

From: Matthew Phipps
Sent: Friday, April 5, 2024 1:16 PM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Cc: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Licensing Policy commentary - Emberton House Hotel (Hyatt)

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

From: Matthew Phipps
Sent: Friday, April 5, 2024 1:22 PM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Cc: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Hyatt - Emberton House Hotel, - Introduction

Dear Lorna

Please find an introductory document in respect of the Hyatt hotel brand, (Emberton House Hotel), for inclusion within the Licensing committee report.

Many thanks

Matthew Phipps
Partner
Head of Licensing England and Wales



HYATT HOTELS CORPORATION SUMMARY PRESENTATION



AGENDA

COMPANY HISTORY AND EVOLUTION

BRANDS PORTFOLIO

COMPANY STRATEGY, PURPOSE & VALUES

WORLD OF CARE

DEI – DIVERSITY EQUITY & INCLUSION

SUPPORTS TO THE BRANDS |

HYATT UK & IRELAND |

THE CAPE, A THOMPSON
HOTEL, MEXICO

THROUGHOUT OUR HISTORY, WE HAVE GROWN THOUGHTFULLY AND CAREFULLY



1957

FOUNDED BY JAY PRITZKER WHEN HE PURCHASED THE HYATT HOUSE MOTEL ADJACENT TO THE LOS ANGELES INTERNATIONAL AIRPORT



1970s

HYATT REGENCY HONG KONG OPENED; INTERNATIONAL EXPANSION BEGAN



1980s

INTRODUCED GRAND HYATT AND PARK HYATT BRANDS



2000s

ENTERED SELECT-SERVICE WITH HYATT PLACE AND HYATT HOUSE; ESTABLISHED LUXURY AND LIFESTYLE CATEGORIES



2017

TRANSFORMATIVE GROWTH: ACQUISITION OF COMPANIES WITH COMPLEMENTARY GUEST BASES & LAUNCH OF WORLD OF HYATT



2021

ACQUIRED ALG, CREATING WORLD'S LARGEST LUXURY ALL-INCLUSIVE PORTFOLIO



2023

ENTERED THE UPPER-MIDSCALE CATEGORY WITH HYATT STUDIOS; WORLD OF HYATT LOYALTY TRIPLES IN SIZE FROM 2017



Hotels **399**
2009

Hotel Rooms **120K**
2009

Sub-Markets **~270**
2009

Pipeline Rooms **27K**
2009

Figures are as of fiscal year end 2009. Sub-Markets defined by Smith Travel Research as Tracts based on December 2022 STR consensus. Excludes any hotels that are suspended from operations.



HYATT TODAY

2022 + PIPELINE

- Hotels as of 2022
- Pipeline Hotels as of 2022

TRIPLED NUMBER OF HOTELS, NEARLY TRIPLED NUMBER OF ROOMS & SUB-MARKETS & QUADRUPL ED NUMBER OF PIPELINE ROOMS SINCE 2009

Hotels	1,263	Hotel Rooms	304K	Sub-Markets	~700	Pipeline Rooms	117K
	2022		2022		2022		2022

Figures are as of each respective year end. Pipeline Hotels based on executed pipeline as of fiscal year end 2022. Sub-Markets defined by Smith Travel Research as Tracts based on December 2022 STR consensus. Excludes any hotels that are suspended from operations.

A PORTFOLIO OF ELEVATED AND RENOWNED BRANDS

Each one of our brands is positioned to be at the top of its category



TIMELESS COLLECTION



BOUNDLESS COLLECTION

INDEPENDENT COLLECTION



INCLUSIVE COLLECTION



*Learn which hotels are participating in World of Hyatt at [hyatt.com/dreamhotels](https://www.hyatt.com/dreamhotels).

We *care* for people
so they can be their best.

OUR COMPANY STRATEGY: THE HOUSE OF HYATT – PURPOSE LED ORGANIZATION





OUR VALUES guide
our behaviors to bring
our purpose to life

Empathy

Truly listen
Walk in the shoes of others
Respond with compassion

Integrity

Tell and accept the truth
Honor your commitments
Take ownership and act with pride

Experimentation

Be curious and continuously learn
Experiment & generate new ideas
Make things happen

Respect

Be open and honest
Treat others with appreciation
Collaborate and work as a team

Inclusion

Seek to understand
Encourage diverse viewpoints
Support each other to thrive

Wellbeing

Prioritize self care
Use fun as fuel
Build connections within
your community



We are advancing environmental action so that destinations around the world are vibrant for our guests, colleagues and communities.

