Former Quality Hotel
Cliff Road, Plymouth, PL1 3DL

Introduction
JLL Hotels & Hospitality Group has been instructed by Plymouth City Council to offer for sale an exceptional hotel development opportunity in an unrivalled location in Plymouth.

Key Investment Opportunities
- A unique opportunity to develop a visible and accessible site with extensive sea views in a prime residential area
- Very strong in principle support for mixed hotel and residential development.
- Ground floor restaurant and retail opportunities
- Cleared Site
- Excellent road connection via the A38 Devon Expressway
- Direct commuter rail links to Exeter, Bristol and London
- Frequent flights to London and main European gateway airports from Exeter and Bristol
- Major ferry route connections to France and Spain and developing cruise port
- One of the largest Universities in the UK

The Opportunity
A major site on prominent high ground with unparalleled far reaching panoramic views over Plymouth Sound to Devon and Cornwall. Lying just outside the western boundary of historic Plymouth Hoe Conservation Area where redevelopment would be supported. The programme is to deliver a mixed use scheme with a full service hotel with full business and conference facilities and residential development in advance of the Mayflower 400 international commemorations in 2020, whereby a series of major transatlantic cultural, sporting and city events are proposed.

The site extends to an approximate area of 0.9 hectares and presents an opportunity for an operator to establish brand presence in this expanding city.

Planning Statement
The site has been in use as a hotel since it was built in 1969 with the current structure in the process of being demolished. The original structure comprised a 10 storey hotel of 116 bedrooms with extensive views over Plymouth Sound and beyond.

The principle of redevelopment is positively supported by planning policy which seeks to safeguard hotel uses on strategic sites.

A planning statement will be provided to interested parties on request.

Location
- The site is situated to the south west of Plymouth city centre on Cliff Road in an historic area known as The Hoe. It was here that Sir Francis Drake played bowls in 1588 whilst waiting for the tide to turn before sailing out with the English fleet to engage with the Spanish Armada
- The site occupies a prominent elevated position above The Hoe seafront overlooking Plymouth Sound and the sea beyond
- The site lies just outside the Hoe Conservation Area
- The site extends to approximately 0.9 hectares (2.224 acres)
- The dominant land use within the vicinity is heavily weighted towards residential and tourism/hotel uses
Demographic

In the next decade to 2021, the latest ONS projections show Plymouth’s population will grow to 271,000.

With a reported 5.2 million visitors coming to the city, the tourism sector is worth £327 million per annum. There is considerable future investment to fully realise Plymouth as Britain’s Ocean City. With the successful Royal William Yard development, with works ongoing at Millbay and the £40m Drake Circus Leisure Facility scheme due to start in the summer 2016, the onward drive of investment in the city fully supports the addition of a brand standard full service hotel offering.

The University of Plymouth is the 9th largest in the UK by student population with 24,000 students. The university recently opened a £19m Marine Institute Building, a £30m headquarters and second teaching building for the Peninsula College of Medicine and Dentistry (a joint enterprise with Exeter University) and a £35m arts complex housing the Faculty of Arts and the Plymouth Arts Centre.

Employment within Plymouth is dominated by the service sector, which accounts for 70% of total employment.

The public sector is the largest employer in the city, which reflects Plymouth’s role as an administrative centre, with the health sector being particularly dominant employing over 6,000 people and the University of Plymouth employing 3,000 people. Manufacturing accounts for 13% of total employment with significant employers being Kawasaki, PTG, Toshiba, Inverneys, Wrigley’s and Princess Yachts International.

Plymouth is home to the largest naval base in Europe specialising in nuclear technologies and HMS Raleigh one of only two centres in the UK for naval recruits to commence their basic training and naval career.

The city has also become one of Europe’s leading centres of expertise in marine science and technology. Over 7% of businesses support the growing visitor economy which has increased over 25% since 2010 and there is a thriving gourmet food and restaurant offer including River Cottage, Mitch Tonks and Tanner Brothers to name a few.

Accessibility

- Prominent position on the seafront within 200m of Plymouth Hoe and 1km from the city centre
- Principal access via the A38 Devon Expressway which links the M5 motorway at Exeter providing access to the national motorway network
- Plymouth’s mainline railway station provides direct links across the UK and is within 2km
- Plymouth has frequent flights to London and most major European hub airports from Exeter only 45 minutes from the City
- Plymouth is an internationally important sea port with established passenger and freight services between England, France and Spain and a reported 2 million customers per annum. There are widely reported plans for a cruise ship terminal for the city.

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<thead>
<tr>
<th>Estimated road travel distances/times</th>
<th>Fastest rail travel times</th>
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<tr>
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<td>Bristol</td>
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<tr>
<td>Cardiff</td>
<td>150 miles 2.5 hours</td>
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<tr>
<td>London</td>
<td>230 miles 4.5 hours</td>
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Plymouth Hotel Operating Market

Supply

Plymouth room and hotel supply data published by AM:PM provide for 25 hotels and 1,678 rooms within Plymouth city boundaries. The majority of room supply is concentrated in the 3 star and budget segments which account for approximately 84% of all rooms with about 60% of these located in the City Centre and Sutton Harbour areas. Plymouth has five hotels with 100 or more rooms, the largest and most recent being the 247 room Jury’s Inn in Exeter Street built in 2007. Independent operators account for more than half of the total hotel room supply and a number of major national and international branded operators are either not represented or are significantly under-represented.

In the past 12 months Plymouth has seen significant investment in the existing hotel sector including a major re-furbishment by Holiday Inn (IHG Group) and a complete refurbishment of the Intercontinental Hotel reflecting the demand for better quality accommodation provision generally.

The position of the site allows for a full service offering within a landmark position.

Demand

There is scope for higher quality hotel provision in Plymouth to support the City’s growth aspirations and expanding tourist and leisure offer, as well as improved large meeting and conferencing facilities.

The city’s cultural heritage and entertainment offering provides a healthy balance of domestic and international tourism.

As part of the Mayflower 400 programme work will start in 2016 on a £34 million re-development of the city’s museum and art gallery into a significant world class visitor attraction to be opened in 2020. It is expected that this facility will drive significant visitor interest in Plymouth as a regional destination.

Work is currently being funded by Visit Britain to develop a Mayflower 400 visitor trail to promote to the international visitor market which will go to the trade in 2017 and to consumer late 2018.

Some of the most visited attractions to include Plymouth Marine Aquarium, The Theatre Royal and the Plymouth Pavilions which drive regular inflows of visitors throughout the year. In addition there are numerous events on the Hoe itself which include annually; The British Firework Championship, Rolex Fastnet, MTV ‘Crashes’, Armed Forces Day and the World Famous Transat Yacht Race to name but a few.

Process and Contact

JLL Hotels & Hospitality Group are pleased to invite offers, subject to contract for the freehold interest in the Quality Hotel site. Proposals should include initial sketch design showing layout, elevations and accommodation schedule, timetable for delivery, proposed funding and financial consideration. The Council anticipate receiving a capital consideration for the residential element and may consider a ground rent for the hotel. The selection process will have regard to the quality of the offer, ability to deliver under the given timeline and financial considerations. A first round deadline will be set by JLL following the launch of this marketing process.

Interested parties may contact JLL to express their interest. Inspections and meetings can be arranged upon request via JLL. Further visitor and business sentiment surveys available on request.