



POSH PADS - MEDIA BRIEFING KIT

1. Fast Facts

Company:	Posh Pads
Year founded:	March 2007
Location:	The Casartelli, Hanover Street, Liverpool
Website:	www.posh-pads.co.uk

2. Overview



Posh Pads is a privately-owned family run business that manages luxurious serviced apartments and penthouses in the heart of Liverpool city centre.

The high quality accommodation is housed in the historic Casartelli building on Hanover Street, which was originally built in 1790 and named after the renowned Italian Casartelli family.

Recently awarded a 4* and 5* rating by Visit Britain, the self-contained suites are furnished to the highest standards and contain the latest technology including flat-screen televisions and room-to-room stereo systems.

The apartments are available for short and long term stays and are suitable for both corporate and leisure breaks while the penthouse suites can also be used for corporate functions, events or even wedding receptions.

Posh Pads is regularly visited by a host of celebrities and high class business personal from the UK and overseas and is a favourite boutique hideaway of several of the Liverpool FC players.

3. Apartments



Posh Pads has 31 apartments and five luxurious penthouse suites, all furnished and decorated to offer first class accommodation to corporate, leisure and family guests.

Each of the 4* apartments is fully furnished and has two spacious bedrooms, high-spec bathrooms and a large lounge, dining area and designer kitchen. Hallways have luxurious, marble flooring and granite walls.

Some of the two bedroom apartments are themed. These include a jazz music theme; an oriental-styled apartment and a pink suite. There is also a Liverpool FC apartment complete with red furnishings and fittings, and wallpaper displaying some of the team's famous players. Further themes for 2009 include New York and The Beatles.

A stay in one of the themed apartment can become further experience by adding an exclusive package for guests. This might, for example, include a three course meal at a top local restaurant; a luxury breakfast hamper; VIP entry into a nearby popular nightspot or tickets to see a Liverpool or Everton football match.

Recently rated 5* by Visit Britain for the second year, the penthouses are designed to the highest specification and offer panoramic views across Liverpool. Each suite has floor to ceiling windows, outside entertaining areas and large rooftop terraces. The penthouses can also be hired for parties, corporate events or wedding receptions.

Rates start from just £100 per night and each apartment or penthouse can sleep up to four guests.

4. Facilities



Posh Pads are fully furnished and decorated to the highest standards, offering guests a range of first class facilities as standard.

These include secure parking at £10 per car per day; luxurious dressing gowns; Egyptian cotton linen; large flat-screen televisions with Freeview; complimentary Gilchrist & Soames toiletries; security safe; welcome basket and trouser press.

All guests are greeted on arrival by a Posh Pads representative who is happy to provide additional services and facilities should guests require them. Should guests have specific requirements during their stay then concierge services will be on hand to offer assistance.

5. History

Posh Pads is housed in the historic Casartelli building, which was originally built in 1760, and named after the Italian Casartelli family who ran a scientific instrument manufacturing business from the site.

More recently, it became a wine warehouse before falling into a state of disrepair. By October 2000, the condition of the building was so poor that part of it collapsed, prompting local newspaper, the Liverpool Echo, to launch a campaign to save some of the city's most historic buildings.

During late 2001, Liverpool City Council and English Heritage declared that the building was beyond restoration. Therefore, in January 2002, it was decided that an exact replica of the Casartelli building would be constructed on the same site, using as many original materials as possible. The building was reconstructed and restored to its former glory, becoming the official home of Posh Pads in March 2007.

6. Things to do

Posh Pads lies in the heart of Liverpool close to the city's famous waterfront and opposite the Grosvenor shopping centre.

Guests will find a huge range of amenities within walking distance including shops, bars, restaurants and casinos.

Posh Pads also provides a range of tourism packages throughout the year such as 'Shop til you drop', which includes a personal shopping experience and an exclusive bag carrier, and 'Grand National' which includes chauffer-driven transport to Aintree.

During their stay, guests can benefit from additional extras such as a luxury breakfast hampers; champagne on ice; car parking; luxury chocolates; rose petals and flowers.

What's more, the Posh Pads team can arrange dinner reservations at some of Liverpool's most sought-after restaurants; VIP access into some of the city's most exclusive bars and clubs; cinema tickets; music concert tickets and match tickets for both Liverpool and Everton football clubs.

7. Profiles of key spokespeople

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8. Contact Details

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