

Mallory Court Hotel

Spa Proposal

Presentation to Warwick District
Council – Monday 31st October 2011



October 2011

Overview & Introduction



Mallory Court has long been recognised locally, nationally and internationally as a classic country house hotel operating at the luxury end of the market, employing 95 people. Recognition has been in the form of many accolades and awards that have been consistently achieved over the past 25 years.

In order for us to maintain this position, increase our market share and further cement our reputation on the national and international stage it has now become imperative that we expand our services and facilities to include a full service spa and develop our presence as a destination spa resort.

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Failing Competitive Advantage – Local & National Competitor Set

Within the Warwickshire Tourist Boards quality assurance programme there are 7 hotels of a 'luxury style', all with existing spa facilities; these 7 are all in direct local competition with Mallory Court.

- Brandon Hall, Nr Rugby
- Ardencote Manor, Nr Warwick
- Chesford Grange, Nr Kenilworth
- Forest of Arden, Nr Meriden
- Billesley Manor, Nr Stratford-upon-Avon
- Walton Hall Hotel, Nr Stratford-upon-Avon
- Menzies Welcombe Hotel & Spa, Stratford-upon-Avon



Nationally, 57% of SLH properties (Small Luxury Hotels) and 32% of Relais & Châteaux members have a spa and/or leisure proposition; Mallory Court/Eden Hotel Collection affiliates to these consortia. This percentage is growing and we need to keep pace with this trend.

The Commercial Imperative

At Mallory Court 35% of the bedroom inventory is empty (per annum) and the core objective is to drive up this spare capacity. The conference business has been in decline and it is essential to approach & attract new markets. The key target audience is;

- Residential Spa Breaks
- New Conference Markets
- Greater Appeal for Weddings Guests



The Proposal

The proposal is for a dedicated Spa building of a very high quality with design complementing the arts and crafts architecture that exists at Mallory Court.



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What is a Spa?

It should be clarified that the sort of facility we are proposing is a full service spa and NOT a leisure club.

The spa must provide a high quality environment with facilities and services which are commensurate with the demands of the existing client base, those wellbeing seekers looking for a tranquil and quality space in which to relax and regenerate themselves; this will not be a high volume, fast paced environment.

The spa must also be designed and built to be in keeping with the character and appearance of Mallory Court as a grade II listed building, whilst allowing the hotel's grounds to be fully utilised to achieve high and stable economic growth. The business will then be able to realise its potential as a high end destination resort hotel.

What will it include?

