



L I C E N S I N G S U B C O M M I T T E E B (S U P P L M E N T A R Y P A P E R S)

Tuesday, 13th March, 2018

at 7.00 pm

Council Chamber, Hackney Town Hall,
Mare Street, London E8 1EA

Councillors sitting:

**Cllr James Peters, Cllr Ian Rathbone and
Cllr Peter Snell (Substitute)**

TIM SHIELDS
Chief Executive

Contact:
Gareth Sykes, Governance Services Officer
020 8356 1567
gareth.sykes@hackney.gov.uk

The press and public are welcome to attend this meeting

AGENDA

Tuesday, 13th March, 2018

ORDER OF BUSINESS

Title	Ward	Page No
5 Premises Licence - 25hours, 201-207 Shoreditch High Street, E1 6LG	Hoxton East & Shoreditch	(Pages 1 - 76)



25h

twenty five hours hotels
come as you are

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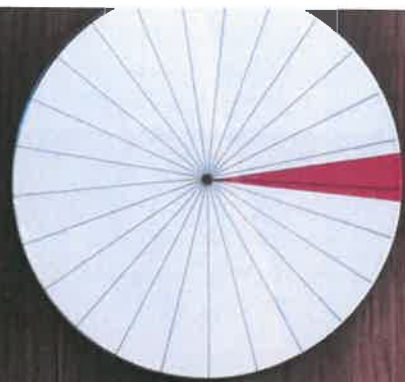
overview

- **initiators & history**
- **essentials**
- **hotels**
- **f&b concepts**
- **friends**
- **expansion**

come as you are.

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initiators & history



25HOURS

24 hours isn't enough



ST. MORITZ

gelbes Ziffern



LAGANO

gespächtegt Stunden



GENÈVE

charmarkt Augenblicke

Christoph Hoffmann

Christoph Hoffmann is responsible for the further development and expansion of the 25hours hotel group and its brand. He enthusiastically and courageously evaluates hotel premises and develops with local partners tailored hotel products for nomads, daydreamers and night owls who are looking for a change from the grey city streets. In 2005, Christoph Hoffmann and his partners Kai Hollmann, Ardi Goldman and Stephan Gerhard (Solutions Holding GmbH) founded the 25hours hotel company to expand the already successful 25hours concept which was established in the 25hours number one in 2003 in Hamburg.



initiators

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Kai Hollmann

Kai Hollmann is the director of the Fortune Hotels in Hamburg (Gastwerk Hotel, The George Hotel, Superbuden, 25hours Hotel number one), which are among the most internationally renowned and successful lifestyle hotels in various segments.

Hollmann is a hotelier who learned his trade from scratch. The qualified cook and hotel manager is the proprietor and director of five hotels and was the initiator of the 25hours idea. Hollmann was voted German Hotelier of the Year in 2003 and Hamburg's Entrepreneur of the Year in 2008.

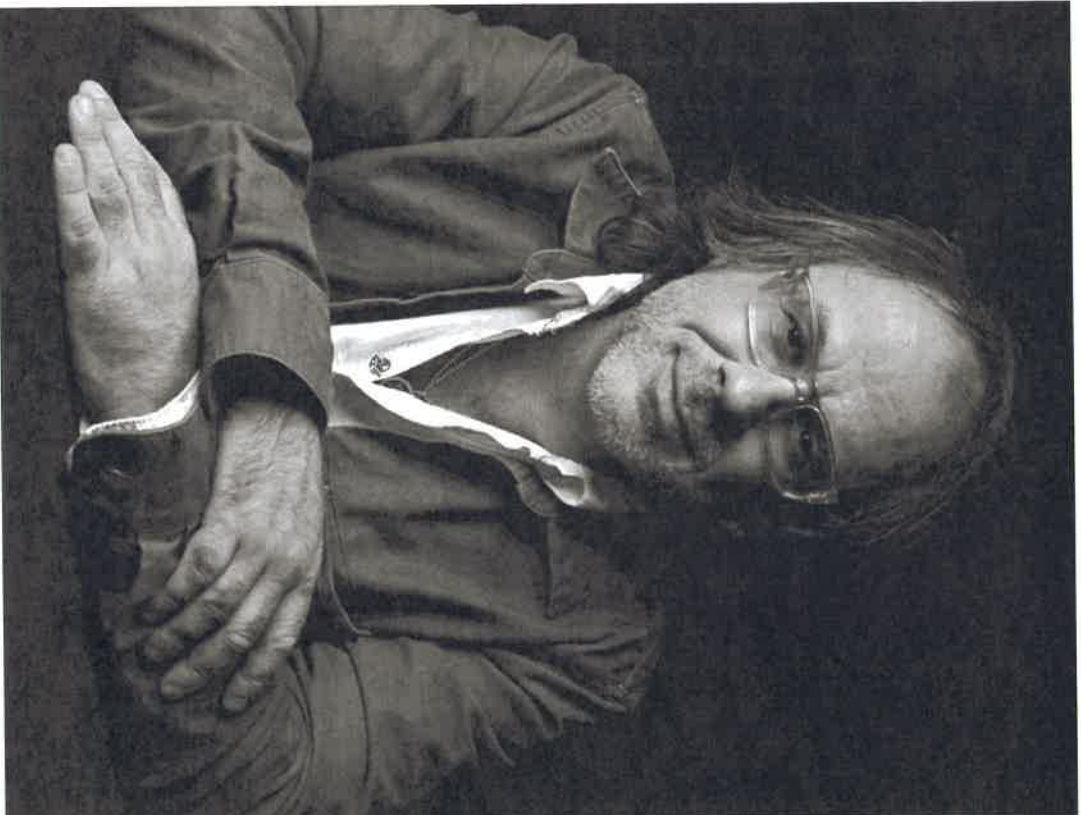


initiators

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Ardi Goldman

Ardi Goldman is known as an orchestrator of city architecture in Frankfurt. With a diverse range of projects, he is always able to create cosmopolitan colour in liveable and endearing architecture and still manages to take end users seriously. As the developer of both Frankfurt hotels, Ardi Goldman is a central figure for 25hours in Frankfurt. Goldman draws his inspiration from urban areas and offers thorough support during the implementation of his ideas. This causes the boundaries to blur between enjoyment, construction, design and art.



initiators

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Stephan Gerhard

The Stuttgart native made good-old Swabian virtues the guiding principle of his corporate activities. He knows the international hotel trade like no other. The Treugast Solutions Group, which he founded in 1985, is one of Europe's leading consultancy corporations in the hotel, hospitality, leisure and tourism sectors. With Solutions Holding, which is one shareholder of the 25hours Hotel Company, Stephan Gerhard works tirelessly as a partner and consultant for 25hours in a future-oriented and promising niche of the hotel industry. In addition he shares his knowledge of the hospitality, as Professor for Hospitality Development at the FHM Schwerin / Baltic College.

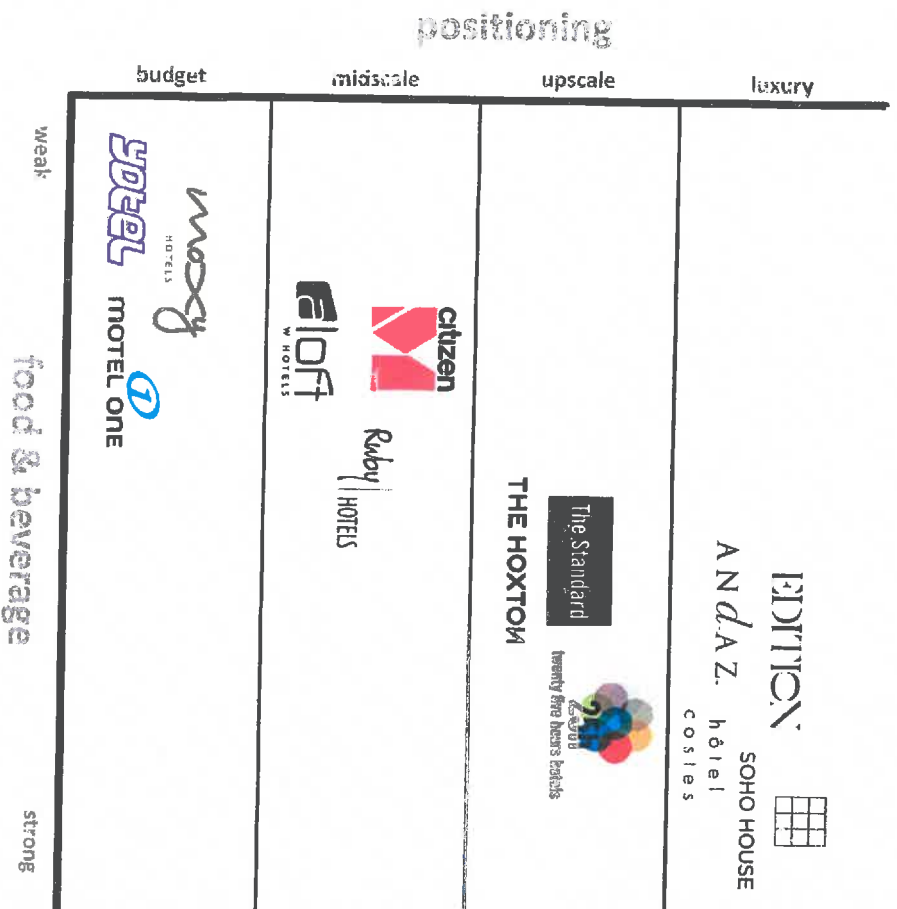
initiators

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25hours is a fresh and dynamic hotel brand, which builds upon the shoulders of traditional hotel business and searches for new answers to the demands of an urban, cosmopolitan, culturally interested and brand aware audience. 25hours develops and operates individual, made to measure hotels with personality in lively locations. All hotel concepts are based on dynamics, responsibility, service and design, but have individual focal points for each development.

market position



25hours Hotels are design hotels, inspired by the spirit of our times. But design is about more than just looking good and shouldn't be overestimated. Of course, we love brilliantly designed rooms and occasionally exclusive furnishings too, but the story a work of art, a vintage object or a little detail tells, is just as important.

We enjoy gastronomy, which is why it plays such an important role at 25hours. Rather than taking a one-size-fits-all approach, we tailor our food and beverage concepts to each location, focusing on simplicity, generosity and soul.

We see 25hours positioned in the so-called smart luxury segment with a strong food & beverage focus.

almost home.

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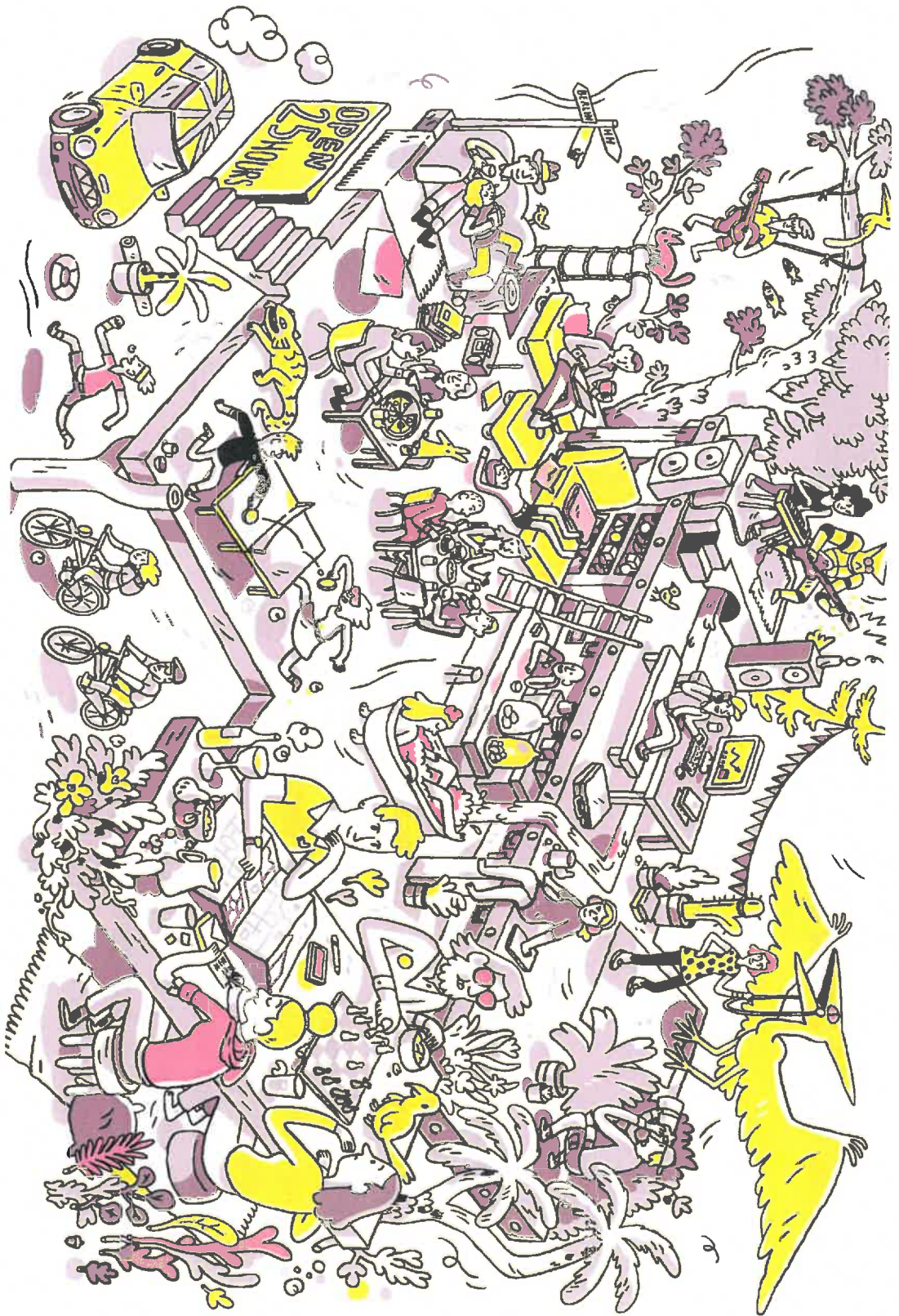


essentials

PHOTOS
3 MINUTES
24 POSES
30 PRINTS
11 €2.

