



# Roger Hobkinson

THE DESTINATION DEVELOPER

PRINCIPAL CONSULTANT | DEVELOPMENT ADVISORY

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## EDUCATION AND QUALIFICATIONS

MSc European Property Development & Planning,

BA Combined Studies: Economics & Geography

## AFFILIATIONS AND MEMBERSHIPS

Urban Land Institute

Member of ULI European Regeneration Council

## MEDIA

BBC, CNN, Bloomberg, Century FM Manchester, Dublin City FM, Cork 96FM, Financial Times, The Times, London Evening Standard, Estates Gazette, Property Week, Irish Examiner; Sunday Business Post

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## CONTACT DETAILS

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## AREA OF EXPERTISE

Roger has 25 years' experience as strategic advisor helping to transform, shape and create **property, places and destinations** seeking competitive advantage. Think of Roger as the *Destination Developer* helping clients in the planning and delivery of differentiated, credible and compelling projects with purpose and meaning. He excels in urban regeneration, mixed use, tourism led strategies, feasibility, highest & best use, and economic development; projects that are often unusual and exciting.

Roger is an expert on visioning, research, consultation, options appraisals, concept development, place branding, visitor forecasting, business planning, investment, development, and implementation plans.

Offering the market making skills of the management consultant, the creativity of the brand & marketing strategist, the due diligence of the analyst and the agility of the broker he offers clients a unique skill set to help plan projects.

## PROFESSIONAL ACCOMPLISHMENTS

Roger led the Destination Consulting service of Colliers in Ireland between 2009-2019. Often leading and project managing multi-disciplinary teams. He is now a retained consultant to Colliers UK with his own consulting practice.

**Highlights:** Waterford's Viking Triangle, Cork Docklands & City Centre; The Wild Atlantic Way; AFC Wimbledon Stadium led mixed use; London's Millennium Dome/O2, Pier District, St Petersburg, Florida; Bunratty Castle & Folk Park; **Large scale mixed-use projects** in: Cork, Dublin, Glasgow, Birmingham, Manchester, Swansea, Bradford, Sheffield, across London, **International:** Peru, Slovakia, Serbia, Turkey, Russia, Kazakhstan, UAE, Malaysia, China, South Korea, and USA.

## SPEAKING

Presented at conferences and exhibitions including: Euroconstruct 2012, London; Atlantic Arc Cities, San Sebastian 2015; City Nation Place, London 2015 & 16, National Construction Summit, Dublin, 2016, Academy of Urbanism, Dublin Castle 2016; Brand Ireland Time for a Refresh 2017; UCD Smurfit Business School 2018; NUI Galway 2019 and MIPIM.

## EDUCATIONAL AND CAREER

- MSc *European Property Development & Planning*. University College London, Westminster University & Oxford Brookes University 1993-95.
- BA *Economics & Geography*. University of Leicester, 1988-91.
- *Quantitative Analysis for Business & Property*, Cambridge International Land Institute, Cambridge University, 1998.
- *Finance for the non-financial manager*, University College Dublin Q1 2011.

Roger started his career during his masters' degree with a year internship at Jones Lang Wotton, Paris 1994-95 before joining Healey & Baker's (C&W) 1995 graduate intake working in their Research & Consulting team. From 1998-2005 he worked for Jones Lang LaSalle, first as an analyst in the European Capital Markets group before joining the Strategic Consulting team. He undertook a secondment with the London Development Agency in 2004. In 2005 he joined Locum Consulting, a boutique destination consulting practice that was acquired by Colliers in 2006.

## INTERESTS AND ACTIVITIES

Roger enjoys all sports, fitness, reading, current affairs and travel.

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## IRELAND & UK

**Cork Region – Place brand & marketing strategy:** Cork City & County Councils

**Cork City Centre Strategy:** improvement, management & marketing, Cork City Council

**National Diaspora Centre, Cork's project:** concept & business planning, Cork City Council

**Cork Docklands– Economic Proposition:** development strategy, Cork City Council

**The Capitol Cork:** advocacy document for major property development, JCD Group

**Cork Harbour – A world class attraction:** Cork County Council

**Dublin Docklands:** office and destination development, NAMA

**Limerick:** City Centre revitalization strategy, Shannon Development

**East Point Business Park, Dublin,** strategic review, The Earlsfort Group

**Waterford's Viking Triangle:** City Centre cultural led regeneration initiative, Fáilte Ireland

**Lough Boora Parklands, Ireland,** Destination strategy, Bord na Móna

**Wild Atlantic Way,** brand proposition, Fáilte Ireland

**Car Experience Destination,** Options appraisal & strategy, Fáilte Ireland

**London's West End:** performance & development strategy, New West End Company

**Swansea City Centre:** destination & regeneration strategy, Swansea City & County Council

**Wembley Town Centre,** London, product & brand development, London Borough of Brent

**London Borough Merton:** Business Growth Strategy 2014-18, LB Merton

**AFC Wimbledon:** Stadium led mixed use project, AFC Wimbledon & LB Merton

**Glasgow City Deal:** development strategy, Renfrewshire Council

**Bunratty Castle & Folk Park:** 5-year master plan, Shannon Heritage

**Longford Town Centre:** Key site and town centre revitalization, Longford County Council

**Dundalk Football Club:** Stadium development options and strategy

**NUI Galway: Nuns' Island,** destination development strategy

**Ireland's Hidden Heartlands;** Feasibility study for the Midlands of Ireland, Fáilte Ireland

**CIÉ:** Property Strategy for Ireland's national transport operator

**Waterways Ireland:** The Dock Markets @Grand Canal Dock

**Welwyn Garden City:** Town Centre North, Place branding strategy

## INTERNATIONAL

**Georgia and Tbilisi at MIPIM 2015:** Georgia and Tbilisi Governments

**Kuala Lumpur City Centre & Petronas Towers:** Malaysia, destination review, Petronas

**Almaty - Airport City:** Kazakhstan, development strategy, Almaty International Airport

**Belgrade Waterfront:** property analysis & destination strategy, Port of Belgrade

**St Petersburg:** office led mixed use development strategy, SRV.

**Kaplianaka, Turkey:** resort concept & destination strategy, Capital Partners

**Regional Mall, Bratislava** market analysis & concept strategy, Trigranit

**Shijiazhang, China,** new city development, Chinese developer & Government

**Songjiang, Shanghai, China,** creative quarter mixed use, Major private sector business

**St Petersburg, Florida, USA,** Pier District destination development, City of St Petersburg

**Yongsan Station District, Seoul, Republic of Korea,** 40 ha mixed used development, Korail

**Lima Airport City, Peru:** real estate potential on 100 ha at Jorge Chavez International Airport

