

PROJECT LION

WELL DIVERSIFIED HOTEL INVESTMENT WITH
SIGNIFICANT DEVELOPMENT OPPORTUNITIES



THE OPPORTUNITY



On behalf of Brook Hotels Group Limited, Cushman & Wakefield and Colliers are pleased to present for sale the **freehold** interest the **Mollington Banastre Hotel & Spa, Chester** (the "Hotel" or "Property").

- The full-service Hotel sits on an eight-acre freehold land plot with five acres of landscaped gardens and a separate paddock to the rear which presents potential for residential or alternative use development.
- The Property is available free and clear and existing branding and management with opportunity to execute a franchise agreement with an international brand and boost top-line performance alongside a targeted capex plan.
- A number of asset management opportunities have been highlighted by the existing management presenting a clear route to delivering EBITDA in excess of £1 million as well as a further £520,000 achieved through the addition of 36 guest rooms (subject to re-issuing of previously approved planning permission)
- The leisure-centric Hotel benefits from profitable Health Club & Spa, diversified food and beverage outlets as well as over 400sqm of events space.

THE PROPERTY



Located in beautiful Cheshire countryside yet just 3km north of Chester's city centre, Mollington Banastre sits on an extensive eight-acre site amidst five acres of landscaped gardens and an extensive paddock to the rear. The historic building, constructed in the 1800s by the Banastre family as the grand Mollington Banastre Manor, now serves as a leisure-centric destination for weekend escapes, weddings, and spa trips.

The full-service Hotel is complete with 68 guest rooms, extensive health and leisure club, a number of diversified food and beverage outlets, as well as a variety of meeting and events spaces for weddings and other occasions. Despite performing well in the market, the Property provides a number of asset management opportunities to drive EBITDA in excess of £1 million.

PROPERTY OVERVIEW

| | |
|---------------------|---|
| Tenure | Freehold |
| Operating Agreement | <p>Vacant Possession – free and clear of existing branding and management</p> <ul style="list-style-type: none"> • Potential to sign a franchise agreement with reputable franchisor group and operate the Hotel under an internationally recognised brand • Potential for vendor to offer a short term manage-back agreement with guaranteed income to buyer |
| Room Count | 68 keys (with potential to extend by a further 36 keys subject to regranting of previously approved planning permission) |
| Food & Beverage | Garden Room Restaurant; Lounge Bar; Brasserie |
| Spa & Wellness | Health Club & Spa; Indoor Pool; Fitness Centre |
| Meeting & Events | Seven Flexible Spaces (Total Area: approx. 407 sqm) |



CHARACTERFUL GUEST ROOMS

All 68 guest rooms are en-suite and present the character and charm of the historic building. Each room benefits from a large desk, in-room entertainment, including flat screen TV, as well as iron, ironing board and hairdryer. A number of rooms benefit from views across the Hotel's landscaped gardens and the interior courtyard.

In 2023/24 the Hotel achieved an ADR of £73 and occupancy of 80%, delivering a RevPAR of £58.50. Despite this strong performance, guest review scores identify that investment may be required into the comfort of the guest rooms, suggesting potential to deliver improved top-line performance through targeted spending.

Planning permission for the additional 36 guest rooms was historically granted at the Hotel. The regranting of this permission would boost the Hotel's room count to 104 keys, subsequently providing a level of economies of scale that would see good flowthrough to the bottom-line. The 36 keys achieving an ADR of £85 at 78% occupancy could be expected to deliver in excess of £520,000 in EBITDA based on a 60% flowthrough.

| ROOM MIX | |
|---------------------------|------------|
| Single | 1 |
| Double | 37 |
| Twin | 16 |
| Executive | 4 |
| Four Poster | 2 |
| Family | 9 |
| Total Existing | 68 |
| Potential Additional Keys | 36 |
| Proposed Key Count | 104 |



