21/05/2018
Business - Application for a premises licence to be granted under the Licensing Act 2003
Ref No. 1026370

## Name of Applicant

Please enter the name(s) who is applying for a premises licence under section 17 of the Licensing Act 2003 and am making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

|  | Clapton R2 London Limited |
| :--- | :--- |

## Premises Details

Non-domestic rateable value of premises in order to see your rateable value click here (opens in new window)

| $£$ | 0 |
| :--- | :--- |
|  | Band D and E only applies to premises which uses exclusively or primarily for the <br> supply of alcohol for <br> consumption on the premises |
|  |  |

Premises trading name

|  | Bankside Hotel |
| :--- | :--- |

Postal address of premises or, if none, ordnance survey map reference or description

| Address Line 1 | 2 Blackfriars Road |
| :--- | :--- |
| Address Line 2 |  |
| Town | London |
| County | SE1 9JU |
| Post code |  |
| Ordnance survey <br> map reference |  |
| Description of the <br> location |  |
| Telephone number | TBC |

## Applicant Details

Please select whether you are applying for a premises licence as

|  | a person other than an individual (limited company, partnership etc) |
| :--- | :--- |

If you are applying as an individual or non-individual please select one of the following:-

|  | I am carrying on or proposing to carry on a business which involves the use of the <br> <br>premises for licensable activities |
| :--- | :--- |

Other Applicants

Personal Details - First Entry

| Name | Clapton R2 London Limited |
| :--- | :--- |

Address - First Entry

| Street number or <br> building name | 7 A |
| :--- | :--- |
| Street Description | Howick Place |
| Town | London |
| County | SW1P 1DZ |
| Post code | Limited Company |
| Registered number ( <br> where applicable ) | 09174151 |
| Description of <br> applicant ( for <br> example, <br> partnership, <br> company, <br> unincorporated <br> association etc ) |  |

Contact Details - First Entry

| Telephone number |  |
| :--- | :--- |
| Email address |  |

## Operating Schedule

When do you want the premises licence to start?

|  | $19 / 06 / 2018$ |
| :--- | :--- |

If you wish the licence to be valid only for a limited period, when do you want it to end?
$\square$

General description of premises ( see guidance note 1 )

|  | 161 bedroom hotel with bar, restaurant, meeting and events space as well as four <br> vending machines dispensing alcohol via credit card only in guest corridors on the on <br> the 2nd, 3rd, 4th and 5th floors. |
| :--- | :--- |
| There is an external terrace for the consumption of food and drink on the ground and <br> first floor. |  |

If 5,000 or more people are expected to attend the premises at any one time please use the drop down below to select the number.

|  | Less than 5000 |
| :--- | :--- |

Operating Schedule part 2

What licensable activities do you intend to carry on from the premises?

|  | (Please see sections 1 and 14 of the Licensing Act 2003 and schedule 1 and 2 of the <br> Licensing Act 2003) |
| :--- | :--- |

Provision of regulated entertainment (Please read guidance note 2)

|  |  |
| :--- | :--- |
|  | b) films |
|  |  |
|  |  |
|  | e) live music |
|  | f) recorded music |
|  | g) performance of dance |
|  |  |

Provision of late night refreshment

|  | i) Late night refreshment |
| :--- | :--- |

Supply of alcohol
$\square$
j) Supply of alcohol

B- Films

Will the exhibition of films take place indoors or outdoors or both? (Please read guidance note 3)

|  | Indoors |
| :--- | :--- |

Please give further details here ( Please read guidance note 4)

|  | Pay per view facilities in hotel bedrooms. Films may also be shown as part of an event <br> or function in the meeting and events space in the basement and upon the ground floor <br> and first floor. |
| :--- | :--- |

Standard days and timings for Films ( Please read guidance note 7)

| Day | Start | Finish |
| :--- | :--- | :--- |
| Mon | $09: 00$ | $03: 00$ |
| Tues | $09: 00$ | $03: 00$ |
| Wed | $09: 00$ | $03: 00$ |
| Thur | $09: 00$ | $03: 00$ |
| Fri | $09: 00$ | $03: 00$ |
| Sat | $09: 00$ | $03: 00$ |
| Sun | $09: 00$ | $03: 00$ |

