Hotel Needs Assessment

Prepared by Iceni Projects

Submitted on behalf of Lab Selkirk House Ltd

Selkirk House, 166 High Holborn and 1 Museum Street, 10-12 Museum Street, 35-41 New Oxford Street and 16A-18 West Central Street, London, WC1A 1JR

September 2022

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SEPTEMBER 2022

ICENI PROJECTS LIMITED ON BEHALF OF LAB SELKIRK HOUSE LTD

Hotel Needs Assessment
SELKIRK HOUSE, 166 HIGH HOLBORN AND 1 MUSEUM STREET, 10-12 MUSEUM STREET, 35-41 NEW OXFORD STREET AND 16A-18 WEST CENTRAL STREET, LONDON, WC1A 1JR

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1. INTRODUCTION

1.1 This report has been prepared by Iceni Projects (‘Iceni;) in support of the detailed planning application being submitted by Lab Selkirk House Ltd (‘the Applicant’) to the London Borough of Camden (‘the Council’) for the redevelopment of the land at Selkirk House, 166 High Holborn and 1 Museum Street, 10-12 Museum Street, 35-41 New Oxford Street and 16A-18 West Central Street, London, WC1A 1JR (‘the site’).

1.2 This detailed planning application seeks planning permission for the following description of development:

> *“Redevelopment of Selkirk House, 166 High Holborn and 1 Museum Street following the substantial demolition of the existing NCP car park and former Travelodge Hotel to provide a mixed-use scheme, providing office, residential, and town centre uses at ground floor level. Works of demolition, remodelling and extension to 10-12 Museum Street, 35-41 New Oxford Street, and 16A-18 West Central Street to provide further town centre ground floor uses and residential floorspace, including affordable housing provision. Provision of new public realm including a new pedestrian route through the site to link West Central Street with High Holborn. Relocation of cycle hire docking stations on High Holborn.”*

1.3 The proposed development has evolved through an extensive pre-application and wider stakeholder consultation process, which has included collaborative discussions with the Council, Greater London Authority (‘GLA’), Transport for London (‘TfL’), Historic England (‘HE’), and a number of other key stakeholders.

1.4 The proposed development provides the opportunity to regenerate this strategically important site through the demolition and refurbishment of the existing poor-quality buildings and replacement with a highly sustainable mixed-use development. It will deliver all the key master planning requirements and uses specified by the Local Plan (2017), the Holborn Vision and Urban Strategy (2019), and the Draft Site Allocations Plan (2020), providing the opportunity to deliver a wide range of planning and public benefits.

1.5 This Assessment is intended to assist the Council’s consideration of the loss of visitor accommodation (i.e. hotel floorspace) at the site, as a result of the proposed development. It should be read alongside the ‘Planning Statement’ and the ‘Socio-Economic Report’ produced by Iceni, which provide a detailed description of the application site, the proposed development, a review and assessment of the planning policies which relate to the site and proposals, as well as a thorough assessment of the socio-economic impacts and benefits of the scheme.

1.6 A Scoping Note for this Assessment was submitted to the Council in September 2020 and was discussed at a pre-application meeting in September 2020. No issues have been raised by the Council in relation to the scope and methodology which is being used for the Assessment.

1.7 It is important to note that this assessment relates to the visitor accommodation and hotel market only, in order to address Policy E3. It does not seek to assess any of the proposed uses within the scheme, as it is considered that these uses are in accordance with planning policy.

Overview of the Development

1.8 The proposed development falls within one red line area and comprises of the following components:

- **Museum Street** - a single new building rising to 19 storeys, providing office (Class E(g)(i)) accommodation on upper levels and a range of flexible town centre uses (Class E) at ground level.
- **High Holborn** - a single new building rising to 6 storeys, providing residential (Class C3) accommodation on upper levels and a flexible town centre use (Class E) at ground level.
- **Vine Lane** - a single new building rising to 5 storeys, providing market residential units with a flexible town centre use (Class E) at ground level.
- **West Central Street** - a series of new and refurbished buildings rising to 6 storeys, providing residential accommodation (market, LCR and Intermediate) on upper levels (Class C3) and flexible town centre uses (Class E) at ground level.

1.9 In summary, the proposed development is seeking detailed planning permission for:

- **22,650 sqm (GIA) of office floorspace** falling within Class E(g)(i). This will be provided within the Museum Street building.
- **1,547 sqm (GIA) of flexible town centre floorspace** at ground floor level falling within Class E. This will be provided within the Museum Street, Vine Lane, High Holborn, and West Central Street buildings. The planning application specifies the range of uses within Class E that each of these units is seeking permission for.
- **4,502 sqm (GIA)** of residential floorspace will be provided. This represents an uplift of **2,588 sqm (GIA)** of residential floorspace falling within Class C3. This will be provided within the West Central Street, Vine Lane and High Holborn buildings.
- All of the affordable housing component **(1,822 sqm GIA)** is provided with the West Central Street buildings along with **675 sqm (GIA)** of market housing.
- **1,579 sqm (GIA)** of market housing is provided within the Vine Lane block with a further **426 sqm (GIA)** of market housing being provided within the High Holborn block.
- Two basements which will be used for cycle parking, servicing areas, plant, storage, and other ancillary uses.

- A high proportion of open space across the site totalling 2,197 sqm provided as public realm, pocket parks, communal areas, play space and private amenity for residents and office occupants.
- The creation of new public pedestrian route through the site known as '**Vine Lane**', which will link High Holborn with West Central Street.
- 500 cycle parking spaces allocated as follows:
    - 345 long stay cycle parking spaces allocated to the office component.
    - 9 long stay cycle parking spaces allocated to the flexible town centre uses floorspace component.
    - 84 long stay cycle parking spaces allocated to the residential component.
    - 62 cycle parking spaces allocated to visitors to the site and located within the public realm areas.
- **0 vehicle parking spaces.**

- Extensive provision of open space across the site (**2197 sqm**) including:
    - 1083 sqm provided as public realm within the Applicant's ownership across the site.
    - 509 sqm provided as communal offices terraces within Museum Street building.
    - 151 sqm provided as play space within the West Central Street courtyard, which also provides communal open space for residents of those buildings.
    - 195 sqm of communal open space within the Vine Lane block - 74 sqm within the courtyard and 121 sqm at level 4.
    - 129 sqm for WCS and 130 sqm for VL of private amenity space.

- In addition to the open space provision within the Applicant's ownership, **729 sqm** of public realm and streetscape improvements outside of the Applicant's ownership is proposed.

1.10 The remaining sections of this Statement are structured as follows:

Section 2.0 Site Description and Proposed Development

Section 3.0 Planning Policy Overview

Section 4.0 Supply of Visitor Accommodation

Section 5.0 Demand for Visitor Accommodation

1.11 We finally set out in **Section 6.0** in our Summary and Conclusion, that for a number of reasons, the proposed development accords with Policy E3 of the Camden Local Plan (2017).

2. SITE DESCRIPTION AND PROPOSED DEVELOPMENT

Site and Surrounding Area

2.1 The site is located within the Holborn and Covent Garden Ward of the London Borough of Camden (‘the Council’). The site comprises a number of individual different buildings within the red line area, which includes Selkirk House (1 Museum Street), 166 High Holborn, 10-12 Museum Street, 35-41 New Oxford Street and 16A-18 West Central Street.

2.2 The site is bounded by High Holborn to the south, Museum Street to the east and New Oxford Street to the north, with the rear of the properties fronting Grape Street forming the western boundary. West Central Street dissects the site and separates out Selkirk House from the New Oxford Street and West Central Street block (known as the West Central Street component of the site).

2.3 Selkirk House comprises a 17-storey building, which includes two basement levels, and a further partial basement level. Selkirk House is occupied by the former Travelodge hotel building and NCP car park. The former Travelodge building provided overspill accommodation from the primary Travelodge hotel building on the opposite side of High Holborn, however, the hotel use at the site ceased all operation in June 2020. At lower levels there is an NCP car park set across basement to second floor level.