FOCUS AREAS & GOALS

Climate Change and Water Conservation

- Accelerate efficiency measures and increase the use of renewable energy and gray water

Waste and Circularity

- Minimize waste and increase recycling and composting

Responsible Sourcing

- Increase responsible sourcing of products like coffee, seafood, animal proteins and more

Thriving Destinations

- Help protect biodiversity and advance climate resilience



We care for the wellbeing of our colleagues, guests, customers, owners and communities and are creating a culture of opportunity for all.

FOCUS AREAS & GOALS

Diversity, Equity & Inclusion

- Foster environments where all individuals are welcome

Colleague Development

- Support colleagues to learn and grow

Wellbeing

- Support our colleagues' physical, mental and emotional wellbeing

Human Rights

- Respect the fundamental human rights of all people and help prevent human trafficking within and across our industry

Community Engagement and Volunteerism

- Strive to make communities in which Hyatt hotels operate healthier, thriving places to live, work and gather



We embrace our responsibility to create fair, ethical and transparent business practices.

FOCUS AREAS

Working with Other Businesses

- Collaborate with owners, operators, suppliers and beyond, ensuring consistent value alignment

Fair and Ethical Business

- Demonstrate integrity in our business dealings

Risk Management

- Identify, evaluate, prioritize and control risks to our business

Data Privacy and Security

- Manage and mitigate cyber security and privacy risks through industry-leading best practices

Reporting

- Provide meaningful information relating to our business

World of Care supports progress toward the UN Sustainable Development Goals, a global agenda to end poverty, protect the planet and enhance prosperity for all.



INTRODUCTION
PLANET
PEOPLE
RESPONSIBLE BUSINESS

A COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION

8

Colleague Led
Diversity Business Resource Groups

ESTABLISHED IN

2011

Women@Hyatt & HyPride
were our first established groups

16

Executive Sponsors
Senior leaders advocating for each group

INTRODUCED IN

2015

Hyatt API, Hyatt B.L.A.C.K., Hyatt disABILITIES,
Latinos@Hyatt and Veterans@Hyatt

+100

Global Chapters
Comprised of those who identify and their allies

LAUNCHED IN

2021

Hyatt Middle Eastern & North Africans (MENA)

RECOGNIZED AND AWARDED BY THE INDUSTRY AND MEMBERS

WORLD
OF
HYATT.

The logo for the Nerdwallet Best-Of Awards 2023. It features a green square with a white 'N' logo and the text 'nerdwallet' in white. Below this, the text 'Best-Of Awards 2023' is written in white. The bottom of the square is a yellow triangle pointing upwards.

2023
BEST HOTEL REWARDS
PROGRAM

The logo for the Freddie Awards. It consists of a blue circle on the left and the text 'freddie awards' in white lowercase letters on the right.

2023
BEST ELITE PROGRAM

ANDAZ MUNICH SCHWABINGER TOR

HOW WE SUPPORT OUR BRANDS

Within each core function of our organization, we have segment experts to guide brand-led Design, Operational, and Commercial strategies that best fit the type of hotel product. This ultimately leads to outsized success for Hyatt branded hotels, resorts, and residences.

MARKETING, SALES, LOYALTY, DIGITAL, AND CUSTOMER SERVICE EXPERTS FOCUSED ON DRIVING HIGH-VALUE REVENUE IN CHANNELS THAT IMPROVE YOUR BOTTOM LINE



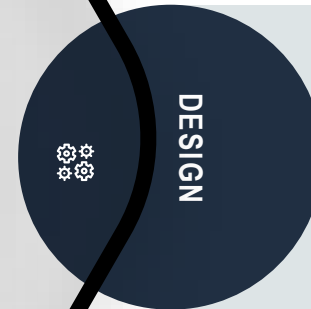
LEADERS DEDICATED TO HELPING OUR HOTELS ACHIEVE SERVICE EXCELLENCE AND OPERATIONAL EFFECTIVENESS

A COLLECTION OF COLLEAGUES THAT ARE FOCUSED ON SERVING THE UNIQUE NEEDS OF OUR FRANCHISE RELATIONSHIPS



SHARED GOAL

Drive a profitable business for Hyatt hotel owners



INDUSTRY LEADING DESIGNERS AND ARCHITECTS THAT COLLABORATE WITH OWNERS TO MAKE EACH VISION A REALITY

STRATEGIC LEADERS FOCUSED ON BRAND INTEGRITY AND MAINTAINING STRONG STRATEGIC POSITIONING



A TEAM FOCUSED ON THOUGHTFUL, STRATEGIC GROWTH AND DEEPENING RELATIONSHIPS WITH HYATT OWNERS

An aerial photograph of London at sunset. In the foreground, three modern, glass-clad skyscrapers (Hyatt hotels) stand prominently. The city skyline is visible in the background, including the London Eye and the Shard. The River Thames flows through the city, with several bridges and boats. The sky is a mix of blue and orange, indicating the time is either dawn or dusk.

