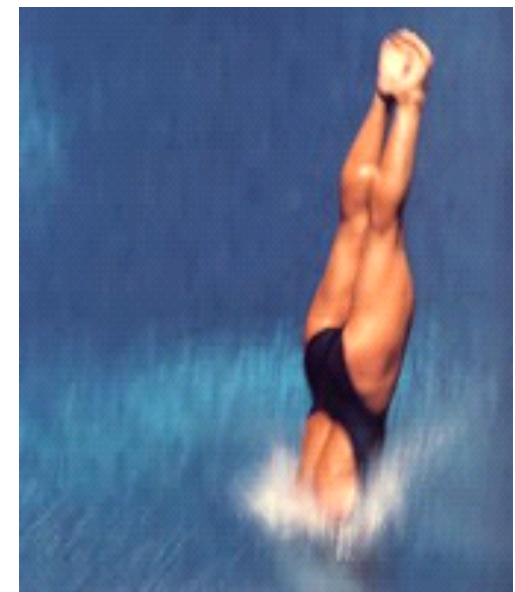


**Company Profile
&
Capability Statement**



SMC LEISURE



1	Company Overview
2	Profile Of Key Consultants
3	Summary Of Core Services
4	Area Of Expertise – Industry Sectors
6	Selected Case Studies
7	Why Appoint SMC?
8	Contact Details



Strategic planning
for commercial success

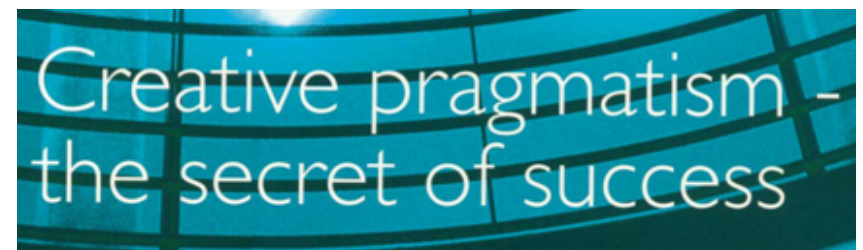


SMC Leisure has a proven track record in the creation and operation of luxury spa, wellness, club, sports and leisure businesses

We provide an all-encompassing service from concept development through to practical completion

Our capability is summarised below:-

- Professional management & consultancy service
- Specialise in the international club, resort, leisure and mixed-use property development projects
- Ability to work independently or within a team of professionals
- Detailed understanding of the demands of the discerning customer
- Considerable international experience and impressive portfolio of successful projects
- Innovative, committed and commercially orientated



- Over 30 years experience in the industry worldwide
- Significant international experience, with assignments undertaken in the Caribbean, Middle East, Africa, Asia and extensively across Europe
- Previously Director at Cushman & Wakefield – Hospitality & Residential Team
- Held senior position at one of Europe’s leading Destination Spa operators, The Champneys Group, with responsibilities for Champneys operations at their flagship resort at Tring, The Meridien Hotel Piccadilly, London, The Gleneagles Hotel in Scotland, The Conrad Hotel, Brussels, P&O’s Cruise liner, Oriana and Inglewood Health Hydro in Berkshire
- Holds a Bsc Hons degree in Sports Science and a Diploma in Marketing from the Chartered Institute of Marketing
- Keen sportsman, which includes international status and was part of Team England for the Glasgow Commonwealth Games in 2014 – Silver Medal. John was also the Performance Director for Bowls England – Leading teams (Including Para Olympians) to their most success Commonwealth Games ever in Birmingham in 2022.



John McGuinness

Principal of SMC Leisure



DEVELOPMENT ADVISORY SERVICES

- Concept Development
- Feasibility & Market Studies
- Business Planning
- Strategy Development
- Audit and Review

