
Venue Feasibility & Planning — Expertise





Just a thought;
Venue Feasibility
& Planning

Where we've delivered it...

Venue Feasibility & Planning

One of our key motivations is taking an idea and moulding it to the point where it becomes viable and starts to take life.

In going through this process many times – both with individual events and major venues - we have become adept at refining an idea, understanding its full range of implications and developing a business case which is robust, compelling and achievable.

A recent example is a potentially ground-breaking new (confidential) attraction for London. Here we:

- Articulated the idea and refined its component parts;
- Undertook an initial scoping exercise looking at potential scale, costs and site options;
- Developed a detailed feasibility study – working with partners to develop a thorough concept for individual elements of the scheme and translating these to a compelling proposition underpinned by a robust financial plan;
- Developed a detailed funding plan supported by compelling marketing materials.

These steps have created a really strong platform for the scheme to move forward – and when it does it will deliver a ground-breaking new destination for London that delivers wonderful social benefits through a sustainable, commercial business model.

Our team's experience of similar studies include:

- The Business Case for the London Aquatic Centre;
- Developing the case for the London International Convention Centre;
- A feasibility study for a Formula 1 track in Moscow; and
- Feasibility studies for events such as the Sport Accord Conference and Beach Volleyball World Championships.



Thank you, Why Not get in touch:

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