Four Poster Guest Room



Executive Guest Room

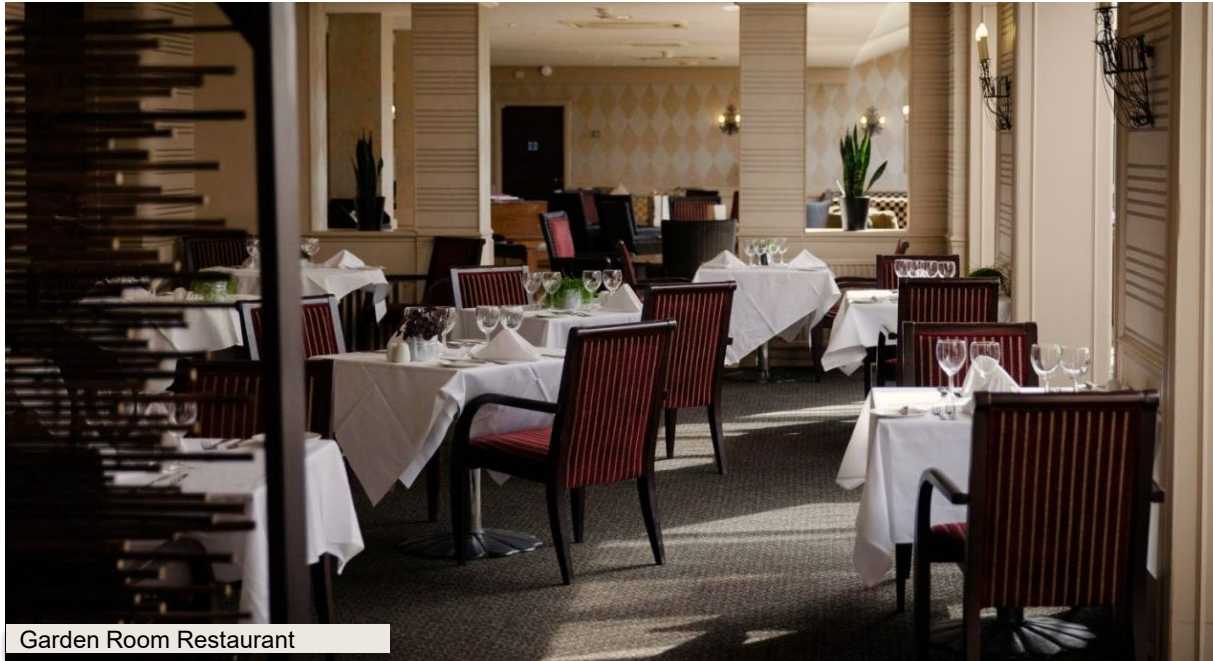
ATTRACTIVE FOOD & BEVERAGE

The full-service Hotel provides a number of food and beverage options to guests whilst maintaining efficient service and lean operations.

Adjacent to the main reception, the **Lounge Bar** provides an informal space for overnight guests, event attendees and Health Club members to enjoy a selection of alcoholic and non-alcoholic beverages and light snacks. The spaces benefits from an atmospheric gas fireplace and an outdoor terrace with patio seating.

The Hotel's main restaurant, the **Garden Room**, adjoins the Lounge Bar also benefiting from outdoor seating. Set within the Hotel's conservatory area, serving an all-day menu from buffet breakfast to evening meals and drinks.

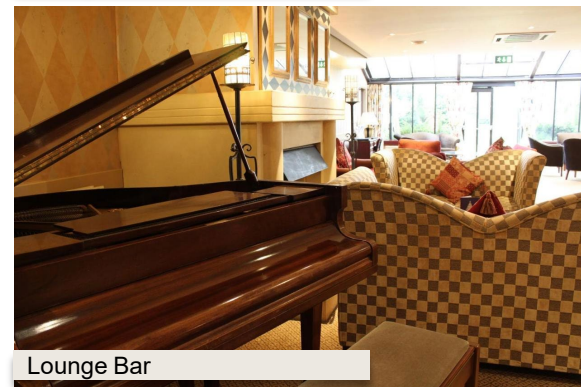
Within the Hotel's Health Club is the **Brasserie** which serves afternoon tea, light snacks and drinks to Health Club members and hotel guests.