PRE-OPENING MANAGEMENT SERVICES

- Design
- Project Co-ordination
- Planning and Control
- Operational Set Up

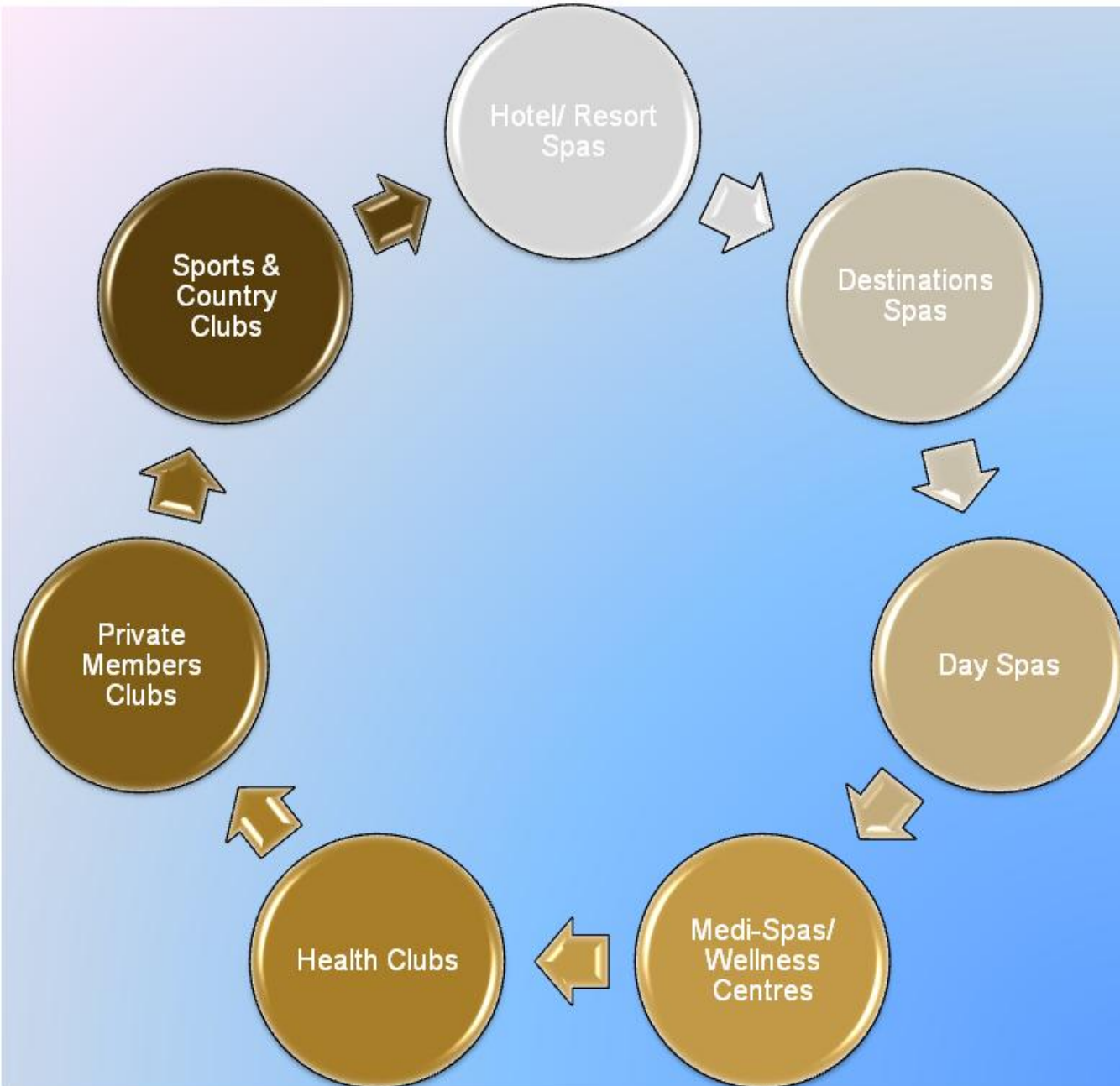
OPERATIONAL CONSULTING SERVICES

- Support To Day to Day Management
- Operator Search & Selection
- Operational Improvement Plans
- Branding, Marketing & Sales Services



MAKING LEISURE WORK





MAKING LEISURE WORK





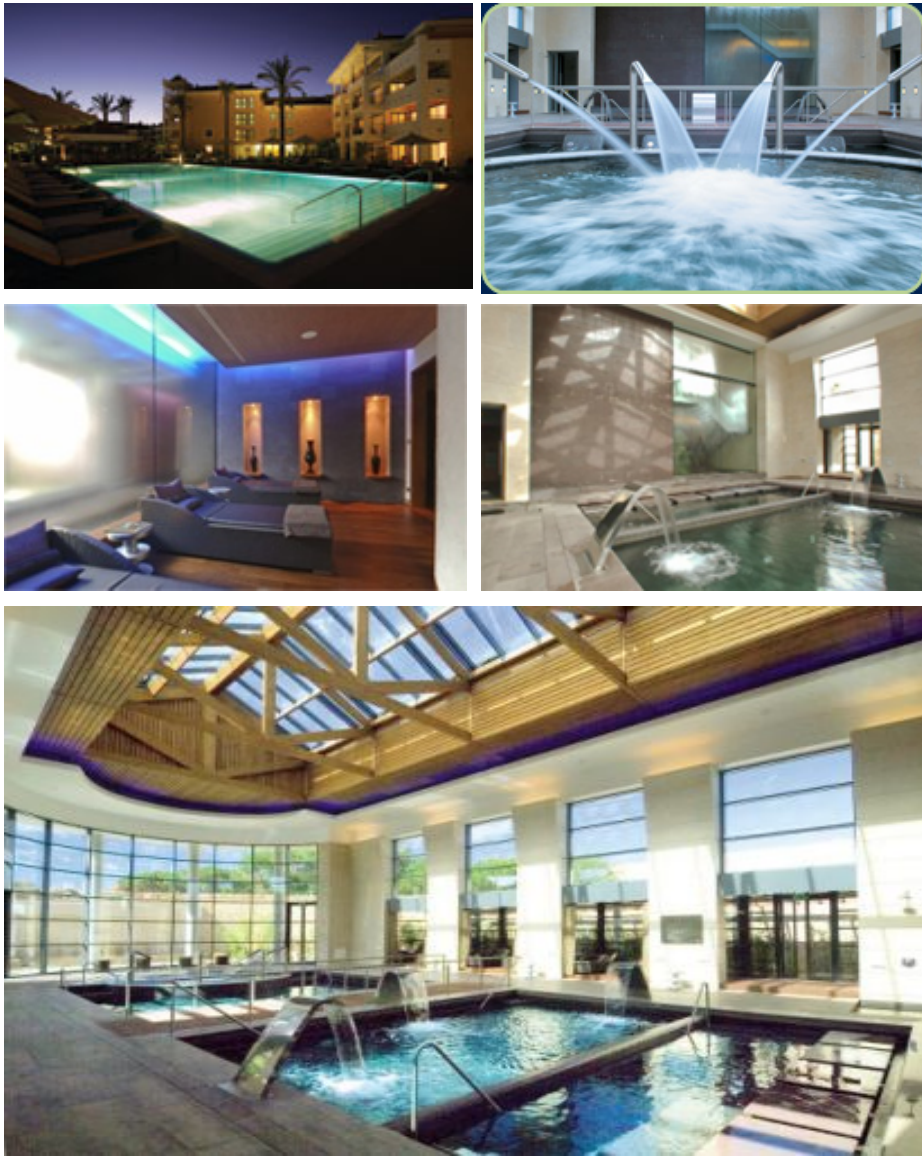
- 25,000-square-foot luxury, award winning Spa
- Part of luxury, boutique country house hotel in Buckinghamshire, England
- SMC have been responsible for the creation of this luxury facility
- From the initial conceptual and business planning stages, right through all stages of design & build
- Comprehensive pre-opening management programme – successful launch and opening – summer 2019.
- Has received excellent reviews and awards
- Part of the Marriott Luxury Collection



