latest showpiece building from developer and regeneration partner Wykeland Group.

It is described as providing a platform for the next phase of growth for the housebuilder.

The 19,000 sq ft, two-storey building will take shape next to the landmark Porsche Centre.

Construction is expected to be completed early in the new year, followed by fit-out, with the Beal team scheduled to move in the spring.

Chief executive Richard Beal said: "This is a very big moment for our business and all our team as work begins to build our own new home.

"It's particularly exciting that we will all be able to watch our new head office take shape from our current offices just across the road!

“As well as providing an exceptional working environment for our staff, the new building will take our uniquely-personal customer service to a new level, including an expanded Design Lounge where Beal buyers work with our expert designers to ensure their new home fits their lifestyle and tastes perfectly.



A computer generated image of the planned £4.5m Beal Homes head office at Bridgehead Business Park, which will incorporate industry-leading customer experience facilities.

(Image: Beal Homes / Meehan Media and Comms)

“With dedicated and extended customer service facilities, we will be able to double the number of buyers who can enjoy the Beal experience, which will accelerate our growth.”

Beal and Wykeland are joint venture partners in the Fruit Market urban village creation.

Dominic Gibbons, managing director of Hull-based Wykeland, owner and developer of Bridgehead, said: “The start of work on the new Beal head office marks the next stage in the ongoing story of successful development and investment at Bridgehead. This is delivering on our long-term vision for Bridgehead as a

place where prestige brands benefit from the space and prime location they need to thrive and grow.

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“Beal’s development is a great example of this. Having outgrown their existing building, they are now investing again as a platform to take the business to the next level.

“It’s also a pleasure to work with Richard and his team on this development, having enjoyed such a successful relationship in delivering one of the North of England’s most

significant regeneration schemes through our transformation of the Fruit Market.”

In addition to Beal and Wykeland, Hessle-based PDR Construction is the principal contractor and Hull-based Chameleon Business Interiors will deliver the interior design and fit-out.



Beal Homes chief executive Richard Beal, PDR Construction managing director Paul Dransfield, Chameleon Business Interiors chairman Shaun Watts, and Wykeland Group managing director Dominic Gibbons marking the start of construction of Beal’s new head office at Bridgehead Business Park, Hessle.

(Image: R&R Studio)

PDR Construction managing director Paul Dransfield said: “Having recently delivered Hull’s newest multi-storey car park for Wykeland Beal in the Fruit Market, we are delighted to team up again.

“This striking building will extend PDR’s relationship with Wykeland and the Bridgehead development over the past seven years, which has included construction of a series of buildings, including the Porsche Centre, offices for IT@Spectrum and Centrica Storage, and the Ergo centre.”

Chameleon Business Interiors designed and fitted out Beal’s existing head office, which opened in 2014, and Chairman Shaun Watts said: “Our intention is to provide a positive and inspiring environment, one that encourages and attracts the best talent in the region.

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“On a prominent gateway site, only a stone’s throw from Beal’s current location, it is going to be a fantastic landmark building, and we feel very privileged to be given this opportunity to be working with them again to provide a tailor-made solution befitting such a building and such a great team of people.”

Designed by West Yorkshire-based architectural practice The Harris Partnership, the new building is more than twice the size of Beal’s existing offices.

They are being made available to let, with the desire to add to the 1,000 people now employed at the site.

Almost half the new build will be dedicated to customer service, becoming a seven-day sales outlet. There are plans for a show garden to feature as part of the 1.1 acre site too.