

BELL COURT

PHASE TWO

BACKGROUND

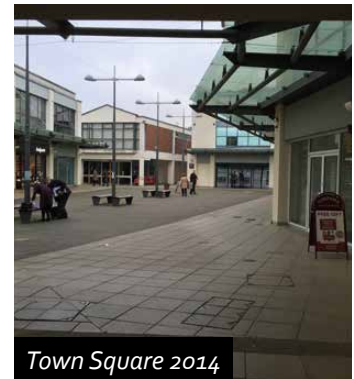
Bell Court – previously known as Town Square – was acquired by UK & European (now Blue Coast Capital) in 2014.

A comprehensive £30m redevelopment began in February 2016 to create over 70,000 sq ft of retail, restaurant and leisure space. It also delivered new public space for the town centre including new seating, trees, a living wall, art sculptures and light installations.

Bell Court is formed around high quality public spaces connected by pedestrian links to High Street, Wood Street, Rother Street and Ely Street. It was designed to improve links to the town centre with brighter and more welcoming entrances.

Anchored by a 12,000 sq ft, four screen Everyman Cinema, Bell Court is already home to a mix of 25 independent and high street shops, restaurants and cafés.

The former H&M and Debenhams stores form part of Bell Court and new plans are being brought forward to bring this space back to life. Planning consent is in place for a new hotel and BCCAP is working towards submitting a revised planning application this Summer for a 148 bedroom Motto by Hilton hotel together with new retail units fronting both High Street and Taskers Way.



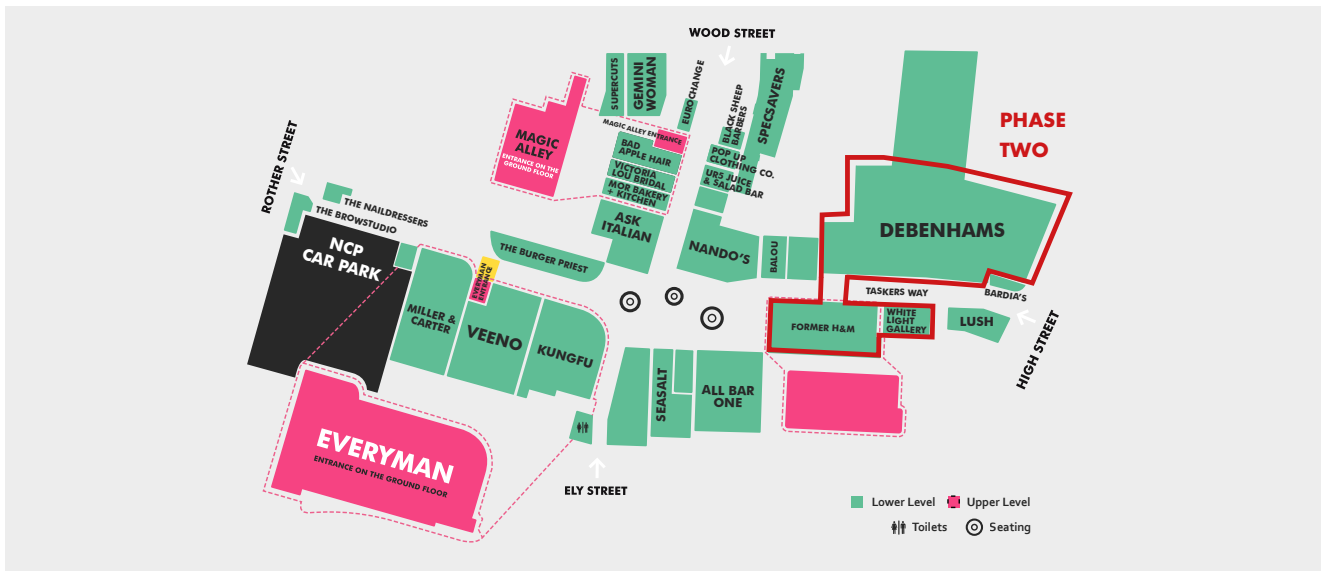
Current Bell Court Occupiers



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PHASE TWO

BRINGING MOTTO BY HILTON TO THE HEART OF STRATFORD UPON AVON



In Spring 2020 planning consent was granted for the redevelopment of the Debenhams complex to be transformed into a mixed used scheme with retail at ground floor, residential on the Wood Street upper levels and hotel accommodation on the High Street upper levels.

Global hotel operator Hilton has been selected as the operating partner to deliver its Motto by Hilton brand at Bell Court. A revised planning application will therefore be brought forward to seek a modest extension to meet the requirements for the Motto concept.

