



Making a difference

Tailor-made hospitality, leisure & tourism consultancy advice from market leading specialist advisor, HLL Humberts Leisure.



HLL Humberts Leisure goes from strength to strength

HLL Humberts Leisure is a firm of specialist chartered surveyors, chartered town planners and international advisors in leisure business and property. Following our management buyout from the Humberts Partnership back in 1991, HLL Humberts Leisure has enjoyed continued growth and success, firmly establishing itself as one of the leading lights in the leisure property industry.

We provide professional insight and expert advice to a growing client base across the UK and overseas, advising blue-chip clients ranging from major multiple leisure chain operators, banks and other financial institutions to Local Authorities, private landowners and property investors.

HLL is able to offer a range of professional services to help you add value to your development proposals, and we look forward to continuing to strengthen our position as the leading niche advisors to the hospitality, leisure and tourism industry.



How can HLL's Consulting team help you?

HLL Humberts Leisure has a dedicated Consultancy team with an extensive experience base comprising members of the British Association of Hospitality Accountants (BAHA), the Institution of Economic Development (IED), the Institute for Sport, Parks & Leisure (ISPAL), the Royal Institution for Chartered Surveyors (RICS) and the Royal Town Planning Institute (RTPI).

Key areas of work include:

- Feasibility studies and business plans;
- Market appraisals;
- Development option appraisals and masterplanning;
- Accommodation capacity studies;
- Market need and viability assessments;
- Economic impact assessments; and
- Non-viability studies.

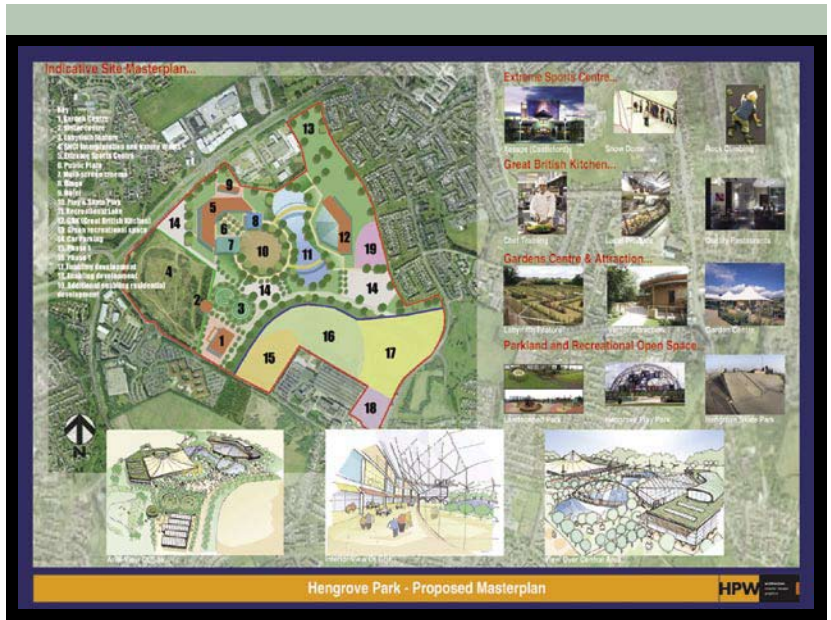
This booklet highlights some of our most recent success stories, and of course there are many more that we just didn't have space for! If you would like further information then please contact one of our team or visit our website at www.humberts-leisure.com to see how HLL can assist in driving your plans forward.



Aldourie Castle, Scotland

Set within 500 acres on the banks of Loch Ness, the estate was purchased by a private company keen to maximise the potential of the land.

HLL's Consulting team was commissioned to advise on the feasibility of an up-market residential and mixed-use leisure development comprising buy-to-let holiday property, fractional ownership accommodation, luxury spa & leisure facilities and an 'exclusive use' venue. We prepared a detailed business plan outlining the potential for the scheme and have subsequently been retained to provide a valuation of the proposals.



Hengrove Park, Bristol

HLL was commissioned to undertake a market led development appraisal into the potential for a major leisure tourist attraction of regional or national significance.

Our team examined a range of potential options to assess the feasibility and likelihood of attracting an operator on behalf of Bristol City Council. We concluded that a mixed-use development incorporating extreme sports, recreational open space and a culinary-based attraction concept would provide the greatest market opportunity and ability to attract potential developers/operators to the site. We have subsequently been retained by the Council to advise on the impact of a PFI leisure centre on our proposals.