State any seasonal variations for the exhibition of films ( Please read guidance note 5)
$\square$

Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed. ( Please read guidance note 6 )

|  | - $\quad 24$ hours is proposed in the hotel bedrooms. |
| :--- | :--- |
| British Summertime commences. |  |

## E-Live Music

Will the performance of live music take place indoors or outdoors or both? ( Please read guidance note 3)

|  | Indoors |
| :--- | :--- |

Please give further details here ( Please read guidance note 4)

|  | Live music both amplified or unamplified, may be performed from time to time in the bar <br> and restaurant areas on the ground and first floor, and within the events/ meeting <br> space in the basement. |
| :--- | :--- |

Standard days and timings for Live Music ( Please read guidance note 7)

| Day | Start | Finish |
| :--- | :--- | :--- |
| Mon | $09: 00$ | $03: 00$ |

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| Tues | $09: 00$ | $03: 00$ |
| :--- | :--- | :--- |
| Wed | $09: 00$ | $03: 00$ |
| Thur | $09: 00$ | $03: 00$ |
| Fri | $09: 00$ | $03: 00$ |
| Sat | $09: 00$ | $03: 00$ |
| Sun | $09: 00$ | $03: 00$ |

State any seasonal variations for the performance of live music ( Please read guidance note 5 )
$\square$

Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed. ( Please read guidance note 6 )

|  | An additional hour to the standard and non-standard times on the day when British <br> Summertime commences. |
| :--- | :--- |

## F - Recorded Music

Will the playing of recorded music take place indoors or outdoors or both? ( Please read guidance note 3 )

|  | Indoors |
| :--- | :--- |

Please give further details here ( Please read guidance note 4)

|  | Amplified music may be played from time to time (in addition to live music) in the bar <br> and restaurant areas on the ground and first floor, and within the events/ meeting <br> space in the basement. |
| :--- | :--- |

Standard days and timings for Recorded Music ( Please read guidance note 7 )

| Day | Start | Finish |
| :--- | :--- | :--- |
| Mon | $09: 00$ | $03: 00$ |
| Tues | $09: 00$ | $03: 00$ |
| Wed | $09: 00$ | $03: 00$ |
| Thur | $09: 00$ | $03: 00$ |
| Fri | $09: 00$ | $03: 00$ |
| Sat | $09: 00$ | $03: 00$ |
| Sun | $09: 00$ | $03: 00$ |

State any seasonal variations for playing recorded music (Please read guidance note 5)
$\square$

Non standard timings. Where you intend to use the premises for the playing of recorded music entertainment at different times to those listed. ( Please read guidance note 6 )

An additional hour to the standard and non-standard times on the day when British Summertime commences.

## G - Performances of Dance

Will the performances of dance take place indoors or outdoors or both? ( Please read guidance note 3)

|  | Indoors |
| :--- | :--- |

Please give further details here ( Please read guidance note 4 )

|  | By staff or performers from time to time ancillary to events, functions or dining in the <br> bar and restaurant areas on the ground and first floor, and within the events/ meeting <br> space in the basement. |
| :--- | :--- |

Standard days and timings for Performance of dance ( Please read guidance note 7 )

| Day | Start | Finish |
| :--- | :--- | :--- |
| Mon | $09: 00$ | $03: 00$ |
| Tues | $09: 00$ | $03: 00$ |
| Wed | $09: 00$ | $03: 00$ |
| Thur | $09: 00$ | $03: 00$ |
| Fri | $09: 00$ | $03: 00$ |
| Sat | $09: 00$ | $03: 00$ |
| Sun | $09: 00$ | $03: 00$ |

State any seasonal variations for the performance of dance ( Please read guidance note 5 )
$\square$

Non standard timings. Where you intend to use the premises for the performance of dance entertainment at different times to those listed. ( Please read guidance note 6)

|  | An additional hour to the standard and non-standard times on the day when British <br> Summertime commences. |
| :--- | :--- |

