

MAY 2014



Image created by: Falconer Chester Hall Architects



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Welcome to the first 2014 edition of the Colliers Destination Consulting newsletter - and what a start to 2014 it has been.

In the very first week of January we were appointed on six new projects including a theme park development in China, a major attraction in Belgium, an assessment of the economic impact of Wembley Stadium for the Football Association, and three new surf park projects in Spain, Singapore and the UK.

We were very pleased to be selected to join an Arts Council England panel to help them assess the business plans of organisations applying to them for funding, and have already completed an interesting assignment for them.

We were also delighted to win a competitive pitch to advise on the leisure dimensions of the iconic Battersea Power Station – one of London’s most significant development projects. The work includes a first for us and, we should imagine, any consultancy – business planning for a lift up a chimney!

A number of Destination Consulting projects have appeared in the news in recent months. It was fantastic to hear that the V&A Dundee has been awarded £9.4 million funding from Heritage Lottery Fund. We worked with Morris Hargreaves McIntyre to prepare the business plan for this [exciting new museum development](#). A successful planning application was achieved for the 1 million sq. ft. [Cain’s Brewery redevelopment](#). Our clients at [Surf Snowdonia](#) in North Wales were also in the news reporting that they have signed the contract for the Wavegarden system and aim to be operational by the summer of 2015. David Geddes’ evidence to a planning inquiry on behalf of Islington Borough Council helped result in a totally successful outcome for the Council – it was 4 out of 4 successes for David at such inquiries in the past two years.

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In Ireland Roger Hobkinson continues to work on developing a coherent brand and marketing strategy for Cork to be used as a tool for economic development. This spring we are testing the emerging brand proposition across Cork, Ireland and internationally.

We will also soon be starting work on a very large scale mixed-use development in Riyadh, Saudi Arabia. Over the past four to five years we have been fortunate to be involved in shaping the masterplan and testing the viability of a number of innovative mixed-use schemes across Europe and the Middle East. Our clients have responded very positively to the 'Destination Thinking' we bring to these projects to help truly differentiate their developments and raise values. We have prepared a short paper summarising some of the lessons we have learned from successful [mixed-use developments](#) which we hope you will enjoy.

As always, we wish you continued success in creating your own successful destination development.

A SELECTION OF CURRENT AND RECENT PROJECTS



• We are currently assessing options for Upton House and Country Park for Poole Borough Council. It is a Grade II* listed estate, built in 1818, with beautiful views over Poole Bay. We have just completed Stage 1, which has narrowed the options down to an agreed "direction of travel". We are about to move onto working that up in more detail. Brock Carmichael conservation architects and David McQuitty, a landscape architect specialising in heritage, are helping us with it.



• We have also successfully completed the stage 1 options appraisal for an even more historic property, Grade I listed [Aylesford Priory](#), settled in 1242 by the Carmelite Order on their arrival in England. We are hoping our advice will keep them there for at least another 800 years! We are doing the work with our heritage specialist friends Drury McPherson.



• We have been appointed to help prepare a planning application for restoring the magnificent Egyptian themed former Carlton Cinema in Islington to a church and events centre. Our development consulting colleagues are helping with an appraisal of part of the site which is suited to enabling residential development.



• On a similar theme, we have just completed a business plan on behalf of the Soho Theatre for converting the former Granada Cinema in Walthamstow, which is like Moorish palace inside, to London's primary comedy venue.

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Interest in [Wavegarden](#), the man-made surfing attraction has increased significantly over the past year and we have begun working abroad to develop attractions in Germany and Madrid and more recently in Barcelona and Singapore.



In Scotland, we continue to advise Scottish Canals on the iconic [Falkirk Wheel](#) attraction.



In south west London, we are leading advice with a long term sub consultant, Douglas Clark of Location Connections. We are advising on an inward investment and business retention strategy for the London Borough of Merton. Our role is to advise on the approach Merton should take and how it supports their significant pipeline of development projects they are planning in the borough, especially in and around Wimbledon, what they term 'Future Merton'.



In Saudi Arabia we are working with one of the country's largest developers, [Kingdom Real Estate Development](#), to conduct a Market, Site Development and Financial Assessment for a high end residential community and resort located on the outskirts of Riyadh.

LATEST THINKING IN DESTINATION CONSULTING:

- Ingredients of Successful Mixed-Use Development, Seán Young & Chris Wright

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