2.4 The West Central Street buildings are predominantly in retail use at ground floor level fronting New Oxford Street. The basement, first and second floors of No. 39 – 41 are in office use with the upper floors of 35 – 37 being in residential use. No’s 16a, 16b and 18 West Central Street were previously in use as a nightclub at basement level with offices above.

2.5 The West Central Street component of the site falls within the Bloomsbury Conservation Area. There are no listed buildings on the site, however, Grade II listed buildings adjoin the site boundary at 43-45 New Oxford Street and 16 West Central Street. No. 33-41 New Oxford Street, 10-12 Museum Street and 16A-18 West Central Street are each identified as ‘positive contributors’ in the Conservation Area Appraisal. The shopfronts at numbers 10 and 11 Museum Street are identified separately as positive contributors to the Conservation Area. Selkirk House sits outside of the Conservation Area boundary which runs along West Central Street.

2.6 The site is located in close proximity to a number of well known, large-scale developments including, Centre Point, Central St Giles, and the Post Office Building development directly adjacent. Notably, further to the north of the site lies the British Museum.

2.7 The site benefits from a PTAL rating of 6b being close to three underground stations, namely Holborn to the east, Tottenham Court Road to the south-west (also including the future Crossrail station) and Covent Garden to the south. This area of London is very well served by bus routes on High Holborn and New Oxford Street. High Holborn and New Oxford Street are also on the London Cycle Network and experience high levels of commuter cycling.

2.8 There are high levels of pedestrian movements in the area surrounding the site and this is expected to increase when Crossrail opens. The site is situated within an urban island bounded and fragmented by a busy multi-lane, one-way system.

2.9 Public realm improvements are being brought forward as part of the West End Project, which will link in with the popular tourist routes from either Leicester Square or Covent Garden to the British Museum. Works are currently under way on the West End Project and this will make significant improvements, easing congestion and rebalancing the priority of public realm towards the pedestrian and cyclist.

Former Travelodge Hotel

2.10 Selkirk House was previously occupied by the former Travelodge hotel, as well as the existing NCP car park. The former Travelodge contained 184 bedrooms and provided overspill accommodation from the primary Travelodge hotel building on Drury Lane, situated on the opposite side of High Holborn.

2.11 Whilst the site may be situated in a popular location for hotel uses more generally, tthe overspill hotel was surplus to requirements for Travelodge and would have required significant investment and refurbishment works in order to bring the building up to Travelodge's required standard of quality for customers. The overspill facility ceased all operation in June 2020 and the floorspace has since been vacant.

2.12 It important to note that the former hotel was an overspill facility from the nearby Travelodge on Drury Lane rather than it being a standalone hotel in its own right. The Travelodge brand will continue to have presence within London, with the 'right-sizing' of the hotel and reduction in hotel beds allowing it to be stronger in the market.

2.13 Travelodge has over 580 hotels and more than 40,000 guest bedrooms across the UK, Ireland and Spain. The majority of Travelodge hotels (80%) are within the centre of major towns and cities, as well as popular holiday destinations. Travelodge is continuing to expand, in appropriate locations which are considered to be suitable and viable. The Travelodge group aims to become the favourite hotel for value, offering good quality but low-cost rooms for leisure and business travel. The company recently spent £100 million on the modernisation of more than 30,000 rooms in locations where it was viable to do so. Whilst the site is located in an area suitable for hotels, the overspill facility was no longer suitable for Travelodge, particularly as it did not benefit from sufficient upgrades and refurbishment works required in order for it to remain attractive to the Travelodge customer base.

The Proposed Development

2.14 This section outlines the proposed development for the site. A more detailed review is set out within the Planning Statement.

2.15 The planning application seeks planning permission for the following description of development:

> *"Redevelopment of Selkirk House, 166 High Holborn and 1 Museum Street following the substantial demolition of the existing NCP car park and former Travelodge Hotel to provide a mixed-use scheme, providing office, residential, and town centre uses at ground floor level. Works of demolition, remodelling and extension to 10-12 Museum Street, 35-41 New Oxford Street, and 16A-18 West Central Street to provide further town centre ground floor uses and residential floorspace, including affordable housing provision. Provision of new public realm including a new pedestrian route through the site to link West Central Street with High Holborn. Relocation of cycle hire docking stations on High Holborn."*

2.16 The overarching objective of the proposed development is to regenerate this strategically important site through the demolition and refurbishment of the existing buildings and replace these with a highly sustainable mixed-use development. The proposed development has opportunity to deliver a wide range of planning benefits as detailed within the Planning Statement.

2.17 Specifically, the proposed development will comprise:

- A series of new buildings across the site, ranging in height from **4 storeys to 19 storeys.**
- The provision of **48 residentials units**, totalling **4,502 sqm (GIA)*.*** This includes **18 affordable homes** equating to **51% affordable housing on a floorspace basis**.
- The provision of **24,817 sqm (GIA)** for non-residential uses:
  - **22,650 sqm (GIA)** of office floorspace (Class E(g)(i)).
  - **1,547 sqm (GIA)** of ground floor flexible town centre uses floorspace (Class E).
- The proposed development will promote sustainable modes of transport and will provide the following:
  - **429 long-stay cycle parking spaces** and **62 short-stay cycle spaces**
  - **0 vehicle parking spaces**.
- Extensive provision of open space across the site (**2,197 sqm**) including:
  - **1,083** sqm provided as public realm within the Applicant's ownership across the site.
  - **509** sqm provided as communal offices terraces within the Museum Street building.

  - **151 sqm** provided as play space within the West Central Street courtyard, which also provides communal open for residents of those buildings.
  - **195 sqm** of communal open space within the Vine Lane block. **74 sqm** within the courtyard and **121 sqm** at Level 4.
  - **259 sqm** of private amenity space.
- In addition to the open space provision within the Applicant's ownership, **729 sqm** of public realm and streetscape improvements outside of the Applicant's ownership is proposed.

3. PLANNING POLICY OVERVIEW

3.1 This section provides a summary of the adopted and emerging planning policy which specifically relate to the loss of visitor accommodation at the site. General policies relating to the proposed development are set out within the Planning Statement.

3.2 The Town and Country Planning Act 1990 (referred to as 'the Act'), the Planning and Compulsory Purchase Act 2004 and the Localism Act 2011 are the principal statutory considerations for town planning in England.

3.3 Collectively the three acts create a plan-led system which requires local planning authorities to determine planning applications in accordance with an adopted statutory development plan unless there are material considerations which indicate otherwise (Section 38(6) of the 2004 Act as amended by the Localism Act).

Statutory Development Plan

3.4 The statutory development plan for the London Borough of Camden, and in turn the proposed development, consists of:

- The London Plan (2021); and
- London Borough of Camden Local Plan (2017).

3.5 There are a number of other relevant adopted and emerging planning policy documents published nationally, regionally and by the Council that represent material considerations in determining this planning application, including:

- The National Planning Policy Framework (NPPF);
- The National Planning Policy Guidance (NPPG);
- London Borough of Camden Supplementary Planning Guidance;
- London Borough of Camden Draft Holborn Vision and Strategy (2019); and
- London Borough of Camden Draft Site Allocations Plan (2020).

3.6 The site is subject to the following site-specific planning policy designations as identified by the Council's adopted Policies Map:

- Tottenham Court Road Growth Area;

- Tottenham Court Road Opportunity Area;
- Central Activities Zone ('CAZ')

3.7 The site is identified as a development site within the Council's Draft Site Allocations Plan (2020) under Policy HCG3 ('1 Museum Street'). The draft allocation supports the comprehensive redevelopment of the site with a mix of commercial and residential uses, emphasising the requirement for enhancing the public realm, permeability through the site and ground level experience.

