

The South Molton Triangle

June 2020

40-46 Brook Street Draft Hotel Operational Management Plan



GROSVENOR



Contents

1.	Introduction.....	3
2.	Planning Status	3
3.	Hotel Vision.....	3
4.	The Hotel Proposals.....	3
5.	Access	4
6.	Hours of Operation.....	5
7.	Servicing.....	5
8.	Staffing.....	6
9.	Security.....	6
10.	Other matters	6
11.	Ground Floor Plan.....	7

1. Introduction

- 1.1 This Draft Operational Management Plan (OMP) has been prepared to form the basis for discussion of the proposed operational management arrangements for the Hotel proposed at 40-46 Brook Street and 40 South Molton Lane, hereafter referred to as 40-46 Brook Street.
- 1.2 This OMP outlines the main principles and basis for the eventual operation of the proposed hotel, and associated facilities and functions including the proposed restaurant and bar.
- 1.3 A preferred hotel operator has not been identified but it is anticipated that any operator will be a high-end luxury brand commensurate with the heritage of 40-46 Brook Street.
- 1.4 The hotel operator will be responsible for the operational management of the hotel and associated commercial uses and will put in place a robust management structure and procedures to implement the OMP.

2. Planning Status

- 2.1 This OMP forms part of our planning application, alongside the other technical material submitted.
- 2.2 This is a draft version operational management plan for the hotel for the purposes of consideration as part of the planning application. Following the grant of planning permission, Grosvenor will work with prospective hotel operators to refine and finalise the operational management plan with regard to the specific requirements of the operator.

3. Hotel Vision

- 3.1 The Applicant's vision is to develop a design and secure planning permission for a destination restaurant, bar and boutique hotel that provides all-day animation to this superb building. It will be accessed by overnight guests, day visitors from London and will be a location for local businesses and residents to meet and/or dine. The design will appeal to a reputable operator looking to create an authentic and iconic operation that matches the prestige of the location and will place interior design and customer experience at the top of their agenda.

4. The Hotel Proposals

- 4.1 The current design and layout of the hotel, restaurant and bar have been prepared by Hopkins Architects. Proposals have been developed that provide a building which meets the needs of a luxury brand hotel operator and respects the Grade II listed nature of the existing buildings.

- 4.2 Design development has been informed by industry best practice, the prospective requirements of hotel operators, advice from Hamilton’s hotel specialists in respect of emerging market trends and expectations, in addition to the constraints and opportunities afforded by the site and its context, together with the detailed advice and guidance from Historic England and Westminster City Council.
- 4.3 The proposed internal layouts have been arranged to celebrate and make publicly accessible some of the most significant rooms. The resulting arrangement will create a scheme which enables the change in use from the existing office space to a modern hotel, creating a sympathetic, viable use more akin to the lost original residential use, with domestic interiors and the opportunity for some reinstatement work of decorations in key rooms.
- 4.4 For the avoidance of doubt, this draft OMP addresses the operational principles of both the hotel and the ancillary restaurant and bar. The operational principles contained in this draft OMP will apply irrespective of whether the bar and restaurant are operated by the hotelier or a separate operator.
- 4.5 The hotel accommodation will comprise:
- 31 guest rooms, 13 of which are suites. Two of these rooms will be DDA compliant. The stable block will house three of the suites with their own access via South Molton Lane.
 - Bar and restaurant use at ground and basement.
 - Back of house areas and waste stores in the basement.

5. Access

- 5.1 The hotel’s restaurant and bar will be open to non-resident guests through separate entrances on Brook Street and Davies Mews. This will be a significant benefit enabling the public to experience the hotel’s hospitality.
- 5.2 The site is located in an area of excellent public transport accessibility. Guests and visitors of the hotel and associated restaurant and bar will be encouraged to access the site using active and more sustainable methods of travel, including public transport services, walking and cycling.
- 5.3 Pedestrian access to the hotel reception will be from Brook Street. There will be easy access to public transport via Bond Street London Underground and Bond Street West Elizabeth Line stations, or by the numerous bus routes serving Oxford Street a short walking distance to the north.
- 5.4 Guests arriving by road, whether by private car or taxi, will drop off directly outside the hotel entrance on Brook Street. The Elizabeth Line will provide a direct link to Heathrow Airport.
- 5.5 The hotel will not accept coach parties and guests will not be permitted to arrive or depart by coach. Similarly, no car parking will be provided at the site in order to discourage guests or visitors from travelling to the site by car.

