

LDN: Bloomsbury

DRAFT HOTEL MANAGEMENT PLAN

CRITERION HOTELS

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1. Introduction

- 1.1. This Draft Hotel Management Plan (dHMP) has been prepared in support of the proposed development of the car park located in the basement of the existing YMCA Building. The proposal is for the change of use of the car park to a 166 bedroom hotel under the LDN brand.
- 1.2. The proposed hotel will be operated by Criterion Hotels, a division of London based property group Criterion Capital. Criterion Capital is an established name in the London development scene with an extensive property portfolio within Central and Greater London. Criterion Hotels will open its first hotels in early 2016, with a pipeline of over 1500 bedrooms within Central London to be realised in the next 5 years.
- 1.3. This dHMP sets out the guiding operation and management principles for the LDN: Bloomsbury.
- 1.4. The principles within the dHMP seek to ensure that operations are managed in a way that respects the amenity of the neighbourhood.
- 1.5. To ensure that the HMP remains relevant, the plan will be reviewed annually for the first 5 years after the completion of the hotel. This will be secured by a S106 agreement submitted alongside the application.

Consultation

- 1.6. The measures set out within the Plan have been formulated following feedback from carefully selected consultants and the London Borough of Camden through pre-application meetings as well as best practice guidance from a number of international hotel operators. Further feedback from the relevant stakeholders will be incorporated into the final HMP.

2. Overview of Functions and Operations

The Quality

- 2.1. The LDN: Bloomsbury will be developed and operated to the exacting standards of an internationally recognized brand.

LDN Hotel Brand

- 2.2. LDN is a new hotel brand that will be implemented across a number of Criterion Hotel' pipeline developments.
- 2.3. The brand's identity can be defined as *"a chic pod-style hotel offering a slice of luxury for the savvy traveller at an affordable price"*.
- 2.4. LDN fills a gap in the market for simple, "essential service" with eco-friendly hotel accommodation. The hotel is a design led contemporary experience offering value

for money and always exceeding guest expectations. The hotel's comforts support this concept - always sufficient yet effortlessly chic without being precious or pretentious.

Hotel Operations

- 2.5. The hotel will operate and be managed and secured 24 hours a day.
- 2.6. The 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 quality hotel. Every effort will be made to support the local community recruitment and employment initiatives.
- 2.7. Criterion Hotels will introduce a thorough training programme to ensure staff development. All staff will be fully trained to ensure that the highest standards are maintained at the hotel.

Reception, Communal and Ancillary Areas

- 2.8. The ground floor will house the hotel entrance and concierge desk. The entrance will be manned at all the time and guests will be directed to the hotel reception via the lifts.
- 2.9. The hotel reception will be located on Level -4 and operate 24 hours. The Hotel staff will be properly trained to assist all guest upon arrival and departure. In addition to the traditional check-in facilities, the Hotel will offer automated check-ins with virtual host service.
- 2.10. Communal lounge areas and meeting points will be split between Level -4 and -5 offer will benefit from comfortable social seating areas, vending machines and high speed Wi-Fi.
- 2.11. Due to the Hotel's central London location and size limitations, the Hotel will not include any food and beverage services. Instead, guests will be directed by staff to the extensive food and entertainment options already in the surrounding area.
- 2.12. The core of the back of house ancillary areas, e.g. housekeeping, staff amenities, offices for hotel admin and reservation, and security control centre, will be located at Level -4.
- 2.13. Additional maid rooms that will act as storage areas for housekeeping staff will be disbursed throughout the Hotel.

The Hotel Bedrooms

- 2.14. All hotel bedrooms (166) will be located at Level -4 & -5. Rooms are compact and simple, streamlining non-essential room amenities and technology, with an iPad controlling each room.

- 2.15. Each room will have the best quality beds, linen and pillows, the latest technology, and Wi-Fi.
- 2.16. Detailed specifications and artistic renderings can be found in Blacksheep's look and feel document submitted with the main application.

