



High profile hotel, restaurant / public house development opportunities

The Lincolnshire Showground, A15, Lincoln LN2 2NA

On the instructions of



- High-profile "roundabout" position fronting the A15/A1500
- Gateway location north of the city centre and A46
- Adjacent Lincolnshire Showground (www.lincolnshireshowground.co.uk)
- £7m "Epic Centre" Low Carbon regional award winning conference facility recently opened
- Showground numbers projected to increase to 500,000
- Flexible plot size(s) available

Available long leasehold

Offers invited

Christie+Co
BUSINESS INTELLIGENCE

Location and accessibility



The historic cathedral city of Lincoln is located approximately 17 miles northeast of Newark on Trent, 35 miles northeast of Nottingham and 47 miles southeast of Sheffield and is known as the county town of Lincolnshire.

Lincoln benefits from good road communications, due to its location at the intersection of the A46, A15 and A57 trunk roads. Additionally, the A1 and M1 motorways are 18 miles and 31 miles east of the city respectively, whilst the M180 (which affords excellent communication with East Yorkshire and North Lincolnshire) lies approximately 20 miles to the north.

Rail services to London Kings Cross are available in approximately 2 hours 33 minutes.

The development site(s) is situated directly fronting the A15 at its roundabout intersection with the A1500 (Horncastle Lane) just to the north of the main entrance to The Lincolnshire Showground.

Lincoln – The Local Economy

Lincoln has an urban population of approximately 120,000 - a figure which swells to approximately 250,000 when incorporating the surrounding village catchment. Its economy is centered on public administration, commerce, tourism, farming and a thriving University.

Over the last few years, Lincoln has also seen rapid development in its retail sector with the development of St Mark's and Tritton Road retail parks, whilst the Brayford area of the city has seen supporting leisure development in addition to the main university campus.

Tourism

The city is a major tourist area with numerous historic buildings, including the cathedral and the castle, and the specialist shops of Steep Hill and Bailgate. The city is also famous for its Christmas Market as well as The Lincolnshire Showground.

The Lincolnshire Showground

The Lincolnshire Showground is a 270-acre multi-purpose event facility serving Lincolnshire and the East Midlands region.

The Showground recently hosted the annual Lincolnshire Show; 2008 was the 124th staging of the event. In addition, the Showground stages a whole host of conferences, events and exhibitions, including Ideal Home exhibitions, antique and toy fairs, rallies, carnivals and concerts, and can attract attendances of up to 40,000 supported by on-site car parking for 13,000 vehicles.

We are advised that trade at the Showground is split evenly between mid-week and weekend business, with an even split between corporate and private income.



The Epic Centre

The £7m "Epic Centre" is a low carbon centre of environmental innovation. It is a multi-purpose venue designed for use as a regional/national environmental visitor centre/educational hub, business offices, conference and exhibition hall, ballroom and concert venue. It comprises 3 interlinked exhibition halls of 1,836 sq m, 515 sq m of offices and meetings rooms with ancillary and circulation areas.



The development of the Epic Centre was in direct response to the need for enhanced conference and exhibition space in the Lincoln area, and the Lincolnshire Events Centre (LEC) predict annual visitors to the Showground site to increase to around 500,000 by 2015 as a result of this new facility.

As a result, multi-day events business is being actively targeted from both regional and national event coordinators, with a consequent requirement for enhanced and easily accessible hotel accommodation to support business development.

Hospitality development potential

A report conducted by Tourism Solutions/ACK into an assessment of hotel development potential in the county concluded that market potential exists for new hotel development particularly in and around Lincoln.

Budget hotels in the area attract 80%+ levels of occupancy with Lincoln demonstrating a strong corporate market, buoyed by the expansion of the university which is a major demand generator. Furthermore, Lincoln hotels also consistently deny significant midweek business and to a degree, weekend business according to the report.

It is considered that the development of enhanced conference and events facilities at the Showground require immediate hospitality support.

The development opportunities

An indicative site of approximately 2.6 acres has been identified at the junction of the A15 and A1500. It is considered that budget hotel, public house and restaurant uses would be appropriate for the location, although LEC will give consideration to alternative uses which they believe would complement the Showground amenity.

Planning

Discussions with West Lindsey and Lincoln City Council have indicated in-principal support for leisure and hospitality uses at the Showground site.

Terms

Offers are invited for land on a long leasehold basis, subject to achieving planning consent.



The Epic Centre

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