## I - Late Night Refreshment

Will the provision of late night refreshment take place indoors or outdoors or both? (Please read guidance note 3 )

|  | Indoors |
| :--- | :--- |

Please give further details here ( Please read guidance note 4 )

|  | The provision of hot food and hot drinks. <br> (The provision of hot food and hot drinks to residents and bona fide guests is not a <br> licensable activity). |
| :--- | :--- |

Standard days \& timings for Late night refreshment (Late night start time is from 23.00 , see guidance notes 7 )

| Day | Start | Finish |
| :--- | :--- | :--- |
| Mon | $23: 00$ | $03: 00$ |
| Tues | $23: 00$ | $03: 00$ |
| Wed | $23: 00$ | $03: 00$ |
| Thur | $23: 00$ | $03: 00$ |
| Fri | $23: 00$ | $03: 00$ |
| Sat | $23: 00$ | $03: 00$ |
| Sun | $23: 00$ | $03: 00$ |

State any seasonal variations for the provision of late night refreshment ( Please read guidance note 5 )
$\square$

Non standard timings. Where you intend to use the premises for the provision of late night refreshmentat different times, to those listed. Please list, ( Please read guidance note 6 )

|  | An additional hour to the standard and non-standard times on the day when British <br> Summertime commences. |
| :--- | :--- |

## J - Supply of Alcohol

Will the supply of alcohol be for consumption (Please read guidance note 8)

|  | Both |
| :--- | :--- |

Standard days and timings for Supply of alcohol (Please read guidance note 7)

| Day | Start | Finish |
| :--- | :--- | :--- |
| Mon | $09: 00$ | $03: 00$ |
| Tues | $09: 00$ | $03: 00$ |
| Wed | $09: 00$ | $03: 00$ |
| Thur | $09: 00$ | $03: 00$ |
| Fri | $09: 00$ | $03: 00$ |

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| Sat | $09: 00$ | $03: 00$ |
| :--- | :--- | :--- |
| Sun | $09: 00$ | $03: 00$ |

State any seasonal variations for the supply of alcohol (Please read guidance 5)
$\square$

Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed. Please list, ( Please read guidance note 6 )

|  | The sale of alcohol to residents and their bona fide guests shall be permissible 24 <br> hours per day. |
| :--- | :--- |
| An additional hour to the standard and non-standard times on the day when British <br> Summertime commences. |  |

Please download and then upload the consent form completed by the designated proposed premises supervisor

|  | Douglas-McHugh-DPS-CONSENT.pdf |
| :--- | :--- |

Premises Supervisor

Full name of proposed designated premises supervisor

| First names | Douglas |
| :--- | :--- |
| Surname | McHugh |

DOB

## Date Of Birth

Address of proposed designated premises supervisor


Personal licence number of proposed designated premises supervisor, if any,

## Personal licence

```
number ( if known )
Issuing authority ( if Royal Borough of
known )
```


## K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (Please read guidance note 9)

|  | None |
| :--- | :--- |

L - Hours premises are open to public

Hours premises are open to the public ( standard timings Please read guidance note 7 )

| Day | Start | Finish |
| :--- | :--- | :--- |
| Mon | $00: 00$ | $00: 00$ |
| Tues | $00: 00$ | $00: 00$ |
| Wed | $00: 00$ | $00: 00$ |
| Thur | $00: 00$ | $00: 00$ |
| Fri | $00: 00$ | $00: 00$ |
| Sat | $00: 00$ | $00: 00$ |
| Sun | $00: 00$ | $00: 00$ |

State any seasonal variations ( Please read guidance note 5 )
$\square$

Non standard timings. Where you intend to use the premises to be open to the public at different times from those listed. Please list, ( Please read guidance note 6 )
$\square$

