

# WEDDING VENUE SERVICES

Savills has extensive experience in advising on all elements of wedding venues including consultancy, planning services, valuation advice and agency support

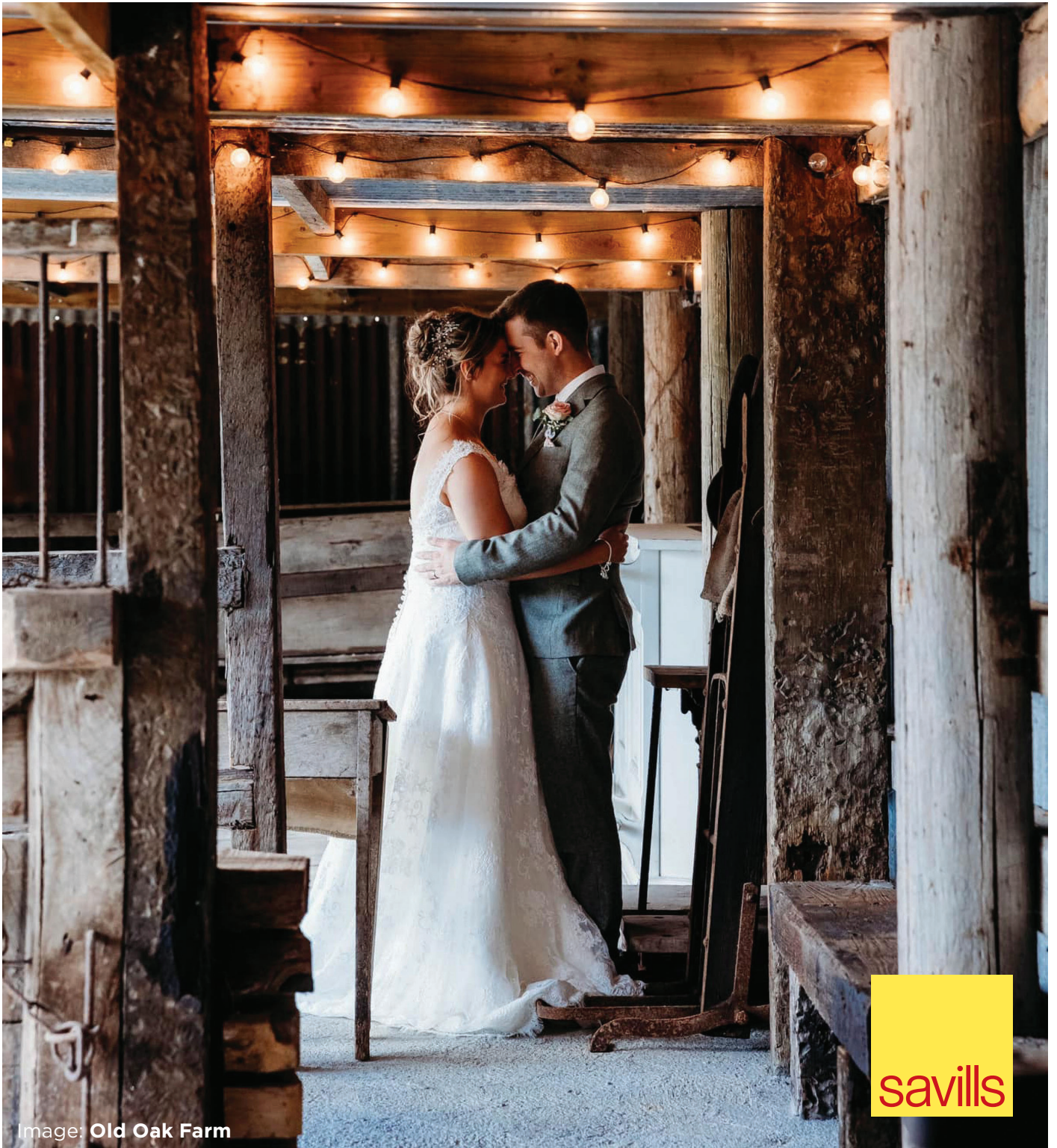


Image: Old Oak Farm





We have acted for a wide variety of clients including venue owners to provide business advice, as well as lifestyle operators, corporate operators and lenders to provide valuation and disposal advice. We advise a diverse array of wedding and event venues across the UK, at varying stages of business maturity. This has included aspirational, and destination wedding venues with guest accommodation to more rural, rustic venues with limited built footprint, and those that are maturely trading to those that are in the initial stages of establishing the venue.

Our knowledge and experience of the sector enables us to understand the complexities of the different business models and the challenges faced by the sector in recent years.