THE LANGLEY SPA

www.thelangley.com





- SMC was appointed by the owner of the development to assess the opportunity for the creation of a first class spa facility that would act as an important anchor component for the business, which also included a luxury apartment business
- Our work included an assessment of the physical, operational and market opportunities, the preparation of a creative concept, facility and services solutions for the business, together with a comprehensive business plan
- The resort is now recognised as one of the best in the Algarve and the Spa has set new standards as one of the largest and most sophisticated facilities in Portugal





- Recognised as one of the world's premier sports and leisure destinations
- Impressive history having been first established in 1908 by The Corinthian Sporting Club
- SMC completed a market and financial analysis for a new Health & Racquets Club which sits adjacent to the main clubhouse
- Our work involved recommendations on product, operating strategy and an assessment of the earnings potential of the business and the resulting investment risks and opportunities

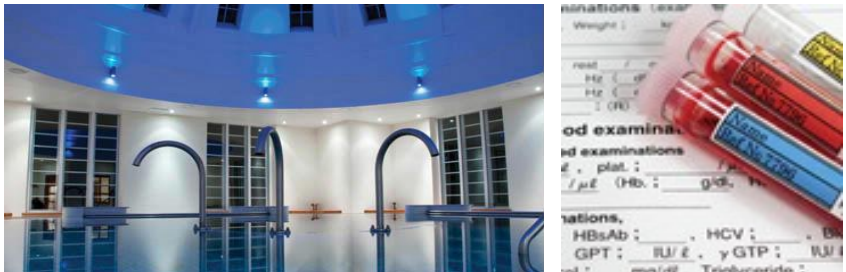
www.stokeparkclub.com





- The Ritz Four Seasons Hotel has long been established as Lisbon's premier hotel
- SMC was retained to advise on the feasibility of creating a Health Spa as an integral part of this prestigious hotel
- Our work involved proposals on concept & operating philosophy for the proposed new health spa
- The primary objective was to determine the market and earnings potential of establishing it as part of the hotel's overall business strategy
- The facility is recognised as a very important component of the overall hospitality mix at the hotel and is still widely recognised as one of the best and most luxurious in Portugal

www.fourseasons.com/lisbon



- Champneys is the UK's leading Health Resort since 1925. It is set in 170 acres of beautiful private parkland approximately 35 miles from central London
- The resort operates as a true destination spa and guest packages include accommodation and a full programme of daily treatments and activities
- SMC's Principal, John Mc Guinness occupied a senior role within the Champneys Group, with responsibility for a number of Champneys Group operations including:-
 - The Spa at The Gleneagles Hotel, Scotland
 - Champneys The London Club, Piccadilly, London
 - The Spa Onboard P&O's Cruise Liner The Oriana
 - Champneys Club at The Conrad Hotel in Brussels

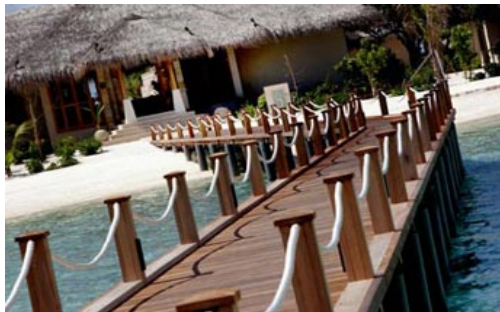
CHAMPNEYS

www.champneys.com





- SMC was retained to complete a comprehensive market study and feasibility assignment for a newly planned Destination Spa & Beach Resort in Dubai for Jumeirah Hotels & Resorts
- The project had a strong “Medi-Spa” focus
- Our work involved an assessment of the local, regional and international comparable and competitive environment, with specific reference to spa & wellness and an evaluation of the inherent risks and opportunities associated with the project
- The assignment concluded with recommendations on overall business & marketing strategy