Garden Room Restaurant



Lounge Bar



Lounge Bar



Exterior Seating

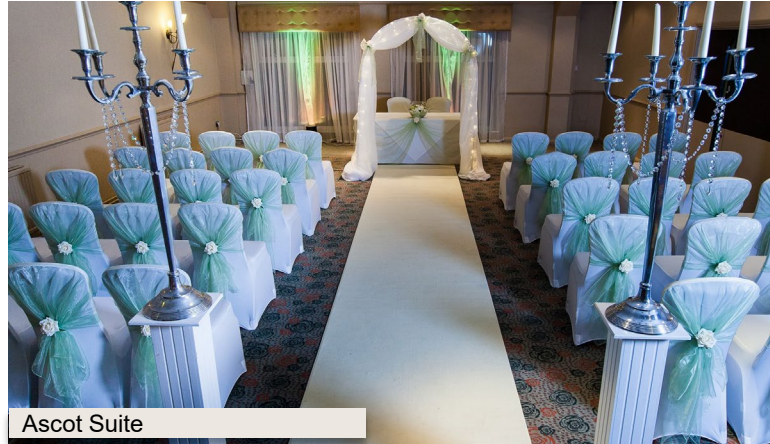
FLEXIBLE MEETINGS & EVENTS

Mollington Banastre houses seven flexible meeting and events spaces all benefiting from natural daylight and free Wi-Fi. The largest of the spaces, the Ascot Suite with its own private bar and dance floor, is popular for weddings, driving banqueting revenues and room nights throughout the year. On site management have identified the local wedding trade as a key opportunity to improve the bottom-line through modernisation of the Ascot Suite and improved dedicated marketing of the spaces.

The smaller spaces provide suitable venues for corporate seminars and training days, receiving a steady flow of bookings throughout the year.

MEETING & EVENTS SPACE

| Room Name | | Pax theatre-style | Area (approx.) |
|--------------|---------------|-------------------|----------------|
| (A+B+C) | Ascot | 250 | 295 sqm |
| A | York | 135 | 160 sqm |
| (B+C) | Epsom & Kelso | 100 | 135 sqm |
| B | Epsom | 40 | 60 sqm |
| C | Kelso | 40 | 75 sqm |
| D | Twickenham | 50 | 70 sqm |
| E | Badminton | 30 | 42 sqm |
| Total | | 330 | 407 sqm |