HYATT

HYATT UK & IRELAND

HYATT HOTELS IN THE UK & IRELAND

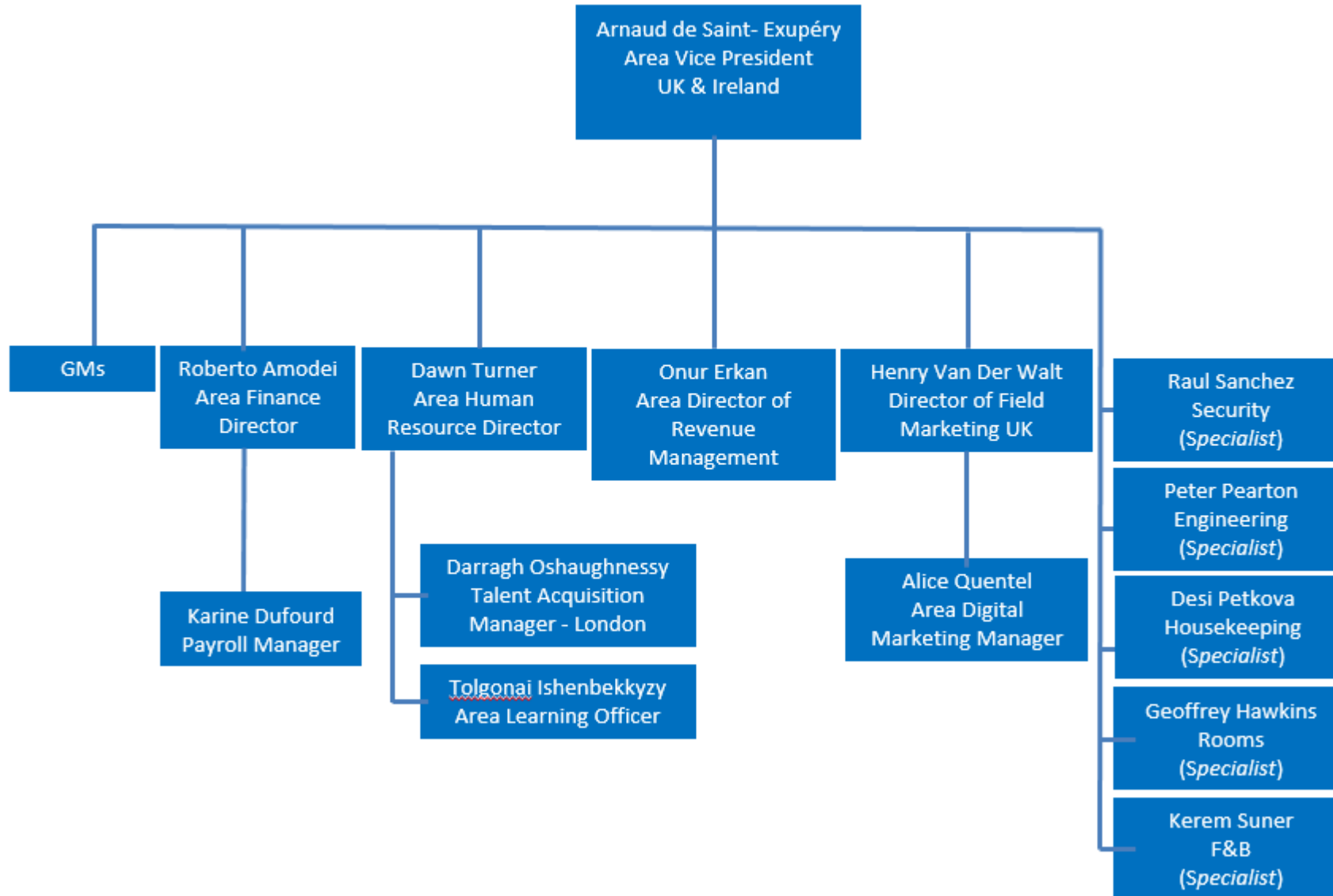
Discover the rich history and culture of the United Kingdom and Ireland—from afternoon tea to magnificent skylines. Immerse yourself in London’s many iconic landmarks, take a stroll in its Royal Parks or browse the vintage shops and luxury department stores. Explore Birmingham’s fascinating museums, visit the

renowned sport and music venues in Manchester or go see Cambridge’s colleges as well as historic cobbled streets. Hyatt hotels provide the perfect base for a UK & Ireland city break.

