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# Hotelier & Hotel Design Magazine

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### Soho independents close to make way for new 100-bed boutique

Small independent businesses in Soho, London are being moved out to make way for a new 100-bedroom hotel in Berwick Street.

The latest business, The Music and Video Exchange, closed its doors last week, before work begins to transform the 1960's building into a boutique hotel.

Its closure follows the vegetarian Beatroot Cafe and That's Andy hardware store, that shut down after planning permission was approved for the hotel project last year.

The building in question is owned by the council, but they have sold the leasehold to PMB Holdings, led by veteran developer Peter Beckwith who will carry out the works.

Speaking to West End Extra, manager of the record exchange Chloe Dunlop said: "There is a lot of interest from big commercial industries in Berwick Street so it is getting increasingly harder for independent businesses to stay. Everything is shutting down in Denmark Street as well.

"It is sad, we've been here for nearly 20 years and we tried really hard to find a shop in Soho. We are still looking we don't want to move out of the area."

The new hotel will be accompanied by 16 new homes, including four family-sized, affordable flats and "improved shop units", according to the application.

In a statement, PMB said: "The vision for the scheme is to regenerate Berwick Street and Hopkins Street and incorporate users and architecture to complement Soho's character. Berwick Street Market will remain and PMB Holding is investing in improvements for the market, including new water and electricity supplies that are being installed for summer 2015."



### Branded properties grow as world shifts away from independently operated hotels

Over half of the world's hotels are now branded properties, with franchising being the operating model of choice for most of the large hotel operators, according to a new report from hotel consultancy HVS London.

Five of the largest branded hotel companies (IHG, Accor, Marriott, Hilton and Starwood) make up 30% of the current global branded room supply and 65% of the development pipeline, which demonstrates the increasing shift away from independently operated hotels worldwide.

The report, which examines trends in the way hotels are being operated, identifies the proliferation in the number of players and stakeholders that can be involved in a successful hotel – including brand owners, owners and management companies as well as a combination of operating models and hybrid models.

There is also a geographical difference. Across Europe, where independent hotels are more common, franchises account for 50% of rooms in the large listed hotel companies sampled by HVS, with the owned and leased model making up approximately 30% of

room counts, and management contracts around 20%.

This contrasts sharply with the North American market, where 85% of the research sample were franchised, just 13% under management contracts and only 2% were owned and leased properties.

Says report co-author Stephen Collins, consulting & valuation analyst with HVS London: "In the US the franchise sector is highly regulated, making it more transparent and easier to compare the results of one brand against another. In Europe franchise regulations differ from one country to another, making it more difficult to compare like-for-like."

"While many franchisees are owner-operators and have the management expertise to be successful, there remains a gap between owners that are unable or unwilling to control the daily operations of the hotel and the franchisors that provide the brand," said HVS director Sophie Perret.

"The franchise model, with or without a third party operator, is expected to carry on gaining momentum in Europe, as it continues to deliver better value for all parties involved," she added.

### Jameson Seating New Billiani Collection from Milan

Staff from Jameson Seating visited Milan last month as part of Salone Del Mobile, which brought about some wonderful new products and trends.

Our favourite has to be from leading designers and manufacturers, Billiani, who Jameson Seating are one of the approved UK distributors for.

With a new collections Eileen & Spy and additions to the Doll, W, Croissant & Hippy families these products are expected to be very popular throughout 2015/16.

Billiani have also increased their finishes range and due to popular demand all stools can now be cut down to mid height.

Jameson also offer unique finishes and complete solutions for hotels, restaurants or any other hospitality project.

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