

A Bilfinger Real Estate
company



GVA
10 Stratton Street
London
W1J 8JR

Draft Hotel Management Plan

Camden Town Hall Annex

Crosstree Real Estate Management Ltd

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1. Introduction

- 1.1 This Draft Hotel Management Plan has been prepared in support of the proposed development at Camden Town Hall Annex. The proposal is for the change of use of the existing building and its extension at roof level in association with its use as a hotel.
- 1.2 The proposed hotel will be operated by Standard International, an established brand that has a collection of boutique hotels on the East and West coasts of America.
- 1.3 This Draft Hotel Management Plan sets out the guiding operation and management principles for The Standard London.
- 1.4 The principles within the Draft Hotel Management Plan seek to ensure that operations are managed in a way that respects the amenity of the neighbourhood.
- 1.5 This is intended to be an evolving document, which will be updated and amended from time to time as the design of the building evolves. This document reflects the proposed operation as envisaged today. This may change over time as best practices are established.

Consultation

- 1.6 The measures set out within the Plan have been formulated following feedback from experts carefully appointed, London Borough of Camden, local residents and ward councillors, through pre-application meetings and consultation events as well as best practices established thorough Standard International's operating history.
- 1.7 As part of Standard International's commitment to working with our neighbours, it is intended that the communication will be maintained throughout the planning process and will continue even after the hotel has begun operating. This will ensure The Standard London operates to the very highest standards.

2. Overview of Functions and Operations

The Quality

- 2.1 The Standard London will be an International quality hotel.

Hotel Operations

- 2.2 The hotel will operate and be managed and secured 24 hours a day.
- 2.3 The Standard Hotel will be carrying out a full recruitment drive to ensure that they employ staff that have the experience and expertise to run an International 4* quality hotel. Every effort will be made to support the local community recruitment and employment initiatives.
- 2.4 Standard International has one of the most thorough training programmes to ensure staff development. All staff will be fully trained to ensure that the highest standards are maintained at the hotel.
- 2.5 The premises will have comprehensive CCTV surveillance and staff will be fully trained to operate this.

Ground Floor

- 2.6 The ground floor houses the hotel reception, concierge desk and the hotel lobby and retail. There will be wifi, an information area, meeting point, retail/refreshment and business facilities available for all to use at all times.
- 2.7 The reception will operate 24 hours and there will be bell boys on hand to assist with luggage and showing guests to their rooms. Hotel staff will be thoroughly trained to assist all guests upon arrival and departure.
- 2.8 The hotel will always have a dedicated team to ensure the ground floor is safe and secure.
- 2.9 72 Cycle parking spaces for staff and hotel guests is provided in the basement and at ground level.
- 2.10 The Hotel benefits from excellent transport connections given it's close proximity to St Pancras and Kings Cross rail termini as well as local bus services and therefore will provide only disabled car parking spaces within the basement and no further car parking. 2 Disabled parking spaces will be provided. There is a drop off area outside the Hotel on Argyle Street.

The Hotel Garden

- 2.11 The hotel garden will allow for an east to west permissive route through the garden from Argyle Street to Tonbridge Street for pedestrians and cyclists.

The Hotel Basement

- 2.12 The Basement will contain the core of the back of house ancillary areas, e.g. Housekeeping, staff amenities, offices for hotel admin and reservation, security control centre, refuse and waste management storage areas.
- 2.13 The Basement will also house The Standard's hotel function room which can be used for various hotel events.
- 2.14 There will also be 2 specifically designed disabled parking bays for the hotel to make this one of the most accessible hotels in central London.

The Hotel Bedrooms

- 2.15 The upper floors will contain the core of the hotel's business, which are beautifully designed state of the art bedrooms.
- 2.16 Each room will have the best quality beds, linen and pillows, the latest technology, and Wi-Fi, natural light and city views.
- 2.17 In each bathroom there will be robes, custom bath amenities and extra-large bath towels.
- 2.18 Rooms will have access to 24-Hour room service.
- 2.19 Security will patrol the communal areas and there will be housekeeping presence at all times.

The Standard Sky

- 2.20 The Standard Sky levels start from level [8] and above and contains bedrooms, suites and a number of hotel amenities.
- 2.21 The Sky levels provide the ultimate experience for anyone visiting the hotel. It will have luxury offerings, comfortable furniture, and the best food and drink created by Michelin quality chefs.
- 2.22 The Standard Sky aims to touch all the senses with a variety of luxury offerings.
- 2.23 The Standard Sky will be fully staffed at all times of the day with both front of house and security staff.