PHOTOS

PHOTOS



let's spend the night together.

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fun. adventure. relaxation.

Plenty of hotels offer the security of familiar surroundings. Not us. A 25hours Hotel boasts an unconventional mix of contemporary services. Guests don't just simply stay at a 25hours Hotel, they deliberately choose dynamism, surprise and a touch of adventure. Our hotel is a social hub. A place where international travellers and local guests form a community, entertaining and being entertained.

Since we don't take ourselves too seriously, we believe that our guests deserve to have a bit of fun. Everyone who stays at a 25hours Hotel should leave with a story to tell.



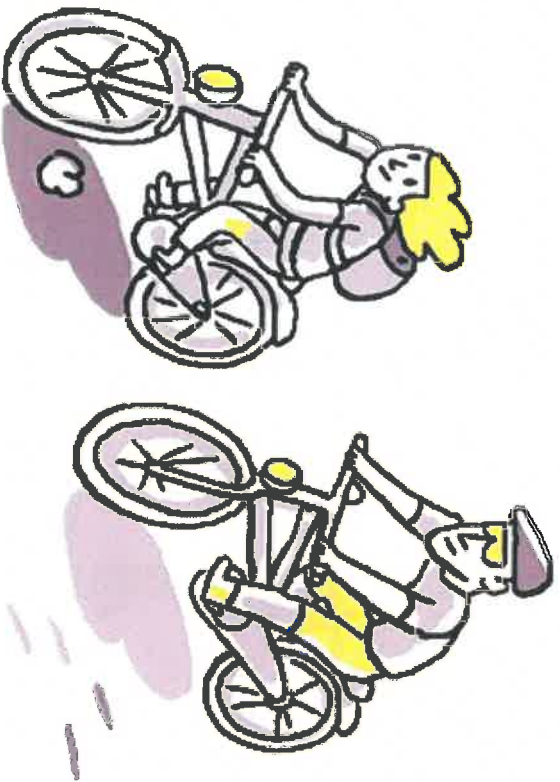
let's spend the night together.

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fun. adventure. relaxation.

We enjoy food and drinks, which is why both play such an important role at 25hours. It's no coincidence that many key corporate decisions are made over a good meal. Rather than taking a one-size-fits-all approach, we tailor our food and beverage concepts to each location – either by ourselves or in cooperation with our partners – focusing on simplicity, generosity and soul.

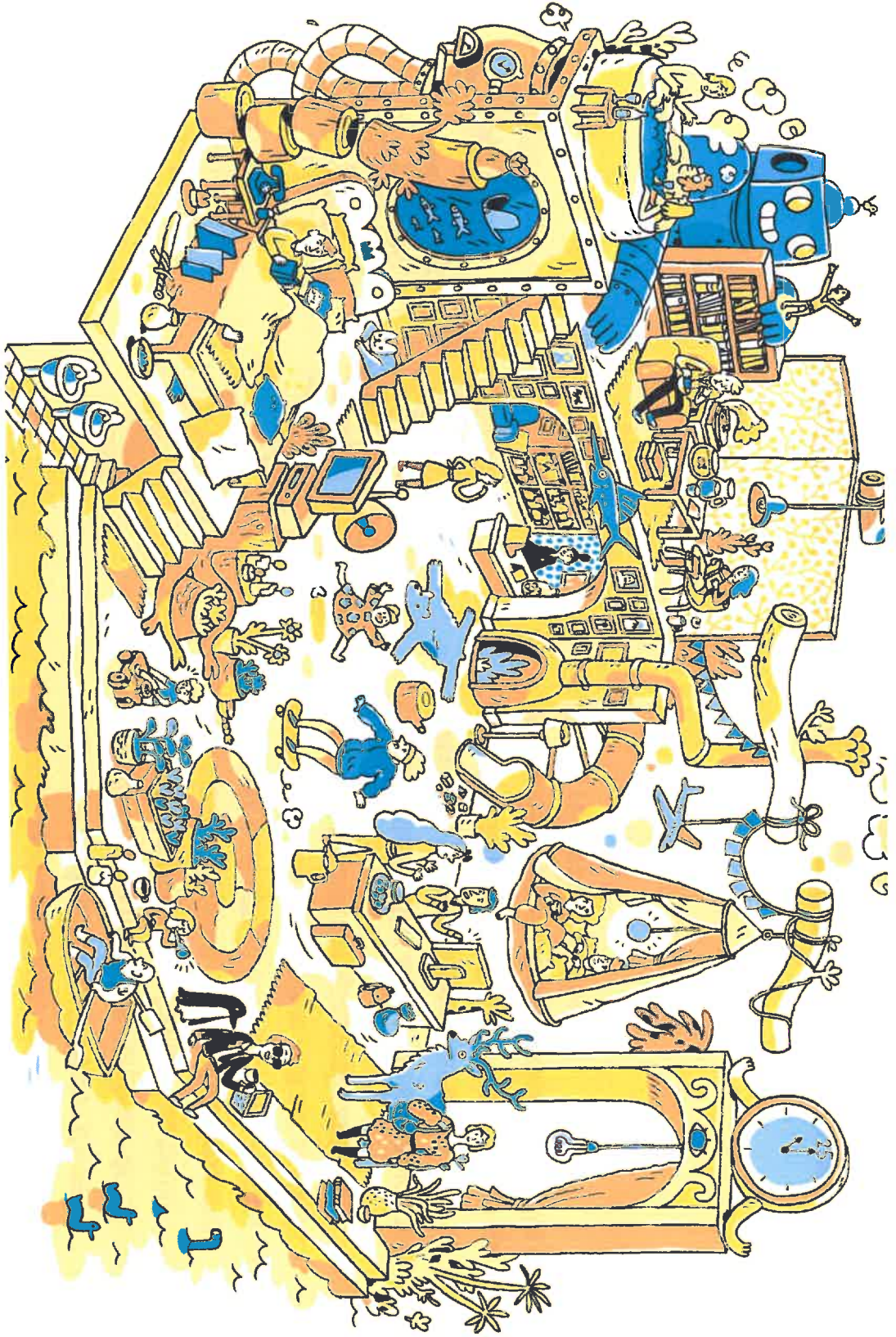
Even the most active spirits sometimes get tired, which is why 25hours Hotels, naturally, also have beds and bathrooms of uncompromisingly high quality. Because every guest should leave the hotel feeling relaxed and content.



let's spend the night together.

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almost home.

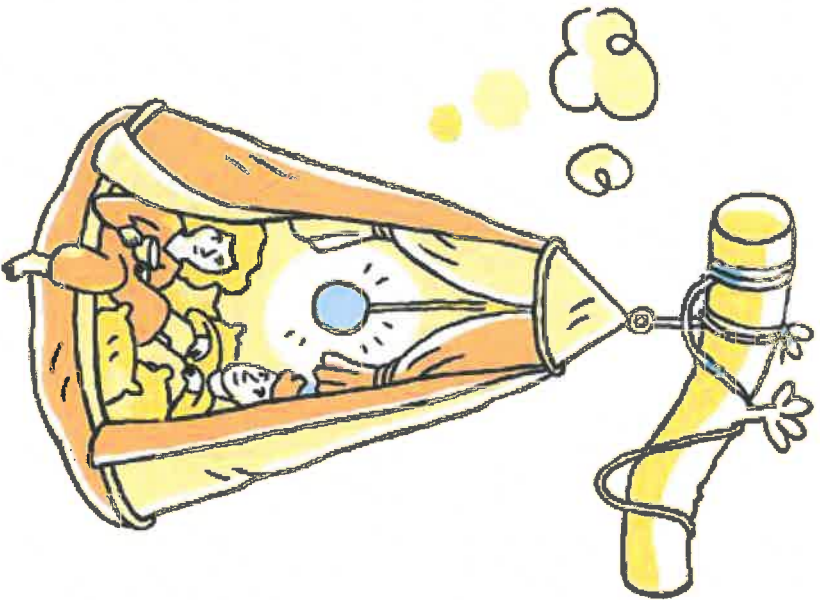


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stories. design. variety.

25hours Hotels are design hotels, inspired by the spirit of our times. But design is about more than just looking good and shouldn't be overestimated. Of course, we love brilliantly designed rooms and occasionally exclusive furnishings, too, but the story, a work of art, a vintage object or a little detail tells, is just as important. Sometimes we like to be adventurous, sometimes romantic, but always cosy.

With such a diverse range of designs, it's hardly surprising that almost every visit to one of our hotels brings a new and interesting discovery. Guests should be constantly surprised, reaching for their camera to share their impressions with family and friends. Because our guests' stories are our stories.



almost home.

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stories. design. variety.

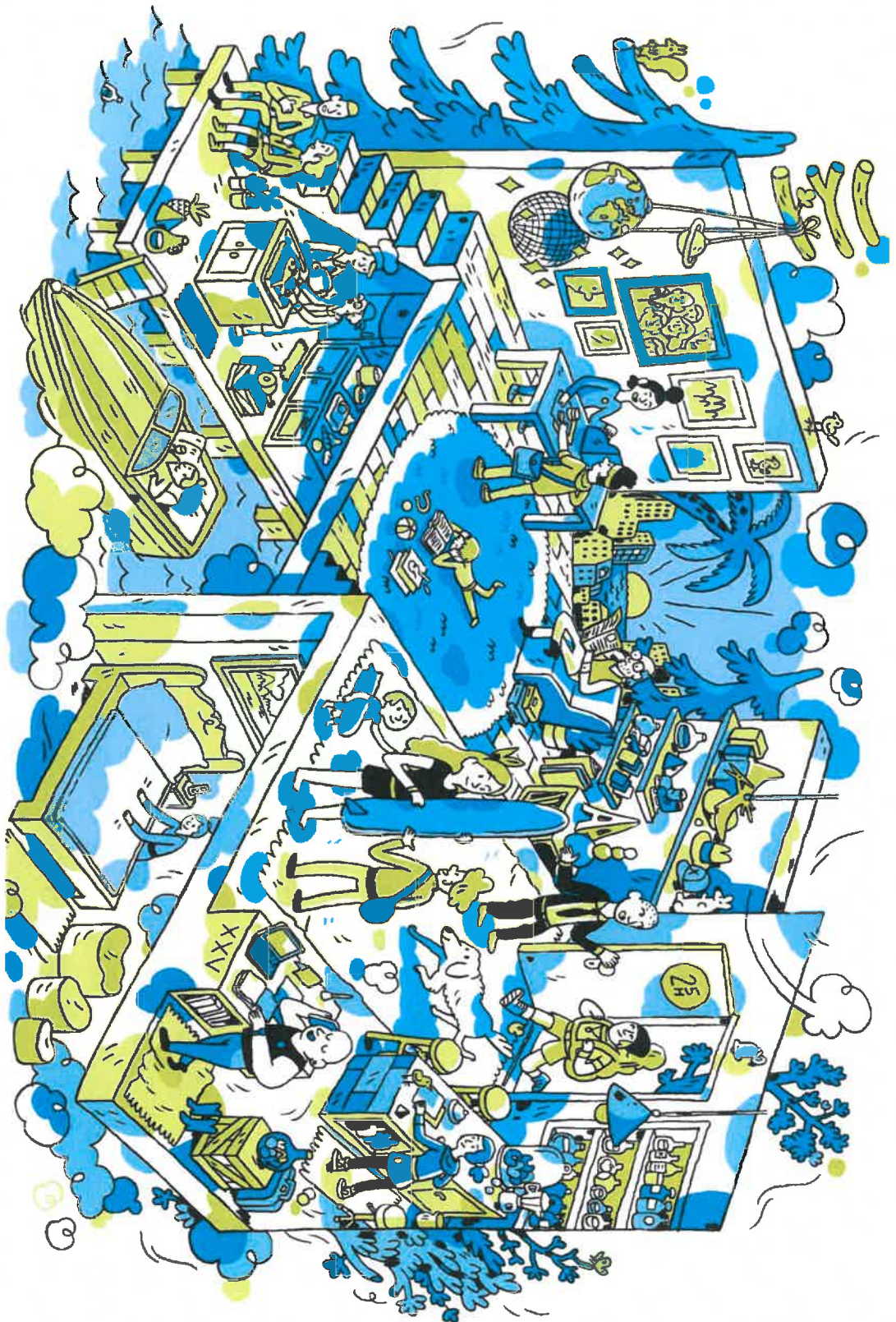
25hours Hotels are not showrooms. They are for loving, living and lounging around. A crucial part is played by the public areas, which cater to the needs of our guests according to the time of day. These form the heart of the hotel, a workplace for urban nomads, a marketplace for commodities and a starting point for expeditions into the city. Elegant simplicity is not what we stand for. We believe that more is more.