Savills breadth of experience across the Hotel and Leisure markets means that we are engaged with a range of buyers for wedding venues including existing operators, lifestyle buyers, private equity backed platforms and high net worth individuals (both UK based and overseas). We work closely with our colleagues in the Country Department to ensure cross over of buyers and properties for those who are selling or looking for a country house or estate with an existing wedding venue or opportunity to create one.

**CONSULTANCY**

- High-level options appraisals
- Detailed feasibility studies and business planning.
- Market research and capacity planning
- Business health checks
- Long term strategic planning
- Tender management and contract negotiation
- Venue finding service
- Staff structure and optimisation
- Recruitment of senior management team
- Planning advice

**VALUATION**

- Desktop valuation advice
- Development appraisals
- Formal 'Red Book' valuation

**AGENCY**

- Acquisition
- Disposal
- Letting
- Market Rent advice



Image: Trevenna



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## Consultancy

Our Tourism, Leisure & Events Consultancy have extensive experience in advising land owners, tenants and managers on all aspects of wedding venue development and delivery. The team all come from an operational background, responsible for establishing and managing successful venues across the UK.

We work collaboratively with our clients, stakeholders and other professional advisors, adding value through expertise and on-the-ground experience.

We use evidence-based research to offer clients an objective view and informed advice to support the decision making process. We work alongside in-house teams to complement existing experience and support new businesses with feasibility studies and concept development as well as client representation at delivery.

We have successfully helped over 300 enterprises. Clients include historic houses and castles, rural estates, urban venues, educational institutions, charities and local authorities. We also work closely with the UK's largest venue operators, helping introduce them to land owners as potential new partners.

We are retained by a number of wedding venue owners to provide both regular and ad-hoc advice, mentoring and development consultancy.

## Planning

Savills is the largest planning consultancy practice in the UK. We have local experts in strategic locations throughout the Country and have a number of specialist sub-teams covering matters such as Heritage, Economics, Sustainability and social value. We work closely with our wider Savills colleagues to offer commercially informed advice.

We offer a range of planning expertise across the wedding venue sector including:

- Due diligence advice on planning matters during acquisitions
- Preparation of planning applications (change of use, changes to venues etc) and can form teams to provide a one-stop shop service
- Carrying out appeals
- Resolution of enforcement matters (noise, traffic, unauthorised works etc)
- Specialist advice on heritage, energy and sustainability matters
- General planning advice on how to maximise an assets value
- Objections to adjacent developments that may impact on a venue's appeal

## KINKELL BYRE / 2023

“

Adam Davies was a pleasure to deal with from start to finish. His advice has been invaluable to the business, generating ideas, fresh perspectives and strategies that will be of huge benefit to our bottom line as well as helping us to ensure that we keep our staff happy and steer clear of hidden pitfalls. Adam comes highly recommended by Kinkell Byre.

”



Image: Old Oak Farm

## OLD OAK FARM WEDDING VENUE / 2022

“ We can’t praise your efficiency and professionalism enough. You worked promptly on our case and kept us well informed with the valuation. The report was thorough and very well detailed. We would certainly recommend Savills, particularly Polly!”



## MCCOMAS / 2019

“ We appointed James Greenslade at Savills to sell our business, home and land and are very happy that we did so. James was extremely proactive, working with both our buyers and our solicitor to both smooth and speed the sales process. We can thoroughly recommend James Greenslade and Savills if you are considering selling your business.”



## COOPER / 2022

“ I was delighted when Harriet Fuller at Savills took on the task of selling my business. Harriet has been the epitome of friendliness and professionalism right from the start. She quickly found a buyer, and has been on hand all the way through the sale to its recent conclusion. Nothing has been too much trouble.”



### Recent instructions include:

- Sale of Heath House Estate, Staffordshire, a diverse country estate. The house and grounds were run as a licensed wedding and events venue. Sold in 2021.
- Sale of an outstanding privately owned Hampshire wedding barn set in a designer garden and host to a famous opera. The barn was part of a wider residential and amenity estate sale and sold in lots.
- Planning assessment of wedding venue use in redundant barn
- Preparation of objection to a development that affected a wedding venue operation using Agent of Change principle.
- Dealing with potential enforcement issues at a wedding venue
- A feasibility study on establishing a new wedding venue in Northamptonshire and Galloway
- A tendering process for securing a third party operator for a new wedding venue in Gloucestershire
- A business health check and enhancement strategy of an existing wedding venue near St Andrews
- A loan security valuation of an exclusive use manor house wedding venue and group guest accommodation in Kent
- A valuation for inheritance tax purposes of a purpose built wedding venue barn and guest accommodation in Cheshire
- Valuation for internal purposes of a wedding venue with guest accommodation and visitor attraction in Northern Ireland
- Agency and sale of wedding venues across the UK on a confidential basis
- Ta Mill, a cottage complex and wedding venue, in mid Cornwall, sold in 2022 off a guide of £2.5m



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