

*Grant Leisure*

COMPANY PROFILE

Grant Leisure is a multi-disciplinary firm exclusively dedicated to the leisure sector. Our consulting team offers a range of services to assist clients through every stage of the development process, from initial concept to successful operation.

Whilst visitor attractions are our speciality, our extensive knowledge of the international leisure industry also enables us to assist developers in adding a leisure dimension to mixed development schemes.

Over the last 25 years Grant Leisure has undertaken projects in more than twenty countries across four continents, earning an international reputation as creative yet pragmatic consultants to the leisure sector.

Schemes on which we have recently advised include the British Airways London Eye, Magna in Rotherham, The Deep in Hull, Our Dynamic Earth in Edinburgh, the National Museum of New Zealand, Expo 2000 in Hanover and Expo 02 in Switzerland and currently Central Market in Abu Dhabi.

Clients that have benefited from our experience include Legoland, Eurotunnel, Nomura, British Airways, Parques Reunidos, United Studios (Florida), Granada Television, General Motors and Paramount Parks.

Grant Leisure recognises the potential of using leisure to enhance and widen the appeal of brands and in recent years we have led the field in innovative industrial tourism developments.

Utilising the combined skills of the Grant Leisure consulting team and its network of associates, we also offer management assistance services to the developers of visitor attractions.

Under management assistance contracts we advise on all operational and financial aspects of visitor attraction development, including the creation of operating systems, development and implementation of marketing plans, staff recruitment and training, and post-opening management.

SELECTION OF OUR EXPERIENCE

## Operational and Procurement Planning



- Alnwick Castle
- BA London Eye
- National Museum of New Zealand
- Leeds Castle
- Stonehenge Visitor Centre

### The BA London Eye

The British Airways was approached by an Architect suggesting to build a millennium ferris across from the Houses of Parliament on the south bank of the Thames River. This £ 70 million project, what is now called the London Eye, has become the most successful visitor attraction in the UK.

Grant Leisure, as specialists in the attraction industry, was asked by British Airways to provide the:

- Economic feasibility
- Develop an operating strategy,
- Manage the tender process and select an operator,
- Develop a corporate hospitality and sponsorship program

Completion year: September 2001

Project Fee: £165,000

## Themed Environments and Attractions



- Dynamic Earth
- Legoland Windsor
- Sylt Aquarium
- Universal Studios
- London Zoological Society

### Sylt Aquarium, Germany

The Aquarium Westerland Sylt is a new £ 8 million development in the north of Germany on the Northsee Island of Sylt. The Sylt Aquarium is the largest of its kind in Germany and unique featuring two separate aquarium systems of temperate and tropical water.

Grant Leisure was commissioned to supply the aquarium attraction on a turnkey basis. In particular, Grant Leisure provided:

- Design, consultancy services and project management
- Supply and installation of aquarium tanks; main and ancillary distribution circuits; life support system; sound, light and multimedia equipment as well as the theming installations
- Supply of the complete stock for the aquariums, e.g. fish, plants etc.
- Pre- and post-opening curatorial consultancy services

Completion year: July 2004

Project Fee: £ 2.3 million

## Leisure Retail Experience



- BAA MacArthur Glen
- Bluewater Park in Kent
- Eurotunnel Calais and Ashford
- London Gatwick
- Oracle Reading

### Eurotunnel Calais and Ashford

In order to maximise property holdings in Calais and in Ashford Eurotunnel wished to develop a master plan for a transmanche community between France and England. The Chairman of Eurotunnel commissioned RTKL Architects and Grant Leisure to develop a master plan and feasibility study for the French Calais landholdings of Eurotunnel. The project expanded to review Eurotunnel's UK landholdings in Ashford.

RTKL, Grant Leisure and the property division of Eurotunnel developed a:

- Political acceptance strategy,
- Civic workshops,
- Concept master plan,
- Financial assessment and
- Conducted the market testing for the project.