3.8 The site is identified within the emerging Holborn Vision and Urban Strategy (2019) as a 'Key Project' for potential redevelopment. The guidance within this document supports active frontages ground level, increased residential population, and a through route on an axis with Coptic Street with future potential to connect to Covent Garden.

Camden Local Plan (2017)

3.9 The Local Plan is the key strategic document in Camden's development plan and sets out the vision for shaping the future of the Borough and contains policies for guiding planning decisions. It was adopted by the Council on 3 July 2017. It replaced the Core Strategy and Camden Development Policies documents. It is now the basis for planning decisions and future development in Camden.

3.10 Policy E3 of the Local Plan relates to 'Tourism'. It states that the Council recognises the importance of the visitor economy in Camden and will support tourism development and visitor accommodation.

3.11 The policy goes on to state that LB Camden will:

a. expect new, large-scale tourism development and visitor accommodation to be located in Central London, particularly the growth areas of King's Cross, Euston, Tottenham Court Road and Holborn;

b. allow smaller-scale visitor accommodation in the town centres of Camden Town, Kilburn, West Hampstead, Kentish Town and Finchley Road/Swiss Cottage;

c. consider tourism development outside of the areas listed above where it would have a local or specialist focus and would attract limited numbers of visitors from outside the borough;

d. encourage large-scale tourism development and visitor accommodation to provide training and employ Camden residents;

e. protect existing visitor accommodation in appropriate locations.

3.12 It states that all tourism development and visitor accommodation must:

f. be easily reached by public transport;

g. provide any necessary pickup and set down points for private hire cars and coaches and provide taxi ranks and coach parking where necessary;

h. not harm the balance and mix of uses in the area, local character, residential amenity, services for the local community, the environment or transport systems;

i. not lead to the loss of permanent residential accommodation.

3.13 It is important to note that Policy E3 clearly states the Council will protect existing visitor accommodation in 'appropriate locations', rather than a blanket protection across the borough as a whole. Therefore, other factors such as the supply and demand of visitor accommodation is of importance to the consideration of the level of protection required.

London Plan (2021)

3.14 Policy E10 of the London Plan (2021) relates to 'Visitor Infrastructure'. It states that London's visitor economy and associated employment should be strengthened by enhancing and extending its attractions, inclusive access, legibility, visitor experience and management and supporting infrastructure, particularly to parts of outer London well-connected by public transport, taking into account the needs of businesses as well as leisure visitors. The policy goes on to state that a sufficient supply and range of serviced accommodation should be maintained.

3.15 Paragraph 6.10.1 sets out that London is the second most visited city in the world and the Mayor wants to spread economic and regeneration benefits by working with London & Partners to promote tourism across the whole of the city, including outside central London. This Plan supports the enhancement and extension of London's attractions particularly to town centres and well-connected parts of outer London, complemented by supporting infrastructure including visitor accommodation, a high-quality public realm, public toilets and measures to promote access by walking, cycling and public transport.

3.16 Paragraph 6.10.2 of the London Plan goes on to state that given the importance of tourism to London's economy, London needs to ensure that it is able to meet the accommodation demands of tourists who want to visit the capital. It is estimated that London will need to build an additional 58,000 bedrooms of serviced accommodation by 2041, which is an average of 2,230 bedrooms per annum. In addition to leisure visitors the needs of business visitors require consideration, including provision of suitable facilities for meetings, conferences, exhibitions in both hotels and purpose-built convention and exhibition centres.

4. SUPPLY OF VISITOR ACCOMMODATION

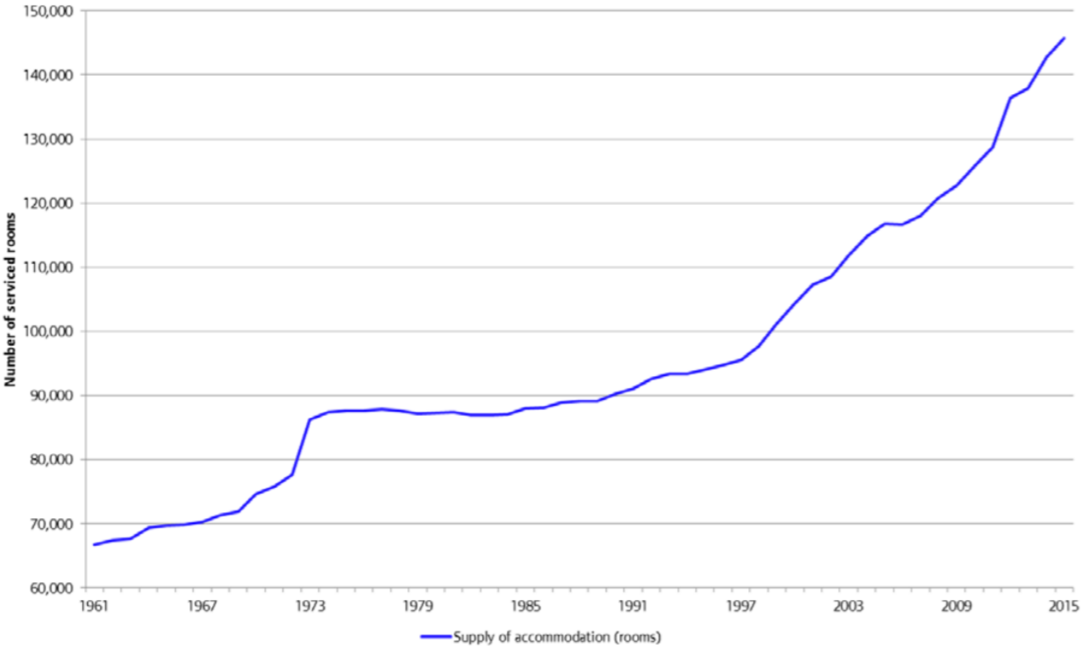
4.1 The supply of visitor accommodation in the area should be understood in order to conclude whether there is a requirement for the site to be retained in such use.

Existing Visitor Accommodation

4.2 The GLA Working Paper 88 (2017) sets out projections for the supply and demand of serviced visitor accommodation (i.e. hotels, hostels, B&Bs and guest houses) between 2015 through to 2041 (the time horizon for the London Plan), and beyond to 2050 (the timescale for the London Infrastructure Plan). The results have led to the estimation of the number of rooms expected to be needed based on the demand projections, which have been used to inform the target in the new London Plan.

4.3 The supply of serviced visitor accommodation in London has gone through a number of cycles[1]. After steady growth during the 1960s, there was a large increase in the supply of rooms in the early 1970s. Following this surge in construction the supply of serviced accommodation remained relatively flat for over a decade, before starting to slowly increase during the 1990s. Towards the late 1990s growth in accommodation increased significantly in response to increased popularity from tourism in London, and has been growing strongly ever since. Figure 10 from the GLA Working Paper 88 illustrates this:

Figure 4.1: Supply of serviced accommodation, London



[1] As set out within the GLA Working Paper 88.

4.4 Most of London’s serviced rooms are located in central London (76.6%) and over a quarter of rooms are located in the borough of Westminster. The Working Paper confirms that in regard to ‘inner London’, the majority of accommodation is located in Westminster, Camden, Kensington and Chelsea, with these three boroughs accounting for 64.2% of accommodation in inner London.

4.5 Within Camden specifically, the Working Paper confirms that at December, the borough had a strong supply of visitor accommodation and low levels of room demand. The borough had 18,038 bedrooms, equating to a 12.4% share of the total rooms within London – the second highest number of bedrooms after Westminster. A Paper issued in March 2016[2], also confirmed that the second highest number of existing hotel rooms in London by borough was in Camden, with 155 hotels and 17,532 rooms at the time and an active pipeline of 552 rooms between 2016 – 2018. We anticipate that the supply will have further increased since the Working Paper was produced in 2017.