Walton Hall & Gardens, Cheshire

The Walton Hall Estate is owned by Warrington Borough Council and is a valuable community parkland and recreational resource including a golf club, children's playground and weddings venue.

HLL was commissioned to advise upon leisure development options with a view to securing investment to ensure the long-term sustainability of the property to the benefit of both visitors and the local community. We reviewed potential development opportunities, considered their likely viability and ability to meet Council and community objectives, and concluded by putting together a tender specification to market the property to a joint investment partner.



Louth, Lincolnshire

Our client owns an imposing residential property set in a considerable amount of land on the edge of the Lincolnshire Wolds and was considering the development of a new holiday centre facility.

HLL was retained to undertake a detailed market viability study to identify the most appropriate form of holiday accommodation to meet the identified demand. We concluded that a timber lodge-led scheme offered the most potential. Subsequently, our team has completed a need assessment and economic impact study of the development proposals to support the planning application.



Macedonia

Macedonia's economy is showing encouraging signs of growth. The impetus of a new Government, improved business climate, increased foreign interest, investment and perception of the country as a safe haven have all aided this resurgence.

Our client had identified a site within the Macedonian capital, Skopje, for an up-market hotel development. A market-led business plan was required to optimise the development potential and establish the viability and financial return of the project, and HLL Humberts Leisure was approached to complete this study.



Leisure Centre Development, Matlock

The Dimple is a former municipal tip which had been identified by Derbyshire Dales District Council as the site for a major new community sports and leisure facility.

HLL was asked to identify the most appropriate mix of indoor and outdoor leisure uses to meet the needs of the community, as well as new tourist uses which might attract additional visitors to the site and help to raise finance for the scheme. We undertook detailed stakeholder consultations and produced an options and financial appraisal of a number of options. We also provided advice on management options, funding and procurement strategies. Subsequently, HLL was retained to undertake a detailed economic impact assessment to assist with a multi-million pound grant funding bid. The Council has recently appointed project managers to bring the scheme to fruition.



Fylde Coast

In common with many coastal areas, the Fylde Coast (and Blackpool in particular) is experiencing difficulties created by an abundance of un-accredited visitor accommodation and the declining number of staying visitors.

HLL has been appointed jointly by Blackpool, Fylde & the Wyre Councils to undertake a detailed assessment of the existing supply of all forms of visitor accommodation, as well as future requirements in the context of a number of different scenarios. This work is being undertaken to inform the emerging LDF and Core Strategies.



North East Lincolnshire

HLL was commissioned to provide a hotel market capacity study to identify possible gaps in the market and to inform potential investors of hotel development opportunities within North East Lincolnshire.

Great Grimsby and Cleethorpes are undergoing significant regeneration and North East Lincolnshire Council recognised that the quality, availability and choice of visitor accommodation were factors limiting the area's growth potential. Our study identified potential market demand and included a sequential site assessment to inform future planning policy in the emerging LDF process.



Research Services

Our Consultants are supported by a dedicated Research team which has also produced a number of detailed studies into the market for a range of leisure and tourism uses.

Recent and current research projects include:

- One of the first detailed studies into the timber holiday lodge market in the UK;
- An investigation into the fast-developing indoor children's play centre market;
- Assessing how changes to government legislation and the night-time economy have affected the UK's nightclub sector;
- An investigation into the growth of the hotel spa market in the UK; and
- A study into the coastal marinas sector and the ways that such developments can aid regeneration.

Our team is able to provide detailed research projects that can be used to support development proposals across a varied range of leisure and tourism sectors in tandem with the considerable skills and experience offered by our Consulting team members.

HLL Humberts Leisure provides results-driven specialist property expertise to clients across the UK and overseas, and can truly provide a one-stop shop to developers and operators. As well as consultancy and research skills, we can assist you across a range of specialist disciplines including:

Valuations Planning Finance and funding
Agency Marketing Rent reviews

Our Team

This brochure features just a few of the cases the HLL Humberts Leisure Consulting team has dealt with recently. For further information please contact:

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INTERNATIONAL LEISURE BUSINESS CONSULTING

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