In order to continuously find new inspiration, we like nothing more than to work with different designers, artists and other creative minds. Sometimes we also bring people together who at first don't seem to be compatible. And, last but not least: while our product may not be to everyone's taste, it should at least be inspiring and never boring.



almost home.

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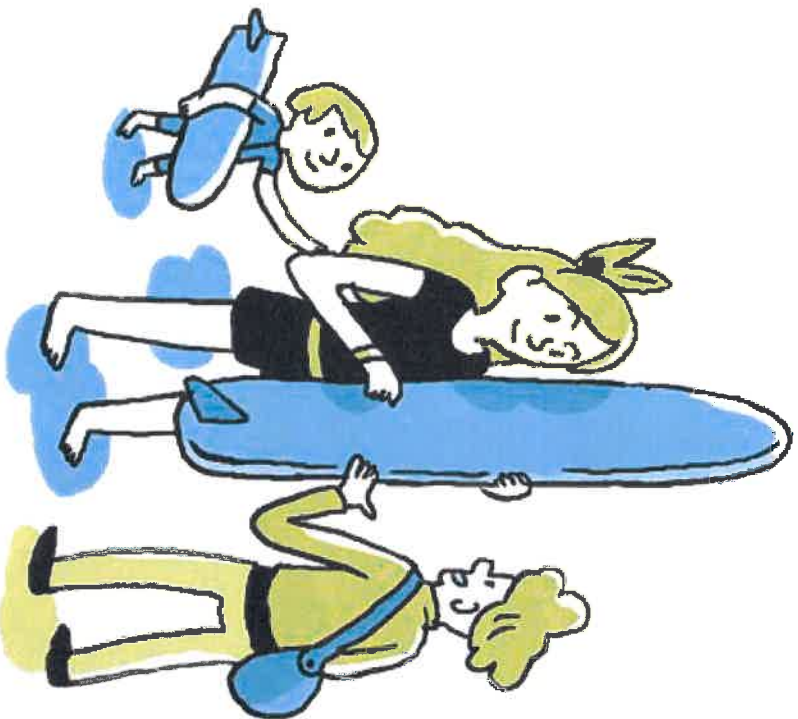
real place, real people.

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democracy. curiosity. adventure.

25hours is democratic and tolerant. We welcome anyone with a sense of curiosity and a spirit of adventure. We gladly open our world to those who open theirs. We don't believe the customer is king but should, instead, feel like a guest at home with friends.

In the 21st century, no one any longer needs a particular reason to travel. Professional and private lives merge, just as work and leisure do. 25hours Hotels are designed to cater to these hybrid guest requirements.



come as you are.

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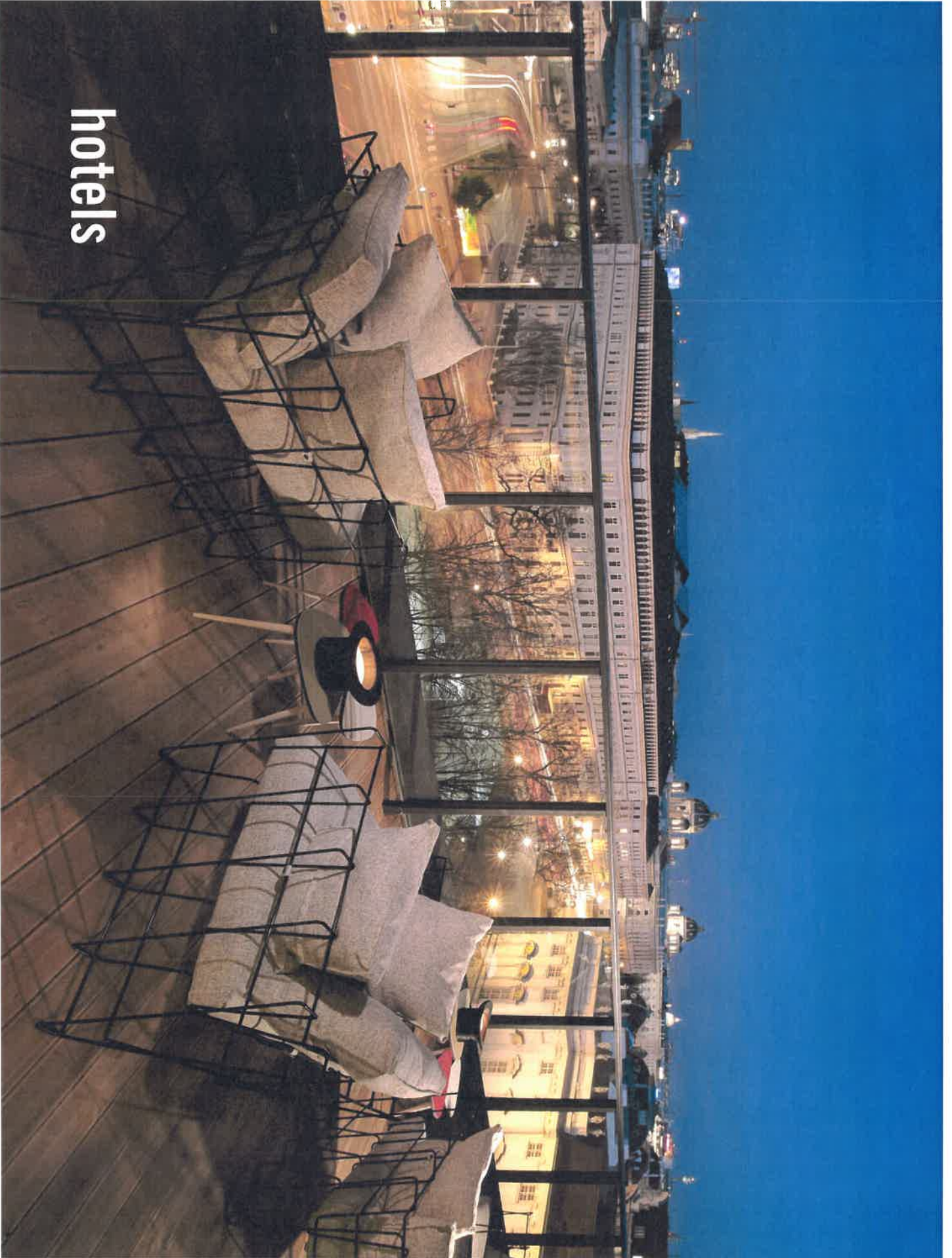
professionalism. personality. quality.

The staff at 25hours is professional, sociable, dedicated and empathetic. Staff with personality and interests outside of their work strengthen our product profile. We don't want service robots. Human contact cannot be standardised. We allow our staff to communicate freely and directly with guests, to treat everyone they meet individually and with pleasure. Yet our casual tone and relaxed attitude should not detract from the fact that good manners and professional expertise are a must.



real place, real people.

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hotels

25h / number one

- **hamburg**
- **128 rooms**
- **opening - november 2003**
- **retro-look**
- **25hours guesthouse**

- **landlord - kai hollmann**
- **development type - conversion**
- **operating contract - lease**



you're my n°1.

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you're my n°1.

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25h / the goldman

- frankfurt
- 98 rooms
- opening - december 2006
- eclectic design
- heroes & personalities
- landlords - ardi goldman & ronny r. weiner
- development type - conversion
- operating contract - lease

my concept is you.

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my concept is you.

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25h / by levi's

- **frankfurt**
- **76 rooms**
- **opening - september 2008**
- **denim & fashion**
- **landlords - ardi goldman & ronny r. weiner**
- **development type - conversion**
- **operating contract - lease**



you are the best of both worlds.

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you are the best of both worlds.

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25h / at museumsquartier

- **vienna**
- **217 rooms & suites**
- **opening - march 2011**
- **circus & spectacle**
- **landlords - jp immobilien & wertinvest**
- **development type - conversion**
- **operating contract - lease**

We are all mad here.

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25h / hafencity

- hamburg
- 170 rooms
- opening - july 2011
- sailor's home
- developers - **groß & partner, sns property finance & ing real estate**
- landlord - **hines**
- development type - **greenfield**
- operating contract - **lease**

a girl in every port.

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25h / zurich west

- **zurich**
- **126 rooms**
- **opening - november 2012**
- **the smile of my hometown**
- **developer - halter ag**
- **landlord - credit suisse**
- **development type - greenfield**
- **operating contract - lease**

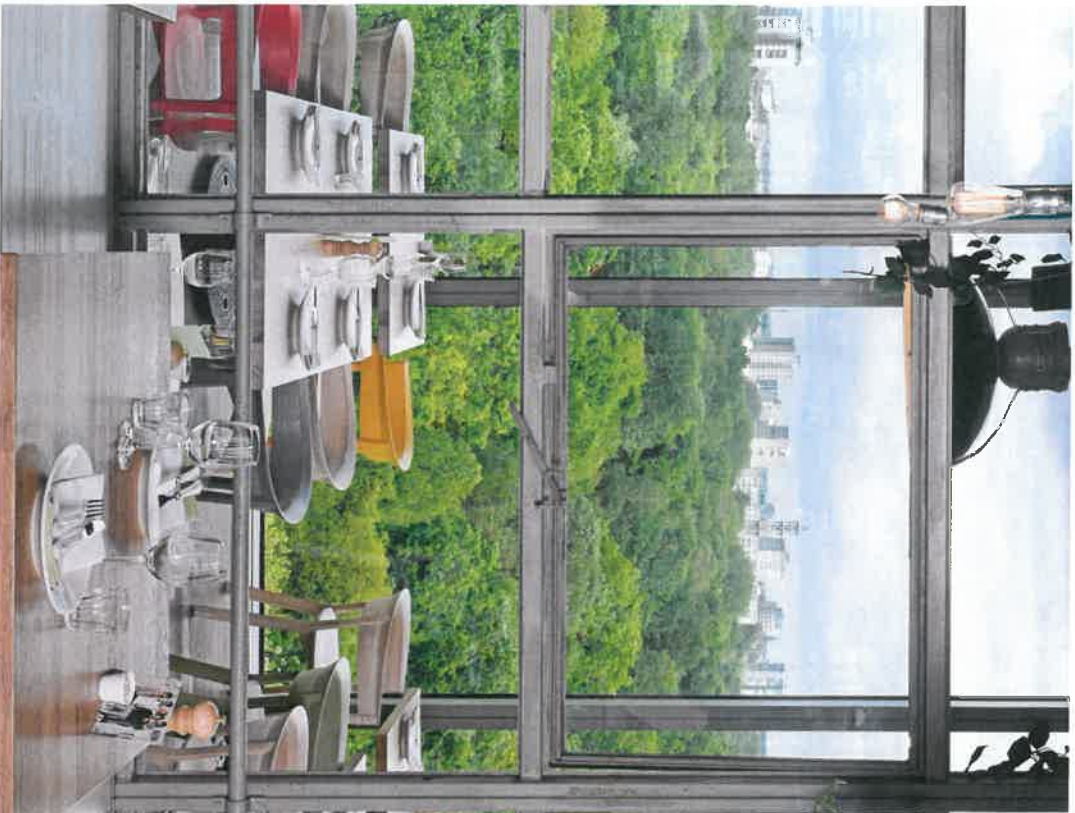
go west.

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go west.

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25h / bikini berlin

- **berlin**
- **149 rooms**
- **opening - january 2014**
- **urban jungle**
- **landlord - schörghuber unternehmensgruppe**
- **development type - conversion**
- **operating contract - lease**

we love bikini.

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we love bikini.

