



CASE STUDY

Travelodge

Measured Surveys

Challenge

Travelodge is committed to maintaining its position as a leading hotelier by investing in the continuous upgrade of its estate, including significant enhancements to its bar café areas across many locations. Recognising the potential to elevate the quality of its refurbishment programme further, Travelodge worked with Sircle to explore the adoption of the latest technology to optimise project outcomes. While the initial approach involved using drawings created by trade staff, it became clear that leveraging advanced tools and specialised expertise would ensure even greater accuracy and efficiency. This strategic shift has allowed Travelodge to refine its processes, reduce timelines, and manage costs more effectively, further solidifying its commitment to delivering top-tier guest experiences.

Solution

Sircle was recommended from another part of the Travelodge Property Function for whom we had successfully completed several projects in recent years.

Initial discussions were had with Travelodge and their design partners to agree on a scope and the outputs required.

Drawing on our extensive experience, we presented several different survey approaches highlighting how the captured information could be utilised in various ways to support them.

Sircle's experienced surveying team then conducted pilot surveys at the site using the Leica RTC360 point cloud scanner, which enabled us to capture detailed areas and produce various drawings, including building outlines, reflected ceiling, ceiling void plans with MEP services, elevations, and more.

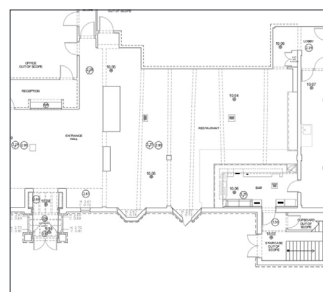
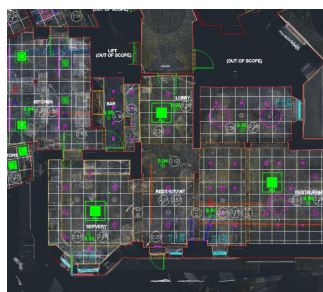
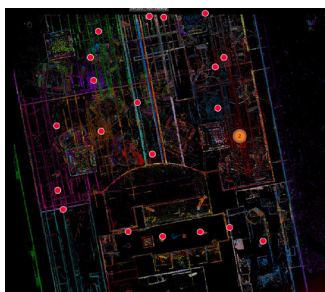
After completing the pilot, we further refined the scope to the final version and agreed with the client on a survey program covering all applicable sites in 2024.

Outcome

The level of detail and accuracy made available as an output of the work done, including the provision of the visual walkthrough allowed Travelodge to envisage the current building layout, supporting their complex design and refurbishment requirements.

The shortened time frame achieved between the survey, design and completion of refurbishment allowed for business operations within the Bar Cafe spaces to resume quicker.

The drawings we provided can not only be utilised during the design process but will also serve as the master drawings for the relevant areas going forward, eliminating the necessity for further surveys. Having successfully completed the surveys, we are now working with Travelodge on their 2025 development plans.



Insight for the built environment

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