

Brief for Consultants to provide a report on a Statement of Need and an Economic Impact Assessment for a Hotel/Conference Facility at St Mary's Lands, Warwick.

Background

Warwick District Council is working with stakeholders to develop a master plan for the St Mary's Lands area of Warwick. The Council owns the whole area but it is in part subject to some leases to commercial and community organisations including Warwick Racecourse (owned by the Jockey Club), Warwick Golf Centre (a private business), Hill Close Gardens (a charity), Racing Club Warwick (a community based football club) and the Warwick Corps of Drums (a charity). Other stakeholders include the Town Council, the County Council and the Friends of St Mary's Lands (a group of local people who use the area). There are also others with an interest of future of the area including the Shakespeare's England Destination Management organisation – (DMO), the Warwick Chamber of Trade, Warwick Society and Model Flyers Group.

St Mary's Lands is a complex area of largely open space within a Conservation Area and is in part a designated Local Nature Reserve, lying on the edge of the town of Warwick but also within a relatively short walk of the town centre with residential communities to the north, east and south. The Racecourse Grandstand is a Listed Building Grade II as is Hill Close Gardens and the Victorian Summer Houses within it. Part of St Mary's Lands is also within a flood risk area. Several public footpaths cross the area. A large part is a public park.

There a variety of complementary but also conflicting views and demands between and within the community and commercial interests. The future of St Mary's Lands has had in the recent past a history of controversy, especially around the idea of a hotel, albeit at a different location to the one now proposed and of a different concept. The current exercise of developing a masterplan has successfully brought together all the interested parties with a shared and agreed agenda leading to a series of proposals to enhance and protect the area.

The Commission

Amongst the proposals consulted upon include a hotel/conference facility integrated with the existing conference facilities run by the racecourse. This is part of the wider strategy to make St Mary's Lands, a destination location. The public reaction has clearly indicated that the need for and the economic impact of such a proposal needs clear evidential justification before it should be considered as part of the eventual agreed masterplan. A plan of the draft

masterplan and the proposed location of the facility is attached. (NB they aren't for the purposes of circulating the draft but will be when its finalised)

A robust report is required to answer the key question of 'need', providing evidence of demand for hotel accommodation as well as of 'frustrated demand' for events at the Racecourse and elsewhere requiring accommodation. The Council seeks therefore consultancy services who can produce a 'Statement of Need and Economic Impact' comprising the following scope of work:

1.The Statement of Need should address:

- The market area to be examined in detail in terms of current economic and tourism figures through examination of key trends and statistics and key points from the local tourism policy and (DMO);
- The Market supply of relevant hotels and new hotel supply that is forecast to enter the market and other potential opportunities that may be relevant;
- A review the performance of the competitor hotels within the market;
- The primary demand research including a review of current business at the Racecourse including race days, private events and conferencing, and "frustrated" enquiries to inform the "need" argument;
- The provision of a market model to demonstrate the likely future occupancy of the proposed hotel, as well as the impact on the existing hotel and bed and breakfast market;
- To make outline recommendations to optimum positioning, facility mix, scaling, suitable brands and most likely deal structure for a hotel development.

2.The Economic Impact Assessment should:

- Undertake an economic impact assessment showing number of FTE jobs created, "additionality" and impact on GVA to the wider District;
- Include an analysis of the impact of the hotel on the Racecourse conferencing and events businesses and the associated potential for additional revenue and job creation.

Your proposal should set out:

1. How you would address the key points above;
2. Your organisational experience of similar commissions summarising the actual outcomes;
3. Set out who would undertake the work and their personal experience and background and confirmation there would be no change of personnel during the review;

4. Your proposed timescale;
5. The overall cost and day rate;
6. Project management arrangements, including your proposals for client liaison given the background;
7. Any requirements from your perspective from the Council and its partners that you would require to undertake the commission.

It should be no longer than 10 sides of A4 in length with standard margins and 11point size as minimum. The use of hyper-links is acceptable.

The submission should be sent to..... by**To be completed**

The Council Sponsor for this commission is Chris Elliott, Chief Executive, Warwick District Council and any queries can be directed to him on chris.elliott@warwickdc.gov.uk or 01926 456003.

He is aided by Colin Burden MD of Plincke acting as Project Manager for the Master Planning work.