M - Steps to promote four licencing objectives
a) General - all four licensing objectives (b,c,d,e) (Please read guidance note 10 )
$\square$
See below
b) the prevention of crime and disorder

|  | 1. A digital CCTV system shall be installed at the premises. The system shall be <br> maintained in working order and used at all times when the premises are open for <br> licensable activities and shall be capable of capturing an image of every person who |
| :--- | :--- |


|  | enters the premises. Any CCTV footage shall be kept for at least 31 days and shall be available to the Licensing Authority or Police upon reasonable request. All recordings shall be of evidential quality and shall include the time and date. Sufficient staff shall be trained to use the system as a recorded image must be available for inspection and downloading immediately upon request to the Police and Licensing Authority. <br> 2. The premises shall join the local Pubwatch or other local crime reduction scheme approved by the Police and local radio scheme if available. <br> 3. All staff involved in the sale of intoxicating liquor are to be trained in their responsibilities under the Licensing Act 2003 and the licensing objectives. Their training record is to be kept and shall, upon request, be made available to officers of the Council or Police for inspection within a reasonable time. <br> 4. An incident log shall be kept at the premises and made available on request to an authorised officer of the Council or Police which shall record the following:- <br> i. All crimes reported to the venue <br> ii. All ejections of patrons <br> iii. Any incidents of disorder <br> iv. Any faults in the CCTV system <br> v. Any refusal of the sale of alcohol <br> 5. After 23:00hrs on any day, patrons temporarily leaving the premises, such as for the purposes of smoking, shall not take any drinks with them outside the premises. <br> 6. There shall be no off sales of alcohol save for patrons seated on any external areas as shown on the licence plans. <br> 7. Substantial food and non-intoxicating beverages, including drinking water, shall be available in all parts of the premises where alcohol is sold or supplied for consumption on the premises. |
| :---: | :---: |

c) public safety

|  | $1 . \quad$ The premises will be risk assessed from time to time in accordance with <br> relevant legislation. |
| :--- | :--- |
| 2. All staff shall be trained in emergency evacuation procedures in accordance <br> with a fire risk assessment. |  |

d) the prevention of public nuisance

1. The premises will be constructed and operated in accordance with Health and Safety and related legislation in order to ensure the safety of customers and staff.
2. Notices shall be prominently displayed at all exits after 21:00hrs requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
3. The Highway and public spaces in the vicinity of the premises shall be kept free of litter from the premises at all material times to the satisfaction of the Council.
4. All waste is to be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection time.
5. No rubbish including bottles shall be moved, removed or placed in outside areas between midnight and 07:00hrs.
6. No deliveries shall take place between 23:00hrs and 07:00hrs.
7. No collections including refuse and recyclable food waste shall take place between midnight and 07:00hrs.
8. At 23:00hrs, all entrance doors and windows are to be kept closed except for immediate access and egress.

|  | 9. Management will appoint dedicated taxi or licensed mini cab companies and staff will offer to book cars on behalf of patrons. After midnight, all patrons who seek licensed vehicles to take them away will be encouraged to remain inside whilst the vehicle is summoned. <br> 10. Before the licensable activities permitted by Premises License number (insert) commence, the Licensee shall produce a Noise/Nuisance Management Plan for the premises to be approved in writing by the London Borough of Southwark Environmental Health and Trading Standards Environmental Protection Team. <br> 11. Before the licensable activities permitted by Premises License number (insert) commence, the Licensee shall undertake and complete any proposed structural sound containment works (e.g. glazing/lobbies, etc.). <br> 12. All staff working at the premises shall be trained in the content of the Noise/Nuisance Management Plan and be aware of their responsibilities and duties under it. Records of relevant training shall be kept with the Noise/Nuisance Management Plan. <br> 13. The Noise/Nuisance Management Plan shall be reviewed annually, or whenever there is a significant change at the premises, whichever is sooner. For example, a significant change could include a new Licensee or DPS, change to premises layout, a refit, a change to the type or style of licensed entertainment, etc. <br> 14. The current Noise/Nuisance Management Plan, and all associated documentation, shall be held at the premises and be immediately available to officers of the Council and the Police on request. <br> 15. The Licensee will ensure that the premises Noise/Nuisance Management Plan is adhered to by all relevant staff. |
| :---: | :---: |

e) the protection of children from harm

|  | 1. The premises will adopt "Challenge 21" and any person wishing to purchase <br> alcohol who appears to be under 21 shall be asked to produce an acceptable form of <br> identification (photograph driving licence; passport, PASS accredited and/or Armed <br> Forces Card). |
| :--- | :--- |

