



CASE STUDY: DEVELOPMENT SUCCESS

The skill

The Holistic Group has extensive experience working with developers to make sure their schemes are a success from pre-planning through to completion. We are experts in managing relationships and influencing key stakeholders to address the challenges and maximise the opportunities.

The approach

Our approach is simple and is based on collaboration. We become an intrinsic part of the team, working with and advising the developer and design team while maintaining liaison with the local council.

The Pavilion & Ferry Terminal site, a Howard Holdings scheme

A £120 million mixed-use scheme on the South coast will be submitted for planning in spring 2007 and, subject to planning permission in autumn 2007, is due to be completed in 2011, prior to the Olympic and Paralympic Games' sailing events being held in Weymouth.

The scheme is being built on a 10 acre peninsula site and includes a 350-birth marina, a 120-150 room four star hotel, up to 345 residential units, restaurants, bars, retail outlets and offices, a public square and sea front promenades. Howard Holdings will provide a remodelled 900 seat theatre, a world heritage centre, a regenerated port and ferry terminal, improved sea defences and an underground car park providing 800 spaces, 400 of which will be for public use.

The scheme will regenerate Weymouth & Portland, enhancing the local economy and contributing to its future as a resort.

The Holistic Group's contribution

Campaign planning

One of Holistic's core strengths is planning campaigns. Planning involves:

- Community relations: engaging the South coast community, including the general public, schools, trade associations, local groups and local businesses
- Lobbying: local councillors, members of key committees

- Media management: ensuring the right messages are being communicated via the press, TV and radio
- Advertising: to engage the public and promote buy-in
- Copy writing: ensuring all literature required throughout the project process works as hard as possible and is consistent

Strategic advice

The Holistic Group has built its reputation by offering considered and robust advice founded on extensive experience of working in the property, construction and design sector. This is especially valuable when managing issues.

Creative direction

A firm grasp of the design process means that Holistic briefs and coordinates top designers in the production of public consultation exhibitions as well as all material.

Media management

As specialists in the property, construction and design sector, journalists see Holistic as a source of stories. We have developed very close relationships based on mutual trust, which benefit our clients.