

## Durham Visitor Accommodation Development Strategy 2018

### Executive Summary

Prepared for Durham County Council and Visit County Durham by Hotel Solutions.

#### **The Scope and Basis of This Report**

This is the fourth report that Hotel Solutions has produced as part of the County Durham Visitor Accommodation Development Programme, alongside the Durham Hotel Investment Strategy, Seaham Visitor Accommodation Assessment and Bishop Auckland Area Visitor Accommodation Development Strategy reports produced in March and April 2018. It looks at the potential for hotel development in the parts of County Durham that have not been covered by these other three studies.

The assessment of the potential for hotel development in the rest of the county is based on a review of the hotel proposals identified in the 2012 County Durham Visitor Accommodation Futures study and subsequent hotel development proposals that have come forward since 2012; a survey of the hotels in the Newton Aycliffe area to provide up-to-date information on hotel performance and market demand here<sup>1</sup>; a review of the key drivers of future growth in demand for hotel accommodation in the rest of County Durham; and an extension of the hotel developer survey work undertaken for Durham, Seaham and Bishop Auckland to assess hotel company interest in the rest of County Durham.

#### Hotel Development Opportunities in the Rest of County Durham

On the basis of this research we believe that the following are the strongest opportunities for hotel development in the rest of County Durham:

The upgrading, expansion and development of existing hotels. Schemes identified at this stage are:

- The consented extension to the Premier Inn Durham (Newton Aycliffe);
- The expansion of the Hardwick Hall Hotel at Sedgfield, and potential spa development;
- The treehouses proposed for Beamish Hall Hotel;
- The proposed lodges in the grounds of the Bowburn Hall Hotel;
- The planned Georgian coaching inn at Beamish.
- Budget hotels or pub lodges on planned business parks, depending on the occupiers that they attract.
- The consented hotel in Consett.
- A hotel eventually at the Emirates Riverside International Cricket Ground.

Other potential hotel development opportunities could include the following:

- A hotel or pub lodge at Peterlee, given a suitable site;
- Country house hotels, given suitable properties for conversion;
- Hotels on golf courses, if golf course operators are interested;
- A boutique hotel in Barnard Castle, given a suitable property for conversion.