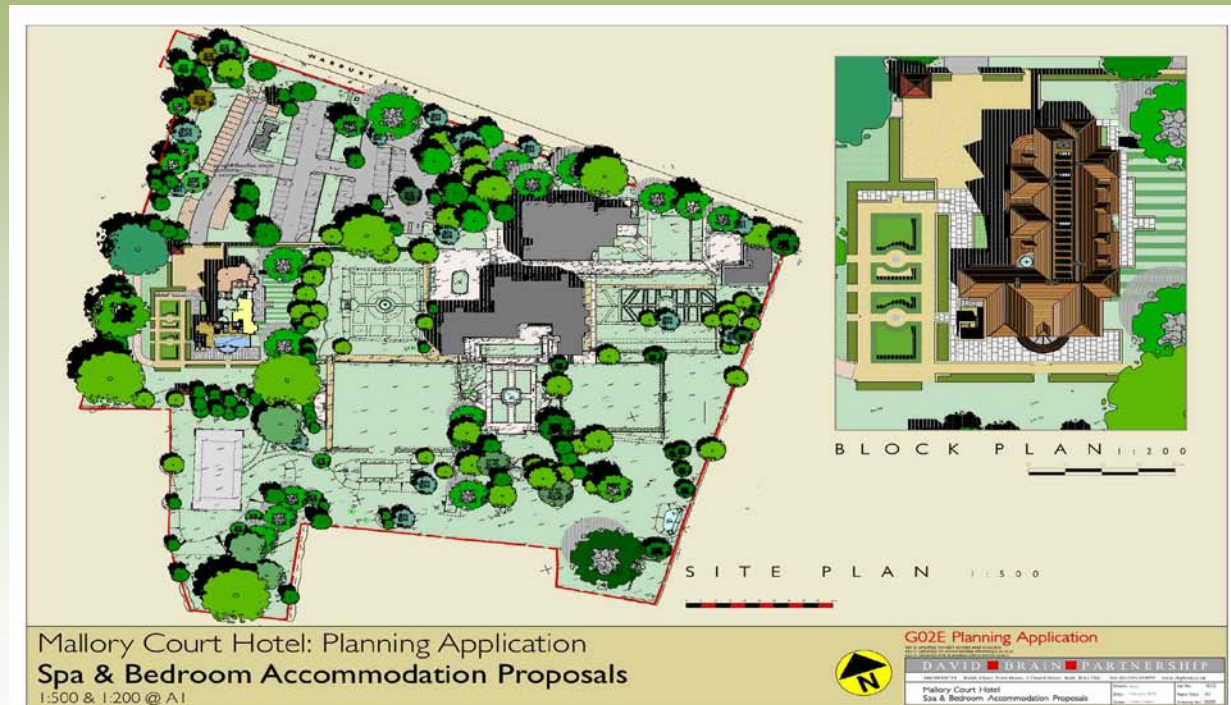
- Minimum of six treatment rooms; eight beds
- Swimming Pool & Hydrotherapy Pool
- Sauna, Steam & Thermal Suite
- Specialist Wet Treatment Room
- Manicure and Pedicure Studio
- Wellbeing & Fitness Studio
- Personal Training Spaces
- Bistro / Spa Café
- Additional 10 guest bedrooms / suites



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Position & Setting

Designed to enhance the existing listed building and registered gardens. An independent facility outside the line of the formal gardens and enhancing the quality of the environment. Sitting behind a line of dense trees and the layout respecting and protecting the formal layout of the gardens and buildings.



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Design

Designed in the architectural character of the existing building, with a slightly updated appearance & lower ridge line, similar materials and appearance.

The new development, including building, landscaping, access and circulation will preserve and enhance the integrity of the listed building and the registered gardens.



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Garden & Grounds

The gardens are registered and the building is to be sited on the 'Paddock' land outside the original garden layout.

The scale of the new development and the circulation routes proposed will respect and enhance the original layout, as will the design of the new landscaping around the Spa building.



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The Approach

The proposal will encourage sustainable tourism in a way which will safeguard the environment and the character of the area. It will preserve and enhance the appearance of the listed building, its setting and the registered gardens, so that their future is secured through the strengthening and advancement of the business of the Hotel.



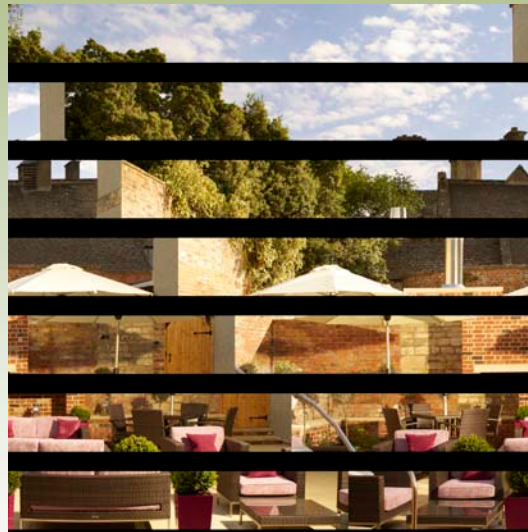
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Summary & Conclusion

The spa will promote growth and maintain the position of the hotel in the local economy. It will protect and enhance the character of the listed building and registered gardens, and in all support a sustainable business and help to retain and increase local employment long into the future.



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