Please upload a plan of the premises

## 1320-LIC09B-Fifth-Floor-Licensing-Plan.pdf

Please upload any additional information i.e. risk assessments
$\square$

## Checklist

|  | I have enclosed the plan of the premises. <br> I understand that if I do not comply with the above requirements my application<br> will <br> be rejected. <br> I understand that I must now advertise my application (In the local paper within 14 days <br> of applying |
| :--- | :--- |

Please tick to indicate agreement

|  | I am a company or limited liability partnership |
| :--- | :--- |

## Declaration

I agree to the above statement

|  | Yes |
| :--- | :--- |
| PaymentDescription | , , |
| AuthCode |  |
| LicenceReference |  |
| PaymentContactEmail |  |

Please provide name of applicant (the current premises licence holder) or applicant's solicitor or other duly authorised agent (please read guidance note 12). If completing on behalf of the applicant, please state in what capacity.

| Full name | Lisa Sharkey, Poppleston Allen Solicitors |
| :--- | :--- |
| Date <br> (DD/MM/YYYY) | $21 / 05 / 2018$ |
| Capacity | For and upon behalf of the Applicant |

Where the premises licence is jointly held, enter the 2nd applicant (the current premises licence holder) or 2nd applicant's solicitor or other authorised agent (guidance note 13). If completing on behalf of the applicant state in what capacity

| Full name |  |
| :--- | :--- |
| Date |  |
| (DD/MM/YYYY) |  |
| Capacity |  |

Contact name (where not previously given) an address for correspondence associated with this application (please read guidance note 14)

| Contact name and | Lisa Sharkey, Solicitor, <br> address for <br> correspondence |
| :--- | :--- |
| Poppleston Allen <br> 37 Stoney Street <br> Nottingham <br> NG1 1LS |  |
| Telephone No. | 01159538500 |
| If you prefer us to <br> correspond with you <br> by e-mail, your email <br> address (optional) | I.sharkey@popall.co.uk |

The information you provide will be used fairly and lawfully and Southwark Council will not knowingly do anything which may lead to a breach of the Data Protection Act 1998.

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## Noise Management and Dispersal Plan

## INTRODUCTION

As operators of Bankside Hotel, we have a responsibility to ensure our premises do not generate excessive noise disturbance. The purpose of this Noise/Nuisance Management Plan is to detail the procedures we employ to ensure, as far as possible, the minimisation of disturbance to local residents by activities in and around Bankside Hotel.

A balance of needs must be achieved by ensuring guests have a positive experience whilst controlling potential adverse noise effects. Our aim is to adopt the best practicable options to ensure the conditions of the Premises License are met.

The plan has been developed with assistance from Southwark Council Environmental Health Department. It is designed to prevent public nuisance as well as to promote the licensing objectives under the Licensing Act 2003.

With the Noise/Nuisance Management plan and the proposed premises licence conditions, we have:

1. Robust policies and standard operating procedures applied to the licensed areas of Bankside Hotel;
2. Training procedures for managers and StA licensed staff associated with the late night economy at Bankside Hotel;
3. An on-going review process; and
4. A detailed complaint and incident monitoring and reporting system.

## Aims of this plan

- Minimise impact from noise to guests and local residents;
- Identification of the range of potential noise sources relating to the premises and the acceptable levels of noise arising from all specified activities;
- Implement a detailed list of steps taken to manage noise pollution;
- To satisfy the Licensing Authority and uphold the licensing objectives;
- Details of the measures taken to ensure a managed dispersal of guests;
- Arrangements for controling and monitoring staff and guest smoking areas; and
- Complaint and incident reporting procedure.