Visit: <https://www.hyatt.com/promo/united-kingdom-and-ireland-hotels>



Hyatt UK&I Support Team



HYATT UK & IRELAND PORTFOLIO



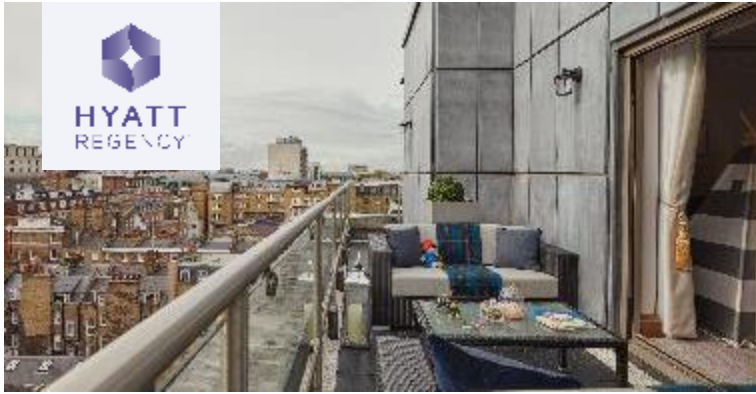
17 HOTELS ACROSS 5 CITIES







Our properties are located in the following bustling city-centres: London, Birmingham, Manchester, Cambridge & Dublin.

8 UNIQUE BRANDS

From luxury-lifestyle to select-service: Hyatt Regency, Park Hyatt, Hyatt House, Hyatt Centric, Hyatt Place, Andaz, The Unbound Collection by Hyatt & Destination by Hyatt

OUR UK BRANDS EXPLAINED









-  Upper-Upscale
-  Full Service
-  Meeting Space
-  Bar / Restaurant, Market
-  Premium Fitness Center
-  Makespace / Business Center

HYATT REGENCY

Located in urban and resort destinations worldwide, Hyatt Regency hotels and resorts feature world-class amenities and inviting accommodations.









-  Luxury
-  Full Service
-  Meeting Space
-  Bar / Restaurant
-  Spa Optional
-  Premium Workout Facility

ANDAZ

Andaz properties are vibrant boutique hotels and resorts that act as social anchors in their communities. Located in prime locations, they weave the sights, sounds and tastes of their surroundings to create a truly immersive stay.




-  Upscale
-  Selective Service
-  Event Spaces
-  Free Breakfast for World of Hyatt Members
-  Bar
-  Workout Facility

HYATT PLACE

Representing the future of select service—and consistently leading in the category—Hyatt Place hotels can deliver exceptional performance through a unique service model that we continue to evolve and enhance based on customer and owner insights.









-  Upper-Upscale
-  Compact Full Service
-  Meeting Space
-  Bar / Restaurant
-  Upscale Workout Facility

HYATT CENTRIC

Hyatt Centric hotels represent an opportunity for developers and owners to build strong loyalty in the lifestyle segment. Upscale, cosmopolitan and highly customizable, these properties attract selective guests who want the best essentials and none of what's not — all at the center of a prime destination.

OUR UK BRANDS EXPLAINED



-  Upscale
-  Select Service / Extended Stay
-  Meeting Space
-  Apartment-style Kitchen Suites
-  H Bar
-  Workout Facility

HYATT HOUSE

Help reinvent the extended stay category with Hyatt House select-service hotels as we thoughtfully grow the brand's global footprint in urban, airport, and college campus destinations.




-  Luxury & Upper-Upscale
-  Full Service
-  Story-Worthy
-  Workout Facility

THE UNBOUND COLLECTION

Maintain your independence and individuality with The Unbound Collection by Hyatt, an exclusive portfolio of upper-upscale and luxury properties designed to captivate travelers seeking distinctive experiences with the reassurance of Hyatt.









-  Upper-Upscale & Luxury
-  Full Service
-  Meeting Space
-  Resort Activities & Amenities
-  Workout Facility

DESTINATION BY HYATT

The Destination by Hyatt brand is a diverse collection of upper-upscale and luxury independent hotels, resorts, and residences that are individual at heart yet connected by a commitment to draw upon the true spirit of each location.



-  Luxury & Upper-Upscale
-  Full Service
-  Story-Worthy
-  Bar / Restaurant
-  Meeting Space
-  Workout Facility

PARK HYATT

Park Hyatt hotels provide discerning, global travelers with a refined home-away-from-home. Guests of Park Hyatt hotels receive quietly confident and personalized service in an enriching environment. Located in several of the world's premier destinations, each Park Hyatt hotel is custom designed to combine sophistication with understated luxury.