4.6 Camden has also seen one of the highest net changes in room supply between 2011 – 2015, compared to other London boroughs, ranking highly at 5th out of 33 boroughs. There was an increase of 1,391 rooms, resulting in a change to London’s supply of 7.3%, as set out below[3].

Figure 4.2: Net change in serviced room supply by London borough, 2011 - 2015

[2] London Hotel Development Monitor - ‘Uncovering Hotel Opportunities’ – May 2016 (JLL and London & Partners)

[3] Sourced from GLA Working Paper 88.

4.7 The evidence is clear that Camden has a strong supply of serviced visitor accommodation compared to other boroughs within London. It is also worth noting that the borough has a significant amount of non-serviced accommodation (e.g. Airbnb). The Working Paper highlights that Camden, along with four other boroughs (Westminster, Tower Hamlets, Kensington & Chelsea and Hackney) accounted for half of all overnight Airbnb bookings (and the majority of London's Airbnb listings). This supply is likely to have increased with the increased popularity of Airbnb more generally.

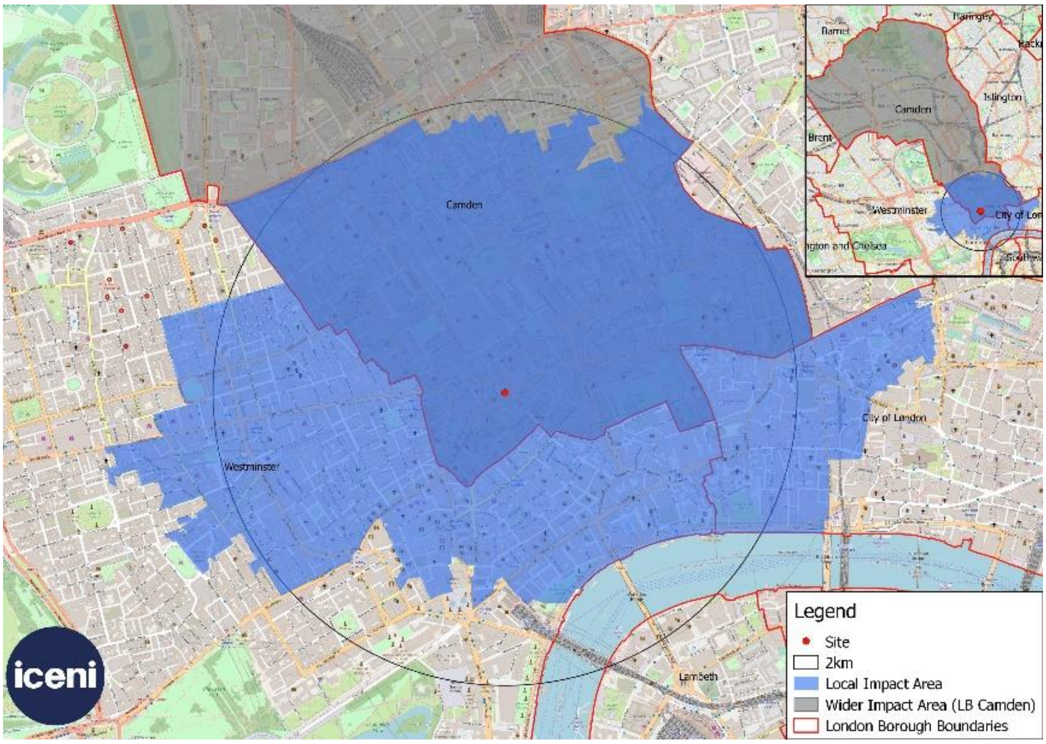
Existing Supply within Local Impact Area

4.8 To inform the overall assessment, a review of existing visitor accommodation within the local area has been undertaken. It is important that a geographical scope is clearly understood.

4.9 The Socio-Economics Report submitted with this planning application, defines a 'Local' and 'Wider' Impact Area. Ideally in an urban context, facilities should be accessible and located within easy reach by walking, cycling and public transport. The Report set out that spatial characteristics, walking distances, the retail hierarchy, socio-economic characteristics and the neighbourhood character area all indicate that the strongest functional relationships are most likely to be within the surrounding area, which is to form the 'Local Impact Area' for the purposes of this assessment. As such, a 2km radius from the site is defined as an appropriate distance to assess effects.

4.10 The Local Impact Area as defined within the Socio-Economics Report has been used to assess the existing supply of visitor accommodation within the area, as illustrated in Figure 4.3 below. This radius is considered to be the area to experience any effects from the proposed development.

Figure 4.3: Local and Wider Impact Areas



4.11 The results of our assessment indicate that within the Local Impact Area, there are at least 123 hotels and/or serviced accommodation. The review was undertaken using Google Maps and therefore it is important to highlight that not all visitor accommodation may have been captured. An overview of the provision is presented in Table 4.1 below, with the full list included at **Appendix A1**.

Table 4.1 Summary of Hotels within Local Impact Area

Rating	No. of Hotels	Average Price (per night)[4]	% of Supply
5-star	14	£386	11
4-star	50	£105	41
3-star	26	£77	21
2-star	12	£66	10
1-star	3	£34	2
Ungraded	18	£192	15
Total	**123**	**£143**	**100**

Notes:

1. Hotels and prices sourced from Google Maps.
2. Price is 'cheapest' cost found per night for hotel, as sourced by Google.

4.12 As can be seen within Table 4.1, there is a good provision and range of visitor accommodation within the Local Impact Area, with a minimum total of 123 hotels. There is a good offer with a variety of standards and levels of service, as well as price.

4.13 In regard to the type and level of service provided, hotels can be categorised in the following way:

- **World class service** – these also often known as luxury/five-star hotels, targeting top business executives, entertainment celebrities, high-ranking political figures, and wealthy clientele as their primary markets. They often provide upscale restaurants and lounges, valet, concierge services, fitness studios and swimming pool and also private dining facilities.

- **Mid-range service** – hotels offering mid-range or otherwise 3 to 4-star hotels service appeal to a large segment of the travelling public. Hotels within this service category do not normally provide an elaborate service, nor have significant levels of staffing. They also often provide uniformed service, food and beverage room service, dining facilities, in-room entertainment and Wi-fi. Some hotels may have additional facilities such as swimming pools and fitness studios.

[4] An average has been taken of the prices for each of the hotels – this is the 'cheapest' price for each hotel as sourced by Google

- **National multiple budget** – these hotels (normally 2 – 4 star) usually aim to offer the best-value rooms for customers, providing good quality and clean rooms at affordable prices. National chains such as Travelodge, Premier Inn, Holiday Inn, EasyHotel, Ibis and Best Western may be considered to fall within this category. Limited services are offered – there is not normally an opportunity for room service, concierge, or health and fitness facilities, however the hotels generally strive on providing good quality rooms, beds, mattresses and bedding.

- **Budget / limited service** – these hotels would normally aim to provide clean, comfortable, safe, inexpensive rooms and meet the basic needs of guests. Budget hotels appeal primarily to budget-minded travellers who want a room with minimum services and amenities required for a comfortable stay, without unnecessary costs for additional services.

4.14 The Local Impact Area has a range of hotels within each of these service sectors. There are a number of 5-star hotels which are considered to be world class service, such as The Savoy, The Langham, The Soho Hotel, Claridge's and Charlotte Street Hotel. At the lower end of the service level, there are a number of budget / limited service hotels and hostels, including St Athans Hotel, Generator London, Smart Russell Square Hostel and Seven Dials Hotel.

4.15 It can be seen that 3 and 4-star hotels make up the largest share of hotel rooms within the Local Impact Area, with 26 3-star hotels (21% of the total market) and 50 4-star hotels (41% of the total market). There are also a number of ungraded properties[5], many of which are mid-range national multiples (e.g. Z Hotels).

