

**From:** Matthew Phipps  
**Sent:** Friday, April 5, 2024 1:15 PM  
**To:** Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>  
**Cc:** Licensing HF: H&F <licensing@lbhf.gov.uk>  
**Subject:** Licensing Policy commentary - National Hotel -Citizen M

Dear Lorna

This email, for inclusion within the licensing committee report seeks to highlight those paragraphs within the LBHF licensing policy 2022-27 that may be of particular significance to the licensing committee when determining this licence application.

We have identified page numbers within the licensing policy at the end of the sentence quoted.

- Foreword: Hammersmith & Fulham continues to rise to the challenges of our time, together. Ongoing investment means that our business environment and residential landscape is rapidly changing and we're excited to share the amazing opportunities with everyone. (Page 3)
- We make no secret that we want to make our borough the best place to do business in Europe and to ensure that everyone benefits, not just a favoured few. In Hammersmith & Fulham, we want to use the power of local government to create a borough able to compete with the best in the 21st century and transform our borough into an inclusive global economic hotspot. (Page 3)
- We believe that a diverse, vibrant and safe nighttime economy (6pm to 6am) has a key role to play in supporting this growth. That's why we've created a new modern business-friendly licensing policy for Hammersmith & Fulham. (Page 3)
- With the many advantages that Hammersmith & Fulham has to offer now, it's no surprise investors are already eyeing up the borough for growth and new business ventures. (Page 3)
- Recognising that the pandemic has had a devastating effect on many retail and hospitality businesses, we are improving the public realm to make it a better place for people to shop, eat, drink, relax and enjoy local arts and facilities. We want to create a vibrant, safe and considerate night-time economy. (Page 3)
- We have exceptional transport links - (Page 4)
- Hammersmith and Fulham Council has been recognised as leading the way in our approach to partnership working to support our night-time economy. Our Night-Time Economy Working Group 1 includes officers from across the council including resident engagement and external partners from the police and local business improvement districts (BIDs) to identify issues that impact the borough. (Page 4)
- We believe that well-managed businesses and responsible operators are the key to addressing this (ASB etc) problem. (Page 4)
- Our Licensing Policy supports our licensed sector and the cultural, leisure, hospitality, and entertainment options within it available to Hammersmith & Fulham residents. (Page 8)
- In making decisions on licensing applications and imposing conditions, the Licensing Authority will primarily focus on the direct impact of the activities taking place at the licensed premises on members of the public living, working or engaged in normal activity in the area concerned relating to the four Licensing Objectives. (Page 11)
- Every application made to the Licensing Authority will be considered on its own merits. (Page 12)

- Prospective holders of new licences, and those seeking variations to existing licences, are advised to consult with the Licensing Authority and the various responsible authorities at the earliest possible stage in order to reduce the risk of any dispute arising. (Page 13)
- Operators of licensed premises will have to comply with planning, environmental health, trading standards, fire safety, licensing and building control legislation when opening or adapting licensed premises. (Page 14)
- To act as a guide for new or existing operators we have set out the suggested closing times for licensed premises below: *(NB hotels not restricted/referenced)*. (Page 21)
- At any stage, following the grant of a premises licence, a Responsible Authority, such as the police or the fire authority, or other persons, may apply for a licence to be reviewed because of a matter arising at the premises in connection with any of the four Licensing Objectives. (Page 29)
- Despite Licensing and Planning being under different legislation, the Licensing Authority will ensure that the licensing regime is in line with the planning regime in Hammersmith & Fulham as far as is possible (Page 31)

Best wishes

Matthew Phipps  
Partner  
Head of Licensing England and Wales  
for TLT LLP

**From:** Matthew Phipps  
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**Cc:** Licensing HF: H&F <licensing@lbhf.gov.uk>  
**Subject:** Citizen M - National Hotel - Introduction

Dear Lorna

Please find an introductory document in respect of the Citizen M hotel brand, (National Hotel), for inclusion within the Licensing committee report.