1. Identification \& Management of the range of potential noise sources relating to premises \& vicinity

Sources of noise include:

- Externally mounted plant and equipment, e.g. cooler units, air and extract ventilation
- Amplified music (recorded or live) television/video
- External licensed areas - tables and chairs and terrace
- Loading bay and waste management
- Staff and guest smoking areas
- Guests dispersing from the vicinity


## Steps taken to manage noise pollution

In general, the overriding requirement is for control of noise 'at source' by considering and/or ensuring:

- Managing operations on site
- No noise shall emanate from the premises: nor vibration be transmitted, through the structure of the premises which gives rise to a nuisance
- Any external seating areas will be cleared by 23:00 and the chairs and tables shall be stored securely so as not to be able to be used thereafter.
- guests temporarily leaving the premises for the purposes of smoking will not be permitted to take any drinks of any kind with them outside the premises save for in any designated seated area.
- Suitable signage shall be prominently displayed at all public exits after 21:00 requesting patrons to respect the needs of local residents and businesses and leave the area quietly
- Suitable signage shall be prominently displayed at any area used for smoking requesting guests and staff to respect the needs of local residents and use the area quietly
- Management shali make arrangements with a licensed private hire and/or Hackney Carriage Service for guests and the contact numbers made readily available for guests who will be encouraged to use such services
in particular:


## Managing Operations on Site

Licensed facilities at Bankside Hotel are anticipated to operate during the following hours. Public areas will be licensed for activities for 24 hours a day for residents and bona fide guests but will be limited in terms of bar and restaurant use for non-residents until 03:00, although it is anticipated that typical day-to-day operating hours could be shorter than this.

A nominated Duty Food \& Beverage Manager per shift will be accountable for all licensable activity taking place in Bankside Hotel and will be in constant communication with the hotel duty manager and mobile security.

All managers and bar staff will be fully aware and conversant with the Noise/Nuisance Management Plan and the maintenance of the licensing objectives. There will be a Designated Premises Supervisor nominated by the premises license holder as being the person in day-to-day control of the licensed area within the premises when licensable activities are taking place.

Any events where amplified music is employed will be wound down in a professional manner, with music reducing in sound level and style to reflect a calmer end to an event. Event organisers will be made aware of the content of this policy.

A CCTV system will be instailed throughout the licensed areas, particularly in the perimeter and areas where dispersal will take place. All cameras will continually record whilst the premises are open to the public and the footage retained for a period of 31 days, time/date stamped and made available to the statutory authorities upon request. All areas will be sufficiently lit in order that the recorded images are of reasonable quality and Police and the local authorities will be given access and copies of images for purposes in connection with the prevention and detection of crime and disorder.

The Designated Premises Supervisor and the Security Manager will be members of the local Pubwatch scheme.

## 2. External

- All waste is to be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection time.
- No rubbish including bottles shall be moved, removed or placed in outside areas between midnight and 07:00hrs.
- No deliveries shall take place between 23:00hrs and 07:00hrs.
- No collections including refuse and recyclable food waste shall take place between midnight and 07:00hrs.
- At 23:00hrs, all entrance doors and windows are to be kept closed except for immediate access and egress.
- When a late night event is being considered, a risk assessment will be carried out prior to the event and additional security measures implemented as required.
- When guests are using the external area, a member of staff will periodically check noise levels and deal with any noise which is deemed to be unacceptable.
- There will be regular litter patrols outside the hotel.

3. Make customers aware of the consequences of late night noise and to be proactive in dealing with the problem

- Notices will be displayed after 21:00 at all public exits, requesting guests to leave the premises in a quiet and orderly fashion to show respect to local neighbours.
- Announcements will be made by events and security staff on a regular basis about noise pollution and the need to consider local residents and the environment.
- Verbal announcements prior to dispersal will be made at the end of each night


## 4. Complaints Procedure

Any noise or nuisance complaint relating to Bankside Hotel should go via the main hotel telephone number where details will be logged via the hotel operator or Manager on duty and noted on the duty log. If the complaint relates to Bankside Hotel, the Duty Manager and/or security supervisor will immediately investigate the issue and take appropriate action to locate and remove the source, then monitor the outcome. The Security Manager will be advised of action/s taken, and the duty log will be reviewed the following morning by the General Manager and Hotel Manager and contact made with the caller where possible.

