

PESTALOZZI CONFERENCE CENTRE

Location: Sedlescombe, East Sussex

Client: Pestalozzi International Village

Services: Market Analysis/ Business Plan/ Financial Feasibility Study



Feasibility study for a new conference centre and other facilities on site at the International Village

Project Objectives:

- Pestalozzi, an international charity, was interested in developing a conference centre at their International Village (which provides accommodation for under-privileged international students) in order to more effectively use the site, work closer with the community, and generate an additional revenue stream.
- In order to better understand the potential demand for a conference centre, as well as the services and facilities that are sought by conference organisers and delegates, Pestalozzi commissioned a market appraisal for the proposed development.

Our Recommendations:

- It was found that four market segments could be targeted for the facilities that might be offered by the proposed development, these were: teambuilding and corporate conferences, education and learning, those markets seeking a sustainable product, and also the disabled market.
- Accommodation facilities for both dormitory style beds and individual bedrooms were recommended, although en-suite facilities were proposed for both types of accommodation. A re-branding of the site as well as a marketing campaign aimed at both the conference market and individual travellers was highlighted as being key to achieving sustainable occupancy rates.