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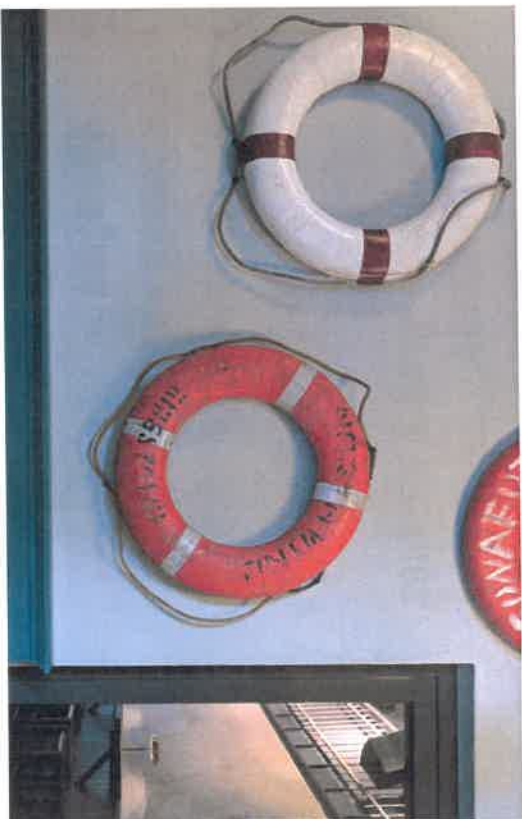


25h / altes hafenamt

- **hamburg**
- **49 rooms**
- **opening - march 2016**
- **old harbour master**
- **landlord - groß & partner,
kai hollmann**
- **development type - conversion**
- **operating contract - lease**

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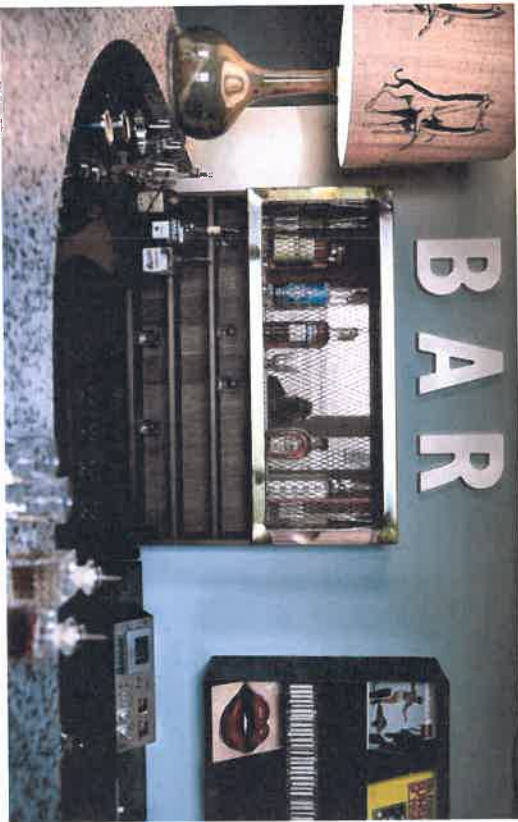


25h / zurich langstrasse

- zurich
- 170 rooms
- opening - april 2017
- pocket universe
- landlord - sbh
- development type - greenfield
- operating contract - lease

the new kid in town.

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the new kid in town.

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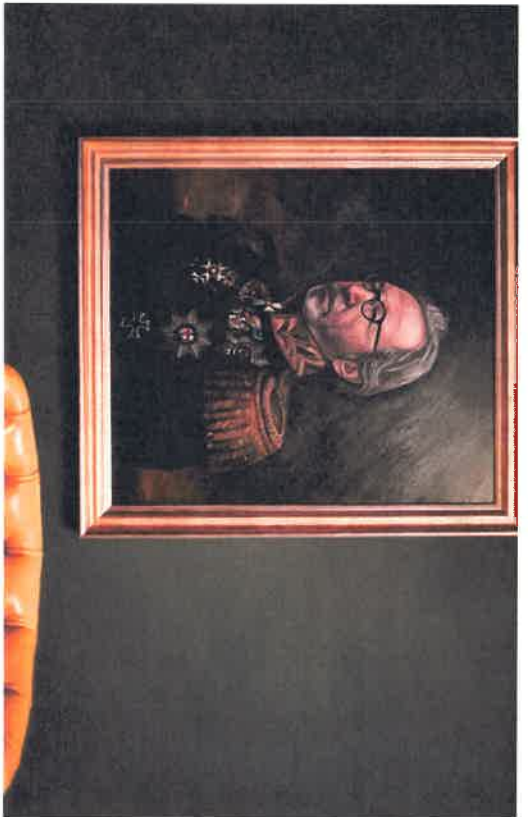
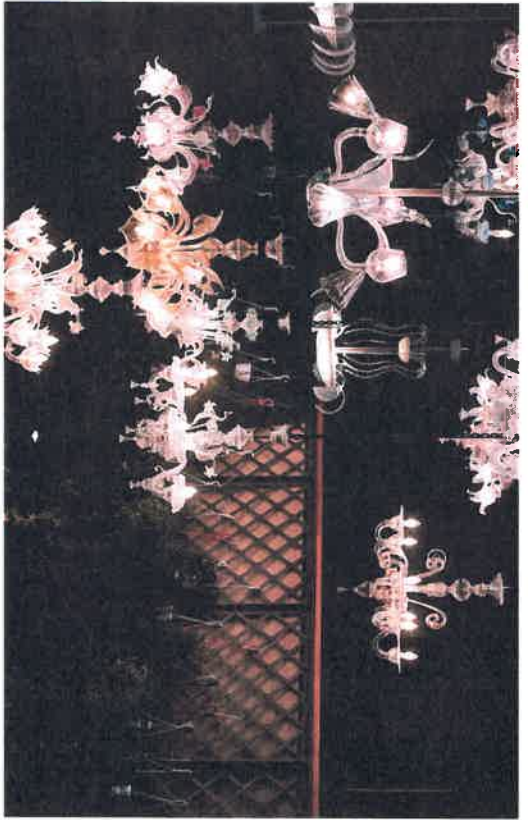


25h / the royal bavarian

- **munich**
- **165 rooms**
- **opening - november 2017**
- **royal bavarian**
- **developer - freo / tristan capital**
- **landlord - inka**
- **development type - conversion**
- **operating contract - lease**

the new kid in town.

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pipeline

- dusseldorf
- 198 rooms
- opening - may 2018
- landlord - ece
- development type - greenfield
- operating contract - lease

the adventure begins... tomorrow.

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pipeline

- **cologne**
- **207 rooms**
- **opening - june 2018**
- **landlord - immofinanz**
- **development type - conversion**
- **operating contract - lease**

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pipeline

- **paris**
- **236 rooms**
- **opening - july 2018**
- **landlord - huakee group**
- **development type - rebranding**
- **operating contract - management**

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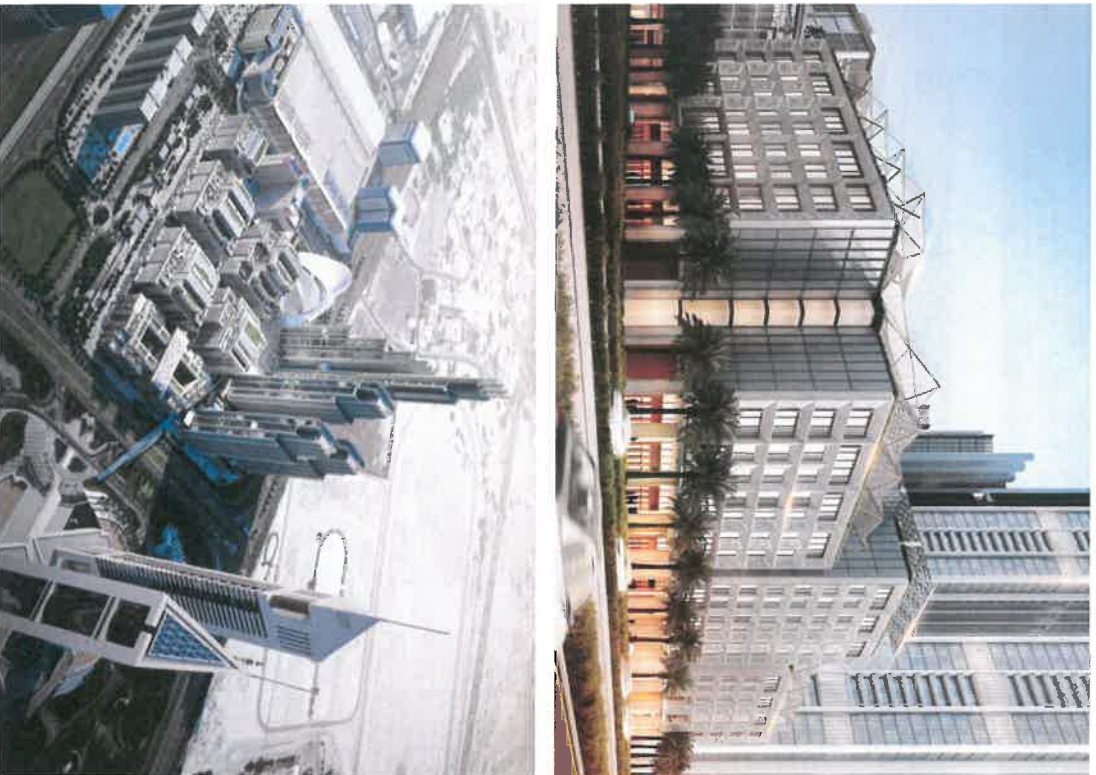


pipeline

- **florence**
- **171 rooms**
- **opening - april 2020**
- **landlord - art-invest**
- **development type - conversion**
- **operating contract - lease**

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pipeline

- **dubai**
- **434 rooms**
- **opening - april 2020**
- **landlord - dubai world trade center**
- **development type - greenfield**
- **operating contract - manchise**

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gastronomic concepts

- third place
- hot spot for locals
- relaxed atmosphere



NEW!
at the twenty five hours hotel

burger de ville
by twenty five hours hotels

**The
Boilerman Bar**

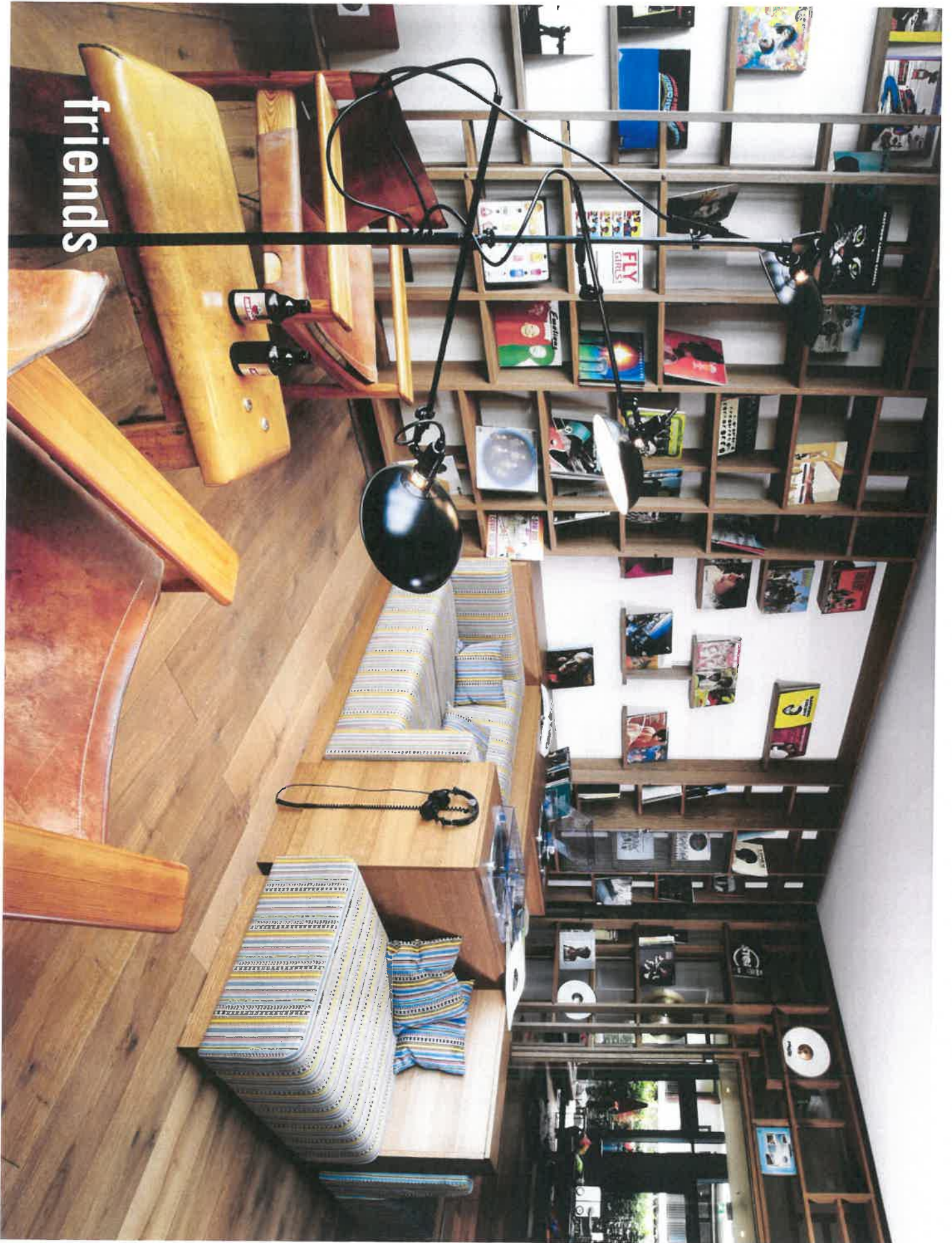
HIGHBALLS AND MUSIC

**MONKEY
BAR**
1500
FOODMAKERS

HEIMAT
KÜCHE + BAR
ENTSPANNTE GASTRONOMIE
SEIT 2011

work hard, stay calm & have a burger.