This will be the first Motto by Hilton outside of London and will create a new 148 bed lifestyle hotel for the town with stylish communal areas offering a dynamic ground floor space.

The new Motto hotel would be situated on the ground and three upper floors above Bell Court, fronting both High Street and Taskers Way – replacing the redundant upper floors of the former H&M and the Debenhams store.

New retail will be located on the ground floor of the former H&M building as well as on the High Street frontage. The hotel entrance and ground floor arrival space with reception, lounge and cafe/bar area will be situated on the Debenham's side of Taskers Way, adding life and activity to this walkway.

The third floor will be set back from the High Street elevation line to ensure the building's scale complements the existing street scene.

The approved plans to deliver 10 new residential units above ground floor retail units on Wood Street are unaffected by these proposals.

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BRINGING MOTTO BY HILTON TO THE HEART OF STRATFORD UPON AVON

These plans reflect a multi-million pound investment from BCCAP and Hilton and is a strong vote of confidence in the town's post COVID recovery which would benefit from the presence of a global leader in the hospitality sector to help attract more visitors and in turn, increase spending in the town.

This will not only revitalise a key part of the town centre with a new, internationally-recognised hotel brand, but will create up to 100 new jobs, and is expected to generate an additional £3.5m of visitor expenditure for the town.

Subject to planning consent for this application, it is hoped that the new hotel would be operational by the end of 2024.



Bell Court 2020

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PHASE TWO

THE UPDATED PLANS

The existing planning consent established the principle of a hotel use at Bell Court.

The new application seeks a modest extension to meet the requirements of Motto and will provide 148 rooms.

The active uses along Taskers Way will foster linkages between the High Street and Bell Court.

The scheme will transform the empty Debenhams retail complex and vacant H & M unit into a rejuvenated and active development.

The plans comply with the local council's policy to retain retail activity at ground floor level and continue the existing High Street feel and design to remain sensitive to the Grade II listed element of the buildings.