4.16 The Local Impact Area has a range of room prices on offer, which ensures that the demand from all customer groups are met. The lowest room prices as quoted by Google are varied, with an average price of £34 per night for a 1-star and up to £386 per night for 5-star accommodation. The average price across all of the visitor accommodation within the Local Impact Area is £143 per night. It should be noted that prices have generally been lower in recent months due to the impact of the Covid-19 pandemic, with many hotels offering deals due to lack of business. There are also a number of hotels which are currently closed, or only open for business customers, and therefore at present Google did not provide a price for some of these hotels.

4.17 The former Travelodge at the site was a 3-star, national multiple budget hotel. Travelodge normally provides showers and fresh towels in all rooms, TV with Freeview, a desk, tea and coffee making facilities, 30 minutes of free Wi-fi (with an option to pay additional for 24 hour access), as well as

[5] Ungraded as shown by Google.

hand, hair and body wash. The hotel will not have had any 'luxury' facilities including a gym, swimming pool, high-quality restaurant or a concierge.

4.18 There is a very good supply of other visitor accommodation within this same service category (national multiple budget hotels) within the Local Impact Area providing a comparable offer to the former Travelodge hotel at the site. These include:

- Travelodge, Covent Garden;
- Premier Inn, London Euston;
- Premier Inn, Leicester Square;
- Premier Inn, London Blackfriars;
- Premier Inn, Farringdon;
- Premier Inn, London Euston; and
- Holiday Inn, Bloomsbury.

4.19 Whilst the hotels listed above may vary slightly in terms of the specific offer, all are established operators and are comparable - they have similar business models of striving to offer good quality accommodation at reasonable prices, ensuring good value for money. Therefore, the loss of hotel bed spaces at the site will not have a material impact on the local hotel market given that there is a good supply of comparable hotels within the area.

4.20 The Travelodge on Drury Lane, Covent Garden is the company's main hotel within Camden and is the hotel which the former overspill Travelodge at the site was associated with. This hotel will continue to serve the local area and ensure that it meets the future demand of customers.

4.21 There are also a number of other 3 – 4 star hotels in addition to those listed above, many of which provide a relatively comparable offer. The Local Impact Area benefits from a number of other chain hotels, including The Z Hotel group (multiple locations), Crowne Plaza (multiple locations), DoubleTree by Hilton and Radisson Blu (multiple locations).

4.22 It is clear that the Local Impact Area has a very good provision of visitor accommodation and specifically a good provision of national multiple budget and 3 to 4-star hotels.

4.23 Therefore, the resultant impact on the local hotel market due to the loss of bed spaces at the site (and on the specific type of hotel market that the former Travelodge sits within) will be minimal. Furthermore, it is important to note that the former hotel at the site is no longer operating. It has ceased all operation and therefore the hotel is vacant – there is no future demand from Travelodge to re-open the hotel at the site. Therefore, there will be no 'actual' loss of visitor accommodation at the site as it currently no longer operating.

4.24 Any potential concerns with the loss of visitor accommodation at the site will also be outweighed by the significant number of other benefits that the scheme will bring. The proposal will facilitate the physical refurbishment and reoccupation of vacant floorspace at the site, which will ensure the floorspace is brought into an economically active use having a positive impact on local economic growth, job creation and local earnings.

4.25 The site is identified as a development site within the Council's Draft Site Allocations Plan (2020) under Policy HCG3, supporting the redevelopment of the site with a mix of commercial and residential uses. The proposed development including the loss of hotel bed spaces will not undermine the aspirations of this policy.

4.26 The benefits of the scheme are set out in more detail later in this Report.

Pipeline for Visitor Accommodation

4.27 In order to understand overall supply of visitor accommodation, it is important to assess the future pipeline of sites coming forward which have the ability to provide additional hotel bed spaces and serviced apartments across London, as well as more locally within Camden itself.

4.28 There is clear evidence that the borough has a strong pipeline of bed spaces coming forward. There are a number of planning applications which have been approved, for a significant number of new bed spaces which once built out, will ensure that the projected demand is met in appropriate locations, over the coming years.

4.29 The London Development Database ('LDD') has recorded significant planning permissions in London, completed or permitted since 1 April 2006. The data is entered by London's planning authorities and is checked by the GLA to ensure consistency across London. In regard to visitor accommodation, the LDD records planning permissions for the creation of seven or more new bedrooms for use as either a hotel, a hostel, student housing or for residential care through new build or change of use.

4.30 The LDD was lasted updated in early 2021. It is important to note that there will be no further updates going forward as the LDD is being replaced by the Planning London Datahub, however as the LDD was updated recently it provides an up-to-date position on the number of completions and future pipeline of visitor accommodation across London.

4.31 Drawn from the LDD, below we have provided an overview of the key statistics (since 1 April 2006) for a variety of geographical areas, namely Greater London, Westminster and Camden, as well as the Holborn and Covent Garden Ward which the site sits within.

Greater London

- Across Greater London, planning permission has been granted for **154,433** additional hotel beds and **14,422** additional serviced apartments.

- There have been **52,159** hotel beds and **4,880** serviced apartments completed. Some of the permissions have lapsed or have been superseded.

- This leaves a future pipeline of **41,097** hotel bed spaces and **3,940** serviced apartments[6] which have not yet been completed.

Camden and Westminster

- Within Camden and Westminster combined, planning permission has been granted for **277** sites for new visitor accommodation, providing **26,815** additional hotel beds and **524** additional serviced apartments.

- **111** of the permissions for visitor accommodation have been completed, comprising of **8,974** hotel beds and **200** serviced apartments.

- There are **90** sites which have not yet been completed. This equates to a future pipeline of **9,976** hotel beds and **95** serviced apartments.

Camden

- Within Camden, planning permission has been granted for **70** sites for new visitor accommodation, providing **4,073** additional hotel beds and **129** additional serviced apartments.

- **31** of the permissions for visitor accommodation have been completed, comprising of **2,593** hotel beds and **115** serviced apartments.

- There are **15** sites which have not yet been completed. This equates to a future pipeline of **1,119** hotel bed spaces within Camden.

Holborn and Covent Garden Ward

- Within the Holborn and Covent Garden Ward, planning permission has been granted for **7** sites for new visitor accommodation, providing **648** additional hotel beds.

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[6] Future pipeline does not include permissions which have lapsed or have been superseded.

- None of the planning permissions for visitor accommodation have been completed yet, however one of the planning permissions has now lapsed.

- Therefore, there is a future pipeline of **437** hotel bed spaces within the Holborn and Covent Garden Ward.

4.32 It is clear that there is the potential for a significant amount of hotel bed spaces to come forward across Greater London, as well as more locally within Camden and the Holborn and Covent Garden Ward. Within Westminster and Camden there are 90 sites which have not yet been completed, resulting in a future pipeline of nearly 10,000 hotel bed spaces.

4.33 The new London Plan has set a requirement of 58,000 additional bedrooms of serviced accommodation by 2041. The LDD highlights that there is already a future pipeline of 41,097 hotel bed spaces and 3,940 serviced accommodation. This is a significant proportion of the overall requirement set out within the London Plan. The remaining deficit should easily be met by future planning applications for sites in appropriate locations across Greater London.

4.34 The future pipeline of visitor accommodation across Camden is dispersed across the borough, which will further improve the borough's strong supply if built out. However it is also positive to see that there is a strong future pipeline within the immediate vicinity of the site, with the potential for 437 hotel bed spaces to come forward within the Holborn and Covent Garden Ward, as follows:

Table 4.2 LDD Pipeline of Non-Residential Bedrooms - Holborn and Covent Garden Ward

Site	Permission Ref:	Permission Date	Status	No. of Bedrooms
St Giles Circus Site, Charing Cross Road	2012/6858/P	31/03/2015	Started	14
66 Great Queen Street	2015/0670/P	24/04/2015	Started	19
9 - 11 Monmouth Street	2015/2692/P	07/03/2017	Not Started	16
The Hoxton Hotel, High Holborn	2017/0200/P	12/02/2018	Not Started	46
4 Wild Court, 75 Kingsway	2017/6808/P	22/03/2018	Started	196
18 Vine Hill – 15-29 Eyre Street	2018/6016/P	02/01/2020	Not Started	146

Notes:

1. Information and data sourced from London Development Database – accessed February 2021.

4.35 As highlighted above, there is a strong pipeline of 437 hotel bedrooms within the Holborn and Covent Garden Ward. This is significantly more than the 184 bedrooms that will be lost as a result of the proposed development. There will also be a much higher number of bedrooms coming forward within the Local Impact Area, which includes a number of boroughs including parts of Camden, Westminster, Southwark and the City.