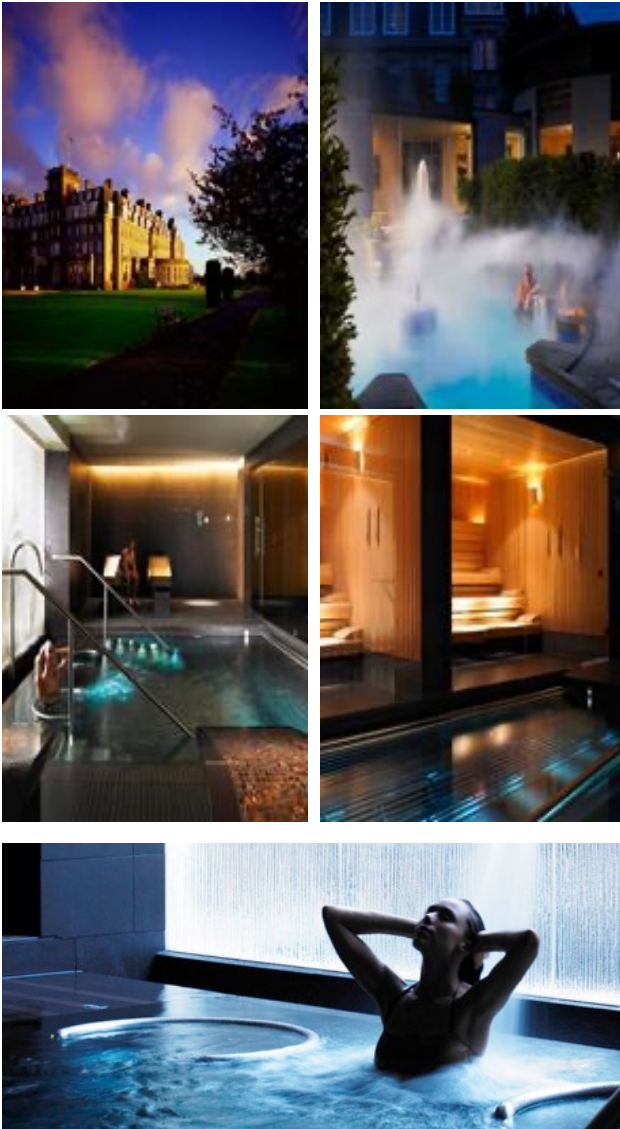



Jumeirah





- Hanbury Manor is an established upscale resort hotel located just north of London in Hertfordshire
- It is recognised as being one of the UK's premier golf and leisure resorts and is situated in a traditional and idyllic parkland setting
- SMC formed part of a multi-disciplined team, led by Braemar Golf from St Andrews in Scotland, that undertook a strategic review of the business for the owners of the property
- Our work focused on the main spa & leisure offer and how this integrates with the other components of the business such as the golf and hotel operation
- As part of this exercise, we provided benchmarking data on other prominent and comparable/ competitive destinations, that was used to validate our various proposals
- We undertook an in-depth review of the existing operation and consequently prepared a set of short, medium and longer term solutions as part of a wider business improvement and re-development strategy for the business.



- The renowned Gleneagles Hotel in Scotland is one of the most comprehensive luxury resort destinations in the world
- The Champneys Group had established a management contract for the operation of a luxury Spa within the hotel
- The spa provided an important amenity to the discerning international hotel guest and local Country Club members
- SMC's Principal, John Mc Guinness had overall responsibility for this business and ensured that the Health Spa was managed in a professional capacity, while ensuring that both Gleneagles and Champneys operational and commercial goals were achieved
- This work included, participating as part of a wider internal team that helped with the planning and launch of the "Monarch" now called the PGA Centenary Course, which hosted the Ryder Cup in 2014

www.gleneagles.com

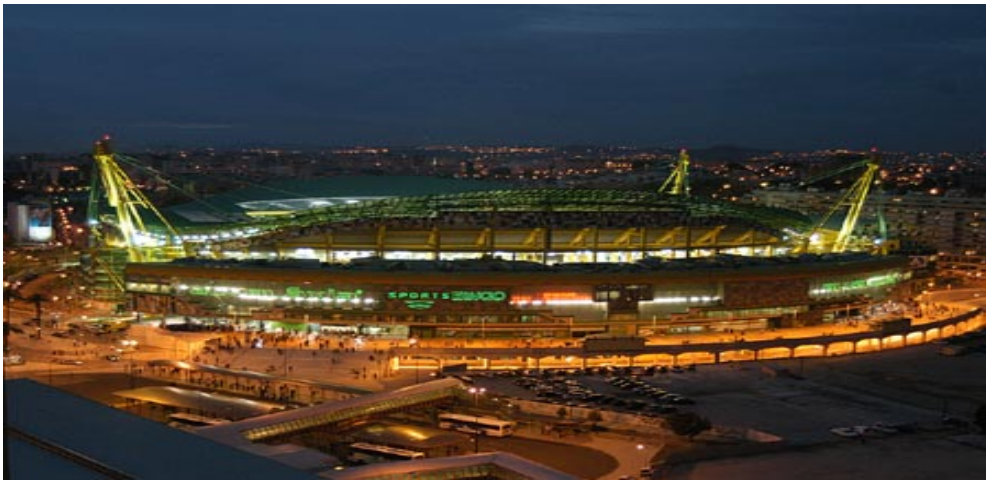




- SMC assisted Fortius open a new clinic in Wimbledon, South London
- Fortius Clinic is recognised as one of the world's leading orthopaedic specialist, with clients including many of the top sporting clubs, associations and organisations
- The Wimbledon Clinic became the company's fifth operational site in London.
- SMC co-ordinated all the operational pre-opening programme for Fortius Clinic
- Involved liaising and managing the design and build team and the various operational staff within the Fortius organisation
- The business was launched successfully in September 2020 and has set new standards within the Fortius portfolio.

