

CONCEPT AND PROJECT DEVELOPMENT

WORLD OF OFFROAD EXPERIENCE HELMSTEDT



Source: www.4-wheel-parts.de, www.motorsport-saar.de

Client:	Braunschweigische Kohlen-Bergwerke Aktiengesellschaft, Helmstedt
Year:	2000 – 2001
Location:	Helmstedt (Lower Saxony), Germany

Brief Description:

The Braunschweigische Kohlen-Bergwerke AG (BKB) owns an approx. 300 ha area in the region of Helmstedt, for which they searched new leisure relevant utilizations after finishing the lignite mining. The World of Offroad Experience was identified as the preferred conversion option, which has a broad range of motor sports offers available, supplemented by attractive leisure utilizations for the whole family.

In the first project phase Wenzel Consulting was commissioned with the examination of the offroad market, the development of a rough concept for the project and with the development of a strategy for the further progress of the project.

After BKB has found first partners for the project development Wenzel Consulting was – in a second phase – commissioned with the supporting project coordination.

Tasks:

Phase I:

- Analysis of the Catchment Area
- Evaluation of the Competition



- Analysis of the Offroad Market in Germany
- Discussions with Experts
- Analysis of national and international Reference Facilities
- Development of Concept Approaches
 - Positioning
 - Off Road Offers
 - Temporary and permanent supplementary Offers
 - Layout of the Facility
 - Target Groups
- Presentation of Operator Models
- Preparation of a Development Strategy

Phase II:

- Conception of the Leisure relevant additional Offers
- Examination of the total Concept and of the Master Plan