Many thanks

Matthew Phipps  
Partner  
Head of Licensing England and Wales

# citizenM London Olympia



# agenda

## **citizenM**

a new breed of hotel

## **operations**

Information around operations at citizenM

## **hotel experience**

Being a guest at citizenM

**citizenM says:**

**“we’re not like any  
other hotel.**

**We do things differently here.”**

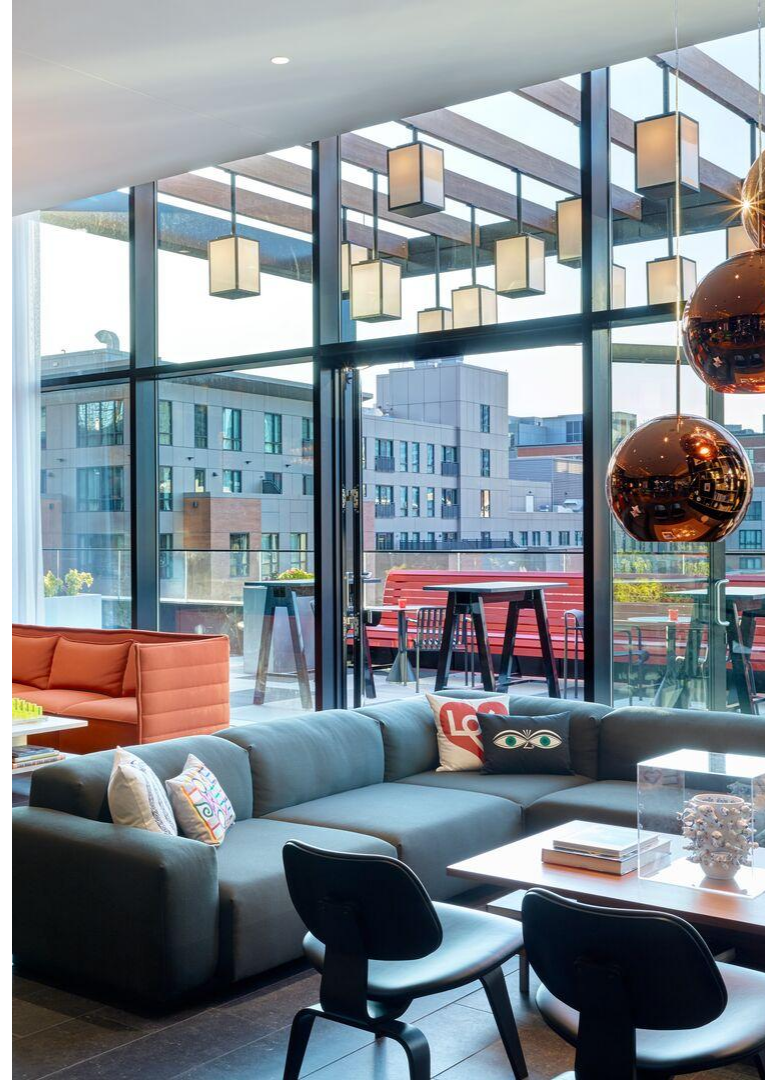
# **citizenM's mission:**

**Become the leading transformational hotel; inspiring a new generation of modern travellers in the big cities of the world by offering an affordable luxury lifestyle, while providing sustained premium returns to stakeholders.**

# citizenM

## a new breed of hotel

- We disrupted the traditional hotel model to give modern travellers what they want – affordable luxury.
- A hybrid hotel that isn't just a place to sleep, but somewhere to work, relax, and play.
- We aren't afraid to do things differently, to have fun, and to shout it to the world.
- We made our living rooms as inviting as possible by creating multiple corners for working and eating, lounges for relaxing, and places for sitting and watching TV.





# operations

## hours of operation

- Hotel is open 24 hours a day, 7 days a week.
- Bar and reception staffed at all times
- Open to the public (non-residents) between 07:00 & 00:00

## staffing

- Approximated 20 full time employees
- Covering day and night shifts
- 4 team members during the day
- 2-3 team member overnight

## noise and disturbance

- No external areas for guests to enjoy food and beverages.
- Alcohol purchased on site cannot leave the premises.



# hotel experience

## being a guest at citizenM

- 1 minute self-check in service (no queues!)
- 30 seconds self-checkout service (no queues!)
- 24/7 hour reception
- 24/7 food and drinks always waiting at canteenM
- unlimited free Wi-Fi
- Wall-to-wall beds and windows
- Powerful rain showers
- Tablet-controlled ambient settings.



# we are here!

## North America

Austin Downtown  
Boston North Station  
Chicago Downtown  
Los Angeles Downtown  
Menlo Park  
Miami Brickell  
Miami World Center  
New York Bowery  
New York Times Square  
San Francisco Union Square  
Seattle South Lake  
Seattle Pioneer Square  
Washington, DC Capitol  
Washington, DC NoMa