4.36 It is important to note that the LDD only shows data for non-residential bedrooms which have already secured planning permission. There will likely be a number of schemes which are currently at pre-application stage or coming through the planning process in coming years which are not yet picked up on the LDD. Therefore, it is likely that the pipeline will be further increased as more schemes come forward in appropriate locations within the future.

4.37 We conclude that there is a strong pipeline of visitor accommodation across Greater London and more importantly, within Camden and Westminster and specifically the Holborn and Covent Garden Ward. The Local Impact Area will benefit from a number of additional bedrooms if the committed schemes are built out – significantly more than the number of bedrooms which are being lost as a result of the proposed development.

5. DEMAND FOR VISITOR ACCOMMODATION

5.1 The tourism sector, both daytime and night-time visitors, is important for London's economy. It is necessary therefore, that in terms of supply, London is able to meet the demands of tourists in the areas of the Capital which need it.

5.2 The GLA Economics Working Paper 88 (April 2017) estimated that based on previous demand projections, London will need to add an additional 58,140 rooms within the serviced accommodation sector (i.e. hotels, hostels, B&B's and guest houses) by 2041, at an average of 2,235 per annum. These figures have informed the target within the London Plan of the requirement for an additional 58,000 bedrooms of serviced accommodation by 2041, which is an average of 2,230 bedrooms per annum.

5.3 The Working Paper 88 goes on to confirm that the demand, '***is below the projections for the increase in supply and therefore it is, tentatively, expected that sufficient rooms will be delivered over this period'***.

5.4 It seems that across Greater London, there is a projected increase in rooms which is expected to meet demand within the Capital, with 'sufficient rooms' to be delivered. The majority of rooms are expected and needed to be delivered in Westminster, followed by Tower Hamlets, Hillingdon, and Hounslow. Based on the London projected demand for rooms in serviced accommodation, and the borough shares of total pipeline development, it is estimated that Westminster would need to provide the largest increase in serviced accommodation, providing a net additional of 5,559 rooms by 2041, 9.7% of the total increase in supply.

5.5 The projected demand in Camden between 2015-2041 is only 1,595 bedrooms, equating to just a 2.7% of the gross room demand. This is significantly less than many other boroughs such as Westminster (9.7%), Tower Hamlets (8.9%), Hillingdon (8.5%), etc.

5.6 As set out previously, Camden has a future pipeline of 1,119 hotel bed spaces. Therefore, the existing pipeline is already close to meeting the projected demand between 2015 – 2041. In addition, we expect that over the next 20 years (until 2041) there will be numerous other schemes coming forward which propose visitor accommodation which will further meet or exceed this demand.

Impact of the Covid-19 Pandemic

5.7 Whilst the Working Paper 88 sets out a demand for 1,119 hotel bed spaces within Camden between 2015 – 2041, this projection was undertaken prior to the Covid-19 pandemic and therefore it could be debated whether this level of demand is now relevant.

5.8 Demand for hotel rooms has significantly decreased during 2020 and 2021 due to Covid-19. The pandemic has had a clear impact on the UK and London's economy, with hotels disproportionately impacted. It is having a damaging impact on the global hotel industry, with results showing that compared to the same period in 2019, occupancy rates in the first week of March 2020 fell by 31% in London, resulting in revenue per available room falling by 27.7%[7] and the market has continued to be impacted since. The UK Hospitality Quarterly Tracker revealed that the UK hospitality sector saw sales decline 21.3% in the first quarter of 2020.

5.9 At the peak of the first lockdown, hotel closure rates were between 50–100% in most countries around the world. The pandemic will have had an impact on every hotel operation across the globe, with the majority of people still not travelling. FitchRatings[8] has stated that the pandemic is thought to result in at least an 80% drop this year in European occupancy rates, which will not recover until 2023. The hotel industry is highly susceptible to and is usually the first industry to take a hit when there is a global crisis. PWC[9] has estimated that most expected job losses as a result of Covid-19, will be concentrated in sectors that will take a longer time to recover, or adjust to the need to socially distance, including the hotel sector. PWC goes on to confirm that the hotels and restaurants sector has had the highest largest proportion of its workers on furlough, demonstrating the severe decline the sector has had.

5.10 Whilst there is potential for the London market to reach pre-Covid strength eventually, it is expected that the recovery will be slow and is dependent on the vaccine rollout, as well as further lockdowns and quarantine measures across the globe. The hotel sector will continue to face adverse conditions, even when the lockdown measures continue to be gradually lifted. Borders may continue to be closed in some countries, limiting international tourism.

5.11 Both business and leisure travel has drastically reduced. Corporate budgets have been squeezed, with less client entertaining, more people working from home and reduced requirement to attend meetings in other Cities. Corporate travel will take longer to resume as virtual-meetings are likely to be seen as a suitable substitute for many face-to-face meetings. Demand from traditional domestic and international corporate, group, leisure and tour markets is virtually absent. Contract, quarantine

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[7] Statistica 2021 – Year-on-year percentage change in performance indicators for the hotel industry in London in February and March 1-7 2020

[8] Fitch Ratings Article – Fitch Wire 'European Hotel Occupancy Rates Will Not Recover until 2023' (12 May 2020)

[9] PWC UK Economic Update – February 2021

customers, healthcare-related, longer term, micro-local essential worker-sourced businesses are the only sectors that are currently producing any revenue.

5.12 The duration of the national lockdown will largely dictate the return of domestic leisure travel. As with other destinations, the prospects are weaker for both higher density destinations and localities that are more oriented toward upscale and luxury hotels. London, unfortunately, matches that profile. There may be some reluctance on the part of the general public to begin venturing out when new case and mortality rates begin to decline.

5.13 Furthermore, with levels of unemployment being high, disposable income will be less and the propensity to spend on leisure-based experiences is likely to remain low. Similarly, with the majority of large-scale events cancelled where people often need hotels (e.g. concerts, sports, weddings etc), there is significantly less requirement at present for hotel bed spaces. There is likely to be increased competition from private lodging assisted by online market places, such as Airbnb, given the increased privacy they allow. Whilst many people are deciding to 'staycation' within the UK and therefore domestic travel may have benefited over recent weeks, this is focused on boutique hotels, as well as local chains, self-catered accommodation, mainly in more rural and regional locations. High end global hotel brands favoured by business executives, as well as budget chain hotels (e.g. Travelodge) are likely to be hit the hardest, particularly in areas like London.

5.14 Whilst there may be some positivity for the sector going forwards, it will no doubt be a gradual journey, with quarantine measures from other counties and rising unemployment which is likely to continue hampering economic growth and international travel in the short term.

5.15 There certainly might be some locations in London which will bounce back and make a full recovery, particularly boutique hotels where customers want an increased 'holiday' experience. However, this will not be the case for all hotels, particularly those which are of poor quality and are surrounded by a strong supply of better quality hotels.

5.16 The impact of Covid-19 in the longer-term is currently unknown. However, it is clear that in the short-term there has been and will continue to be a detrimental impact on the hotel market across the globe and more locally within Greater London and Camden. With a number of hotels struggling to survive, it is even more important to ensure that hotels are only protected in 'appropriate' locations' as set out within Policy E3.

