

EVALUATION OF THE UTILIZATION POTENTIALS SPORTS SCHOOL SACHSENWALD



Aerial view of the area

Gym in main Building

Source: www.hamburger-sportbund.de, Google Earth, own picture

Client: Hamburger Sportbund (HSB) e.V.
Year: 2006
Location: Wentorf bei Hamburg (Schleswig-Holstein), Germany

Brief Description:

HSB e.V. is operating the Sports School Sachsenwald in Wentorf near Hamburg. This facility for sports education and –training is existing since 1957 and offers accomodation, seminar and sports grounds.

To support HSB e.V. in decisions of the facilities essential future positioning Wenzel Consulting evaluated the utilization potentials of the sports school. Premise was to identify an utilization concept which will be operated durably without any subventions.

Tasks:

- Micro Site Analysis



- Analysis of the current Situation
- Derivation of a Strengths/Weaknesses Profile
- Analysis of existing Reference Facilities
- Identification and Evaluation of potential Positioning Strategies
- Derivation of suitable Utilizations/new Offers