



MAY 2019

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## Introduction

Phil and Ian, having spent many years working together in Blue chip, Multi outlet Leisure Retail organisations, eventually formed [ReachPM](#) in 2011.

Driven to provide a service focused on the customer and taking their learning from being clients themselves.

Their expertise and knowledge are founded in the leisure industry, in particular the Hotel sector. A bold claim being that between them in one way or another they had been responsible for the development and delivery of tens of thousands of Hotel Bedrooms over the last thirty years.

[ReachPM](#) is a small company doing what it knows well, work comes from recommendation and from our reputation for challenging accepted norms, knowledge and making things happen.

We are Project Managers first and foremost, with a little bit of everything. Within the company are an array of experienced professional with a vast knowledge and experience of their disciplines.

We provide Project Management and cost consultancy services, but our expertise stretches beyond this, to include Strategic development advice, Project assembly, specialist supply procurement and coordination.

### Phil Goodman Director

Phil has many years' experience delivering projects client side and private practice side of the industry with projects including commercial, retail, health residential and Industrial. Phil's experience below indicates that he has delivered at the highest levels in business and has expertise in the hotel and leisure industry having worked on budget hotels pubs and restaurants for 30 years being responsible for the development of Travel Inn, Premier Lodge and Premier Inn

### Roles

<b>1977-1987</b>	Associate partner Nicol Thomas Ltd Architects (head of projects delivery)
<b>1987-1996</b>	Property manager rising to Director of Property Whitbread Inns
<b>1996-1998</b>	Allied Domecq Retail Development Director
<b>1998-2003</b>	Scottish & Newcastle Development Director
<b>2003- 2006</b>	Spirit Group Development Director
<b>2006-2011</b>	MD PGA Construction Management Ltd
<b>2011- present</b>	Director Reach Project Management

## **Ian Brealey- Director**

Ian has first-hand experience, client side of delivering major projects as part of a Hotel, restaurant and Leisure Company. This experience has given Ian an intrinsic knowledge of the industry and the needs of the customer. Driven to provide a service best suited to fit the brief and requirements of the client Ian has a wealth of business contacts specializing in hotel and leisure development. Ian has considerable experience in the Leisure industry, he has been involved with many of the well-known brands and been responsible for an array of project types and sizes.

## **Recent Roles**

<b>1979-1989</b>	Architectural Technician Private Practice
<b>1989-1996</b>	Concepts Design and Management- Specialist Leisure design and PM
<b>1996-1999</b>	Allied Domecq- Head of Developments Food and Hotel Brands
<b>1999-2003</b>	Scottish & Newcastle plc. Premier Lodge- Head of Developments
<b>2003-2005</b>	Rose Project Services- Head of Leisure division
<b>2005-2011</b>	Fletcher McNeill, Franchise arrangement – director role, established Birmingham Office
<b>2011–present</b>	Director Reach Project Management

## Selected Experience

For our clients we look after most things, projects ranging from £50k to £50m. We have long standing relationships that mean we are usually the first phone call.

Our team tend to stay with their clients, relationships are built and from that repeat work. Team members often feel part of the client team, such is the commitment and ownership underpinned by our Customer service culture.

There are considerable examples of our project experience on our website, however some selected relevant highlights.

### Premier Inn

#### Ongoing

#### PM/Cost consultant/EA

ReachPM are “budget hotel” experts, the directors having worked on various brands for twenty years or more. We are now recommended to developers by Whitbread to assist in Turnkey projects throughout the UK, bringing our expertise and knowledge of the brand for the benefit of developers.

#### Completed Projects include

- Derby- c120 bed completed 2016 plus residential apartment scheme
- Dudley- c60 Bed New Build c£4m completed 2013
- Wigan- c60 bed conversion of existing Police station, completed 2014
- Lewisham- 60 Bed New Build, completed 2014
- Hitchin- 60 bed New Build, completed 2015 (with residential apartment scheme)
- Northampton- c120 bed New Build, completed 2014
- Milton Keynes- c125 bed New Build, completed 2017
- Whitley Bay- c80 bed New Build and Beefeater shell, completed 2017

#### Current Projects

- Llandudno- On site completion 2020
- Rickmansworth On site Completion 2020
- Milton Keynes On site completion 2020
- Melksham Pre contract
- Birmingham Pre contract
- Hamilton Pre contract
- Hammersmith Pre contract

Also several other projects throughout the UK at Feasibility/ AFL stage

### **Travel Lodge- Dagenham**

**PM/QS/EA**

**£6m Contract**

**Completed September 2018**

A turnkey Developer Led Travelodge providing 77 Travelodge rooms. We acted for the developer in the full delivery and Tenant liaison role from inception to completion

### **Travel Lodge- Havant**

**PM/QS/EA**

**£6m Contract**

Currently in design development stage

### **Studley Castle Hotel- Warner Leisure Hotels**

**£45m contract**

**PM/EA**

**Complete May 2019**

A unique opportunity for ReachPM to bring their expertise in to A new build 225-bedroom Hotel with cabaret, restaurant and Leisure facilities, most challenging of which is the refurbishment and renovation of 18<sup>th</sup> Century Grade II listed Castle and stable buildings.

### **Alvaston Hall Hotel- Warner Leisure Hotels**

**PM/EA**

**£12m Contract**

**Completed 2014**

Reach PM managed and successfully delivered a 113-bedroom new build extension and associated cabaret facilities on an existing Hotel site with Grade II listed main House. Throughout the project this hugely business destination hotel remained open and fully functional.

## **True Students- Upper Dean Street Birmingham (Bricks Capital)**

**PM/QS/EA**

**£22m contract**

**Due for completion in April 2020**

A different sort of challenge with High intensity Fast track development in a major city centre, providing 400 Student units. Extensive study of construction techniques and the right contractor was undertaken to maximise the project delivery.

## **The Bank Building Birmingham**

**PM/Cost consultant/EA**

**Combined £50m Contract**

**Due for completion in August 2019**

The construction of two 31 storey and 22 storey residential towers providing c400 apartments in the heart of Birmingham city centre. Reach have provided PM qs and EA services on the project since its inception in 2007

## **Bodelwyddan castle Hotel**

**PM/EA**

**£10m Contract**

**Completed 2016**

Utilising the unique expertise and Knowledge of ReachPM we managed the fast track delivery of six woodland lodges housing 45 letting bedrooms in the grounds of a Grade I listed castle. All timber frame construction and set in extensive landscaping

## **Corton Coastal resort**

**PM**

**£5m Contract**

**Completed 2016**

A holiday resort with all round 100% occupancy, where any development on this cramped site has a huge impact on the operation. We managed the delivery from Feasibility stage of 25 Modular Pod rooms, designed a clifftop chalet

## **Butlins Resort Skegness**

**PM/QS**

**£numerous**

**Ongoing**

Reach PM in a “quasi partnering” arrangement look after all capital projects at the Butlins Skegness resort, including c 600 chalet refurbishments, new restaurants and entertainment venues plus in 2020 the replacement of the Skyline pavilion. The key challenge here is the unique live environment all year round, housing 6000 paying guests at its peak