

AN EXCITING
CHANGE IS
COMING TO

ALBERT ROAD

THE NEW PLACE
TO DO BUSINESS



It is undeniable that Middlesbrough is undergoing significant change. Proud of its heritage but looking to its future, it is a city primed for its next successful chapter.

You only have to look around, and you will find an area that is in the midst of an extensive regeneration programme.

One business that has played a pivotal role in a range of these significant developments is local property developer and regeneration specialist Jomast. Notable projects that have already had a positive impact on the town centre include building the Premier Inn hotel and the redevelopment of Queens Square and Zetland Buildings at Exchange Square into prime office and residential accommodation.

A partnership between Jomast and Middlesbrough Council also resulted in the hugely successful regeneration of Bedford Street. The joint approach to investment in this area has resulted in a surge of new

independent businesses, micropubs and restaurants.

Following on from the previous string of successful regeneration projects the intention was to build on this partnership and grow the momentum from both Baker and Bedford Street to Albert Road. With both parties committed to a shared vision to make this happen the area is now benefitting from a multi-million-pound investment. Albert Road, which is a main thoroughfare in the town, runs from Middlesbrough railway station to Centre Square and Teesside University. This commercial district is being re-energised and reimagined into a vibrant new business community now known as Albert North.

Made up of a collection of eclectic architecture the area is rich in history, and home to some of Middlesbrough's most iconic buildings. Work is ongoing with many of the spaces being renovated to expose the industrial heritage of Teesside. With elegant exteriors and spacious interiors, it

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offers highly desirable office space to suit any business wanting a central location with some units being suitable for food and beverage operators.

Starting from 1,000 sq ft which is suitable for start-ups to 10,000 sq ft for larger organisations, space can be designed to meet individual bespoke requirements.

Businesses moving into Albert North will also benefit from many perks, including high-speed broadband, rent and rate incentives, parking packages, free public health initiatives for all staff and a town centre loyalty card with exclusive discounts and incentives.

Just a few minutes from the main transport network and Middlesbrough's railway and bus stations Albert North provides excellent public transport links across the region and the rest of the UK. A host of cost-effective city centre parking options are also available close to hand.

Michelle McPhee, city centre manager at Middlesbrough Council, said: "Albert North allows businesses of all sizes, including the town's prominent creative and digital sector, to remain in close proximity to each other, which in turn will encourage a collaborative environment for these businesses to thrive."

The next phase of redevelopment will see the start of public realm work along Albert Road which will include the replacement of all the street lighting followed by the installation of new trees and paving improvements in early Spring.

Businesses interested in locating to Albert North contact Mark Hill, commercial property director at Jomast, on 01642 666 936 for further information or to arrange a viewing.

DEFINITELY MABO



Rob Jackson, operations director, Lee Mableson, managing director, Craig Griffiths, sales director and Dean Yates, technology director

AWARD-WINNING PAY-PER-CLICK SPECIALIST MABO HAS COMMITTED ITS FUTURE TO ALBERT NORTH

The company, set up by managing director Lee Mableson just over five years ago, is already the largest pay-per-click (PPC) specialist in the North-East and has its sight set on becoming the biggest and best in the UK.

As part of this growth strategy, Mabo will take on more than 100 staff over the next three years.

Talking about the relocation, Lee said: "We were looking for new office space as we had quickly outgrown our existing one. It was imperative that our next move was flexible enough to meet our rapid growth, as well as having the modern facilities that people have come to expect in the digital sector."

After scouring the market for the right space, Lee finally decided to relocate the business to 16-26 Albert Road, occupying 6,000 sq ft of newly refurbished space.

"Next year our focus is rapid growth as our vision is to strengthen our position further nationally; as a result, it was imperative that we had a space that allowed us the flexibility to substantially expand the team, and Albert North ticked all the right boxes," said Lee.

Since the company launched in 2013, it has enjoyed tremendous success. It is on course to recruit its target of 40 employees before the end of this year, as well as achieving record annual sales of £1.4m. It now works with more than

350 clients locally and nationally, offering a no-strings, contract-free approach to paid search management services.

"Our location is key to our future success" added Lee. "Coupled with the city centre position and excellent transport links to other major digital hotspots such as Leeds and Manchester, Albert North is the perfect place for us."

Mark Hill, commercial property director at Jomast, said "We see

massive potential in this project as it will create a bustling new business community, we've already welcomed Mabo and Keystage Recruitment to Albert North and we have some other exciting announcements in the pipeline too.

"We are hearing more and more that businesses want to locate back into Middlesbrough as they see this as the city centre of the Tees Valley and this comes as no surprise with all the regeneration that is taking place."

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