

Appendix One

Summary of market testing by officers:

Options and Feedback:

1. A commercially driven mixed-use scheme:

There would be strong demand market for a very commercially driven mixed-use scheme for this building (i.e. comprising, say a small supermarket and branded chain restaurants). However, this approach has been discounted as being completely inappropriate, and unsupportable for this landmark building. It would require the majority or the whole of the building, and the relocation of the existing services.

2. Office, residential or hotel use option:

The building is unsuited for such uses. Its Grade 2 listed status and interior layout would provide substantial planning, design and financial challenges for any such conversion. The lack of on-site car parking would compound this lack of attraction to the market. In addition any such scheme this would require possession of all of the building, with these new uses denying the present public access.

3. Conversion to a modern health Spa ("Putting the Spa back into Leamington Spa"):

Whilst this initially appears to be a potentially attractive option, and new attraction for the town, it is very clear that there would be no commercial market demand for the private sector to convert, develop and operate the Royal Pump Rooms as a commercial spa complex at the present time. The complex does not have the capacity or mass to include either the crucially required on-site high quality hotel, or the on-site car parking demanded by operators and customers. Also, such town centre locations are under pressure due to the dominance of the increasing number of very high quality rural or out of town based country 'resort' hotel spas, offering the very full range of indoor and outdoor facilities now being demanded. Consequently, the Pump Rooms would only be able to meet the day market (that is in decline).

As with the first option the a commercial spa would also require the whole building requiring the relocation of the current services, and I addition substantially reduce the present free public access to this building.