

FEASIBILITY STUDY

NATURAL SALTWATER SPA WERNE A. D. LIPPE



Source: Wenzel Consulting Aktiengesellschaft

Client: Bäderbetriebe der Stadt Werne
Year: 2008/2009
Location: Werne a.d. Lippe (Northrhine-Westphalia),
Germany

Brief Description:

With its approx. 500,000 guests annually the natural saltwater spa in Werne a.d. Lippe is one of the most popular saline baths of the region. Due to constructional and technical faults and therefore a significant decline of visitor numbers during the last years the City of Werne is planning to attract and modernize the natural saltwater spa. Central aspect is the optimization of the profitability of the facility.

The architect's office geising + böker has set up a master plan for the further bath developing. At this the architects have been creating four different scenarios.

In May 2008 Wenzel Consulting was mandated with the plausibility check of the master plan. Goal was to evaluate the risks and chances of the project.



As part of the further plannings a higher redevelopment need (concerning the financial risks for rebuilding measures on existing buildings) as expected has been stated. This meant that the first favored solution would only be feasible with a significant overhead of construction works and costs.

Due to the modified conditions and requirements three updated concept ideas were developed, which have been analyzed and evaluated in a next phase by Wenzel Consulting.

Tasks:

- Market and Site Analysis
 - Analysis of the Demand (Catchment Area etc.)
 - Analysis of the Competition, incl. Matrix
- Description and Evaluation of the Courses of Action
- Rough Calculation of the Profitability of the different concept alternatives
 - Calculation of the Visitor Potential
 - Current profitability
 - Matrix for Decisions