



Travelodge

Mr Adrian Schofield
Henry Boot Developments Ltd
13 Stratford Place
London
W1C 1BD

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Dear Adrian,

PROPOSED TRAVELODGE HOTEL AT 9 – 19 PARADISE ROAD, RICHMOND

I write following your recent public consultation event held to publicise the above proposal which is due to be submitted for planning soon. The event was well attended but it is understood that a number of common issues were raised by visitors to the exhibition. This letter has been prepared to directly respond to these issues so as to advise on details in relation to both Travelodge as a brand and its operational characteristics.

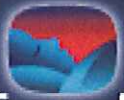
Travelodge Brand

A matter raised by some visitors related to Travelodge as a brand and concerns that its customer base might not be appropriate for the area. It is considered that this issue has essentially arisen as a result of a misunderstanding of the term 'budget' hotel and what this represents within the hospitality market.

Travelodge Hotels Ltd was the UK's first budget hotel brand, launched in 1985 and now the UK's fastest growing hotel company serving over 6.5 million customers each year. Whilst originally a roadside brand, the company's emphasis for the last 10 years has been developing new hotels in town and city centre locations in response to customer demand. Travelodge's business model is to provide comfortable, affordable, no-frills accommodation with the hotels trading in the budget sector of the hospitality market. Travelodge, along with most other budget operators, does not subscribe to any hotel star rating system as such classifications rely heavily upon the facilities provided rather than the overall quality and customer experience. Hence, a budget hotel is essentially a limited service hotel providing clean, comfortable and good quality accommodation at a competitive price.

Travelodge caters for both the leisure and business markets with a typical split across the UK between leisure and business being 60% / 40%. Independent market research consultants BDRC were previously instructed in 2008 to undertake market research to identify the typical user profile of a Travelodge guest being as follows:

- Over 35 years old (71% of guests) (52% over 45 years old);
- Married / living together (69% of guests);
- Of social grade A, B, C1 (Managerial and professional) (76% of guests);



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- Has a household income over £25k per annum (78% of guests) (with 52% having incomes over £40k per annum);
- A solitary business traveller (63% of guests) during the week or a couple travelling for leisure / personal reasons (60% of guests) at the weekend.

This indicates that the majority of guests staying at a Travelodge Hotel are over 35 years old and are of a managerial and professional background and thus there is no foundation to the concerns that competitive room rates will attract unwanted individuals. Travelodge hotels operate in similar locations across the UK without complaint from local residents.

Guest Arrivals

Further concerns raised by visitors was that users of the hotel will principally arrive late at night (causing disturbance of residents) whilst most users will arrive by private car and with no parking onsite, will park in Halford Road thereby removing parking availability for residents. Whilst valid points, neither of these concerns are supported by our operational experience of numerous hotels in similar locations.

Surveys have previously been undertaken at a number of similarly located hotels in the outer London area to identify an arrival profile of guests, together with their modes of transport. These include surveys of the Kingston (Old London Road) and Barking Travelodge hotels in November / December 2009. Standard check in time for the hotels is 3pm and check out time is midday (although for £10 guests can check in from Midday or check out later up to 2pm). The surveys identified that the arrival profile of guests was similar both during the week and weekend with 87% having checked in by 10pm during the week, whilst the figure was 94% at weekends. These statistics confirm that guests do not tend to arrive late at night.

In terms of transport modes, like Richmond, both these locations offer overground and underground train services with the proportion of guests arriving by private car being less than 50%. This indicates that there is the potential for the majority of guests to arrive by public transport and hence demand for parking facilities will be much reduced.

Kingston and Barking Travelodge Arrival Modes

Mode	Mode Split
Underground	28%
Train	19%
Taxi	5%
Walk	0%
Bus	2%
Car	46%
Motorcycle	0%
Bicycle	0%
All	100%



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The proposed hotel will not include any onsite parking and instead rely upon guests utilising those existing public and privately operated car parks in the locality. The development of Travelodge hotels in town centre locations such as this with zero or limited car parking provision is increasingly common and already operates in numerous locations across the UK without issue for local residents.

The proximity of existing car parks (available to guests) to the proposed hotel is a key consideration in the location of a new Travelodge hotel facility where limited onsite car parking is intended. These will be utilised by guests and so need to be available overnight and charge an affordable tariff rate. The use of these existing car parking facilities by guests is also complementary to the activities of the town centre where peak demand tends to arise during the day, whilst for the hotel it is the evening and overnight period, therefore avoiding any use conflicts.

In respect of the car parking requirements of this proposal, the most accessible off site public car park is the Paradise Road Multi-Storey which lies approximately 50m away. This provides parking for 337 cars, including 4 disabled spaces, and is available for 24 hour parking and at a reasonable charge overnight. In the event of planning permission being granted for this proposal, the Travelodge website (87% of bookings are process via the website) will detail this parking facility to guide guests to this car park. Our experience is that guests consider this information a useful resource and use these facilities as often they have limited local knowledge.

Hotel Servicing

Given its limited service status, the hotel will generate minimal levels of servicing requirements. These will essentially be limited to deliveries / collections for linen, food and beverages (the proposal only includes a vending offer for guests so food and beverage deliveries will be minimal) and other consumables together with refuse collections. It is expected that servicing will comprise of no more than 8 visits by service vehicles per week which will take place during the working day (and not weekends) and hence should not create any disturbance for adjoining residents.

Residential Amenity

A concern was also raised by visitors suggesting that a hotel use would be incompatible with the surrounding residential areas. In planning terms, hotel uses are considered an appropriate use for residential areas as the characteristics of the uses are similar, namely their sensitivity to noise sources during the overnight period. It is therefore important to both uses that noise sources are minimised to preserve guest / residential amenity and in this respect, the proposed hotel use is considered compatible.



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This letter hopefully provides useful background information relating to this proposal and our brand and should assist in allaying those concerns of visitors to the exhibition by providing a detailed response of each of the individual issues.

I trust the above information is of assistance, however, should you have any further queries please do not hesitate to contact me.

Yours sincerely,

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www.traveloggedevelopment.co.uk