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friends



schindelhauer



TASCHEM



VIVA CON AGUA

mare

gestalten

CLOSED



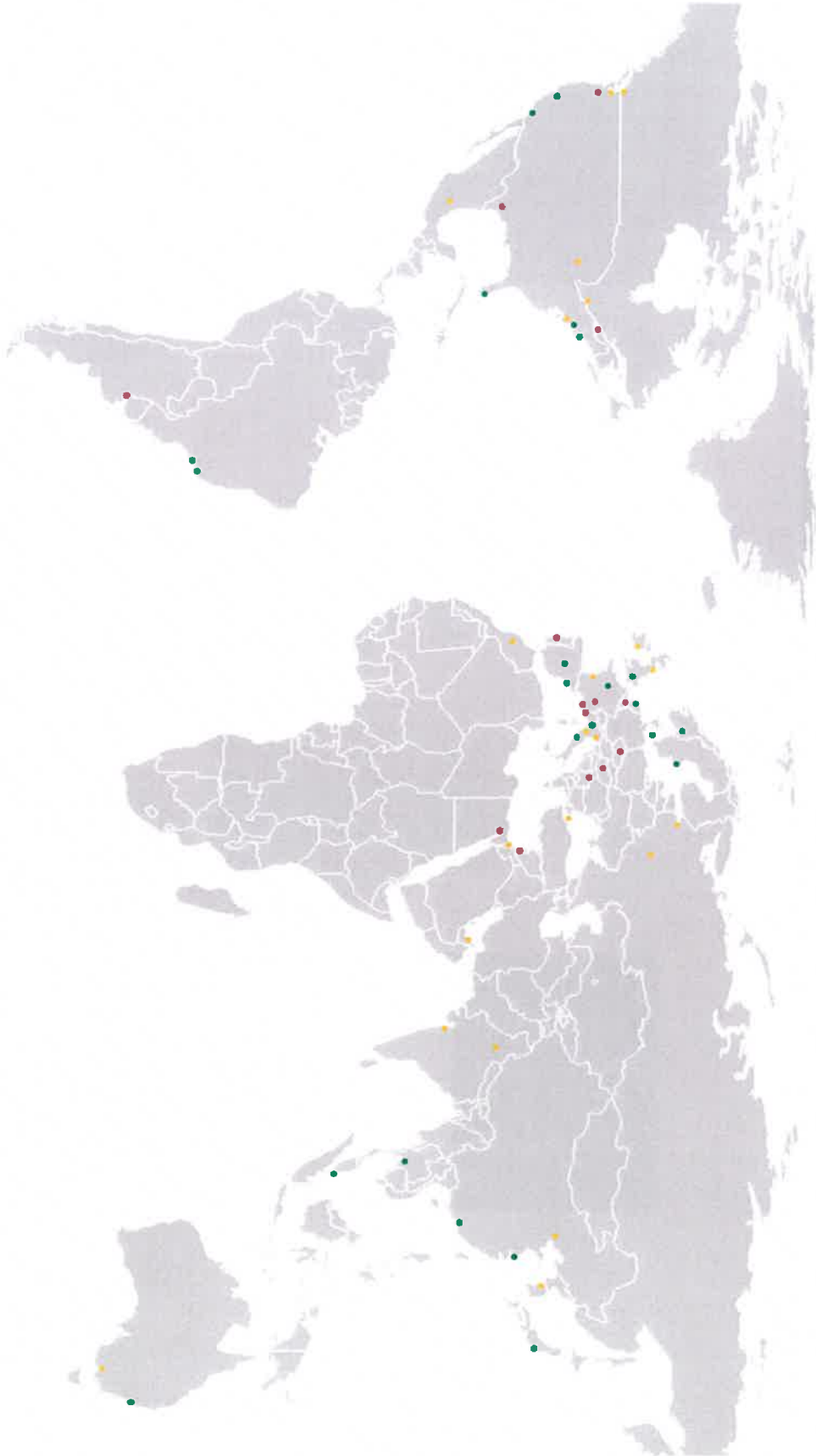
STOP
THE WATER
WHILE
USING ME!



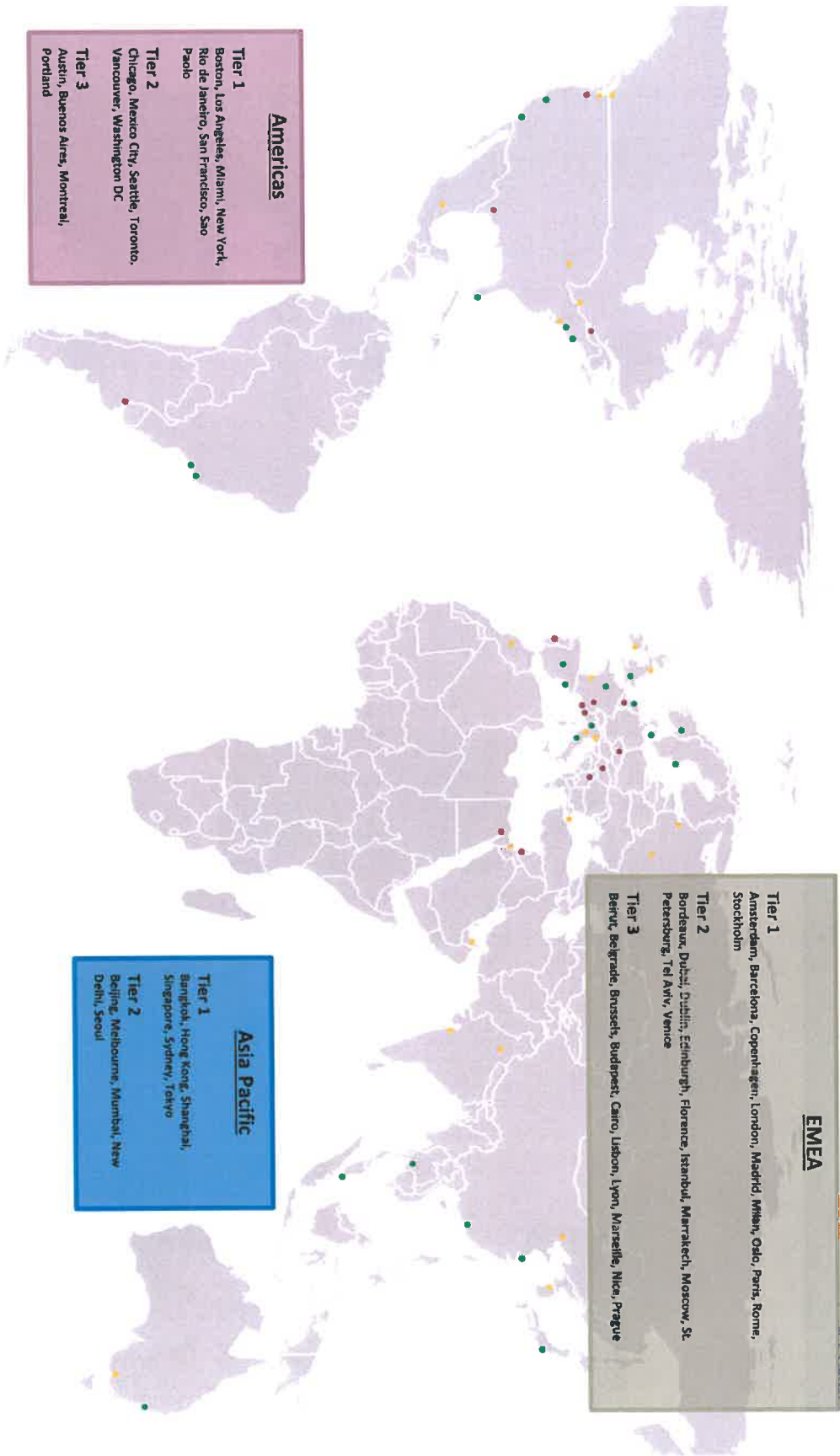
you made my day.

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expansion

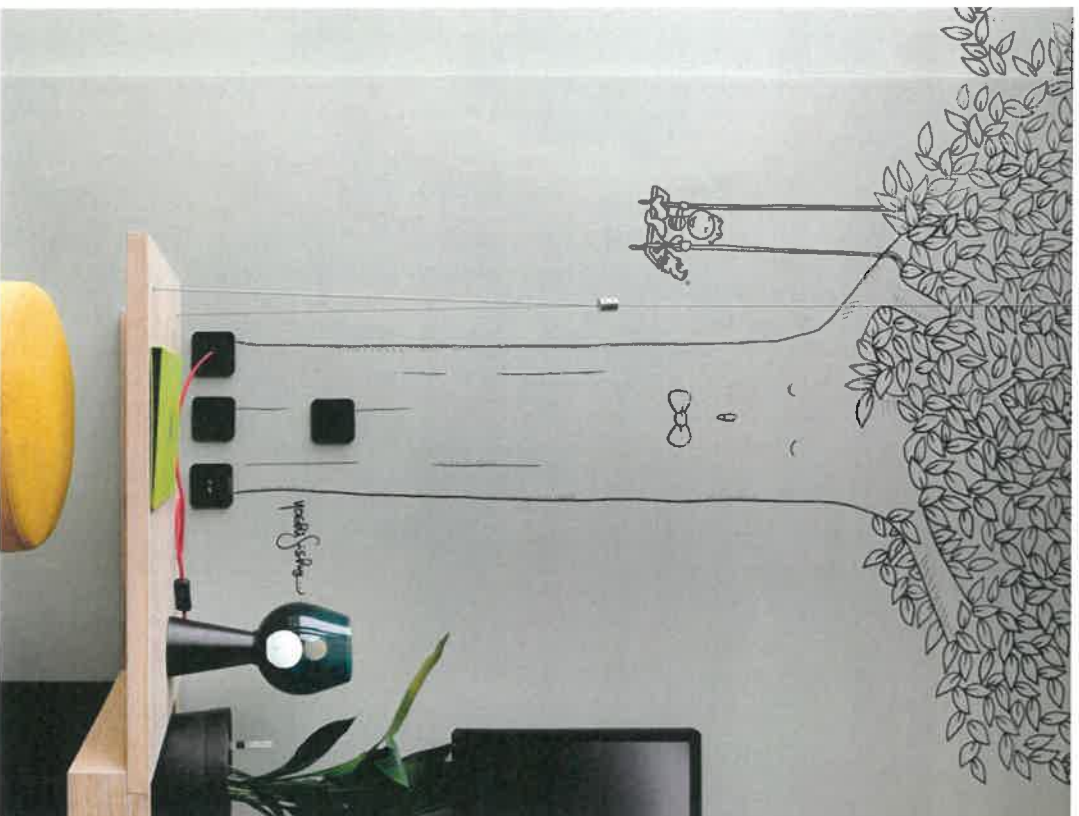


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the world isn't enough.

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location

sought after features:

- **lively micro-location**
- **urban feeling (restaurants, bar, nightlife)**
- **high visibility**
- **proximity of demand generators**
- **vicinity to public transportation stops**
- **very good accessibility by car**

not of interest:

- **airports**
- **trade fairs**
- **business districts**
- **exhibition centre**

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development types & size

- **greenfield**
- **brownfield**
- **conversions**
- **re-branding**
- **100 to 250 rooms**
- **24 to 28 sq m net room size**
- **four main room types (M, L, XL, Supersuite)**
- **50 to 70 sq m total GFA per room**

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features

must haves:

- lobby
- restaurant(s)
- bar
- living room
- kiosk
- fitness
- wellbeing

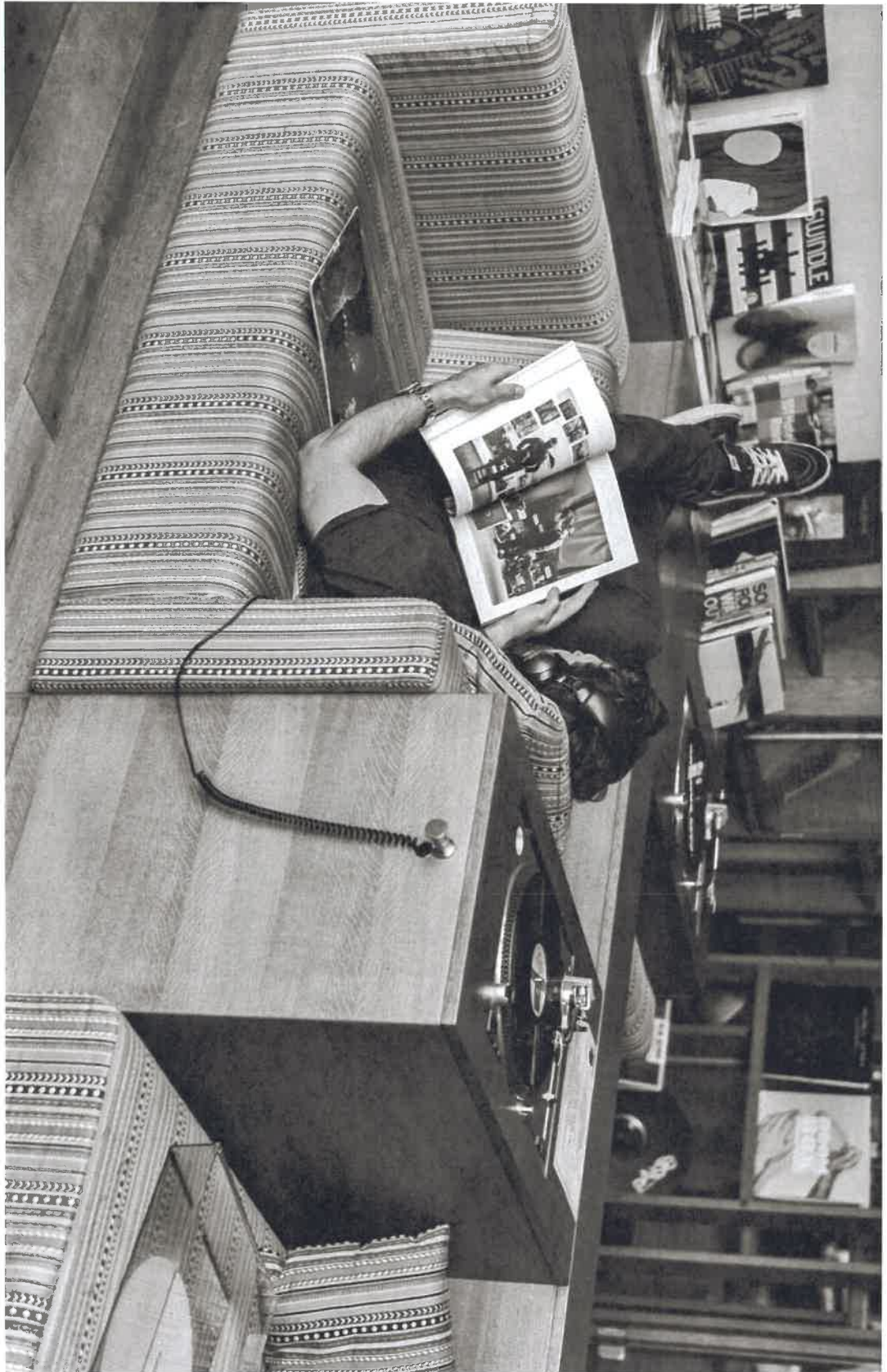
nice to have:

- meeting rooms
- worklabs
- pool
- car park

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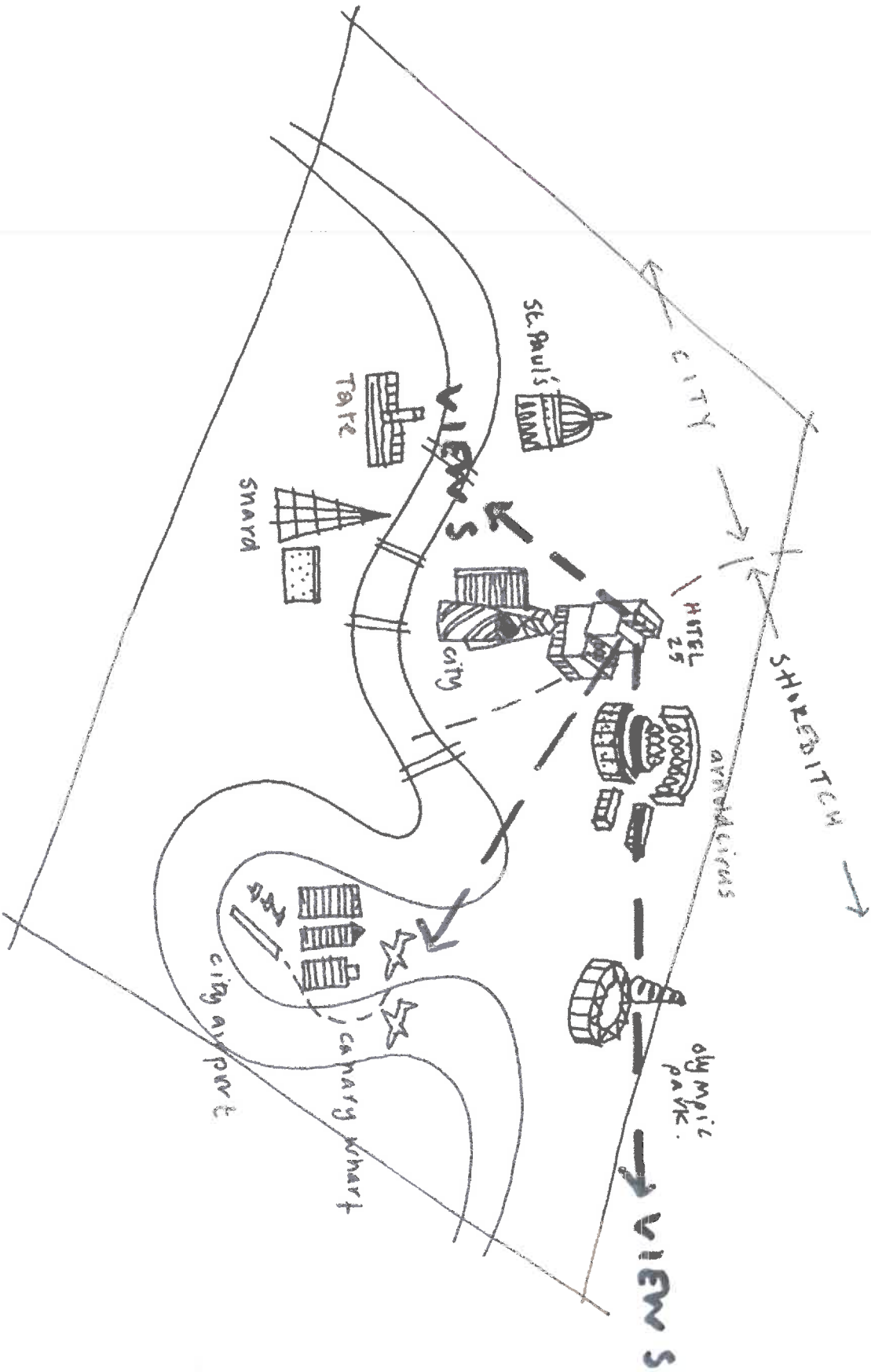
24 hours isn't enough.



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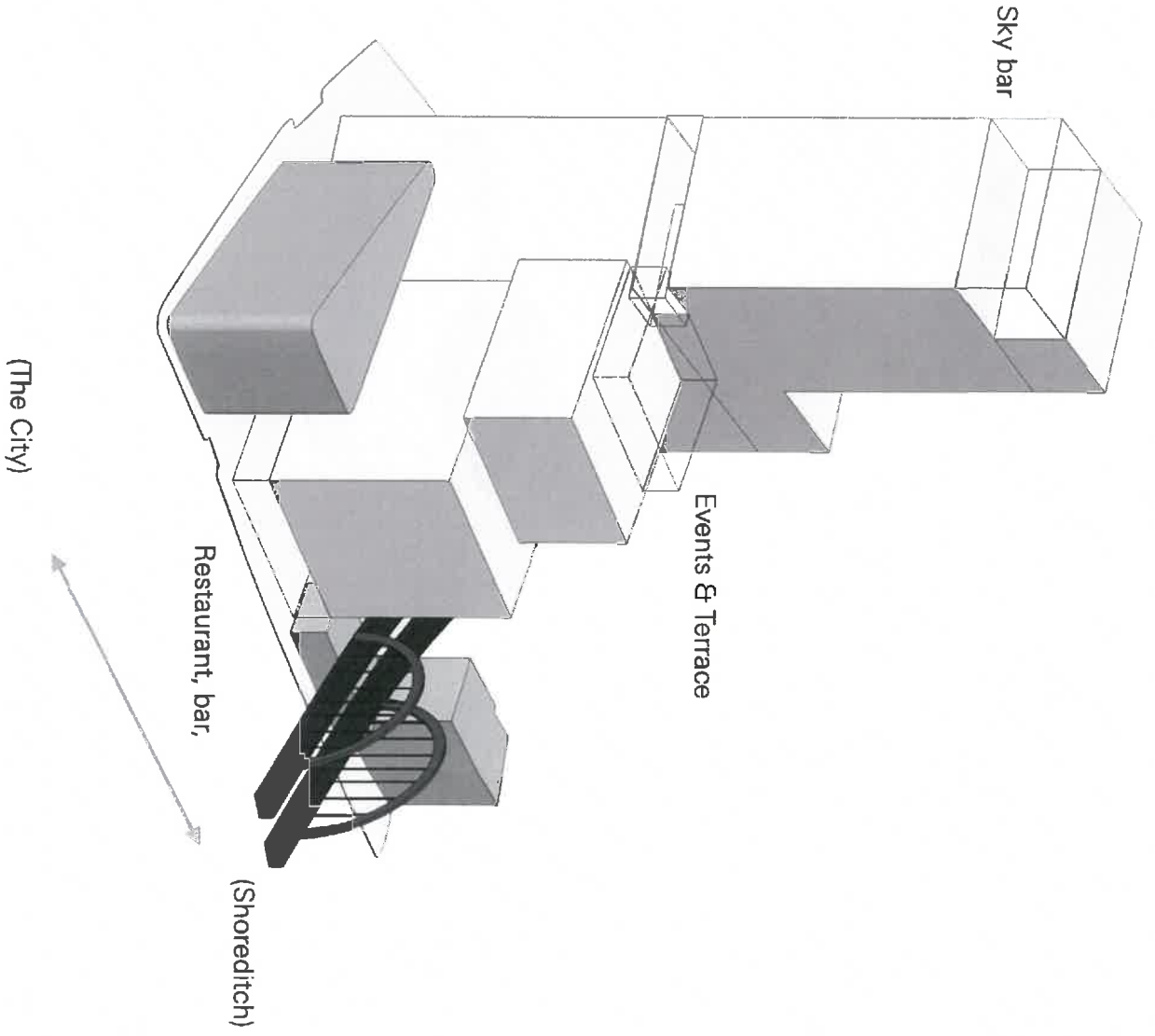
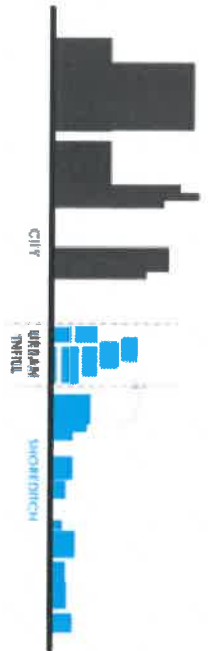
25hours Shoreditch

Introduction



The Site

What are the new norms and how do we challenge them?



