

OLD WESTGATE STATION

WAKEFIELD

Operator Selection - Request for Proposal



EXECUTIVE SUMMARY

Savills have been mandated to advise on this hotel operator selection process by Ion Developments for the proposed 116-bedroom C1 accommodation development, located in Wakefield.

Ion Developments have been selected by Wakefield Council to bring forward the delivery of a new hotel on the site of the former Old Westgate Station, next to Wakefield Westgate Rail Station. To support the development, up to £8 million has been provided by the government from the Local Regeneration Fund to make the scheme financially deliverable.



LOCATION

Wakefield is a well-connected and culturally dynamic city in West Yorkshire, benefiting from strong transport links and ongoing large-scale regeneration.

Located approximately 12 miles south of Leeds, it enjoys excellent regional connectivity, supported by its strategic position along the M1 and M62 corridors and direct high-speed rail services from Wakefield Westgate to major UK cities including London. The city also benefits from comprehensive local bus networks and easy access to nearby airports such as Leeds Bradford and Manchester, enhancing its appeal for both business and leisure travel.

The city has increasingly focused on culture-led development, highlighted by the transformation of the historic Rutland Mills site into Tileyard North, now recognised as the UK's largest creative industries hub outside London. This creative quarter, alongside The Hepworth Wakefield and other major cultural institutions, continues to strengthen Wakefield's position as an emerging destination for arts, events, and tourism.

City centre regeneration is accelerating, with Wakefield Council and its strategic partner Muse delivering ambitious plans focused on enhancing public realm, improving

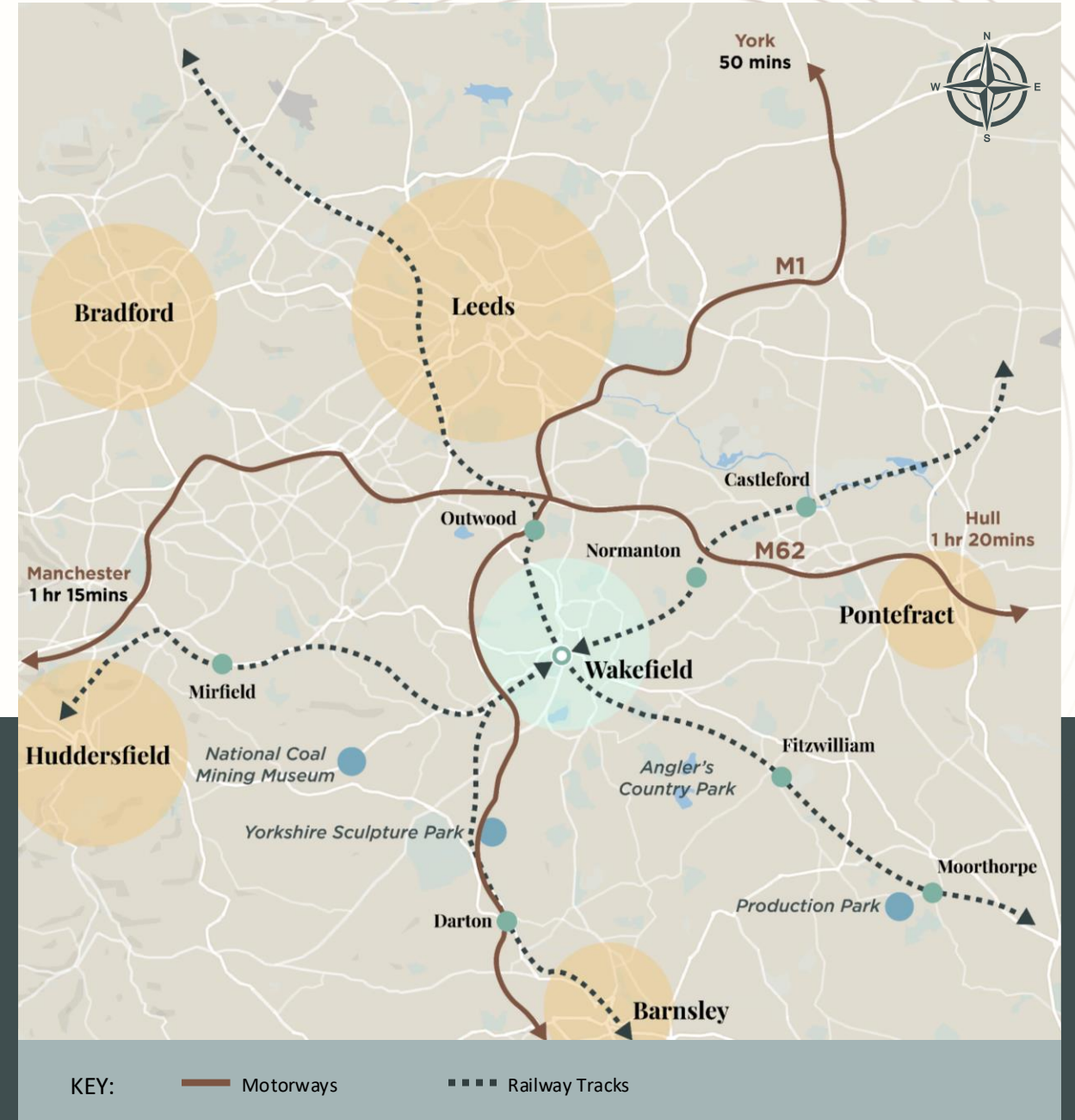
connectivity, increasing green spaces, and introducing new homes and leisure uses.

