

# ABOUT US

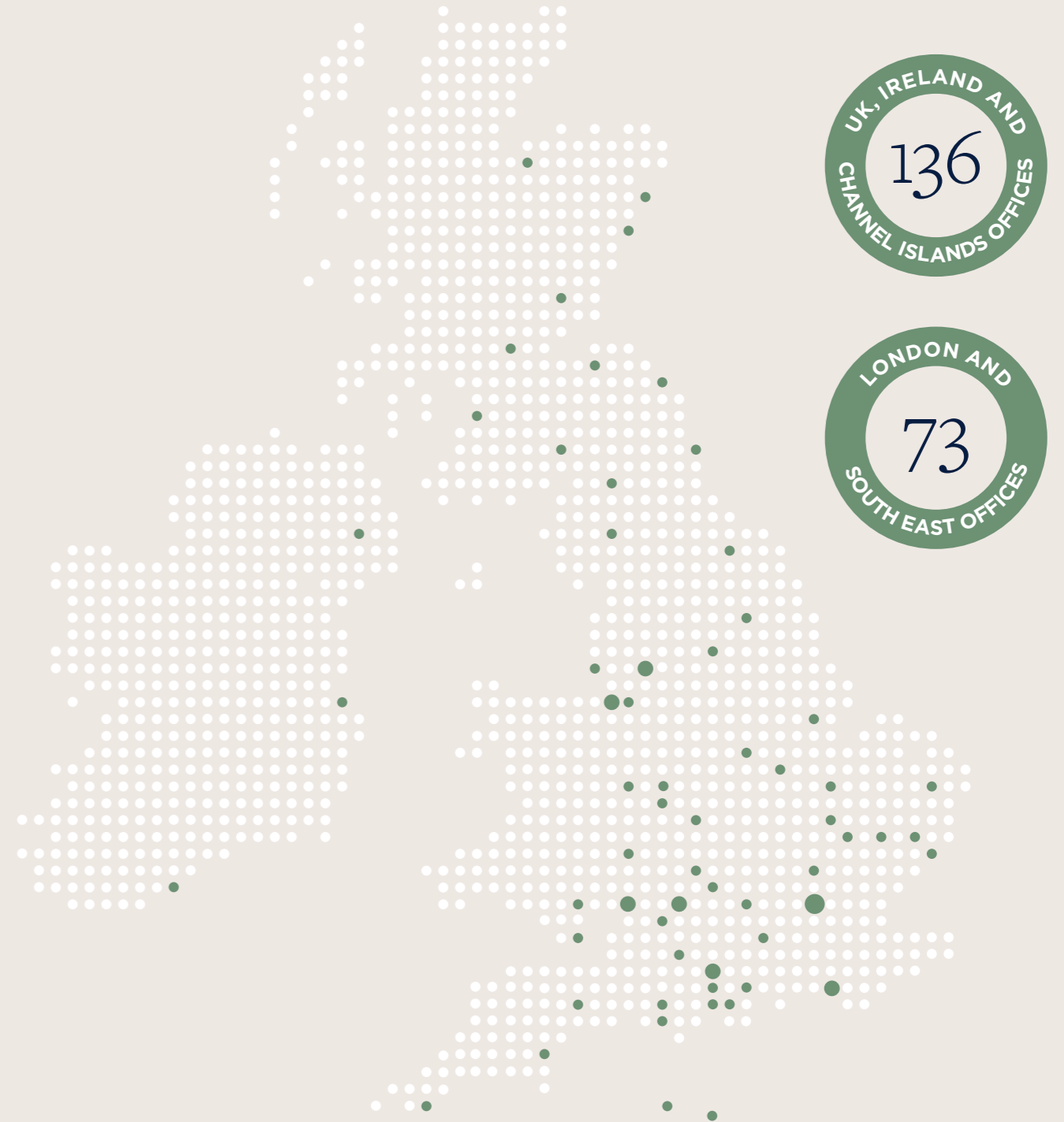
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The Savills Sports Group brings together Savills best in class experience in areas of sports and development and provides an opportunity for cross-discipline collaboration to maximise business opportunities.

Our national team recognises the importance of sport particularly complexity of issues as a key aspect at the heart of many communities. We recognise the complexity issues, sensitivities, high profile and the crucial funding challenges. Our approach to achieving the best value outcome is founded on having a clear understanding of each client's objectives, local policies and interpretation, early engagement with stakeholders as well as the overall within the context of sustainability local community and overall sustainability. Our team provides a full range of specialist advice combined with detail local knowledge.