GREATER LONDON



Andaz London Liverpool Street

- Guestrooms: 267
- Meeting rooms: 15
- Meeting space: 1968m² / 21183 ft²

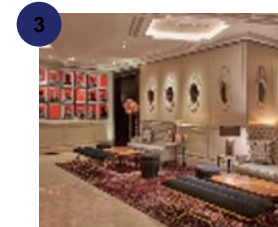
☎ +44 207 961 1234
✉ lonch-rfp@hyatt.com



Hyatt Regency London - The Churchill

- Guestrooms: 440
- Meeting rooms: 11
- Meeting space: 721m² / 7771ft²

☎ +44 0 20 7486 5800
✉ lonch-rfp@hyatt.com



Great Scotland Yard Hotel. The Unbound Collection by Hyatt

- Guestrooms: 151
- Meeting rooms: 1
- Meeting space: 152m² / 1636ft²

☎ +44 0 207 9254 700
✉ lhrub.rfp@greatscotlandyard.com



Hyatt Regency Albert Embankment

- Guestrooms: 142
- Meeting rooms:
- Meeting space: 1968m² / 1419 ft²

☎ +44 203 1460 370
✉ londre-rfp@hyatt.com



Hyatt Regency London Blackfriars

- Guestrooms: 203
- Meeting rooms: 4
- Meeting space: 700m² / 7534ft²

☎ +44 (0)20 3375 1234
✉ lonrb-rfp@hyatt.com



Hyatt Regency London Stratford

- Guestrooms: 225
- Meeting rooms: 12
- Meeting space: 700m² / 7534ft²

☎ +44 (0)20 3814 1234
✉ lhrhs-rfp@hyatt.com



Hyatt House London Stratford

- Guestrooms: 125
- Meeting rooms: 0
- Meeting space: 0

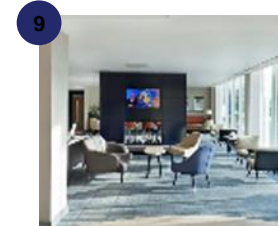
☎ +44 0203 301 9090
✉ lhrzs-rfp@hyatt.com



Hyatt Place London City East

- Guestrooms: 280
- Meeting rooms: 1
- Meeting space: 20m² / 215ft²

☎ +44 2081591234
✉ lhrzc-rfp@hyatt.com



Hyatt Place London Heathrow Airport

- Guestrooms: 341
- Meeting rooms: 10
- Meeting space: 632m² / 6802ft²

☎ +44 020 8759 7777
✉ lhrza-rfp@hyatt.com

REST OF UK & IRELAND



Hyatt Centric Cambridge

- Guestrooms: 150
- Meeting rooms: 2
- Meeting space: 68m² / 731ft²

☎ +44 333 015 1234
✉ stnct-rfp@hyatt.com



Hyatt Regency Birmingham

- Guestrooms: 319
- Meeting rooms: 12
- Meeting space: 557m² / 5995ft²

☎ +44 121 643 1234
✉ birmi-rfp@hyatt.com



Hyatt Regency Manchester

- Guestrooms: 212
- Meeting rooms: 7
- Meeting space: 1456m² / 15672ft²

☎ +44 1613595550
✉ manrm-rfp@hyatt.com



Hyatt House Manchester

- Guestrooms: 116
- Meeting rooms: 0
- Meeting space: 0

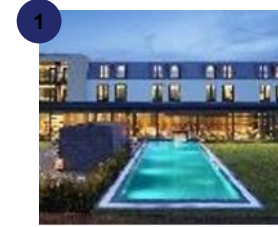
☎ +44 1613595556
✉ [MANRM-RFP@hyatt.com](mailto:manrm-rfp@hyatt.com)



Hyatt Centric The Liberties Dublin

- Guestrooms: 234
- Meeting rooms: 5
- Meeting space: 174m² / 1872ft²

☎ +353 1708 1999
✉ dubct-rfp@hyatt.com



SCHLOSS Roxburghe, Destination by Hyatt

- Guestrooms: 90
- Meeting rooms: 2
- Meeting space: 209m² / 2249ft²

☎ +44 1573450331
✉ [EDIDR-RFP@destinationbyhyatt.com](mailto:edidr-rfp@destinationbyhyatt.com)

UPCOMING OPENING IN 2024/25

16



Park Hyatt London River Thames

- Guestrooms: 203
 - Meeting rooms:
 - Meeting space: 522 m²
- ☎ +44 312 780 5797

17



Hyatt Place London Paddington

- Guestrooms: 87
 - Meeting rooms
 - Meeting space:
- ☎ +44 0
☎

HYATT