

Project

Donington Park

Client

Donington Ventures Limited

Value

£500 million development programme over 5 years.

initiate's Role

The development of Donington Park race track to create a world class destination experience in conjunction with motor sports related commercial use.

Formula 1 developments including pit & paddock lane, grandstands, track modifications, media facilities, team suites and support infrastructure.

Commercial developments including:

- 500 bedroom hotel
- Conference facility
- Automotive retail
- New clubhouse
- Corporate entertainment suites
- Casino
- Extreme park
- 80 acre business park
- Exhibition halls
- Leisure centre & spa
- Foodhalls
- Leisure facilities (cinema, bowling alley)
- Museum
- Industrial park

Our role is twofold:

Development Management: The role includes leading the planning application having established the site wide development plan taking into consideration the macro and micro economic issues and relevant planning issues.

Establishing the most commercially viable and effective developments for the site having taken account of the above.

Identifying, appointing and managing the professional team to develop the overall site Master Plan to be used in the planning application.

Driving through the planning application in conjunction with all the relevant planning approvals process.



Project Management: The role includes developing the Master Plan including establishing the overall cost plan and programme for delivery.

Establishing the procurement strategy to meet the timescales for delivery.

Developing the Project Execution Plan for delivery.