Summary of Demand

5.17 In terms of demand for visitor accommodation, we conclude the following:

a. Demand within Greater London is <u>below</u> the projections for the increase in supply and therefore it is expected that <u>sufficient rooms will be delivered</u> over the London Plan period.

b. The projected demand in Camden between 2015-2041 is only 1,595 bedrooms, equating to just a 2.7% of the gross room demand. This is significantly less than many other boroughs such as Westminster (9.7%), Tower Hamlets (8.9%), Hillingdon (8.5%), etc.

c. The Covid-19 pandemic has had a significant impact on the UK and London's economy, with hotels disproportionately impacted.

d. Camden has a future pipeline of 1,119 hotel bed spaces. The existing pipeline is already close to meeting the projected demand between 2015 – 2041. In addition, we expect that over the next 20 years (until 2041) there will be numerous other schemes coming forward which propose visitor accommodation which can further meet this demand.

5.18 In our view, it is highly likely that the projected demand of 1,595 bedrooms will sufficiently be met by 2041, particularly given that circa 70% of the demand could already be met via the implementation of the committed schemes in the pipeline which have already secured planning permission.

6. SUMMARY AND CONCLUSION

6.1 This report has been prepared by Iceni in support of the detailed planning application being submitted by the Applicant to the London Borough of Camden for the redevelopment of the land at Selkirk House, 166 High Holborn, 1 Museum Street, 10-12 Museum Street, 35-41 New Oxford Street and 16A-18 West Central Street, London, WC1A 1JR.

6.2 This planning application seeks planning permission for the following description of development:

> *"Redevelopment of Selkirk House, 166 High Holborn and 1 Museum Street following the substantial demolition of the existing NCP car park and former Travelodge Hotel to provide a mixed-use scheme, providing office, residential, and town centre uses at ground floor level. Works of demolition, remodelling and extension to 10-12 Museum Street, 35-41 New Oxford Street, and 16A-18 West Central Street to provide further town centre ground floor uses and residential floorspace, including affordable housing provision. Provision of new public realm including a new pedestrian route through the site to link West Central Street with High Holborn. Relocation of cycle hire docking stations on High Holborn."*

6.3 The proposed development has evolved through an extensive pre-application and wider stakeholder consultation process, which has included collaborative discussions with the Council, Greater London Authority ('GLA'), Transport for London ('TfL'), Historic England ('HE'), and a number of other key stakeholders.

6.4 The proposed development provides the opportunity to regenerate this strategically important site through the demolition and refurbishment of the existing poor-quality buildings and replacement with a highly sustainable mixed-use development. The proposed development will deliver all the key master planning requirements and uses specified by the Local Plan (2017), the Holborn Vision and Urban Strategy (2019), and the Draft Site Allocations Plan (2020), providing the opportunity to deliver a wide range of planning and public benefits.

6.5 This Assessment is intended to assist the Council's consideration of the loss of visitor accommodation at the site, as a result of the proposed development. It should be read alongside the 'Planning Statement' and 'Socio-Economics Report' produced by Iceni, which provide a detailed description of the application site, the proposed development, a review and assessment of the planning policies which relate to the site and proposals, as well as a thorough assessment of the impacts and benefits of the scheme.

6.6 It is important to note that the Camden Local Plan does not put a blanket protection on all visitor accommodation within the borough. Policy E3 states that visitor accommodation will be protected in ‘appropriate locations’. As set out previously, is not clear on what would be considered to be an ‘inappropriate’ location for visitor accommodation and therefore we can only conclude that any loss of accommodation would need to be assessed on a site by site basis and take into consideration the supply and demand of visitor accommodation within the area.

6.7 The evidence as part of this Assessment has demonstrated that:

a. The former Travelodge overspill hotel vacated the site in June 2020. As the site is currently vacant, there will be no ‘actual’ loss of visitor accommodation at the site. Whilst the site may generally be an appropriate location for hotel uses, the overspill hotel was surplus to requirements for Travelodge. The Travelodge brand will continue to have presence within the Local Impact Area (with the hotel on Drury Lane to be retained). The ‘right-sizing’ of the hotel and reduction in hotel beds will allow it to be stronger in the market.

b. Camden has a strong supply of serviced visitor accommodation. At December 2015 there were 18,038 bedrooms, equating to a 12.4% share of the total rooms within London; the second highest number of visitor accommodation bedrooms after Westminster.

c. There is a strong pipeline of visitor accommodation across Greater London and more importantly, within Camden and Westminster and specifically the Holborn and Covent Garden Ward. The Local Impact Area will benefit from a number of additional bedrooms if the committed schemes are built out – significantly more than the number of bedrooms which are being lost as a result of the proposed development. Camden has a future pipeline of 1,119 hotel bed spaces.

d. The projected demand in Camden between 2015-2041 is only 1,595, equating to just 2.7% of the gross room demand across London. This is significantly less than many other boroughs such as Westminster (9.7%) and Tower Hamlets (8.9%). Furthermore, the hotel market has been significantly impacted due to the Covid-19 pandemic, further reducing demand in the short-term and potentially the longer-term. The existing pipeline is already close to meeting the projected demand of 1,595 bed spaces.

6.8 Whilst the proposed development will result in the loss of hotel bed spaces (albeit important to note that the hotel is no longer actually operating and therefore there will be no ‘actual’ loss), it is important that this is balanced with the significant number of other benefits that the scheme brings.

6.9 As part of Policy E3, the London Plan encourages the enhancement and extension of London’s attractions particularly to town centres and well-connected parts of outer London, complemented by supporting infrastructure including visitor accommodation, a high-quality public realm, public toilets and measures to promote access by walking, cycling and public transport.

6.10 Whilst the overspill hotel is to be demolished, the application will result in significantly enhanced public realm and better quality buildings, new shops, offices, meeting / conference spaces and a range of other facilities, all of which will help to promote London to visitors.

6.11 The site is identified as a development site within the Council's Draft Site Allocations Plan (2020) under Policy HCG3, supporting the comprehensive redevelopment of the site with a mix of commercial and residential uses. It is important to note that the loss of visitor accommodation at the site will not jeopardise the aspirations of the draft allocation for the site – the policy allocation is being met through the provision of good quality residential and commercial floorspace at the site.

6.12 The Socio-Economics Report submitted with this application provides a significant amount of analysis on the impacts of the scheme. In terms of economic benefits, it confirms that the proposed development could:

- Generate **£200 million** of construction investment;
- Support **435 direct construction jobs** per annum over the duration of the build, representing an uplift of 0.8% in the number of construction jobs in London;
- Support **660 indirect jobs** in the supply chain;
- Generate £ 33million of direct GVA per annum, equivalent to **£109 million** over the build period and a further £57 million in indirect GVA per annum or **£18 5million**;
- On-going resident expenditure of **£680,000** per annum;
- Support in the region of **1,590- 1,610 operational jobs** within the commercial elements of the scheme across a range of sectors and skill levels;
- Support a further **461-467 indirect jobs** in the supply chain;
- Generate **£147-£149 million** of operational GVA per year;
- Council Tax payments of **£78,000** per annum, payable in perpetuity;
- Business Rate payments of **£15million** per annum, payable in perpetuity;
- Significant confirmation of CIL payments;

- Delivery of wider economic objectives associated with increasing labour market flexibility, increasing the economically active population of the Borough, increasing housing delivery.

6.13 The benefits of the proposed development are wide ranging and will make a meaningful contribution to achieving the economic objectives in place locally and regionally. The economic benefits are important considerations and outweigh any potential concerns which could be raised with the loss of visitor accommodation at the site.

6.14 The resultant impact on the local hotel market due to the loss of bed spaces at the site (and on the specific type of hotel market that the former Travelodge sits within) will be minimal. Furthermore, it is important to note that the former hotel at the site is no longer operating. It has ceased all operation and therefore the hotel is vacant – there is no future demand from Travelodge to re-open the hotel at the site. Therefore, there will be no 'actual' loss of visitor accommodation at the site as it currently no longer operating.

