

Premier Inn could make way for 14-storey student block

New plans have been revealed to redevelop the site of a Birmingham hotel into student accommodation.

Under the proposals, the Premier Inn, in Essington Street, would be demolished to make way for a new 14-storey property containing 546 bedrooms.

Other amenities at the site near Broad Street would include study space, a garden and terraced areas.

A specialist operator would be appointed to run the accommodation and the hotel will continue to trade during the planning process.

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The brand's owner, listed group Whitbread, said the proposed move was part of its plans to build what it called a 'perfect portfolio' of locations across Birmingham.

Currently, the business has eight venues in the city and is looking for two new locations in the Smithfield and Snow Hill areas.

It is estimated there is a shortfall of more than 19,500 bedrooms for students across the city and full-time numbers are set to increase.

Whitbread's senior development manager Richard Pearson said: "With a significant shortfall of student bedspaces across the city, our proposals would provide much-needed accommodation which offers the very best experience for students.

"The building has been carefully designed to complement other properties on Broad Street and provide high-quality landscaping to enhance the neighbourhood.

"I would like to thank our project team for all the dedication and commitment in getting the plans to the current stage and I am looking forward to talking to residents and our other local stakeholders through our plans in the next few weeks."

**** A public consultation [will run from February 10 to 21 online](#). A live webinar with members of the project team is being held at 7pm on Thursday February 13 and this will also be available afterwards on-demand. Questions can be put to the development team in advance of the webinar via the project website.***