The Opportunities

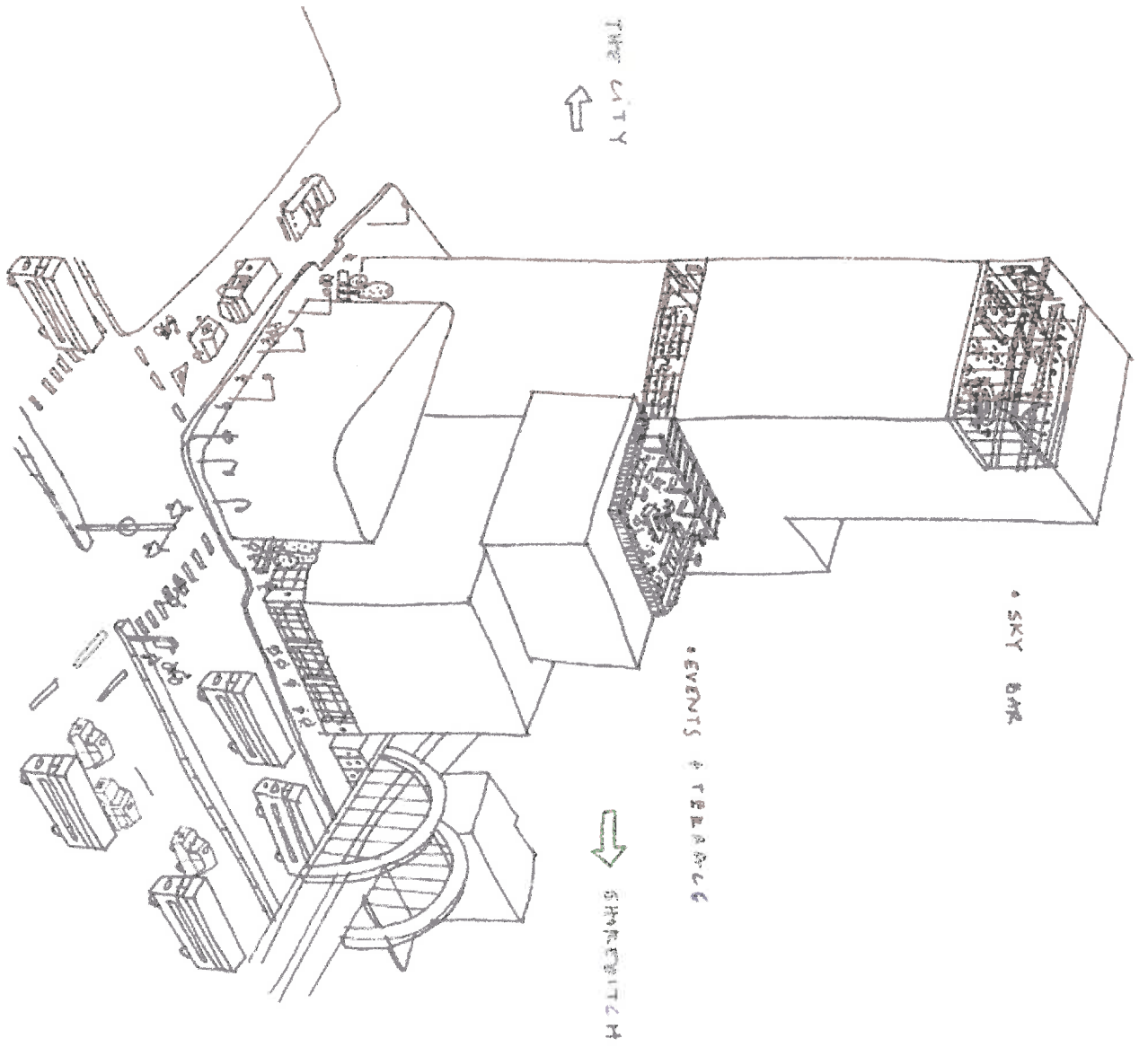
Street level:
Purposeful

- Hotel entrance
- F&B
- Retail

10th Floor:
Hotel on top of Shoreditch
Hi-rise street and external space

- External terrace and bar
- Flexible events space

Sky Bar:
Look out
Art space
Democratic social space



Ground Floor

Hotel entrance, External space, F&B, Retail

The Opportunity

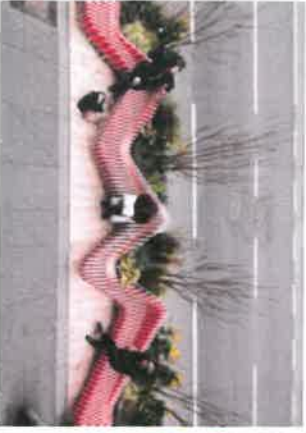
Views towards the site



Ground Floor

Fairchild Street

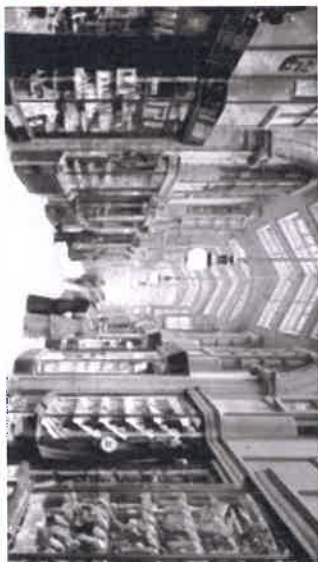
- Extend the entrance onto Fairchild Street
- Create places to dwell
- Slow down foot traffic
- Shelter from busy roads
- Create character and mood with planting and hard landscaping.



Ground Floor

Entrance arcade

- Retail, F&B + project space
- Juxtaposition of experiences - art references like Tracey Emin & Sarah Lucas's 'The Shop' and Lucy Sparrow's Felt stitched corner shop (both East London installations) as inspiration for 'art kiosks'.
- Connected to the restaurant and small lounge bar.



Ground Floor

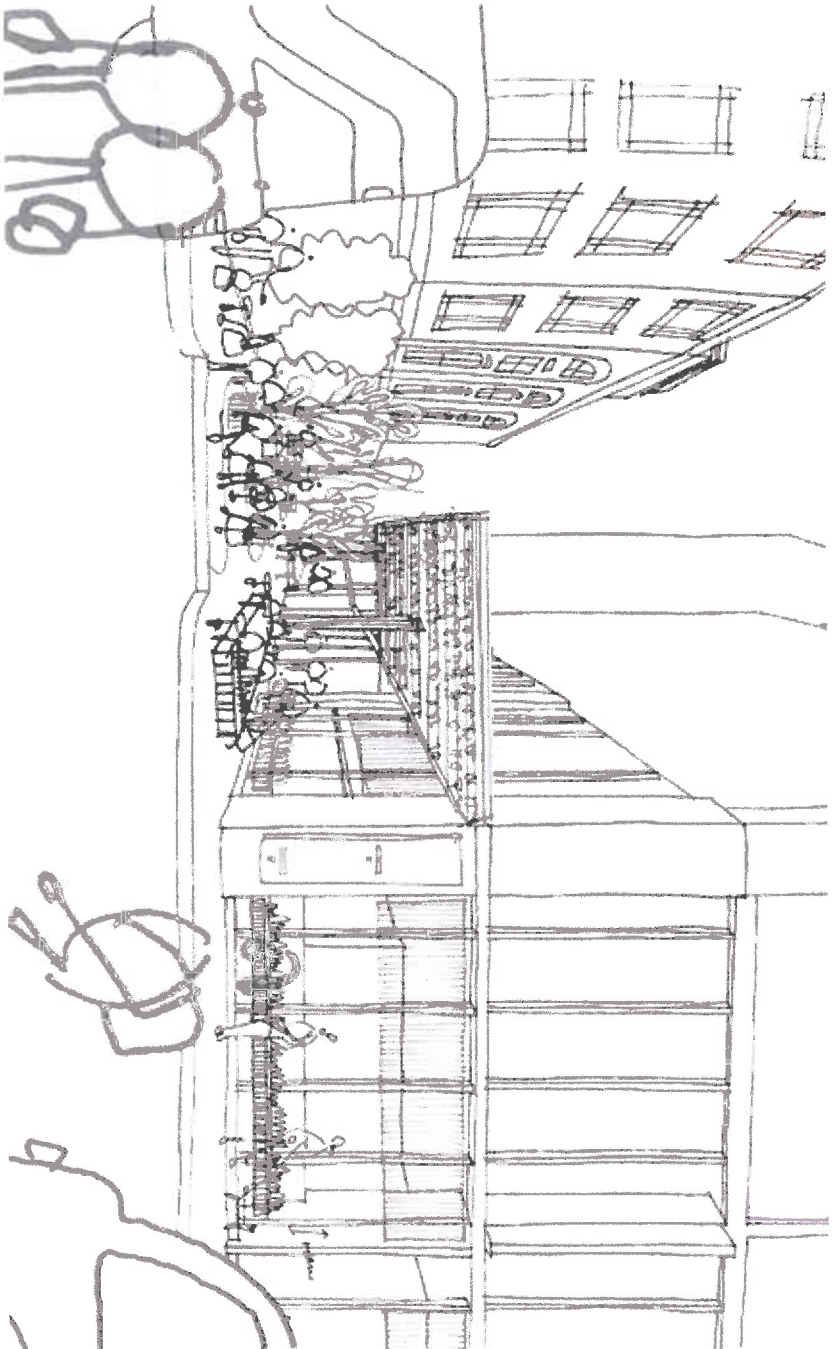
Entrance arcade

- Stuff that locals really want - a great bottle shop, bakery or take away deli
- Opportunity for local brand collaboration (E5, Noble, Mother Kelly, Pavillion)
- Connected to the restaurant



The Opportunity

Into Fairchild Street - human scale, slow down the pace



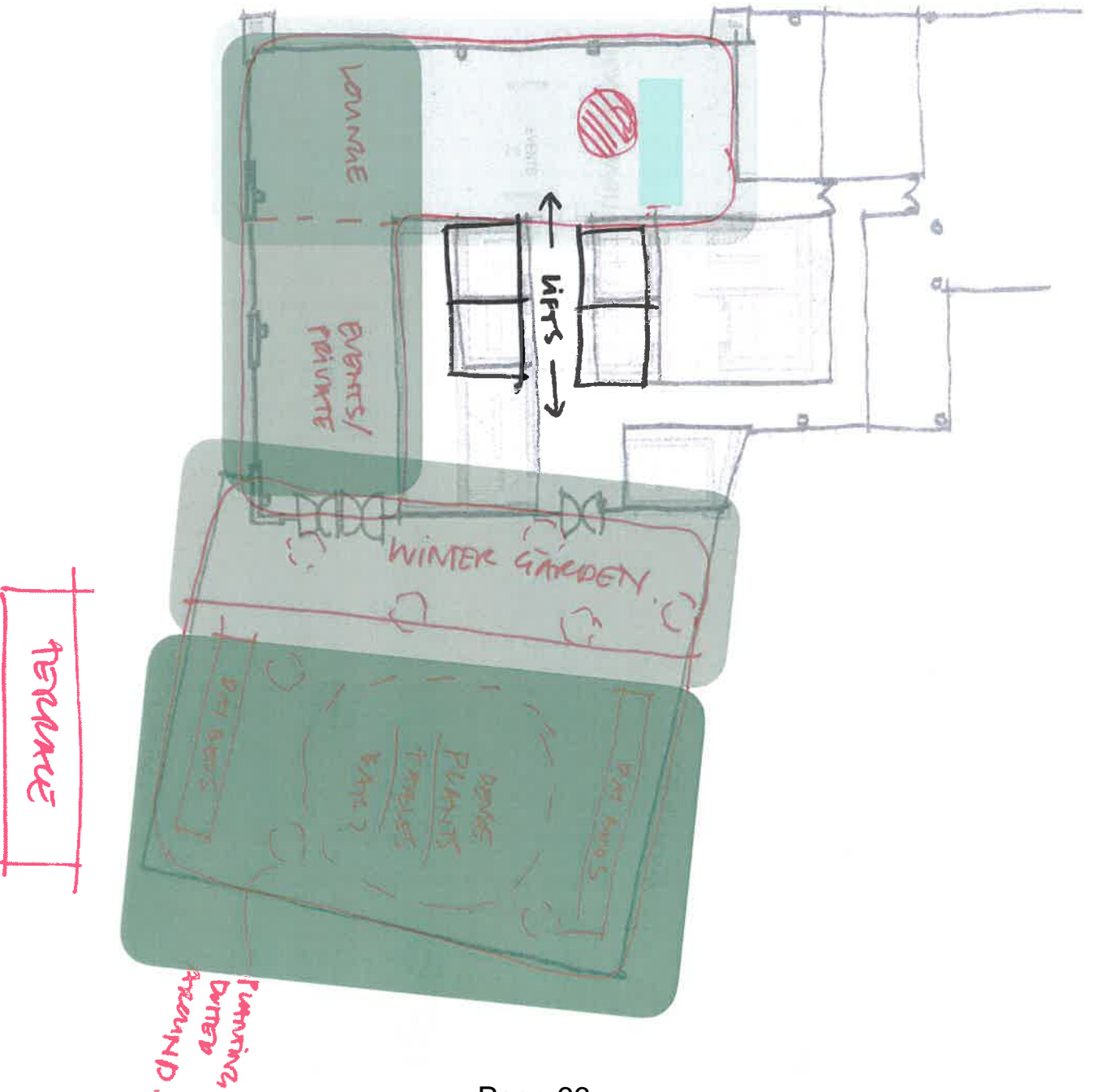
Level 10

Flexible events space, Terrace & bar

Level 10

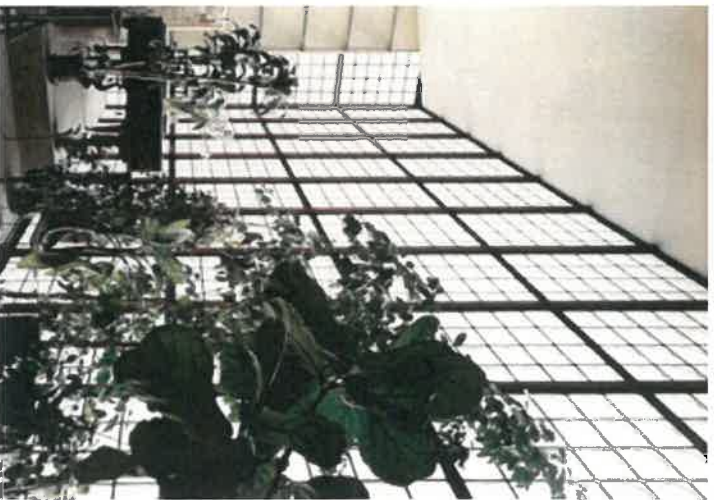
A hotel on top of Shoreditch

- Flow through, democratic space
- Winter garden and external terrace
- Privileged views for all
- Flexible events space



Level 10

- Drama and depth
- Colour and personality
- Unconventional
- Less 'pop', more conceptual
- Relaxed vibe - with an edge
- Embrace the altitude!