3. Capacity

- 3.1 The hotel has engaged to carry out a fire risk assessment and they are working with our architects [ORMS] to ensure that the premises will operate to a safe capacity.
- 3.2 From the discussion between the management team and their advisors it is apparent that the level to which Standard International operate is far greater than the minimum standard required by current British Standards. Usually the Standard International set their targets to 10% less than any risk-assessed figures to ensure that maximum capacities are not exceeded.
- 3.3 Staff will be trained to manage this and booking and counting facilities will ensure capacities are controlled at all times.

4. Arrivals and Servicing

Arrivals

- 4.1 The main entrances to the Hotel are on the ground floor.
- 4.2 The entrances are open 24 hours a day, 7 days a week and will be fully staffed.
- 4.3 A Street Management Policy will be in place to effectively manage taxis, drivers, chauffeurs anyone within the vicinity of the hotel. This will include passers by that may require assistance to get to their next location, people wishing to use the hotel's ancillary facilities such as telephones, washrooms etc

Secondary entrances/access will be decided as plans evolve. A dedicated management team will deal with arrivals via these entrances to ensure guests leave quickly and quietly at all times.

Access / Egress

- 4.4 With two main stations, EuroStar and easy access to Paddington Express, we envisage most guests will come by public transport.
- 4.5 The forecast guest mix is as follows:

- 50% leisure/ 50% business;
- 60% domestic /40% international.

Staff

- 4.6 It is anticipated that all employees will arrive at the site by public transport, on foot or by bicycle. The measures aimed at encouraging travel by sustainable transport modes are outlined in the Travel Plan and no provision is made for car parking.
- 4.7 Bicycle parking for staff is located within the basement.
- 4.8 There are excellent staff welfare facilities to ensure that staff do not need to leave the premises whilst on duty. There is a staff canteen, staff lounge, staff washing and shower facilities. There will be a staff training manual which will ensure that their behaviour are up to the standards befitting of an International 4* Hotel

Servicing Arrangements

- 4.9 The hotel will continue to be serviced using the enclosed basement delivery and servicing area, accessed via the ramp off Argyle Street.
- 4.10 All servicing and deliveries are pre-booked and would be spread evenly throughout the day to minimise the potential for noise and disturbance to the nearby residents and hotel guests.
- 4.11 Deliveries would primarily be made using transit vans, which will be able to drive into the basement to make their deliveries / pick up, turn and then leave again in a forward gear.
- 4.12 All refuse is stored in the designated waste and recycling area in the basement of the hotel until it is due for collection during designated hours.
- 4.13 Further details are set out in the dedicated Servicing Management Strategy.
- 4.14 Every effort will be made to recycle refuse in accordance with LBC guidelines.

5. Management Protocol

Management Team

- 5.1 A fully qualified and experienced management team will be on-site 24 hours a day, 7 days a week in order to maintain the safety and wellbeing of everyone both in the hotel and within the vicinity of the hotel.

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- 5.2 In total there would be approximately 650 employees who will help with the running of the Standard London, although clearly this total will be split between a number of separate shifts.
- 5.3 Staff will be extensively trained to ensure high levels of hospitality, cleanliness, safety and security.
- 5.4 At any one time there will be an appropriate number of staff trained in First Aid and SIA qualified security will be on hand to ensure the safety of everyone within the hotel.
- 5.5 All officers and anyone within the close proximity of the hotel will be provided with dedicated telephone numbers so that they can contact the relevant department of the hotel quickly and without the need of visiting the hotel in person. All neighbours will be treated as if they were guests of the hotel so that any issue raised will be addressed immediately.

Leaving the Premises

- 5.6 The Street Management Policy will ensure guests leave the premises and disperse promptly to avoid any negative impact on local residents and other guests.
- 5.7 This will be formed with the help of experts in this field in conjunction with our neighbours and the management team.
- 5.8 The hotel will proactively find ways to ensure that the hotel can operate smoothly with minimal if any impact on the neighbourhood.

Security

- 5.9 There is 24-hour security coverage as well as CCTV facilities in the building to include the Argyle Street entrance, as well as public and back of house areas of the hotel.
- 5.10 Footage is kept for a minimum of 31 days and accessible on demand to the Statutory Authorities.

Fire Exits

- 5.11 A full Risk Assessment has taken place.
- 5.12 All fire exits are indicated and kept clear at all times.

6. Summary

- 6.1 The operation and management principles set out within this plan will ensure that The Standard, London will be managed in a way that minimises impact on the neighbourhood.
- 6.2 The Hotel will be managed in accordance with the measures in this Plan. As part of the Hotel management's continuing commitment to working with our neighbours, regular meetings will be held at the hotel in order to discuss any concerns that may arise, and further amendments made to the management strategy if necessitated.