Existing Debenhams frontages on High Street and Wood Street



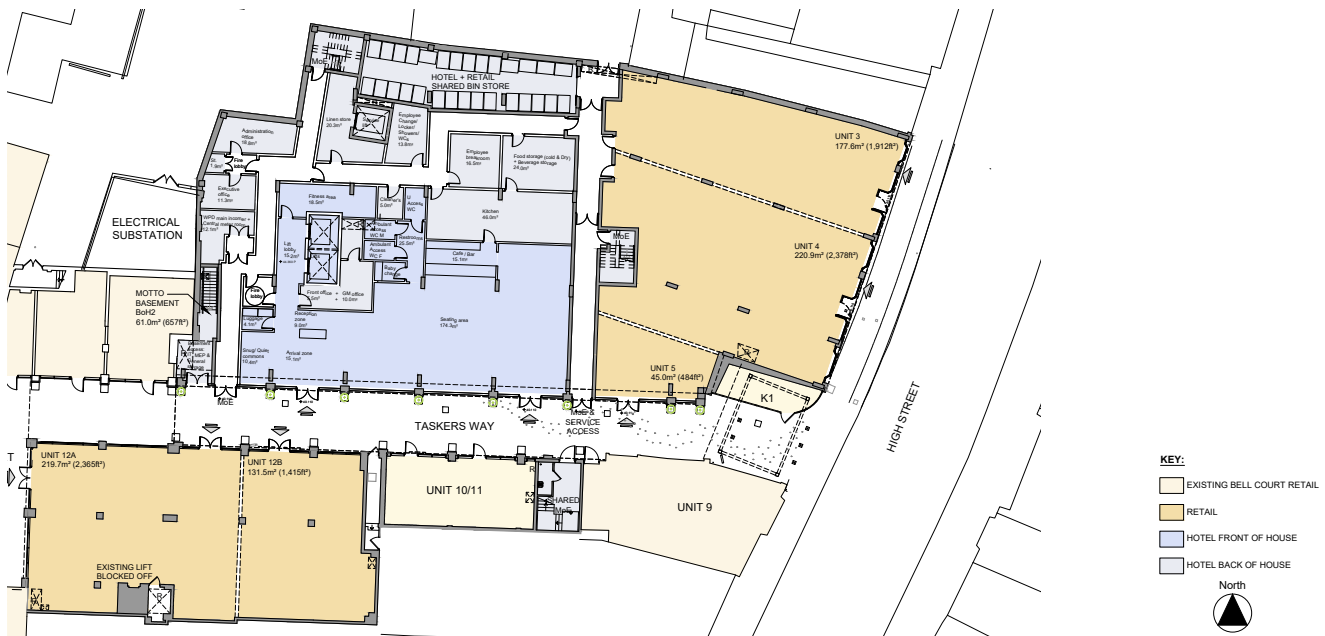
Proposed view from High Street

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THE UPDATED PLANS

- Proposals incorporate the former H&M block which will ensure a long term occupant of the upper levels of this key building facing Bell Court and Taskers Way.
- Flexible ground floor units to incorporate retail or restaurant uses maximising activity and visual interest along the High Street and Taskers Way.
- Bringing currently economically inactive buildings back into new use and creating sustainable jobs and opportunities for the people of Stratford upon Avon.
- The new scheme provides 148 rooms.
- 2nd floor extension over the former H&M block.
- 3rd floor level set back from the High Street to ensure it is not viewed from street level.



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PHASE TWO

THE UPDATED PLANS



First floor plan - 67 bedrooms

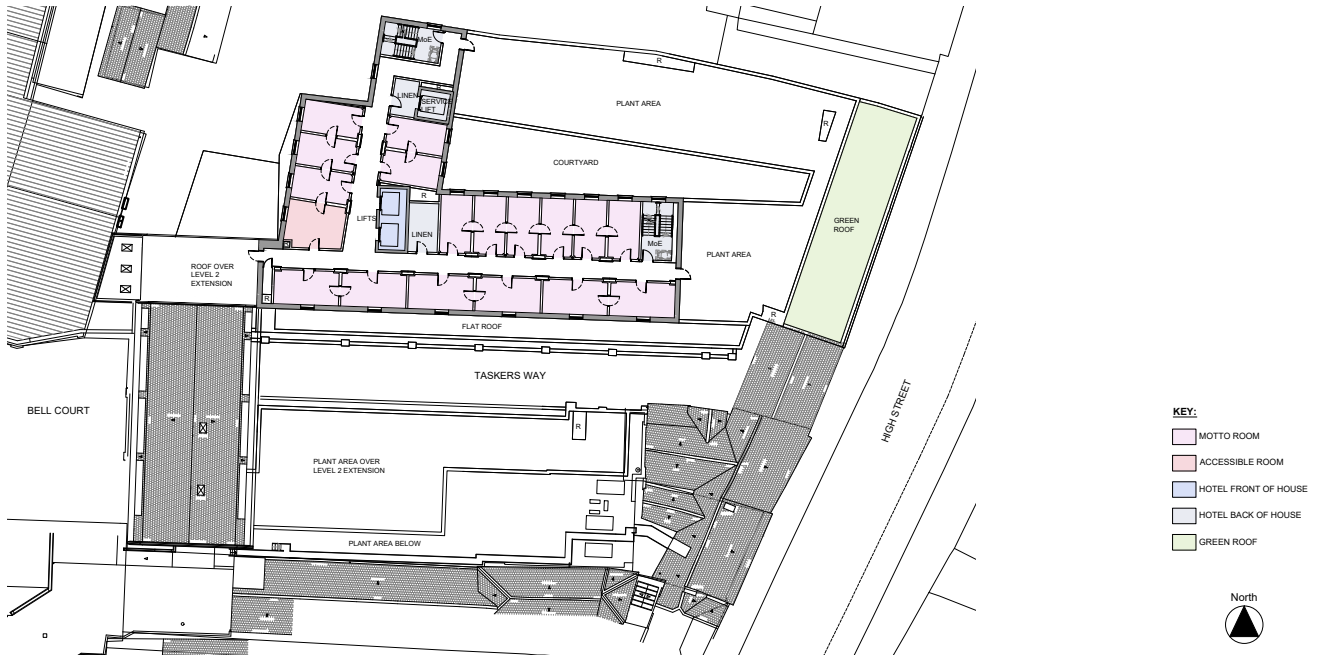


Second floor plan - 63 bedrooms

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PHASE TWO

THE UPDATED PLANS



Third floor plan - 18 bedrooms



Proposed view from High Street

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MOTTO BY HILTON

Motto by Hilton, part of the world's largest premium hotel brand, takes a modern twist on luxury hotel space.

It provides travellers with one of a kind experiences by bringing together the best elements of a lifestyle brand with great urban locations.

This is matched with locally inspired design and food and beverage offer which will focus on hotel guests as well as serving the local community with an authentic, collaborative offer.

For more information on the Motto hotel brand, please visit: www.hilton.com/en/motto/



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