Ascot Suite



Ascot Suite



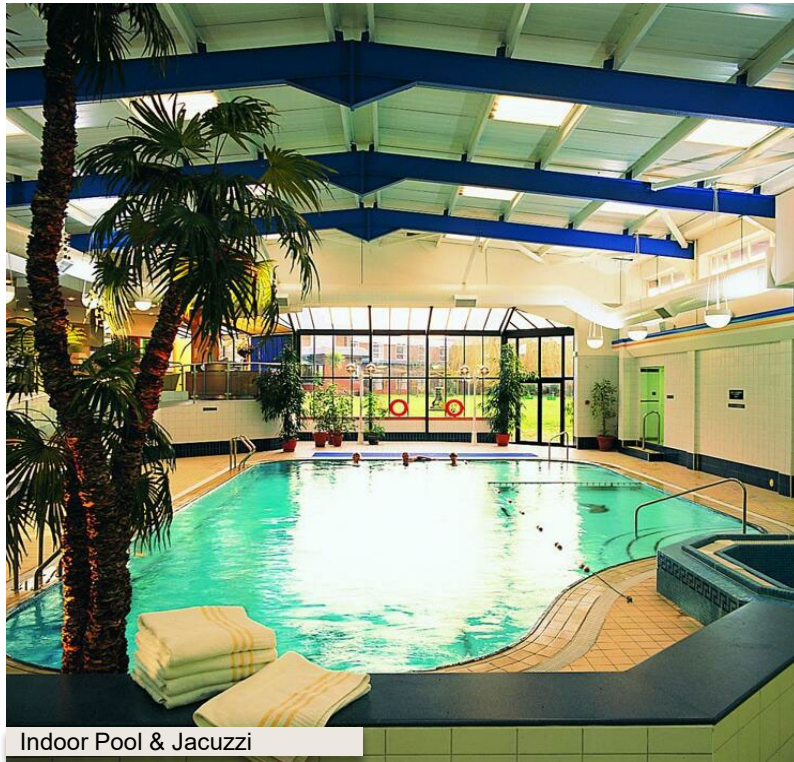
Exterior Gardens

EXTENSIVE HEALTH & LEISURE CLUB

The Hotel boasts a popular Health Club spanning two floors at the rear of the Property. Complete with indoor pool, jacuzzi, steam rooms, three saunas, three treatment rooms, nail bar, relaxation room, and aromatherapy room. In addition, the Fitness Centre provides extensive fixed weight and aerobics machines, with double height ceilings and flat screen TVs.

Two squash courts and a dedicated aerobics room are also available for guests and members, adjacent to the Brasserie which serves afternoon tea, light snacks and beverages overlooking the pool and exterior gardens. The Leisure Club facilitates external members and is a stand-alone and profitable element of the operations complete with a private entrance, reception area, and car park.

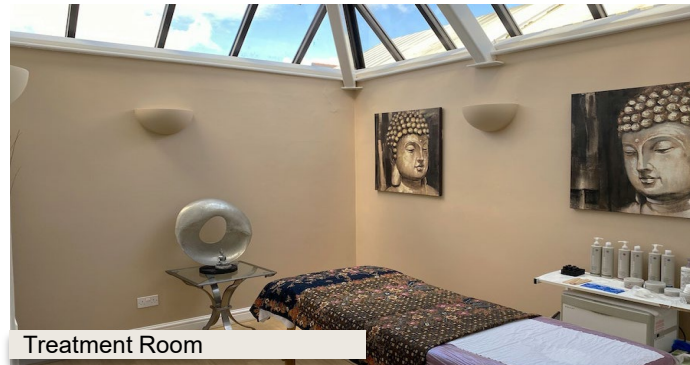
Targeted investment into the spaces could provide immediate uplift in monthly membership fees, as well as the potential to market the Hotel more so toward spa packages for small groups and couples.



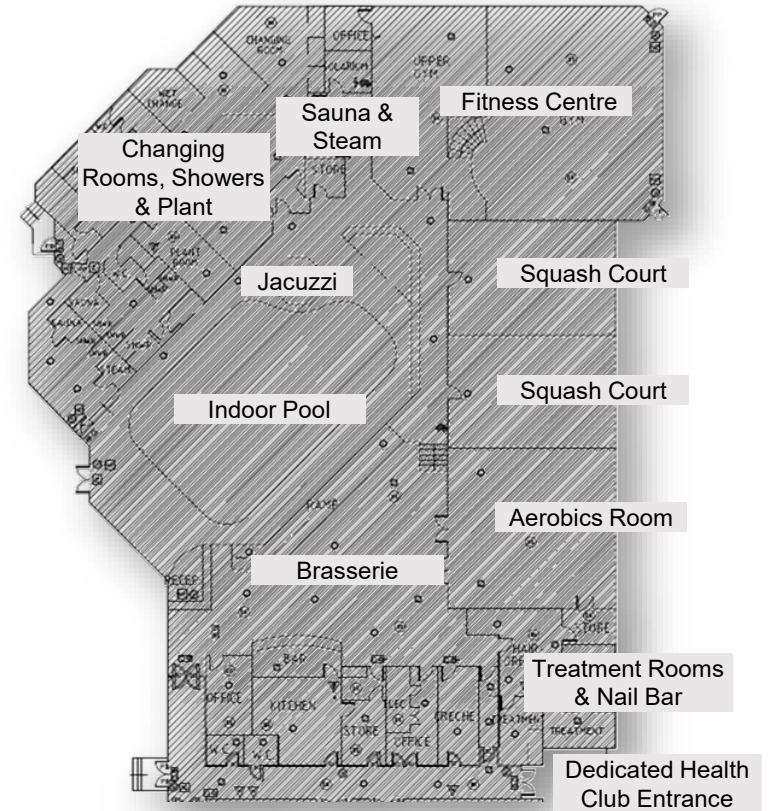
Indoor Pool & Jacuzzi



Fitness Centre



Treatment Room



VALUE ENHANCEMENT OPPORTUNITIES

A number of asset management opportunities have been identified by the existing operators:

Branding Solutions: Prior conversations have taken place with franchisors in respect to branding the Hotel under an international brand. The systems and brand recognition provided by such brands would likely drive occupancy to c. 78% and ADR north of £85 in future stabilised values, ultimately delivering an EBITDA in excess of £1 million (excluding the additional 36 keys noted below). Branding options may include Accor (Mercure), IHG (Holiday Inn) and Best Western.

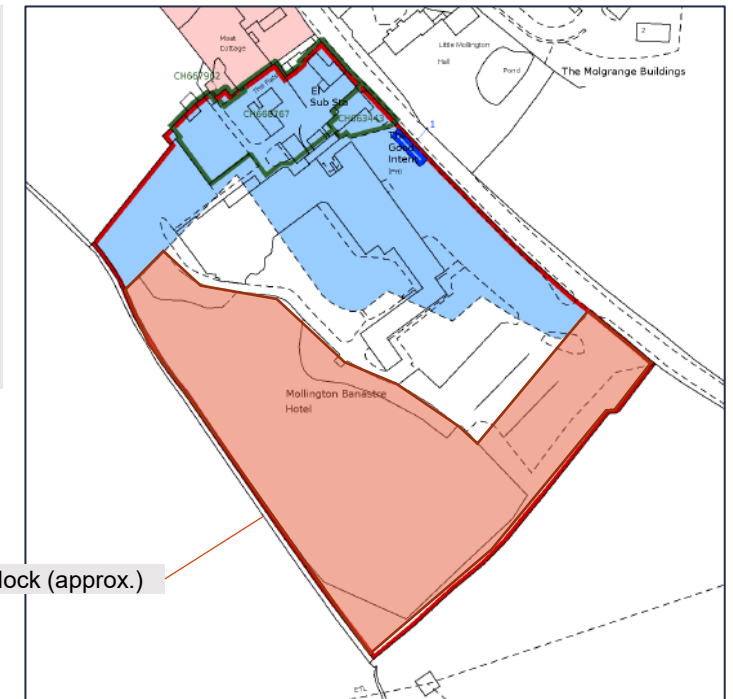
Addition of 36 Guest Rooms: Planning approval was historically granted to deliver an additional 36 keys as part of an extended wing to the main building (illustrated below). It is expected that such an extension could support an EBITDA growth in excess of £520,000 based on a £85 ADR and 78% occupancy at a 60% flow-through rate.



Targeted CapEx into Guest Rooms & Shared Spaces: Alongside international branding, or independently, the existing management have proposed that investment into guest rooms and bathrooms would deliver return on investment through immediate uplift in average rate. Alongside this, modernisation of the food and beverage outlets as well as key meeting and events spaces would boost the perception of the Hotel as a premium leisure and wedding destination, supporting top-line growth.

Targeted CapEx into the Health Club & Spa: Set amidst the affluent Cheshire market, there is good potential to shift the offering of the Hotel to a more premium positioning. With further investment into the Health Club and Spa facilities, Mollington Banastre could ultimately deliver a more upscale wellness product, driving additional spa income as well as banqueting and rooms revenues.

Adjacent Land Plot: To the rear of the Property, sat within the title but outside of the immediate perimeter of the Hotel is a 3.5-acre paddock which has been identified for residential development (subject to planning). This plot is made available as part of the sale and presents further development opportunity for an incoming buyer or the potential to sell on to a third-party developer.

