

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

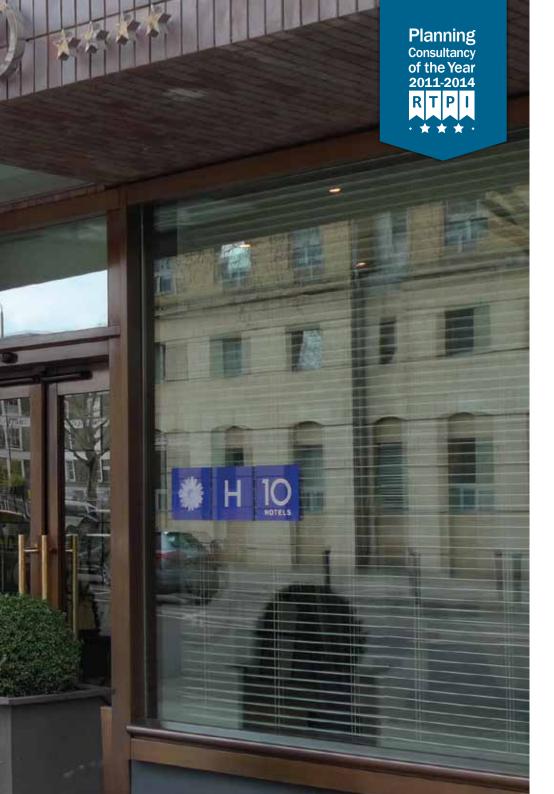


Strategy & Appraisal



Site Finding & Land Assembly





New development opportunities for hotels are often constrained by factors such as site size, onsite 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

Southwater, Telford

Client: Citygrove Securities Plc/Telford & Wrekin Council

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



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

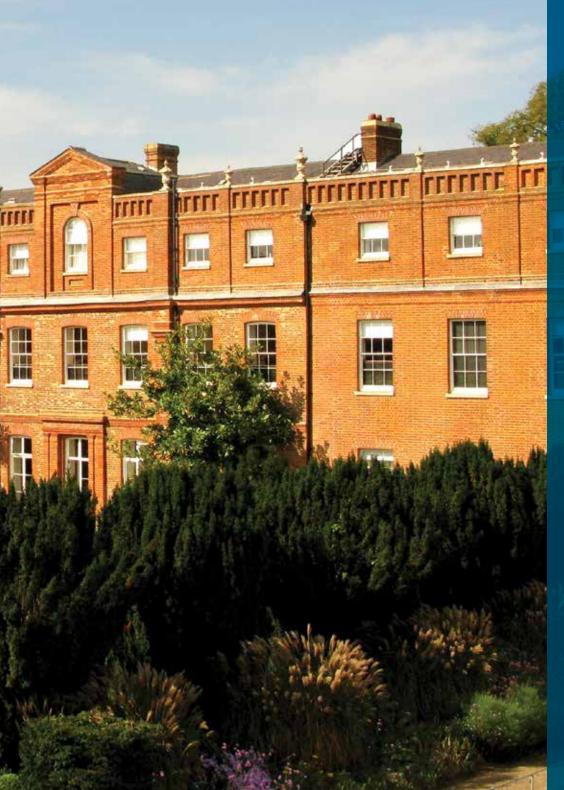
The Grove, Chandler's Cross, Hertfordshire

Client: Ralph Trustees Limited

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.



Image credit © Ralph Trustees Limited



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**

LEGOLAND, Windsor

Client: Merlin Entertainments Group

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.





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

Travelodge

Client: Travelodge Hotels

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.



Image credit

© Oliver Perrott Photography



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

NLP Hotel Contacts

Bristol

Andy Cockett Head of Bristol office 0117 403 1980 acockett@nlpplanning.com

Cardiff

John Cottrell Senior Director 029 2043 5880 jcottrell@nlpplanning.com

Edinburgh

Nicola Woodward Head of Edinburgh office 0131 285 0670 nwoodward@nlpplanning.com

Leeds

Justin Gartland Chairman and Head of Leeds office 0113 397 1397 jgartland@nlpplanning.com

London

Neil Goldsmith Head of London office 020 7837 4477 ngoldsmith@nlpplanning.com

Manchester

Michael Watts Head of Manchester office 0161 837 6130 mwatts@nlpplanning.com

Newcastle

Jonathan Wallace Head of Newcastle office 0191 261 5685 jwallace@nlpplanning.com

Thames Valley

Daniel Lampard Head of Thames Valley office 0118 334 1920 dlampard@nlpplanning.com







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Registered Office: 14 Regent's Wharf, All Saints Street, London N1 9RL.
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