

WELL-BEING

The new hotel will look beyond standards set by outdated star classifications and seek to establish its reputation based on factors that genuinely resonate with today's guest; namely an environment & facilities that actively promote 'well-being', convenience, accessibility, total connectivity and for the eco conscious...the ability to stay in a hotel whose level of sustainability matches their own expectations.

The latest Hotels.com® Amenities Survey (2015) found significant numbers of guests do not use amenities historically considered luxury items (24% minibar, 15% trouser press, 15% shower cap) and the majority would be happy to sacrifice such in lieu of reduced rates (69% turndown, 68% bath robes, 51% designer toiletries, 48% room service).

The Hotels.com® Survey found that noise disturbance from other guests is the biggest annoyance (65%) when staying in a hotel room. Lesser factors are unsatisfactory heating/cooling, inadequate ventilation and size. Furthermore the B&B (Beds & Bathing) experience is often disappointing rather than aspirational.

The new hotel will seek to address these issues through a series of measures:

- Ensuring **excellent levels of bedroom sound insulation** with a minimum airborne **target reduction of 70dB**. A 70dB noise reduction means that the source noise is reduced by a factor of 10,000,000. So for an extreme example, the sound of a powered lawnmower in an adjacent room (90dB) would be reduced to the sound of rustling leaves (20dB) whilst a more considerate guest hovering whilst listening to loud music and having a heated argument (80dB) would sound like a pin drop (10dB)
- Providing **silent 24 hr draught-free fresh air ventilation**, supplied at the occupant's desired temperature and optimum humidity, regardless of the season and controllable on a room by room basis. The incoming air passes through a HEPS (High Efficiency Purification System) which not only removes allergens (eg pollen) and toxic VOCs (eg car exhausts), but also airborne disease-causing microscopic particles responsible for causing infections such as influenza and common colds

Fresh air (ventilation) during the night avoids a stuffy climate by removing the carbon dioxide exhaled during the night, ensuring a healthy night's sleep. It also makes it easier to regulate body heat, ensures that you sleep more deeply, and prevents symptoms such as headaches and irritation of the airways

- The **average bedroom size** (including en-suite) **will be 27 m²**. 94% of the rooms will be over 20 m² and *excluding* the 44 rooms over 30 m², the remaining 66 rooms will still average 23 m²
- All rooms will include **a double bed (75 with King Sized beds)** and premium natural fibre mattresses, specifically designed to create the ideal temperature and ventilation for sleep plus optimum comfort/support. 57 rooms have two or more beds with 21 containing three or more beds
- 104 bathrooms will include an enclosed **steam shower**, allowing guests to experience the full health benefits of a steam room as a luxury shower experience. Additionally 22 rooms will feature a free standing bath in the room itself (rather than the ensuite)
- At least 84 bedrooms will include an **infra red sauna cabin** guaranteeing a full spa experience

- Lighting plays a significant role in relaxation and all bedrooms will incorporate various **LED lighting** settings, forming part of a number of **individually controllable room environment options**
- Building fabric efficiency will be reference (Passivhaus) standard. As part of this approach, all bedrooms will have specialist self-cleaning glazing to allow **high daylight transmittance (70%+)** whilst providing **exemplary levels of insulation** (U-value 1.0 W/m²) and **noise reduction** (30db+)
- 19 of the 23 top floor of bedrooms will feature **balconies**, allowing guests outdoor benefits
- Security and safety are important guest concerns which may impact on their well-being . Accordingly **access, safety and CCTV systems will be both state of the art and network integrated** to provide the highest levels of protection with minimal inconvenience (eg biometric access)

In summary, the above will ensure that room facilities commensurate with well-being are at least equal to (or most likely exceed) those experienced by the guest in their domestic surroundings - and in all bar a very few hotels.

Convenience

Online/app based/onsite automated check-in/check-out, biometric guest access to floors/rooms, remotely controllable room options, secure onsite ANPR parking and full integration of devices with room AV/IT are examples of features that the new hotel will offer to maximise guest convenience.

Accessibility

As well as being fully accessible throughout, the new hotel will provide 5 bedrooms which are *internally* wheelchair-habitable in accordance with latest Building Regulations

Total Connectivity

This refers to the quality of Wi-Fi connection a guest experiences as well as the scope for the integration of their own devices.

According to the 2015 Hotels.com® Amenities Survey, free Wi-Fi is the most important deciding factor for both business and leisure guests when choosing a hotel (even more important than things like luxury mattress, a fitness centre or free breakfast and parking).

Spiralling use of devices plus a growing demand for online multimedia content has driven up bandwidth requirements from 0.1 MB to at least 1 MB per guest room...with this figure rising by the day, hence the need for built in expansion capabilities to ensure satisfactory HSIA (wired/wireless).

The new hotel will utilise a leased line provision, with built in expansion capacity of up to 10 Gb, (based on maximum present day options). Part of any capacity will be set aside to enable the hotel's Converged IP Network which will support a number of operational features (eg integrated intelligent property management lighting/HVAC/energy/fire systems, hosted VoIP/PBX/guest SIP phones, IPTV, CCTV, access control via wireless biometric locks and hosted reservation and managed revenue optimisation systems).