3. Capacity

- 3.1. Criterion Hotels has engaged FDS Consult to carry out a fire risk assessment and along with their architect [Proun Architects] and MEP consultant [Hoare Lea] to ensure that the premises will operate to a safe capacity.
- 3.2. Staff will be trained to manage this and booking and counting facilities will make sure capacities are controlled at all time.

4. Arrivals and Servicing

Guest Access/Egress

- 4.1. The main entrance to the Hotel will be at ground floor on Great Russell Street. Disabled access will also be provided via this entrance with access maintained throughout all of the hotel's communal areas and 10% of the bedrooms.
- 4.2. The entrance will be open 24 hours a day, 7 days a week and will be fully staffed.
- 4.3. A Street Management Policy, to be included in the final Hotel Management Plan, will be put in place to effectively manage anyone within the vicinity of the Hotel. This will include passers-by that may require assistance.
- 4.4. It is envisaged that most guests will arrive by public transport. The Hotel benefits from excellent transport connections given its close proximity to two underground stations, Tottenham Court Road and Goodge Street, and the future opening of Crossrail in 2018. Additionally, there a number of well serviced bus routes in the area.
- 4.5. 16 cycle parking spaces for hotel guests and staff will be provided in a secure cycle store located on Adeline Place. Additionally, 20 cycle spaces will be provided within the footway on Adeline Place.

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. There are excellent staff welfare facilities to ensure that staff do not need to leave the premises whilst on duty. There is a 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 Hotel.

Servicing Arrangement

- 4.8. The hotel will be serviced using the existing car park ramp off Adeline Place. A small electronic vehicle, which will remain in the ramp service area, will transport goods from the ground floor service entrance before depositing the goods in a designated service area at Level -4. In addition, there will be an internal service lift between Level -4 and -5.
- 4.9. It should be noted that the onsite servicing area located on Bedford Avenue is used solely by the St Giles Hotel. For management and operational reasons the use of this service area is not possible.
- 4.10. All servicing and deliveries are pre-booked and would be spread evenly throughout the day at off peak times and between normal work hours to minimise the potential for any noise and disturbance to the nearby residents and hotel guests.
- 4.11. All refuse is stored in the designated waste and recycling area located on Adeline Place until it is due for collection during designated hours.
- 4.12. Further details will be set out in the dedicated Servicing Management Strategy.
- 4.13. 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.
- 5.2. In total there would be approximately 24 employees who will be employed to run the Hotel, although 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.

Leaving the Premises

- 5.5. The Street Management Policy will ensure guests leave the premises and disperse promptly to avoid any negative impact on local residents and other guests.

- 5.6. This will be formed with the help of experts in this field in conjunction with our neighbours and the management team.
- 5.7. The hotel will proactively find ways to ensure that the hotel can operate smoothly with minimal if any impact on the neighbourhood.

Security

- 5.8. Security will patrol the communal areas and there will be a housekeeping presence at all times.
- 5.9. An additional security guard will be located outside the main entrance between 7pm and 7am to manage any congregation and anti-social behaviour by guests returning to the hotel in the early hours.
- 5.10. The premises will have comprehensive 24-hour CCTV surveillance with cameras located throughout the premises in key locations. In addition to monitoring the internal hotel areas, additional CCTV cameras will monitor all guest and services entrances to prevent and minimise any disturbance caused by guests and staff members.
- 5.11. Footage will be kept for a minimum of 31 days and accessible on demand to the Statutory Authorities.

Fire Exits and Escape Protocols

- 5.12. A full Risk Assessment has taken place.
- 5.13. All fire exits are indicated and kept clear at all times.
- 5.14. Due to the Hotel's unique location, all staff members will receive extensive training on escape protocols.

6. Summary

- 6.1. The operation and management principles set out within this plan will ensure that LDN: Bloomsbury 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.