Priority projects in areas such as the Cathedral Quarter and Borough Road aim to boost footfall and reinforce the city's vibrant urban identity, supported by significant government and local investment.

Additional heritage-driven schemes, including the redevelopment of the former Crown Court into a mixed-use cultural and workspace destination, further contribute to Wakefield's evolution into a lively, modern, and culturally rich city centre expected to flourish through 2026 and beyond.



OLD WESTGATE STATION



PROPOSED DELIVERY STRUCTURE

Roles

Developer	 Ion Developments
Landowner	 Wakefield Council (Funding & Development Agreement with ION)
Contractor	to be appointed by Ion Developments.
Funder / Brand / Operator	TBA (Agreements with ION)

Financials

Grant from Wakefield Council Confirmed	£8m
Proposed Development Value	£11m
Total Proposed Development Costs	£19m (including land, construction, professional fees & developer return etc).

Timescales



PROPOSED DEVELOPMENT

Accommodation Schedule

The proposed accommodation comprises a total of 116 guest bedrooms, arranged across ground and 4 upper floors providing approximately 46,888 sq ft of hotel accommodation.

Across the property, the hotel provides 111 twin guest rooms and 5 accessible rooms, delivering a comprehensive and inclusive accommodation mix.

FLOOR	ROOM COUNT	AREA (SQM)	COMMENTS
Ground	9	1,086	<ul style="list-style-type: none"> x8 twin guest rooms x1 accessible room
First	30	905	<ul style="list-style-type: none"> x29 twin guest rooms x1 accessible room
Second	30	905	<ul style="list-style-type: none"> x29 twin guest rooms x1 accessible room
Third	30	905	<ul style="list-style-type: none"> x29 twin guest rooms x1 accessible room
Fourth	17	555	<ul style="list-style-type: none"> x16 twin guest rooms x1 accessible guest room
Total	116	4,356	

PLANNING

The development is anchored by the newly adopted Wakefield District Local Plan (January 2024), this strategically positioned site sits at the heart of Wakefield Metropolitan District's long-term spatial vision and growth strategy.

Identified as a prime development opportunity, the allocation encompasses the former Westgate Railway Station and is earmarked to deliver an exceptional hotel offer. Ion have already engaged in positive, informal conversations with the Local Planning Authority.

Complementary uses include boutique retail, vibrant food and beverage outlets, and select residential accommodation, creating a mixed-use opportunity.



FLOOR PLANS

GROUND FLOOR



FIRST FLOOR



SECOND & THIRD FLOOR



FOURTH FLOOR



DEMAND DRIVERS

Cultural & Heritage Attractions

Wakefield is positioning itself as a cultural gateway to the North, supported by its long-term Destination Management Plan, with major attractions including,



Yorkshire Sculpture Park

Europe's largest sculpture park, drawing significant national and international visitation.

The Hepworth, Wakefield

An award-winning contemporary art museum and a key anchor for cultural tourism.



National Coal Mining Museum

A unique heritage attraction offering immersive underground tours and hands-on exhibits celebrating the regions mining history

Annual events & Festivals

Wakefield hosts a number of well-established annual events that consistently drive hotel demand, attracting visitors for culture, food, heritage, arts and celebrations



Rhubarb Festival

Wakefield's flagship annual event, drawing large visitor numbers for its food markets, family activities, workshops and the Rhubarb Food & Drink Trial. Over 40,000 attendees enjoyed the festival in 2025.