6. Hours of Operation

- 6.1 The hotel would be open and accessible to guests 24 hours a day, seven days a week, in line with customer expectation of a market-leading hotel.
- 6.2 The proposed hours of operation of the restaurant and bar facilities are between the following hours
 - Restaurant 7am-1am
 - Bar 10am-1am
- 6.3 The hotel will require a license for outdoor tables and chairs associated with the restaurant use, which will be stored within the hotel overnight.
- 6.4 A final version of this document will contain a detailed management plan explaining how any impacts on neighbouring residential uses will be mitigated. This will be produced with the future occupier prior to their occupation.
- 6.5 The hotel reception and front desk will be staffed throughout the night to facilitate guest and visitor arrivals and departures via the hotel's main access on Brook Street. This will be supplemented by a comprehensive CCTV monitoring system and access control system to prevent unwanted access.
- 6.6 A daily delivery and refuse collection strategy will be established to regulate and manage all vehicles delivering goods and materials together with those removing waste and laundry.
- 6.7 The majority of deliveries will be timed to take place on South Molton Lane during the Davies Mews servicing window of 7am-midday, Monday-Saturday. This will align the hotel servicing strategy with that of other uses within the development and minimise traffic movements on South Molton Lane outside these hours. Deliveries on South Molton Lane outside these hours would be minimised, and there is an additional loading bay provided on Brook Street immediately outside the hotel entrance.

7. Servicing

- 7.1 Individual waste and recycling areas will be provided for hotel operated areas and within any independently managed areas.
- 7.2 The servicing of the hotel will be accessed via South Molton Lane with the entrance to the back-of-house located in Davies Mews as depicted in Section 11. There is space for designated servicing immediately adjacent to the hotel on South Molton Lane, close to the back-of-house entrance on Davies Mews, which will be used by all hotel-specific delivery and refuse collection vehicles. A dedicated service lift will be available at this entrance to ensure efficient delivery and pick-up whilst minimising the potential disruption to the wider community. We anticipate all deliveries and collections via South Molton Lane will take place between the hours of 7.00am and midday, Monday to Saturday. The hotel will manage the schedule to ensure these times are respected. Any servicing activity associated with the hotel outside these hours would take place via space allowed for servicing directly

in front of the hotel on Brook Street, though the designated servicing space adjacent to the hotel on South Molton Lane will also be available if required.

- 7.3 We anticipate the hotel will take delivery of fresh produce approximately five times a day, which will be restricted to small vans taking no longer than 10 to 15 mins at a time.
- 7.4 Laundry services for the hotel guest linen and F&B will be outsourced. This means that delivery of clean linen and the removal of dirty linen is essential to ensure an adequate service level, creating two service journeys a day.
- 7.5 Within the back-of-house, two dedicated areas will be provided for the storage of refuse, which will be collected daily.
- 7.6 Additionally, we would anticipate one or two miscellaneous delivery/collection per day.

8. Staffing

- 8.1 The hotel will employ approximately 125 full time employees, 60 of which are likely to be on-site at any given time.
- 8.2 The hotel management team will control and restrict staff activity in the area around the hotel in order to prevent any disturbance to neighbouring properties. All staff will enter the building via Brook Street or use the service entrance on South Molton Lane. Hotel staff will work shift patterns, and most staff will arrive and leave by public transport. Alongside access to public transport, staff will also have access to changing facilities, showers, lockers and secured cycle parking facilities. The staff changing facilities will be located at basement level, with cycle parking at basement level accessed from either Brook Street or South Molton Lane. The cycle strategy will be fully aligned with ITP London Plan and London Cycle Design Standards.