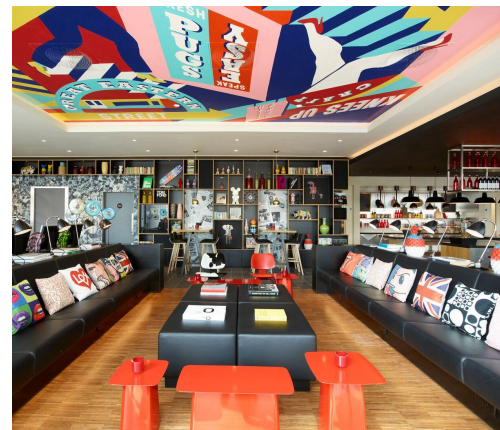
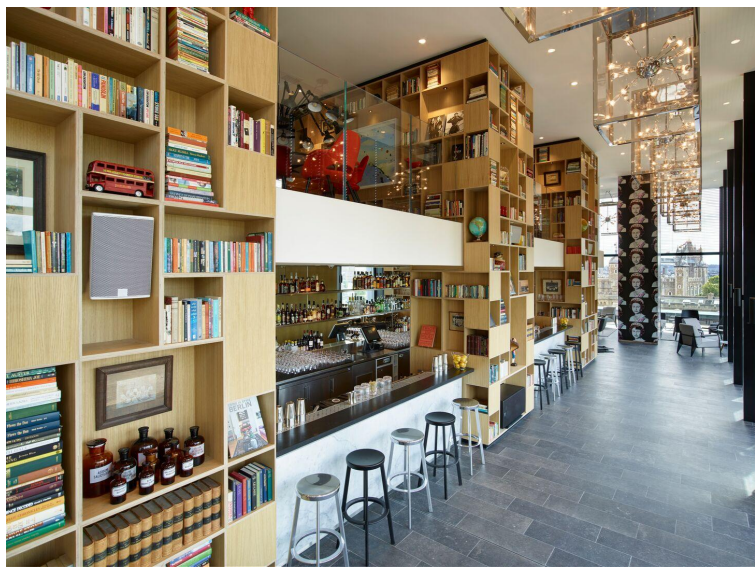
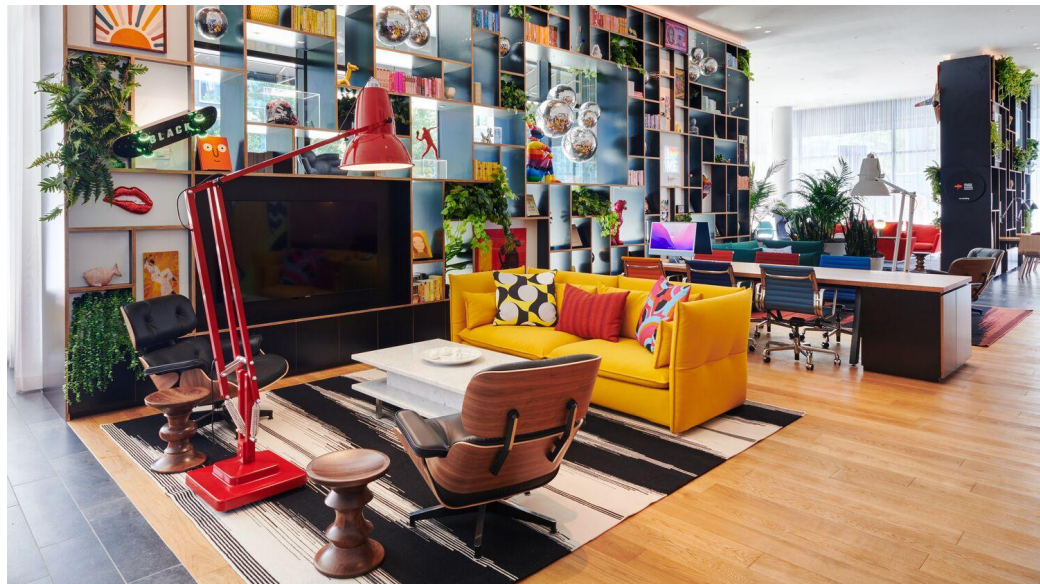
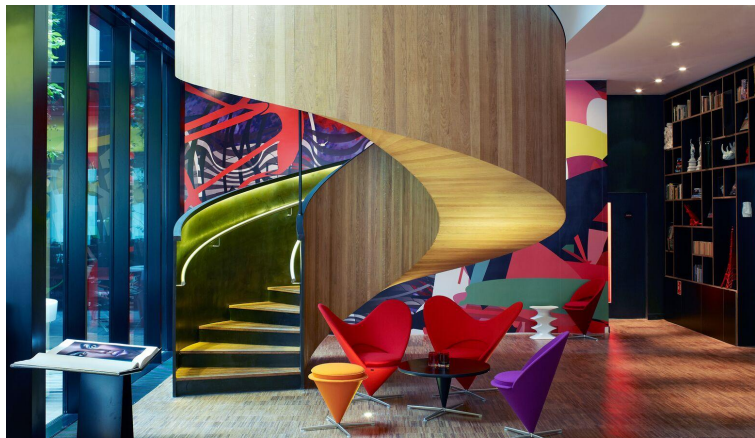
## Asia

Taipei  
Kuala Lumpur



## Europe

Amsterdam Schiphol  
Amsterdam South  
Amsterdam Amstel  
Copenhagen Rådhuspladsen  
Geneva  
Glasgow  
London Bankside  
London Tower  
London Shoreditch  
London Victoria  
Paris Charles de Gaulle  
Paris La Défense  
Paris Gare de Lyon  
Paris Champs Elysée  
Paris Opera  
Rome Isola Tiberina  
Rotterdam  
Zurich







thank you