Completion year: 2004

Project Fee: £ 150,000 (awaiting to be commissioned for second stage)

## Mixed Use Experience



- Granada Studios Tour
- Hauptbahnhof-Lehrter
- Potsdamer Platz
- Shanghai Film Studios
- Stoneleigh

### Shanghai Film Studios

The project is a 350 ha mix-use destination resort comprising a theme park, a media city, secondary sea world attraction, 5-star hotel, retail development, hotels linked together with waterways, roads and monorail system. The theme park was designed for 5 million people annually with expansion to reach 10 million in 5 years time. It was also designed so that the feature attractions and areas could be used as outdoor location for film production.

Shanghai Sheshan Film Studios commissioned Grant Leisure to provide:

- Concept design development
- Feasibility
- Attractions planning
- Master planning

Completion year: ongoing (currently in planning stage awaiting joint venture negotiations to be completed)

Project Fee: £ 150,000 (awaiting further stages)

## Middle East Experience



- Al-Ain Mall, UAE
- Central Market Abu Dhabi, UAE
- Hili Fun City, UAE
- Khalifa Park, UAE
- Sharjah Aquarium, UAE

### Hili Fun City

As part of the strategic tourism plan for the municipality of Al-Ain, Hili Fun City - a 25-year old amusement park located near the very epicentre of the UAE's history - was in need of a vision for redevelopment after it had fallen well below acceptable standards.

Under the UAE Offsets Group (UOG) Grant Leisure were asked to establish specific objectives for the redevelopment of Hili Fun City in order to provide a cornerstone for Al-Ain's expansion of its tourism base.

Grant Leisure provided:

- Assessment of the concept and alternative developments
- Finalized the program, vision and design strategy
- Produced a feasibility study and
- Produced the overall strategy report for the municipality and operators

Completion year: October 2000 (ongoing)

Project Budget: £ 185,000

**Other Experiences include**

- International Expos
- Museum & Galleries
- Heritage & Historic Properties
- Finding Partners
- Attractions operations

**Swiss Expo 2002****Grant Leisure Provided:**

- Business Plan
- Operational planning
- Concessionary policy for fair
- Feasibility of Entertainment program
- Management assistance & Marketing advice