6.15 In light of the above, we conclude that the proposed development accords with Policy E3 of the Camden Local Plan. The former Travelodge hotel was surplus to requirements and the building is no longer an appropriate location for visitor accommodation. The loss of the vacant hotel will not have a detrimental impact on the Local Impact Area, Camden, or to Greater London.

A1. EXISTING HOTELS WITHIN THE LOCAL IMPACT AREA

Appendix A1

Existing Hotels in Local Impact Area

Hotel	Star	Location	Google Price (lowest known price)
Travelodge London Covent Garden	3	High Holborn	£35
SACO Covent Garden	4	Arne Street	£128
The Z Hotel Holborn		75 Kingsway	£50
Thistle, Holborn	4	36-37 Bloomsbury Way	£184
Radisson Blu Edwardian, Bloomsbury	4	9-13 Bloomsbury St	£107
Radisson Blue Edwardian, Mercer Street	4	20 Mercer St	£119
The Z Hotel Soho	3	17 Moor St, Soho,	£55
The Picadilly London, West End	4	65-73 Shaftesbury Ave, Soho	£100
Premier Inn, Leicester Square	3	Queens House, 1 Leicester Square	£42
The Z Hotel, Picadilly	4	2 Orange St, West End	£50
Karma Sanctum Soho London	4	20 Warwick St, Soho	£98
The Z Hotel, Tottenham Court Road		52-53 Poland St, Soho	£55
The Mermaid Street Hotel	3	3-4 Blenheim St, Mayfair	£63
Astor Court Hotel	3	20 Hallam St, Marylebone	£65
SACO Serviced Apartments	4	21 Tottenham St, Bloomsbury	£82
MY Bloomsbury	4	11-13 Bayley St, Bedford Square, Bloomsbury	£72
Amba Hotel Charing Cross	4	Strand, Charing Cross	£202
The Z Hotel, Trafalgar	4	53-59 Chandos Pl, Charing Cross	£50
Wilde Aparthotels by StayCity, Covent G	4	11 Adam St, Charing Cross	£81
The Z Hotel, Covent Garden		31-32 Bedford St, Covent Garden	£55
Da Henrietta		14, 15 Henrietta St, Covent Garden	
SACO Covent Garden - St Martins	4	St Martins Courtyard, 15 Slingsby Pl, West End	£123
Strand Place Hotel	4	372 Strand, West End	
Apple Apartments, The Strand	4	335 Strand	
Marconi Lounge	4	336-337 Strand	
The Z Hotel, City		24 Fleet St, Temple	£55
Apex Temple Court Hotel	4	1-2, Serjeant's Inn, Temple	
Citadel Apartments Fleet Street	4	Fleet St, Temple	
Crowne Plaza - the City	4	19 New Bridge St	
Premier Inn, London Blackfriars (Fleet St	3	1-2 Dorset Rise	
Apple Apartments, St Pauls	4	5 New Bridge St, London	
Excel Apartments, St Pauls		2 Bride Ct	£899
Premier Inn, Farringdon		24, 30 W Smithfield, Farringdon	
Altier EC1, Bridge Street	4	30 Greville St, Holborn	
The One Tun Pub & Rooms		125 Saffron Hill, Holborn	£103
Citadel Apartments Hatton Wall		23-27 Hatton Wall, Holborn	
The Bryson Hotel	4	124, 132 Clerkenwell Rd, Farringdon	£52
The Clerk & Well Pub & Rooms	4	156 Clerkenwell Rd, Holborn	£97
The Coach, Clerkenwell		26-28 Ray St, Farringdon	
Crown Plaza, Kings Cross	4	1 King's Cross Rd, Islington	£72
The Goodenough	4	23 Mecklenburgh Square	£152
The Harrison Pub and Hotel	3	28 Harrison St	£138
Studios2Let	3	36-37 Cartwright Gardens	£47
Hilton London Euston	4	17-18 Upper Woburn Pl, Bloomsbury	£94
Leigh House Hotel	3	1 Leigh St, Saint Pancras	£58
Harlingford Hotel	3	61-63 Cartwright Gardens, Saint Pancras	£135
George Hotel	3	George Hotel, Cartwright Gardens, Russell Square, Saint Pancras	£67
Crescent Hotel	3	49-50 Cartwright Gardens	
The Euro Hotel	3	53 Cartwright Gardens	
The Judd Hotel	3	46 Cartwright Gardens	
Premier Inn, London Euston	3	1 Duke's Rd	
Ambassadors Bloomsbury Hotel	4	12 Upper Woburn Pl, Bloomsbury	£173
Tavistock Place	4	2 Tavistock Pl, Bloomsbury	£200
Belle Hotel Russell Square	3	Saint Pancras	£128
Albany Hotel	3	34 Tavistock Pl, Kings Cross	£42
Euston Studios		19-29 Woburn Pl, Bloomsbury	
Royal National Hotel	3	38-51 Bedford Way, Bloomsbury	£71
Holiday Inn, Bloomsbury	4	Coram St, Bloomsbury	£75
The Morton Hotel	4	2 Woburn Pl, Bloomsbury	
Russell Square Hotel	4	11 Bernard St, Bloomsbury	£60
SACO Holborn - Lambs Conduit St	4	Spens House, 72-84 Lamb's Conduit St, Holborn	£76
Mecure London Bloomsbury	4	130, 134 Southampton Row, Holborn	£44
President Hotel	3	56-60 Guilford St, Bloomsbury	
Holborn One	3	12 New N St, Holborn	£98
DoubleTree by Hilton - West End	4	92 Southampton Row, Holborn	£83
Blueprint Living Apartments	4	22 Red Lion St, Holborn	
Flying Butler Apartments, Holborn		55 Red Lion St, Holborn	
SACO Fleet Street	4	1 Crane Ct, Holborn	£215
SACO St Pauls	4	9 Red Lion Ct, Holborn	
The Chronicle by SuperCity Aparthotels		4 Norwich St, Holborn	£125
Fetter Lane by Q Apartments		139 Fetter Ln, Holborn	

Club Quarters Hotel, Lincon Inn Fields	4	61 Lincoln's Inn Fields, Holborn	£94
Middle Eight	4	66 Great Queen St, Holborn	
The Hoxton, Holborn	4	199-206 High Holborn, Holborn	
Cuckooz, Bloomsbury		33 Coptic St, Holborn, London	
Staunton Hotel	4	13-15 Gower St, Bloomsbury	£127
Bloomsbury Palace Hotel	4	29-31 Gower St, Bloomsbury	£53
Gower Street Apartments	4	43 Gower St, Bloomsbury	
Regency House Hotel	3	71 Gower St, Bloomsbury	£54
Hotel Cavendish	3	75 Gower St, Bloomsbury	
Aran House Hotel	3	77-79 Gower St, Bloomsbury	
Arosfa Hotel	3	83 Gower St, Bloomsbury	£47
Byng Place Apartments	4	1 Byng Pl, Bloomsbury	
Primestay Fitzrovia Apartments		Maple St, Bloomsbury	
Radisson Blu Edwardian, Grafton	4	130 Tottenham Court Rd, Bloomsbury	£82
hub by Premier Inn		Brook House, Torrington Pl, Bloomsbury	
LSE High Holborn	3	178 High Holborn, Holborn	
New Oxford Street Apartments	4	Stedham Chambers, 44-50 New Oxford St, Holborn	
Kettner's	4	29 Romilly St, Soho, London	
Hazlitt's	4	6 Frith St, Soho, London	
Mimi's Hotel, Soho	3	56 Frith St, Soho, London	£160
The Resident, Soho	4	10 Carlisle St, Soho, London	
Dean Street Townhouse	3	69-71 Dean St, Soho, London	
The Groucho Club		45 Dean St, Soho, London	
Covent Garden Apartments	4	61 Shelton St, Holborn, London	