fortius
clinic





- SMC was retained by Sporting Clube de Portugal to assist them with an important assignment linked to their new stadium project for the UEFA European Championship Finals
- Our work included developing a strategy for the creation of a new health and sports club to be built adjacent to the new stadium
- SMC also prepared an operational, commercial and facility plans for the transfer of Sporting's many other sports clubs into the new stadium project
- The assignment also involved a successful Operator Search & Selection assignment that resulted in the appointment of Holmes Place as the operating partner for a large fitness facility.

www.sporting.pt





- Castle Dargan is a Resort situated in the beautiful county of Sligo in north-west Ireland
- SMC was retained by the owner of this business at its inception to advise on the overall development strategy of an integrated resort operation that included a country house hotel, championship golf course, spa & leisure club and real estate
- SMC completed a comprehensive feasibility and business planning exercise for the project that allowed the owner of the development to make informed and business led decisions about moving forward with the project
- The resort has successfully sold all the real estate and is widely recognised as one of Western Ireland's best golf, leisure and events destinations





- Skolkovo is a premier golf club situated just outside the city centre of Moscow in Russia
- It includes an 18-hole Jack Nicklaus Signature golf course and Shigeru Ban designed clubhouse
- SMC worked with Braemar Golf in St Andrews, Scotland to provide a range of professional advisory services to the Millhouse Group, the developer of this outstanding project
- SMC provided concept development, benchmarking, business planning and operational strategy for the leisure components of this high-end golf & leisure club


SKOLKOVO
GOLF CLUB • MOSCOW





- Monchique Spa Resort is an authentic and unique thermal spa destination, located in Portugal's Algarve region
- SMC performed a strategic review of this prominent thermal spa destination in Southern Portugal as part of a due diligence process
- Our work involved the preparation of a SWOT analysis (strengths, weaknesses, opportunities, threats), together with recommendations on business improvement initiatives
- This analysis included a review of the wider spa market in Portugal and Europe and the identification of key supply/ demand parameters
- The assignment concluded with competitor mapping work and the identification of potential gaps in the market





- New Waverley is a mixed use development in Scotland's historic capital city, Edinburgh
- The scheme is prominently located in the heart of the city centre, close to the famous Royal Mile and Waverley train station
- The development includes hotels, offices, retail and residential elements totalling some 700,000 sq ft
- SMC in conjunction with Colliers International successfully assisted the owner of this project to secure operating and JV partners for the project and in particular the hotel and leisure elements of the scheme
- The project is set to transform this historic part of the city into a vibrant and modern leisure and commercial destination
- The hotels have all been built and are operating successfully.





- The Sanctuary is a ladies only Day Spa, located in the heart of London's Covent Garden
- Opened in 1977, it has gained the reputation of being London's most famous ladies only Day Spa, attracting over 60,000 guests each year
- SMC was retained by The Sanctuary and its owner PZ Cussons, to assist with the expansion of the Sanctuary City Spa concept
- Our work involved market research in the UK and the identification of key locations that best fitted the criteria for the business model
- We subsequently introduced and worked alongside a leading international property agency and assisted The Sanctuary to secure a number of prominent sites for this newly established business





- SMC was retained by Virgin Atlantic Airways to undertake an **Operator Search & Selection** process for its new concept bar within the O2 complex in London
- NY-LON is an initiative developed by both Virgin Atlantic and Delta Air Lines as part of a wider sponsorship initiative with the owners of the O2 Arena, AEG
- Our work also involved providing operational advice for the design and set up of the business.
- SMC guided Virgin Atlantic through all stages of the search for an appropriate operator, which culminated in the successful appointment of a reputable and experienced operating partner for the business

