

Maples Teesdale advises Fragrance Group on the negotiation of franchise agreements with Accor, and management agreements with RBH, for 3 Accor-branded UK hotels

April 2023

Maples Teesdale was instructed by the global property developer Fragrance Group, to complete negotiations of franchise agreements, management agreements and related ancillary contracts in respect of the appointment of RBH to manage three further Accor-branded hotels for Fragrance Group in the UK.

The three franchised properties are the Municipal Hotel Liverpool – MGallery Collection, the Mercure Paignton and Ibis Styles Paignton. The Mercure Paignton has opened, the Municipal Hotel Liverpool – MGallery Collection is scheduled to open in May 2023, and the Ibis Styles Paignton is scheduled to open in July 2023.

The Municipal Hotel Liverpool, which is set to be the first MGallery-branded hotel in the North-west, will be located in the old Municipal Building, which was first opened in 1868. Its exterior was newly renovated ahead of its transformation into a 179-bedroom luxury hotel with F&B, leisure and spa facilities.

The Mercure Paignton is a 161-bedroom new-build seafront property and will form part of a cluster, including the new 121-bedroom Ibis Styles Paignton. The properties form part of Fragrance Group's significant Paignton regeneration scheme to help to generate additional revenue towards the local economy.

David Hart, CEO of RBH, said: "I am extremely proud of this significant endorsement of RBH and to be entrusted with Fragrance Group's first UK hotel development projects.

"We very much value the relationship which we have with the principals at Fragrance Group, and we are excited to expand this into the luxury market where we have also seen continued growth and success across the wider RBH portfolio."

Martin Rogers, who represents Fragrance Group, added: "These three hotels are not only key developments in terms of our UK pipeline, but are also representative of our growing relationship with RBH. David, together with operations director Mark Dempsie and the wider RBH team, are true partners and we value their support and expertise."

The Maples Teesdale team was led by Hotels Partner Tim Dodd.