Completion year: 2002

Project Fee: £ 350,000

## OUR LIST OF CLIENTS

### Client list in U.K.

Agatha Christie Limited	Isle of Wight Concerts Limited	Royal Zoological Society of Scotland
Aintree Racecourse	Joshua Tetley & Son	St Giles Cathedral, Edinburgh
BBC	Kent County Council	St Modwen Properties plc
Black Rod, Houses of Parliament	Kelburn Estate	Scarborough Borough Council
British Airways	Lancaster City Council	Science Museum Scone Palace
British Coal	Leeds Castle	Scottish Enterprise
British Pavilion, Expo '92	Leeds City Development Corporation	Scottish Rugby Union
British Telecommunications plc	Legoland, Windsor	Scottish Tourist Board
British Urban Developments	Leicester City Council	Shropshire County Council
British Waterways	Lincolnshire County Council	Shrewsbury and Atcham District Council
Bromley Borough Council	Locharron of Scotland	Sir Robert McAlpine & Sons Ltd
Canterbury Archaeological Trust	London Docklands Development Corp.	Spitalfields Development Group
Chatham Historic Dockyard	London & Edinburgh Trust	Stirling District Council
Cheshire County Council	Lothian & Edinburgh Enterprise Ltd	Sudeley Castle Sunderland AFC
Corporation of London	Manchester Airport	Summit Group Plc
Cotswold District Council	Milford Haven Port Authority	Tamworth Borough Council
Countryside Properties	Millennium Wheel Company	Theatre Museum
Coventry City Council	Murrayfield (SRFU)	Tibbalds Monro
Department of Trade & Industry	Museum of London	Ticketmaster
Department of the Environment	National Marine Aquarium, Plymouth	3D Developments
Design Museum	National Space Science Centre	Torbay Borough Council Tate Modern
Discovery Park, Liverpool	National Trust	Tower of London Tradescant Trust
Drambuie Liqueur Company	National Artillery Museum	Trafalgar House Developments Limited
Dunbartonshire Enterprises Ltd	National Museum of Photography	United Racecourses
Dynamic Earth	Natural History Museum	University of Wales, Bangor
Edinburgh & Lothian Tourist Board	Naval & Military Club	Victoria & Albert Museum
Ellesmere Port	North Eastern Development Associates	Walsall Borough Council
English Heritage	North Shropshire District Council	Waterford Wedgwood
English Tourism Council	Northumberland County Council	Waveney District Council
Eurotunnel	Nottingham City Council	Welsh Development Agency
Enterprise Ayrshire	Nuclear Electric plc	Wembley PLC
Exeter City Council	Old Moor Wildfowl & Wetlands Trust	Whitbread Inns
Gatwick Airport Limited	Plymouth City Council	Woburn Safari Park Limited
Glasgow Development Agency	Penshurst Place	Yorkshire Wildlife Trust
Granada Television and Group	Portsmouth Millennium Tower	Yorkshire TV
Hampshire County Council	Rank Leisure	Zoological Society of London
Historic Royal Palaces Agency	Ravenhead Renaissance	Zoological Society of Glasgow & West Scotland
Hopetoun House	Redland Aggregates	
Hornby Hobbies	Richard Ellis	
Hull City Council	Rosehaugh Stanhope	
Hunting Gate Properties	Royal Armouries	
I.T.N.	Royal Botanic Garden, Edinburgh	
J. Rothschild Holdings Plc	Royal British Legion	
Imax Trocadero	Royal Observatory, Edinburgh	
	Royal Palaces Presentation Office	

**In Europe, the Middle & Far East, Caribbean and Australasia**

Adam Opel AG, Germany  
Aldar Properties, UAE  
Atlantis Turku, Finland  
Babelsberg Filmpark, Germany  
Le Chateau Vaux-le-Vicomte,  
France  
Castellammare Dockyards, Naples  
Cousteau Ocean Society  
Expo 2000, Hannover  
Expo 2002, Switzerland  
Festival Disney Paris  
Foro Studios (The ICAIC Film  
Studios Havana, Cuba)  
Genoa Aquarium, Genoa  
Gold Coast Theme Park, Thailand  
Hagenbeck Zoo, Hamburg  
Kempense Steenkolenmijnen,  
Belgium  
Kuwait Zoo, Kuwait  
Lisbon Theme Park, Portugal  
National Museum New Zealand, Te  
Papa  
Netherlands Tourist Office  
Ocean Park, Hong Kong  
Olympiapark, Munich  
Parc Asterix, Paris  
Parque's Reundios  
Parco Della Stadiana, Ravenna  
Polvoranca Park, Madrid  
Risorse per Roma  
Safari World, Thailand  
Schiphol Airport, Amsterdam  
Sony Centre, Berlin  
South Seoul Grant Park, South  
Korea  
Sahaviriya Group, Thailand  
Tischman Speyer  
Tui Brewery, New Zealand  
UAE Offsets Group  
Universal Studios International  
Vivendi Group  
Water Wonderland, Holland

**In the USA**

Anheuser Busch  
Busch Gardens  
Cambridge Severn Associates  
Coney Island Steeplechase Park  
New Dade County Zoo  
Darien Lake  
42nd & 43rd Street, New York  
Frontier City  
The Great Adventure  
Hershey Park  
Knoxville Zoo  
Legoland, Carlsbad  
Libertyland Marriott's Great  
America  
MCA  
Milwaukee Zoo  
Old Orchard Beach  
Orange Julius  
Paramount Parks  
Philadelphia Zoo  
San Diego Zoo & Wild Animal Park  
Six Flags  
Squaw Valley  
Universal Studios  
Watson Island  
Winchester Mystery House