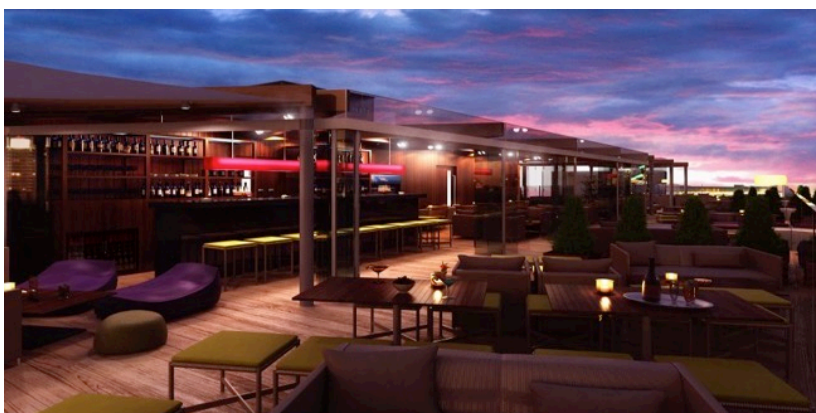
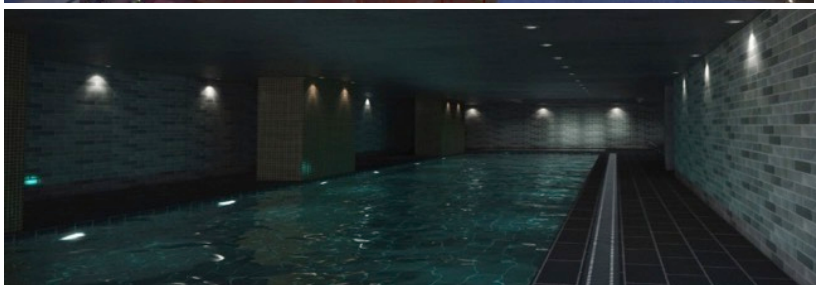
virgin atlantic 

 DELTA





- Pinheiros Altos is an exclusive golf and residential development, located in the prestigious Quinta Do Lago resort complex in Portugal's Algarve
- SMC was retained to propose a concept and operating philosophy for leisure and to determine the market and earnings potential of establishing additional leisure as part of the Resorts continuing development as one of Southern Europe's premier destinations
- The proposed solution was a sophisticated Spa Resort that would serve both existing owners, add value to the real estate offer, whilst also attracting new clients on exclusive leisure break packages
- SMC led the design team through the planning stages of the project, prepared a detailed business plan for the project and have assisted the client establish an operating solution for the business

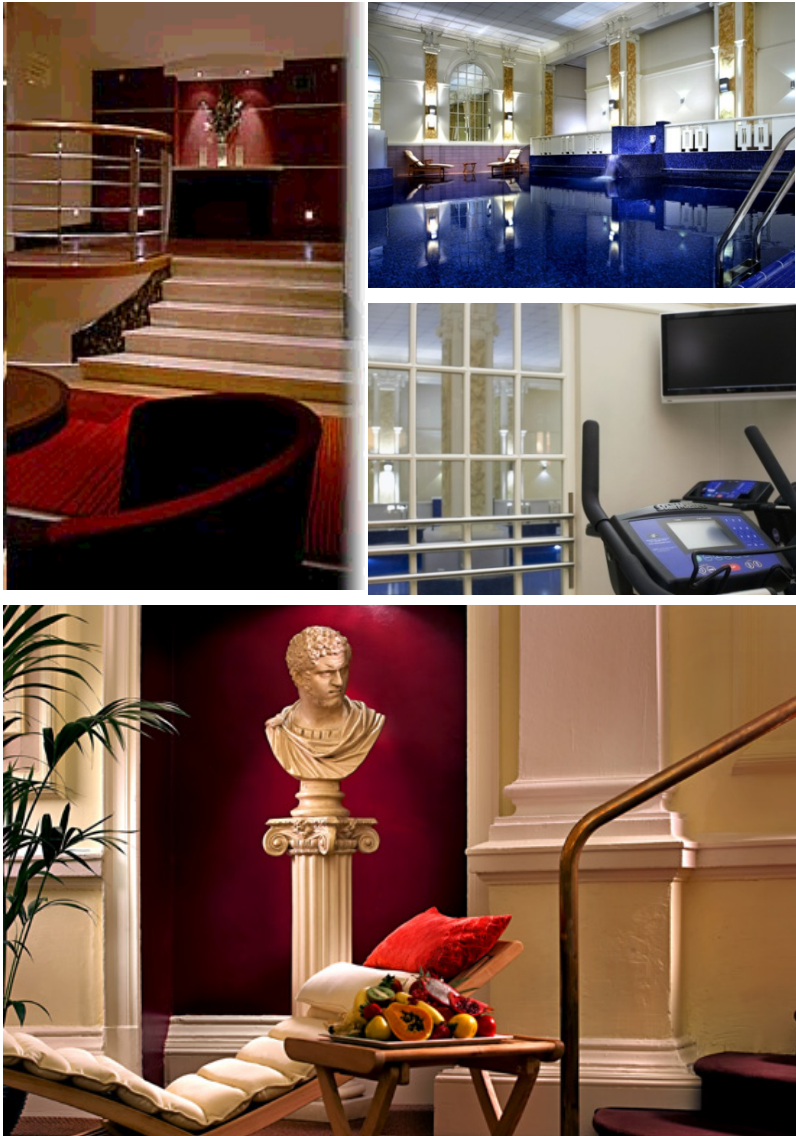


- SMC was retained by a private investment group in Ireland to undertake a market study and concept refinement assignment as part of the pre-opening programme for this upscale hotel in Dublin
- SMC assisted the owner clarify the various operational opportunities available for the Spa & Health Club component
- The hotel formed part of a wider development that also included a luxury apartment complex
- Our work involved a review and critique of the existing design and layout of the proposed facilities, an in-depth review of the market and competitive environment, together with the preparation of the various conceptual solutions that best fitted the business
- We also prepared detailed financial statements for each option identified and clarified the various commercial risks and rewards associated with each option