9. Security

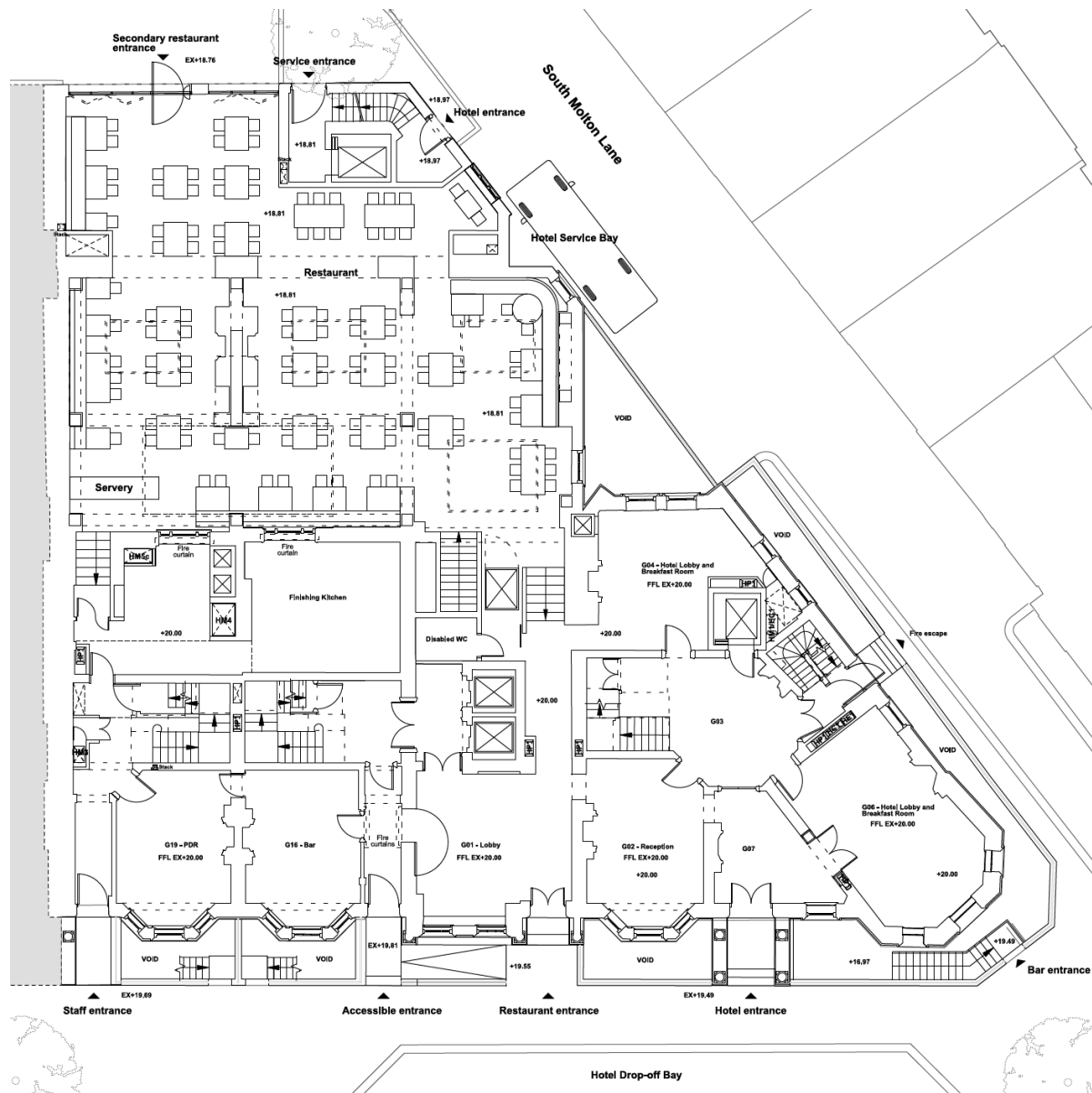
- 9.1 Entrances will be supervised by staff or outside operating hours they will be locked. To ensure the safety of the guests, the scheme allows for access control points between public areas and hotel areas.
- 9.2 The staff entrance on Brook Street and service entrance on South Molton Lane will be locked at all times and will only be accessible by authorised staff, as depicted in Section 11.
- 9.3 CCTV will be available in public areas, as well as in the back-of house.

10. Other matters

- 10.1 The hotel operator will provide residents and businesses with a direct telephone number and contact, in order that any concerns can be communicated quickly and efficiently to the hotel management.

11. Ground Floor Plan

11.1 The plan below denotes the relevant entrances and their uses in addition to the service and drop of bays. Note all furniture is indicative.





GROSVENOR