**Services:**

- Site Search & Land Agency
- Planning Consultancy
- Viability Appraisals
- Project Management
- Building Surveying
- Valuation
- Residential Sales & Lettings



# EXAMPLES OF CLIENTS



# PLANNING CONSULTANCY

Savills has advised on some of the best known events and projects in the sports sector.

Savills prepared the planning strategy for the London 2012 Olympics and the subsequent delivery for all planning approvals, with a similar role replicated on the 2015 Rugby World Cup.

Savills has worked with many sports clubs in identifying new stadium and redevelopment opportunities, in addition to new training grounds. We understand the operational, funding and high profile nature of these projects.



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**Savills is market leader in the sector and our clients include:**

- London 2012 - all competition venues, including Olympic Stadium
- Rugby World Cup 2015 - all venues
- Arsenal FC - Emirates Stadium and training ground
- Tottenham Hotspur FC - new stadium and training ground
- Everton FC - new stadium options
- Surrey CCC - new stands
- Nottingham Forest FC - new stand
- Walford FC - training ground
- Millwall FC - training ground
- Southend FC - new stadium
- AFC Wimbledon - new stadium
- Middlesex CCC - community facility





“When considering the sale of our family home, I decided to contact Savills Sports & Entertainment team as they had been long term supporters and partners of the League Managers Association. Ian was my point of contact throughout our dealings and provided me with an extraordinary one to one service. He was on hand at all times of the day and night to give advice and recommendations during the successful sale of our house.

With their impressive reputation and quality pedigree, I was confident Savills were the right choice and I was not disappointed. They negotiated a challenging transaction, with expertise and total discretion throughout, ensuring our interests were best served at all times. I have no hesitation in recommending Ian and his Savills Sports & Entertainment team”

**David Moyes**  
Premier League Manager

## SPORTS & ENTERTAINMENT

We provide confidential property services for professional sports people.

Liaising with players, clubs and intermediaries across all sporting arenas, Savills Sports & Entertainment gives exclusive access to the very best of our unrivalled network, expertise and beautiful properties, whilst guaranteeing absolute discretion, professionalism and privacy through one point of contact.

We are the link between our clients and the Savills UK and international network, taking the stress out of the process and saving them time and money.

We focus on three main areas: clubs, players and intermediaries/agents, offering a bespoke service within our global organisation.

We sponsor a number of industry bodies including the League Managers Association.

- Residential sales and purchases
- Lettings



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## LEISURE AND TRADE

We have extensive experience in advising public and private sector clients on the development, valuation, sale and letting of leisure properties and trading businesses including golf courses, health and fitness clubs, visitor attractions, marinas, touring and static holiday parks and mobile home parks.

**Examples of recent projects we have undertaken in the sports services sector include:**

- Beyond Manchester (formerly known as Chill Factor) - valuation advice.
- Shooting Grounds - sale and valuation advice. Savills Leisure successfully sold Kibworth Shooting Ground.
- Health & Fitness Clubs - sale and valuation advice. Savills Leisure completed the sale of Xpect Health & Fitness Braintree.
- Sports stadiums and motor racing circuits - valuation and consultancy advice. Savills Leisure provided valuation advice on behalf of Allied Irish Bank (GB) in relation to The Kia Oval.
- Golf courses - sale, valuation, rating and consultancy advice.
- Sports grounds - valuation and rental advice provided for private individual, corporate and institutional owners.