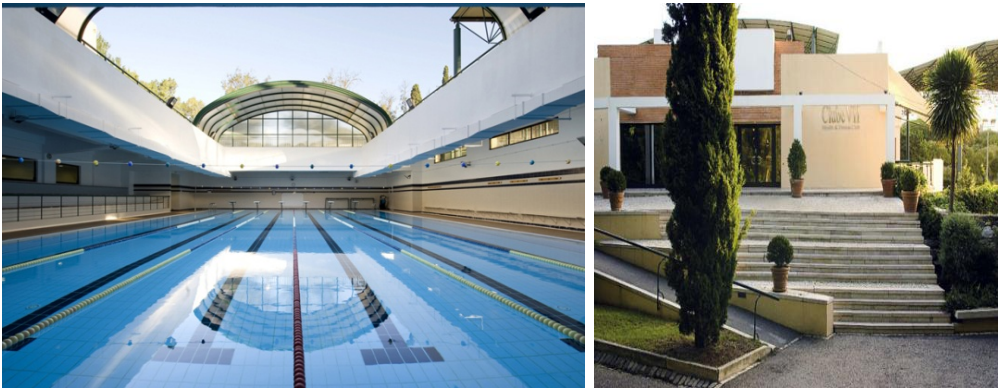


- SMC provided a range of development advisory services for a newly planned luxury resort development in Mozambique
- This assignment was undertaken in association with the international property Group, Cushman & Wakefield
- Our work involved specialist advice on all spa, sports and leisure components for this luxury development project
- We assisted with the completion of a comprehensive masterplan for the project and delivered valuable briefing information for the design team
- This included the preparation of creative concept solutions for the project and an assessment of financial performance and investment implications



- The London Club in Piccadilly is undoubtedly one of London's finest Private Members Health Clubs. Situated just two minutes from Piccadilly Circus, in the heart of London's West End
- At over 3,500 M2, The London Club is one of the most established and comprehensive clubs in the city with a 30 year history
- SMC performed a strategic review of this business and prepared a new vision for the Club
- This involved a complete re-positioning strategy combining creative ideas on facilities, services, membership structure and operating strategy.
- Our work also involved an in-depth analysis of the financial implications of the proposals and an assessment of the key risk and reward factors

www.piccadillyhealthclub.com



- Club V11 occupies a prime location in Parque Eduardo V11 in the centre of Lisbon and is widely recognised as the most prestigious health & racquets club in Lisbon
- Club V11 currently occupies a total area of 9,750M2 of which 3,991M2 is indoor facilities and the remaining is outdoor tennis courts and landscaping
- SMC Leisure conducted a Strategic Review of the business for the owners
- This involved analysis and a critique of all operational and commercial aspects of the Club and the preparation of a set of strategic and operational recommendations on areas for business improvement
- Our work resulted in significant improvements in business performance and operating standards





- SMC assisted international property Group, Cushman & Wakefield prepare a strategic evaluation of the facility proposals for the Asian Beach Games in Muscat, Oman
- Our work evaluated the legacy implications of the proposed project and the opportunities that this presented for sports & leisure tourism in Oman following the Games
- The assignment culminated in the preparation of a Legacy Study report that identified the strengths and weaknesses of the project, together with suggestions on alternative strategies to ensure that the legacy of the Games would be maximised through the use of facilities and infrastructure





- Parque da Floresta Resort is located in the western Algarve region of Portugal.
- It is one of the most established resort destinations in the Algarve and a pioneering project in the unspoilt Western Algarve region
- The resort has a array of sporting and leisure amenities including an 18-hole golf course, Spa and additional health, sports and leisure amenities.
- SMC formed part of a multi-disciplined team of professionals that undertook a comprehensive and in-depth review of the existing operation and thereafter prepared a detailed set of operational action plans
- Our work entailed the creation of short, medium and long-term initiatives and involved working with the existing management team over a sustained period in order to deliver realistic, workable and forward thinking solutions for the business



- SMC assisted Cape Verde Developments with a number of its resort development projects in Cape Verde Islands
- Working as part of a multi-disciplinary team, SMC provided strategic, commercial and operational advice on the various spa, sports and leisure components for its masterplanned resorts on the islands of Sal, Sao Vincente and Sao Anton
- Our input included the preparation of various conceptual solutions for the projects and the preparation of briefing documents for the design team
- We also prepared relevant financial plans for the operating components of each project and assisted the owner to identify and qualify the key risk and dependency factors



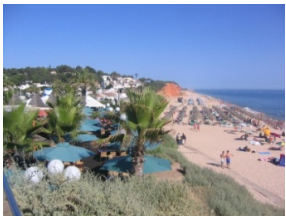
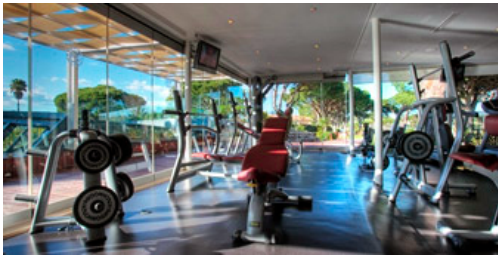
- Solplay Family Health Club is a successful privately owned business in the city of Lisbon, Portugal
- It has been operating since 1998 and is recognised as one of the leading Health Clubs in the Greater Lisbon region
- The owner of the club was intent on creating a new modern club on a site adjacent to the existing club
- SMC was retained on the recommendation of BCP Millennium Bank, to evaluate the new proposals and make an assessment of the current investment plan
- SMC's work involved both an assessment of the market opportunity, together with some strategic recommendations on the composition and positioning of the new Club and the production of an outline business plan