HOTEL SUPPLY – WAKEFIELD

Wakefield is primed for new hotel development. Visitor demand is rising as the district positions itself as a vibrant cultural destination, yet hotel supply has not kept pace, creating a clear gap in the market for high quality accommodation

No	Hotel Name	Grade	Room count	Comments
1	Bank House Hotel	2 star	14	0.3 miles to the southeast of the subject No parking included
2	Holiday Inn Express	Budget	81	0.4 miles to the southeast of the subject 25 parking spaces included
3	Holmfield Arms	3 star	46	1.1 miles to the south of the subject 38 parking spaces included
4	Premier Inn Wakefield City North	Budget	47	1.4 miles to the north of the subject 46 parking spaces included
5	Stanley View Guest House & Hotel	3 star	18	1.1 miles to the northeast No parking included
6	York House Hotel	3 star	20	0.2 miles to the southeast 15 parking spaces included

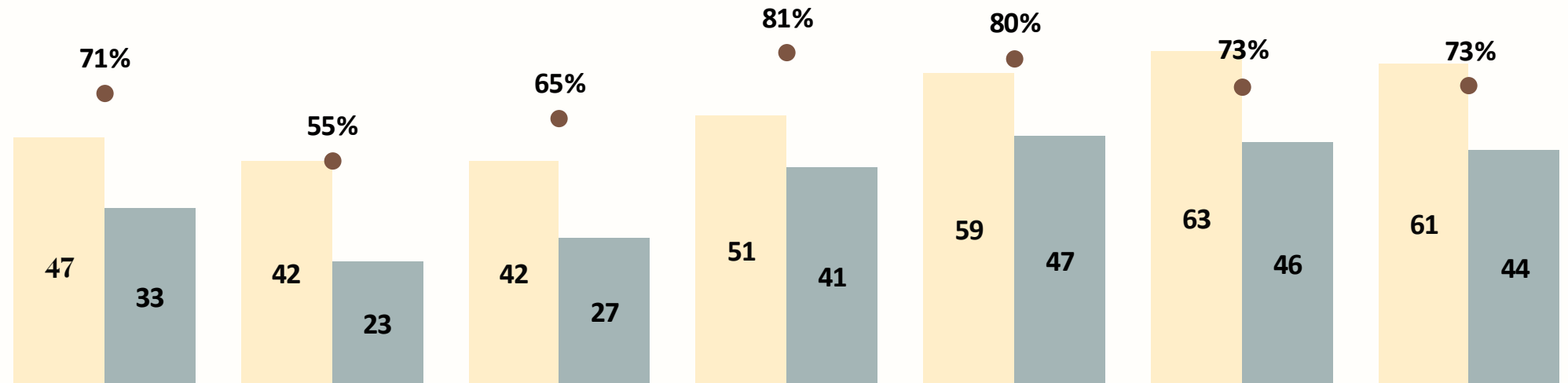


HOTEL MARKET PERFORMANCE

Wakefield comprises 21 hotel properties totalling 900 rooms. Of these, 322 rooms fall within the Upscale & Upper Midscale categories, while 515 rooms are positioned in the Midscale & Economy segments. As of December, Wakefield's 12-month occupancy stands at 72.9%, with a 12-month ADR of £61 and a resulting 12-month RevPAR of £44. Year over year, this reflects a 0.2% increase in occupancy, a 3.6% decline in ADR, and a 3.3% decrease in RevPAR, highlighting mild pressure on pricing despite stable demand.

No new supply is currently under construction in Wakefield, and no hotel developments have delivered within the past 12 months, supporting a relatively stable competitive environment.

The graph below highlights the performance of Wakefield's' market from 2019 to 2025.



	2019	2020	2021	2022	2023	2024	2025
● Occupancy	71%	55%	65%	81%	80%	73%	73%
Change (pts)		-16.6%	10.4%	16.0%	-1.3%	-7.1%	0.2%
■ ADR	47	42	42	51	59	63	61
Change (%)		-9.5%	0.0%	20.3%	16.3%	7.0%	-3.6%
■ RevPAR	33	23	27	41	47	46	44
Change (%)		-30.6%	19.1%	49.8%	14.6%	-2.5%	-3.3%

REQUEST FOR PROPOSAL



Process

Savills is inviting operators to review this opportunity, which offers potential for a hotel scheme. You will be asked to submit a letter of interest.



Timing

Please submit a copy of your proposal for the attention of the below contacts as soon as possible, but in any event, by 12.00pm BST on Monday 27th April 2026.



Data Room

Further information is available within the data room, please request access from Savills.

Contact us

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