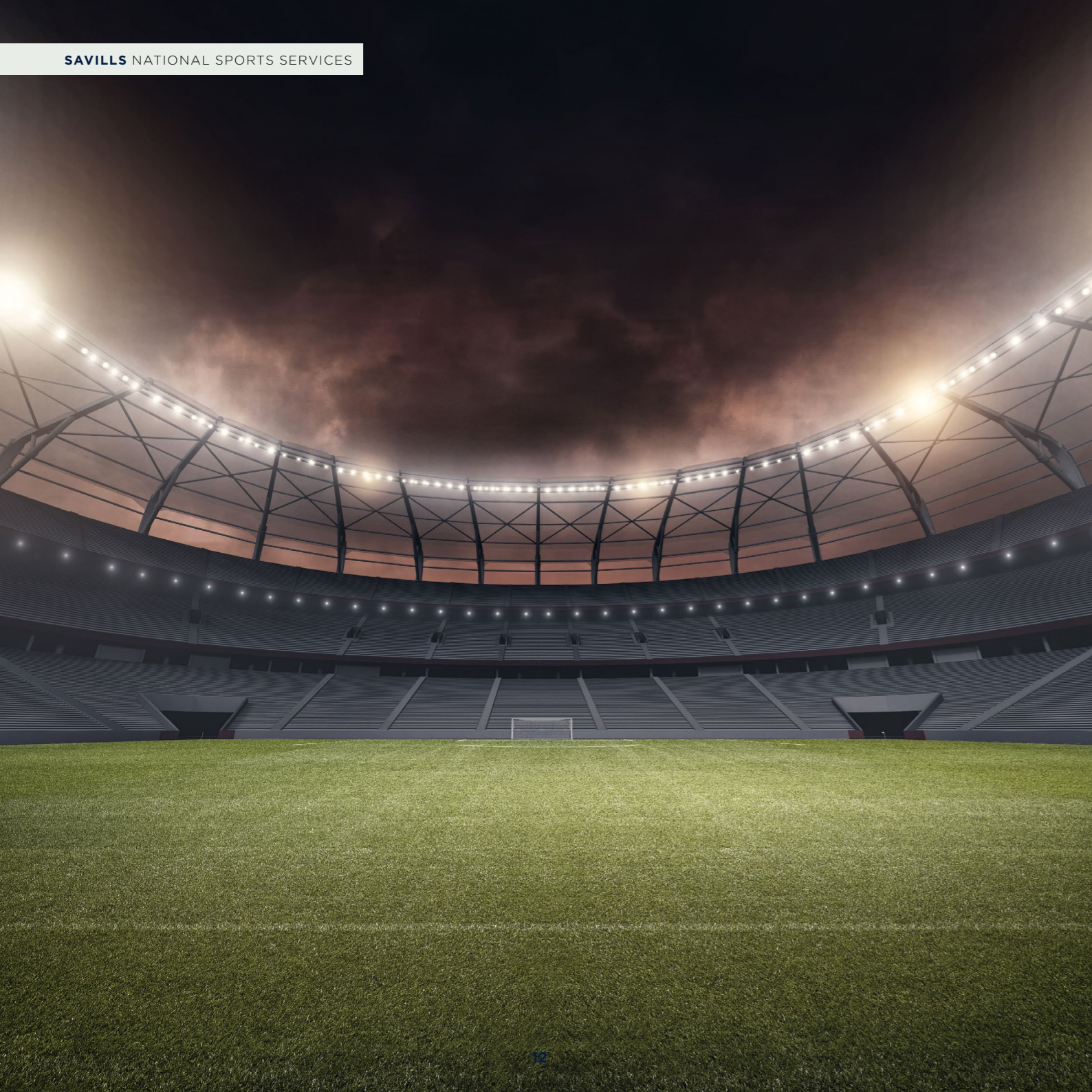
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Just to thank you both for your first class service in selling my shooting ground the interest generated in such a short time was nothing short of incredible & far exceeded my expectations as did finding a buyer within the first month. I would recommend you to anyone wishing to sell a business, please feel free to use my name to this effect.”

**Barry Burnham**  
Kibworth Shooting Ground



## BUILDING AND PROJECT MANAGEMENT CONSULTANCY

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Our building and project consultancy service provides bespoke specialist solutions that can be applied across all technical aspects of acquisitions, ownership, occupation and disposal of property assets for sporting organisations and individuals.

More than 200 of our consultants advise on buildings and projects throughout the UK with regional offices in England and Scotland and further resource for coverage throughout Europe.

We have acted for numerous professional footballers in the UK in regard to property requirements, both commercial and residential. We have also represented football clubs with redevelopment options and assessments.

We are business partners with the Footballer's Union, PFA Scotland and in regular contact with clubs and their players in regards to property needs.



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# DEVELOPMENT & VALUATION

Savills development and valuation teams provide a range of consultancy and transactional advice to sports organisation across the country.

- Site finding for stadia and training ground
- Viability appraisals
- Land agency
- Alternative uses for assets
- Enabling development



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**Some examples of which are as follows:**

- Maidenhead Golf Course – public sector, urban design, CPO, planning and development advice on a draft allocation owned by the local authority to deliver approximately 2,000 units and various non-residential uses including a school;
- Reading Football Club – planning, valuation and development advice on a parcel of land with part outline and part detailed consent for 615 units, as part of a significant mixed-use scheme. Some of the non-residential uses incorporate a new conference centre and ice skating rink.



Maidenhead Golf Course