Level 10

Events space and private areas

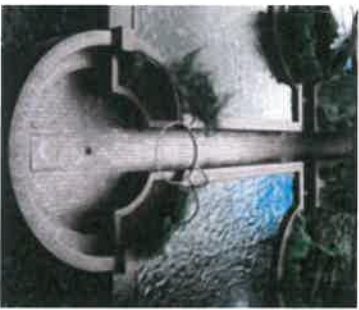
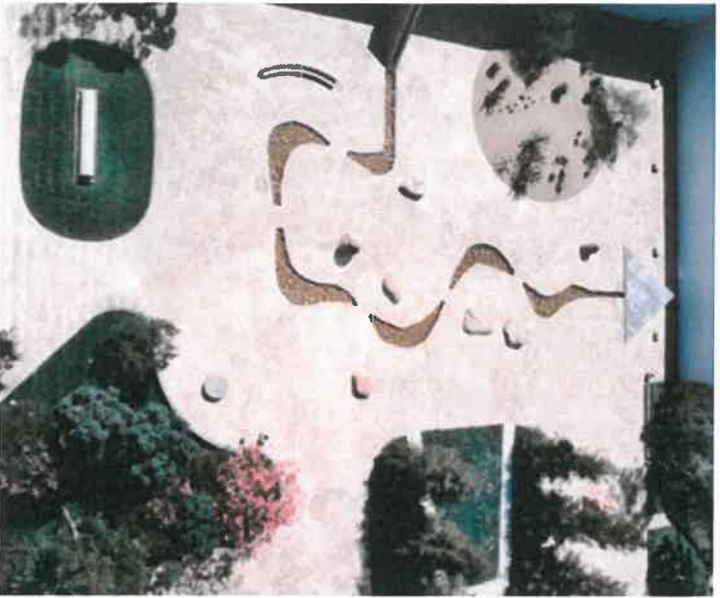
- Private dinners
- Smaller and more intimate lounge space
- Communal tables
- 365 garden with booths and cosy corners for winter.
- Artful approach to furniture and planting



Level 10

10th Floor Garden

- High-rise street-scape
- Pocket park
- Playful
- Foliage and hard landscaping
- Sculpture park
- Multi purpose, morning to evening, summer to winter
- Barbican landscaping and New York's Highline as references for green, raised public space.



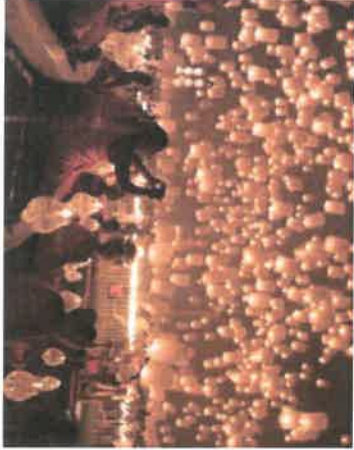
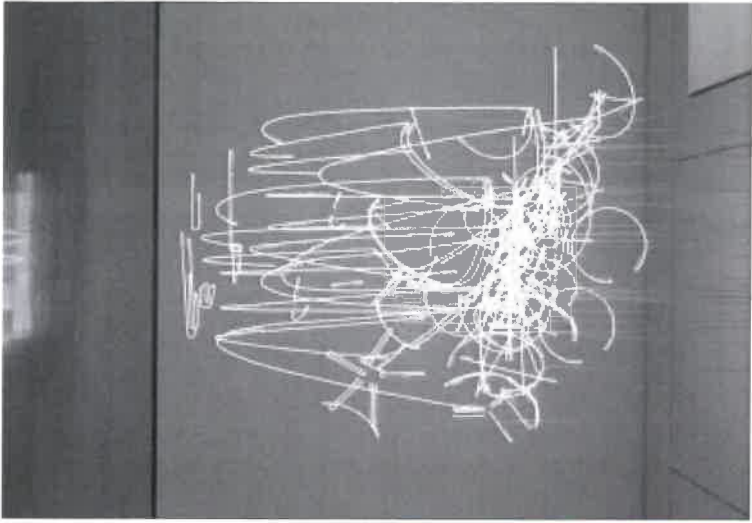
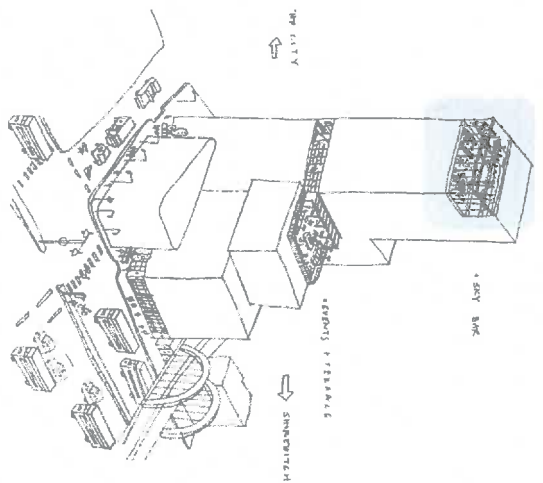
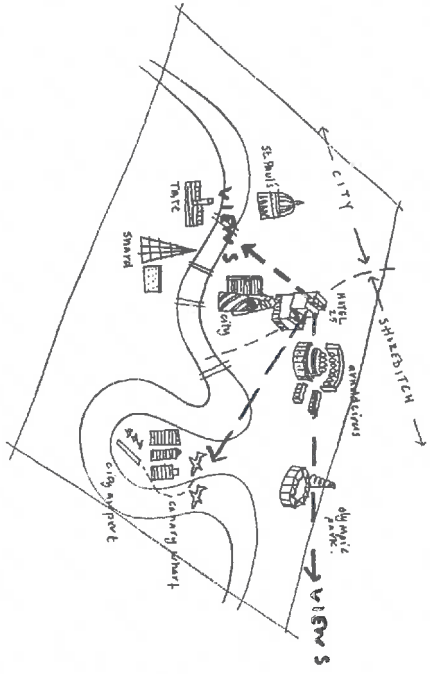
Level 28 & 29

Lookout, Art space, Bar

Levels 28 & 29

The Rooftop Bar

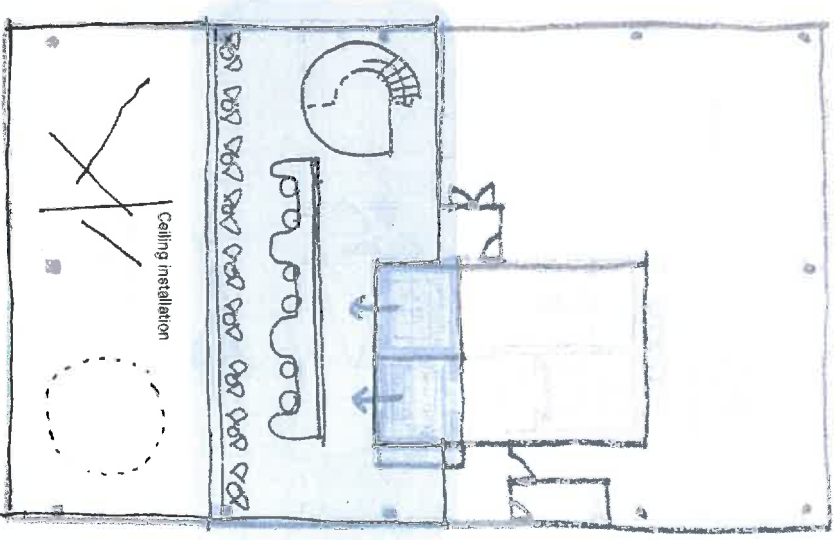
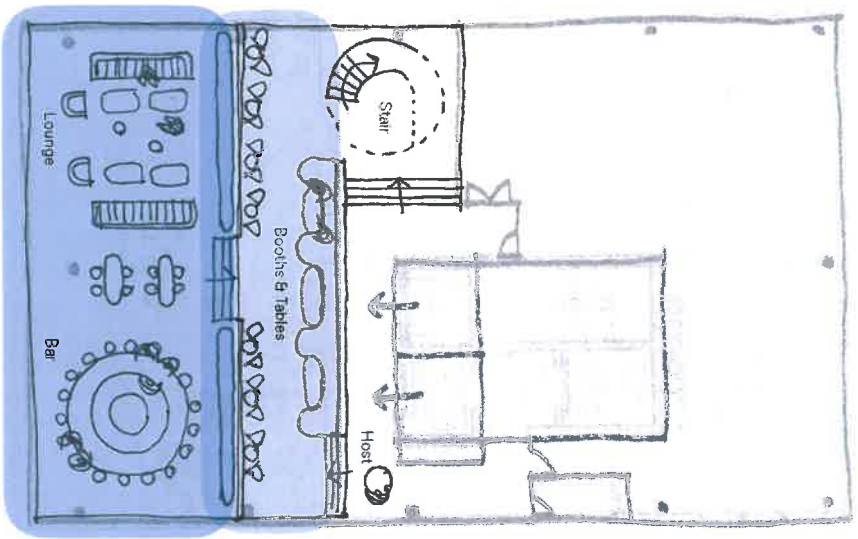
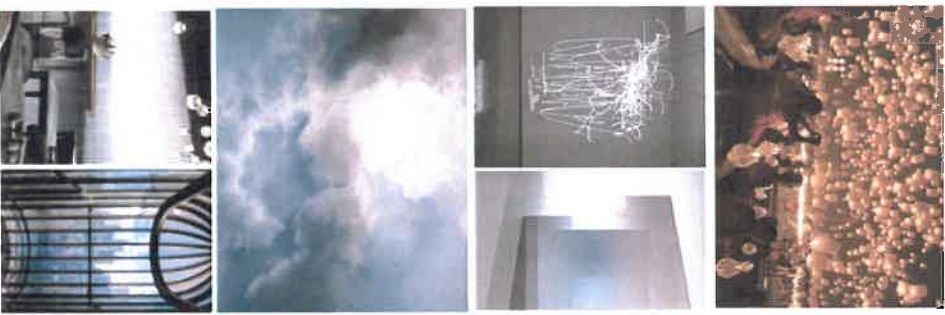
- Glass box, lookout in the clouds
- Pared back, striking yet informal & comfortable
- Blending into the London sky - silvery greys, light & dark, blurred reflections, pinpoint points of glow



Levels 28 & 29

The Rooftop Bar

- Focus is on the view through the glass box
- Objects within the box (stair & bar) act as anchors
- Shifts in floor level/mezzanine, viewing platforms stepping down towards the perimeter
- Varied furniture styles: booth seating, bar seats, loose tables, lounge



GUEST MANAGEMENT PLAN
25HOURS HOTEL SHOREDITCH
201-207 SHOREDITCH HIGH STREET, LONDON, E1 6LG

Introduction

1. This Guest Management Plan sets out the guiding principles for the operation of the premises in respect of the management and dispersal of guests who may be attending the licensed premises. It seeks to highlight the management principles, which are adopted by the operator, to ensure that the use of the premises in respect of guests - queue management and dispersal - does not have any undue impact upon the local amenity in the vicinity of the premises.

Entrance and Egress

2. Public access to the restaurant, bar and hotel lobby is from two entrances upon Fairchild Street.
3. Staff will be trained to avoid guests queuing outside the new restaurant, those waiting for a table will be accommodated within the restaurant bar area. Both the hotel lobby and restaurant bar area are designed so as to accommodate guests waiting for a table internally. This ensures that those waiting to be seated are all accommodated within the building. In the unlikely event of a queue forming for that restaurant a trained member of staff will be present to manage the guests and make sure there are no obstructions caused.
4. Guests leaving the venue do so through the same entrances on Fairchild Street from the ground level.

5. To minimise the disturbance, all patrons leaving that area after 23:00 will be specifically reminded the proximity of local residents and asked to leave quietly. This will be reinforced by the appropriate signage displayed near to the doors requesting guests to leave quietly, designed at the hotel's discretion.
6. Access to the licensed areas upon the 10th and 27th/28th floors will be via lifts and stairs which will be accessed by entrance into the hotel lobby area. This has a permanently manned reception desk with staff who will manage the ingress and egress of guests wishing to access those other levels to the building. The member of staff will control this access and manage it appropriately. Again the design and space of the reception area allows an area internally to accommodate guests. In the unlikely event of a queue forming, a trained member of staff will be present to manage guests and make sure there is no obstruction caused in the external areas on Fairchild Street and entry points to the premises.

Operation

7. In relation to tables and bookings at ground floor, these will be managed on a staggered basis throughout opening to ensure that the load on the kitchen remains balanced and that orders are not delayed. This avoids creating concentrations of activity at certain times, which could lead to large groups of people exiting the premises at the same time. Rather, because of the staggered bookings, guests naturally leave at different times as their meals come to an end. Again, due to the ingress and egress route to the other floors, a natural staggered process of guests will happen due to the access routes to obtain entry to the 10th and 27th/28th floors.
8. Each Shift Manager will ensure compliance with licensing and planning requirements, they will make sure good practice is maintained. The Designated Premises Supervisor

will work in conjunction with the Shift Manager to ensure any issues arising with the operation of the licensed premises are quickly addressed.

9. Local residents and their local resident groups will be provided with the Designated Premises Supervisor's contact details for them to raise any concerns should they arise.
10. In addition to regular checks performed by staff, clear signage to prevent smoking littering and noise will be displayed at points around the premises, designed at the hotel's discretion. In the unlikely event that a queue should form externally to the premises, guests will not be permitted to drink or smoke while waiting in the queue.
11. Both the Managers of the restaurant and bar on the ground floor and the hotel reception staff will manage the dispersal of guests out of the Ground Floor exits at appropriate times. Members of staff will be positioned at the ingress and egress points on Fairchild Street in order to control and manage the dispersal of guests from the premises at the end of the licensable activities hours authorised by any Premises Licence.
12. The use of door staff will be risk assessed on an ongoing basis by any Designated Premises Supervisor. Where engaged, door staff shall be licensed by the Security Industry Authority and maintain and control both queue management and dispersal when engaged.
13. Contact numbers of local taxi firms shall be kept at the premises and made available to patrons requiring a taxi.
14. The premises will keep under review the management of queuing guests and the dispersal of guests at the premises, and consider and update this policy accordingly.

