



Nathaniel Lichfield  
& Partners

Planning. Design. Economics.

A photograph of a modern hotel courtyard. The building is constructed of red brick with a flat roof. Two dormer windows with balconies are visible on the upper floor. The ground floor features large glass doors and windows. In the foreground, there is a paved walkway, a green lawn, and several people, including a man in a white shirt and a child, walking. A large, blue, sans-serif word 'HOTELS' is overlaid across the bottom of the image.

# HOTELS










Nathaniel Lichfield & Partners (NLP) is the leading town planning consultancy in the UK with a proven track record in assisting hotel operators and developers achieve their development aspirations.

We assist in formulating and taking new developments through the planning process.

From leafy spa retreats to trendy city locations, we translate your hotel needs into deliverable schemes, often overcoming complex planning constraints.

We provide realistic and commercially focused advice in a clear, easily accessible form, drawing upon our planning expertise and experience to present the best possible planning case to maximise development potential.

Our services include:

-  Applications & Appeals
-  Heritage
-  Economics & Regeneration
-  Urban Design
-  Community Engagement
-  GIS & Spatial Analytics
-  Graphic Design
-  Expert Evidence
-  Strategy & Appraisal
-  Site Finding & Land Assembly







Planning  
Consultancy  
of the Year  
2011-2014



New development opportunities for hotels are often constrained by factors such as site size, on-site and neighbouring uses and protective planning designations, ranging from listed buildings to Green Belt. The case to develop, diversify or expand a hotel must balance the hotel needs with planning policies which often seem to frustrate what you want to achieve.

Whether you have a new major development project or need assistance with managing planning matters for an existing hotel we are here to assist you.

To promote your development aspirations, NLP offers a range of bespoke industry specific services geared to tackling the planning issues facing hotel operators and developers, including:

- Hotel Capacity Assessments
- Competitor Monitoring
- Economic Benefits Analysis
- Local Plan Monitoring
- Sequential Site Analysis
- Visual Impact Assessments
- Heritage Impact Assessments
- Green Belt and Very Special Circumstances Reports

**Image:**

H10 London Waterloo

## Town and City

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### Southwater, Telford

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**Client:** Citygrove Securities Plc/Telford & Wrekin Council

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This new 'leisure hub' brought forward the first part of the Southwater Masterplan, commencing the regeneration of Telford town centre. The development creates a much needed leisure destination, including an 80 bed Premier Inn Hotel, a Cineworld 11 screen cinema and a range of branded restaurants. The 'hub' significantly enhances Telford's day and night time economy.

**Image credit**

© Oliver Perrott Photography







## Other Key Projects

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### H10 London Waterloo

**Client:** H10 Hotels

H10 London Waterloo is a landmark 177 bed 4\* hotel which has won a RIBA Award and recognition at the Civic Trust Awards. NLP acted as the planning consultant for the scheme from conception to delivery.

### Newgate Centre, Newcastle

**Client:** McAleer and Rushe

Located in the heart of Newcastle city centre and the city's Central Conservation Area, the scheme involved the demolition of the rundown 1960s shopping centre, offices and hotel and replacement with a 269 bed 4\* hotel, student accommodation comprising 575 bedspaces and new retail floorspace. NLP secured planning permission and listed building consent for the redevelopment.

### Village Urban Resort Edinburgh

**Client:** Village Hotels

The 120 bedroom hotel is Village Hotel's first 'Urban Resort' in Scotland. Located on the site of a vacant office building, NLP obtained planning permission for the hotel and leisure development which also includes a state of the art health club, gym and spa.



## Heritage and Green Belt

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### The Grove, Chandler's Cross, Hertfordshire

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**Client:** Ralph Trustees  
Limited

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Following the transformation of the 300 acre Grove Estate, which includes a Grade II\* listed mansion, into a luxury 5 star resort hotel, NLP is currently working with the owners to further develop the hotel and estate to meet operational requirements.

“ NLP has worked with RTL for over 10 years to diversify and enhance the hotel's offer. Creative in its approach, NLP has secured significant new development in the Green Belt to help meet both our operational requirements and evolving vision for The Grove.

**Stuart Levy**  
**Co-Chairman, Ralph Trustees Limited**

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## Other Key Projects

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### Hilton London Syon Park

**Client:** The Ability Group

The 152 bedroom Hilton London Syon Park with conference space, restaurant and a spa required NLP to present an enabling development case to justify the development of the hotel within the Grade I listed Park and Garden, and in the setting of the Grade I listed Syon House.

### The Belfry Hotel & Resort Wishaw, Sutton Coldfield

**Client:** Quinn Hotels

NLP obtained planning approval at the famous 'home' of the Ryder Cup to comprehensively redevelop the property to create a 5\* luxury spa resort, international golf venue and PGA headquarters and Academy. A key part of the extensive planning case included demonstrating the very special circumstances needed to justify development in the Green Belt.

### Grand Hotel, Brighton

**Client:** De Vere Hotels  
and Leisure Limited

For this landmark hotel, NLP secured various permissions to extend and refurbish the Grade II listed heritage asset. The extension included 41 new rooms, a new leisure complex and roof-top swimming pool, a glazed bridge link and a new landscaped courtyard.



## Tourism and Leisure

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### LEGOLAND, Windsor

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**Client:** Merlin  
Entertainments Group

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Following extensive public consultation, planning permission was secured for a permanent 150 bed hotel within a major development site in the Green Belt. The hotel comprises fully-themed LEGO bedrooms, conference facilities, a swimming pool and a restaurant. NLP also coordinated the Environmental Statement and undertook a Landscape and Visual Impact Assessment to address the site's sensitive location within the Green Belt.







## Other Key Projects

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### **St George's Park National Football Centre**

**Client:** The Football Association

Situated on the edge of the National Forest, just six miles from Burton upon Trent, the National Football Centre is a state of the art facility. It incorporates a stylish Hilton hotel, health club and spa, a full size indoor football pitch, sports hall and cutting edge training and support facilities aimed at developing world class coaches.

### **Alton Towers & Chessington World of Adventures**

**Client:** Merlin Entertainments Group

The hotels at Alton Towers and Chessington World of Adventures form a key element of the company's strategy to transform both locations into resort destinations. For each project the specific operational characteristics of the theme parks and the leisure market had to be fully analysed and a comprehensive planning case developed to secure planning permission.



## Operators

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### Travelodge

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**Client:** Travelodge Hotels

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Overcoming issues including residential amenity, design, traffic generation and out-of-centre locations, NLP has obtained planning permissions on behalf of Travelodge Hotels at many sites across the UK. Sites include Bristol, Carlisle, Fulham, Liverpool and Waterloo along with the company's flagship facility at Heathrow Terminal 5.







## Other Key Projects

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### Warner Hotels

**Client:** Warner Leisure Hotels

Part of the Bourne Leisure Group, NLP has provided town planning advice to Warner Hotels on its various sites throughout the UK. This has included Development Plan monitoring and the submission of representations on draft plans, as well as responses to Government consultations on draft legislation and emerging policy.

### De Vere Hotels

**Client:** De Vere Group

NLP has provided planning advice to the De Vere Group on its hotel development programme since the late 1990s.

We have secured planning permission for new hotels and extensions to existing facilities across the UK.



Cover image:  
Syon Park  
© Hufton + Crow  
Architects: Ettwein Bridges Architects

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## NLP Hotel Contacts

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