Should a response be required immediately (at the time) back to the caller, this will be carried out by the Duty Manager to whom the complaint has been reported, and details again noted on the duty log.


## BANKSIDE

## The Art of Hospitality

"The principles of true art is not to portray, but to evoke" Jerzy Kosinski

## Where you belong

A genuine, authentic hotel experience, with 161 rooms including seven suites, set on the South Bank, known for its artists, creatives and original thinkers. This intimate new six-story hotel has been designed with an affection for the world's most respected art studios in an emerging destination with a strong sense of community and a calendar of design, art


## Brand Pillars

Effortless style. Genuine. Authentic. Honest. Cultured. Comfort. Warmth. Part of the community.

## Brand Promises

## An art-loving original Quality. Creativity. Integrity. No Fuss.

> Intelligent and connected front of house
> Engaging, tech savvy and knowledgeable
> Attentive and responsive; dialled into everything, recommendations made in a natural, understated way
> Quality live-work environments and an interesting community
> Best possible night's sleep in sophisticated comfort with original amenities
> Desirable location for business and leisure - within reach of the City and corporate HQs as well as culture and culinary excellence
$>$ Form is matched by function: gallery-style aesthetic but it is also an interactive space for guests and locals
> Blurring the lines between work and play; encouraging an inspiring social environment with dynamic guest experiences

## Humans Being

A welcoming residential air pervades every space of Bankside through the use of handpicked furnishings, specially commissioned artworks and a grown-up atmosphere. It has all been created on a very human scale, with interesting textures; hidden hi-tech touches and a sincere hospitality, making every space feel residential, welcoming and life-enhancing.


Bankside and guests will live seamlessly, their personalities, passions and concerns mirroring each other:

## Sophisticated

relish in discovering new urban areas

## Culturally aware

thrive in staying in artistically vibrant neighbourhoods

## Environmentally conscious

choose their hotels accordingly

## Egalitarian

want knowledgeable service, but dislike fawning

## Sensationalists

appreciate being in an environment where are all five senses are stimulated

## Independent Free Spirits

## Bankside Guest Profile

> Equal male \& female
> International - Bankside will be promoted on a global scale
> Business \& leisure
> Majority to be single or couples, though families will be welcomed
$>$ Mid 20s - 50 s
> Well educated
> Urbanites, but with a passion for nature and all things 'natural'
> Appreciate design-led interiors
> Technologically astute


## A Social Conscience



Caring about the world on a macro and micro scale, Bankside's sustainability ethos touches locals and the world alike.

## Ethical \& eco suppliers

Showcasing products from socially conscious and eco suppliers including bathroom amenities

## Linen change tokens

To incentivise guests to save water and energy by not changing linen, then donating the profit from not washing to charity

## Sustainable eating

The restaurant Lilly \& Skinner's food concept, created with acclaimed eco-chef Tom Hunt would reflect his 'root to fruit' way of cooking

## Anti- plastic campaign

To openly experiment and stock (where possible) plastic alternatives

## Local makers in residence

Enhancing guest experiences by creating one-off pieces in Bankside's public spaces

## Service Culture

Bankside's service sensibility reflects the hotel's personality - a living breathing body. The hotel's guests are comfortable in their own skin, and whilst they will receive friendly, attentive and discrete service, Bankside understands that they will also want to connect with employees on a truly human level.

Everyone, no matter of their role or position, who works at the hotel will be a Bankside ambassador. They will be the embodiment of the Bankside 'Where You Belong ' hospitality concept and so therefore will be:
> Genuinely friendly
> Approachable
> Engaging
> Culturally aware - with an emphasis on local knowledge
> Socially conscious
> Proud of where they work

## "Hold faithfulness and sincerity as first principles"

Confucius



Where you belong