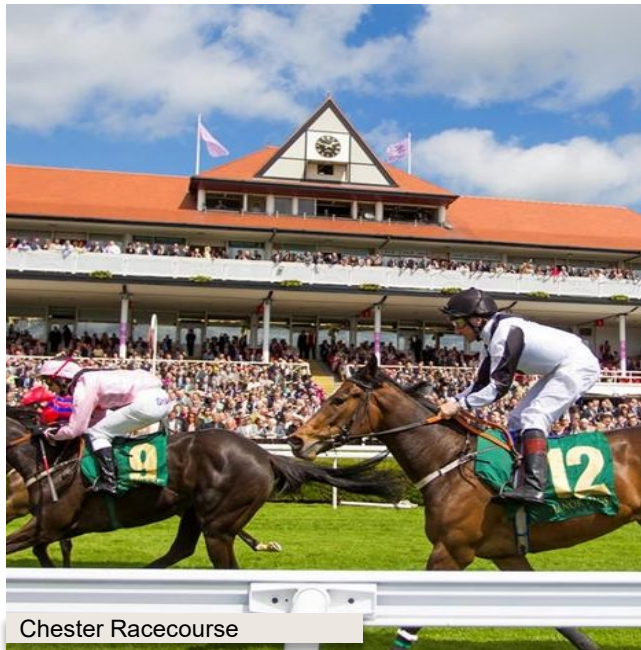


CHESTER HOTEL MARKET

The Hotel sits just a 10-minute drive from the Cathedral city of Chester while also benefiting from a quiet rural location in the Cheshire countryside. A variety of major destinations can be reached by car from the Hotel, including the famous Chester Zoo (10 minutes), Chester Wetland Centre (10 minutes) as well as attractions in the city centre, namely the historic Cathedral, Roman Amphitheatre and a mix of popular museums.

A number of country-based activities can also be accessed from Mollington Banastre, including nature walks, horse riding, golfing, and mountain biking trails. To the north of the Hotel is the Blueplanet Aquarium and, slightly further afield, the city of Liverpool with its myriad of attractions.

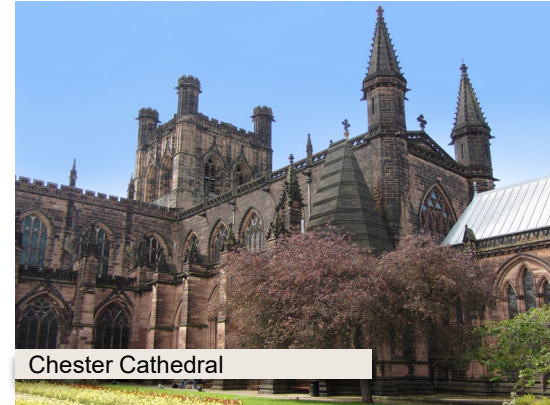
A dynamic and affluent market with the draw of the annual Chester Races, Chester Zoo and the city's historic Cathedral.



Chester Racecourse



Chester City Centre



Chester Cathedral



Chester Zoo

Horse racing continues to be the most searched for activity in Chester with the Chester Racecourse welcoming hundreds of thousands of visitors to its annual race days including the Chester Cup, Boodles May Festival, Roman Day, and Autumn racing Food and Drink Festival. The Hotel also benefits from a variety of other regular events including football matches at Chester Football club, music events at Chester Cathedral and the annual Chester Christmas Market.

With over 14,000 students, Chester University is located just 2.5km from the Hotel and drives overnight demand to the city from visiting friends and family, academics and event attendees.

The city is a commercial hub in England's north-west, located on the border of England and Wales with good accessibility to/from other major powerhouse cities. The M53 and M56 provide connections to the north with Liverpool reachable within 30 minutes by car and Manchester in 50 minutes.

The local Hotel market remains relatively undersupplied, with the room supply increasing by just 400 in the last decade and market-wide occupancy sitting at 73% in 2023. About 30% of the market remains independent, with the remaining 70% being branding and primarily positioned within the midscale and upscale segments.

MARKET-WIDE PERFORMANCE 2023

OCCUPANCY
73%

ADR
£88

REVPAR
£64

PROCESS & CONTACTS

The Hotel is offered for sale by private treaty. Further information on the Hotel and full details of the trading performance and projections are available in a confidential data room which can be accessed upon acceptance of the non-disclosure agreement.

Neither the owner nor any member of Hotel staff should be contacted directly. Please contact one of the deal team below for further information.

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