- Festival City in Dubai is a premier mixed used development, located alongside the creek in Dubai
- SMC provided commercial and operational advice and guidance on the newly planned Spa Club that will form part of newly planned expansion of Festival City
- Our work involved the identification and qualification of commercially viable operating solutions for the project
- This included an assessment of the market opportunities that exist and an evaluation of the key supply and demand factors





- Vale do Lobo (VDL) is one of the Algarve’s most famous resorts
- Situated in the “Golden Triangle” region of the Algarve, it occupies a prominent beachfront location and is widely recognised as being one of Europe’s premier golfing and sports destinations
- SMC was asked to make a strategic review of the entire sports and leisure offer at VDL
- Our work involved the creation of a comprehensive position statement for all the various spa, sports and leisure offers at the resort, together with the preparation of a strategic vision for this part of the resort as part of a wider future development plan
- We made recommendations on concept, facilities, programmes and operating strategy and how the various amenities would combine to ensure a totally integrated solution for this aspect of the resort’s offering

www.valedolobo.com



- Stoke Park Club & Resort, UK
- Pinheiros Altos, Portugal
- Castle Dargan Hotel, Ireland
- Hanbury Manor Hotel, UK
- Cape Verde Developments
- Vale do Lobo, Portugal
- Z Hotels London
- Artisan, South Africa
- Vila Real San Antonio, Portugal
- Castle Howard, UK
- Skolkovo Golf Club, Russia
- Bacolet Bay, Grenada
- Club VII, Portugal
- London Club, Piccadilly, London, UK
- Gleneagles Hotel, Scotland
- P&O Cruises
- Premier Marinas, UK
- Virgin Atlantic
- International Hospitals Group
- New Waverley, Edinburgh
- Last Drop Village Hotel, UK
- WATG
- Hilton Hotels
- HN Group, Porto
- Sport England
- Sporting Lisbon, Portugal
- OMRAN, Oman
- Sanctuary Spa, UK
- Maluane, Mozambique
- Al Futtaim, Dubai
- Tetrarch Hospitality, Dublin
- Marina Developments, UK
- London Hilton, Park Lane
- Diageo, Asia
- Imperial Springs China
- Four Seasons Hotels
- Alma Verde, Portugal
- EBRD
- Bespoke Hotels
- ILM Portugal
- Colliers International
- Lobb & Partners, UK
- IHG
- HOK
- Braemar Golf, Scotland
- Holmes Place
- Sand Martins Golf Club, UK
- Reardon Smith Architects
- Veyron Group
- Solinca Group
- Cushman & Wakefield
- Broadway Malyan
- Santa Rita, Portugal
- Sugar Sugar, Barbados
- Vale d' Olivieras, Portugal
- The Manor Hotel, Delhi, India
- Otrada, Moscow
- Pont Royal, France
- Keston Park, UK
- Parque da Floresta, Portugal
- The Marker Hotel, Dublin
- Sol Play, Portugal
- Landal
- Broadway Malyan
- Arab Investments
- JJW Portugal



- Adopt a commercial approach at all times
- Reputation for delivering creative solutions
- Proven track record in the industry
- Bringing a sound understanding of the operational, marketing and financial elements of spa, health, leisure and sports business
- Established strong partnerships with leading names in the leisure industry internationally
- Awareness of consumer trends enables us to deliver creative solutions
- International experience with assignments undertaken throughout the UK, Europe, Middle East, Africa, Caribbean and Asia
- Team player

Internationally Minded - Commercially Orientated

Responsive To Your Needs - Freshly Innovative





SMC LEISURE

MAKING LEISURE WORK

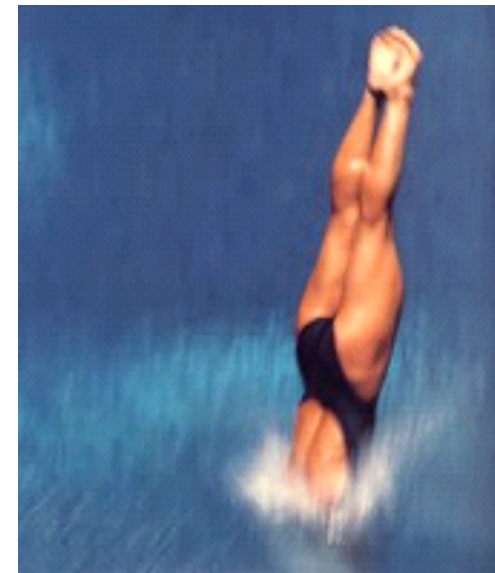
Web: www.smcleisure.com

John Mc Guinness

Managing Director

Mobile: +44 (0)7770 863292

Email: jmcg@smcleisure.com



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