



A place to live,
not just to stay.

net zero
ho(me)tels



room2 Chiswick
the world's 1st whole life
net zero ho(me)tel



Home is a feeling

in a snapshot



Who we are

Lamington Group is an independent family-owned real estate investment and development company based in West-London, with over 55 years experience developing, managing and operating various sized assets. Currently operating across 3 core brands.



Our team

A team of over 90 passionate individuals committed to outstanding guest service and forward-thinking innovative developments. We combine this with partnerships across some of the best suppliers, agencies and consultants in the industry to deliver outstanding solutions.



Sustainability

Committed to building and operating Whole Life Net Zero hometels, improving energy performance year on year, reducing the offsetting we need to make to reach net zero.



Project portfolio

Residential AST apartments, serviced apartments, commercial investment assets, operating hotel assets, and various residential and commercial development projects.



Current pipeline

Over £200m GDV of live development projects across London and the UK.



Our ethos

Drawing on our extensive industry experience we design and operate considering our guests first. Always seeking new ways to tackle challenges, we partner with the best to deliver innovative solutions and results for owners, developers and guests alike.



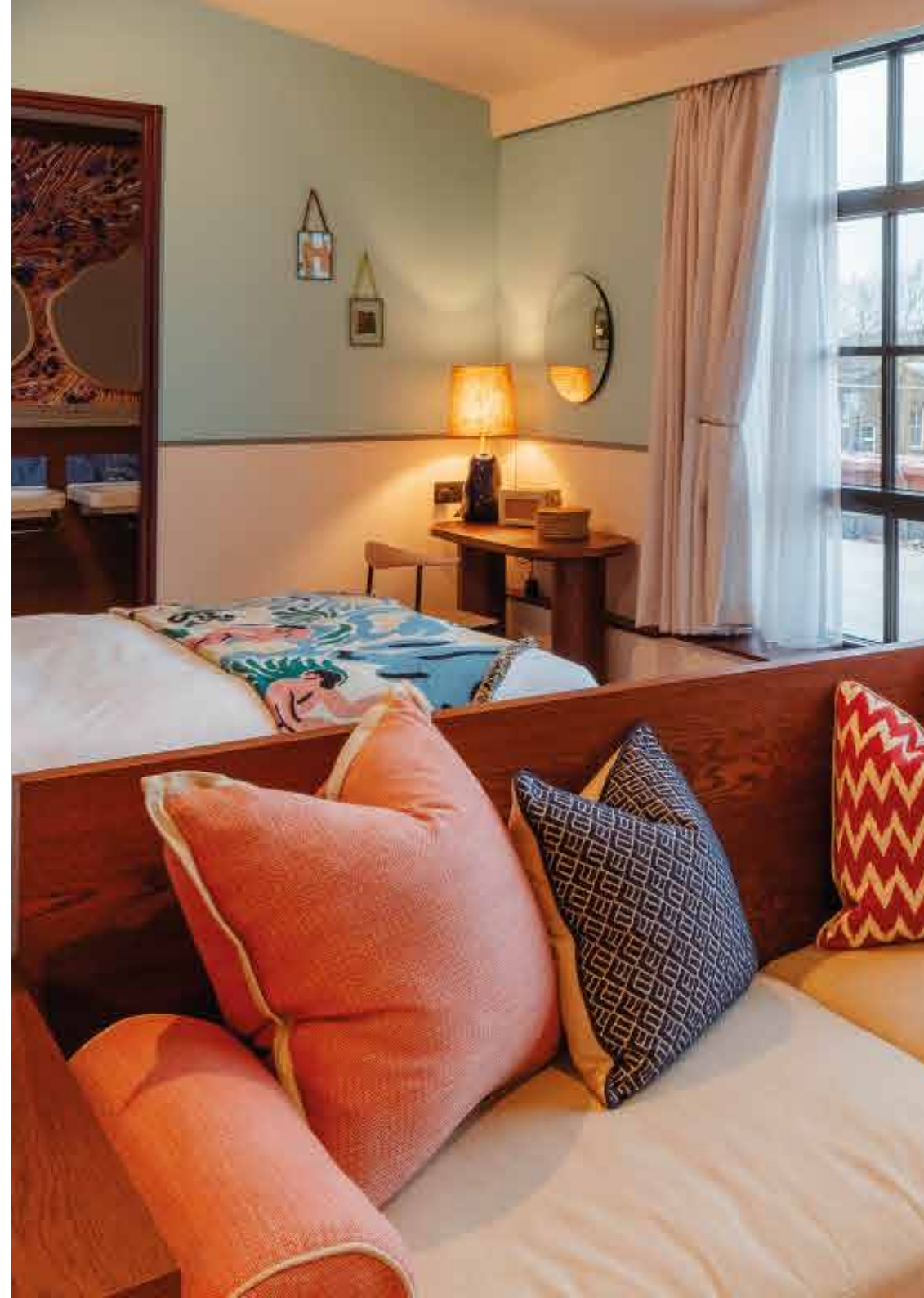
room2

vision

5000 rooms
open by 2030

the book of room2

Being the brand which creates and leads
the homotel category in the UK.



A real estate backed,
experienced operator
with a clear vision.

who are we

Lamington Group has been established as an investor and developer of residential and commercial real estate since 1967.

Today, the group has a significant asset holding and is actively investing and developing in quality led real estate. Lamington works to push design boundaries and challenge industry norms to deliver buildings which leave positive impressions on their place and people who use them.



Strong balance sheet with over £110m of income producing and development assets.



Over £200m GDV of live development projects.



Net asset base of over £50m+.



LAMINGTON APARTMENTS

Operating since 2006, Lamington Apartments is an established and highly respected operator of serviced apartments in West London.



LAMINGTON LETTINGS

Residential lettings agency with property management for multiple landlords across West London. Operating for over 30 years, Lamington Lettings has an established reputation.



The world's first homotel brand bridging the gap between Airbnb and hotels. Creating design and experience-led accommodation across the UK.



A service light homered brand for city centre locations



A community-centric coworking space in Hammersmith that invigorates, inspires and facilitates ambitious people to achieve their purpose at work.

our story

room2 was founded by two brothers from Hammersmith; Rob and Stu, who had travelled for 10 years racing boats for Great Britain. Tired of staying in soulless accommodation which disrupted their training, they set about creating unique, thoughtfully designed and truly relaxing environments, run by people with real personalities and where corporate hotel norms don't exist.

In a sea of sameness and standardised offerings, they created a different environment. One which enables guests to feel truly comfortable, as they would at home. At the heart of this environment is a sense of freedom and flexibility, because what a home means is different to everyone. It's a feeling, a set of rules which you create and live by. room2 is not about recreating the home, it's simply about letting our guests do what they want when they want, just like they can at home.

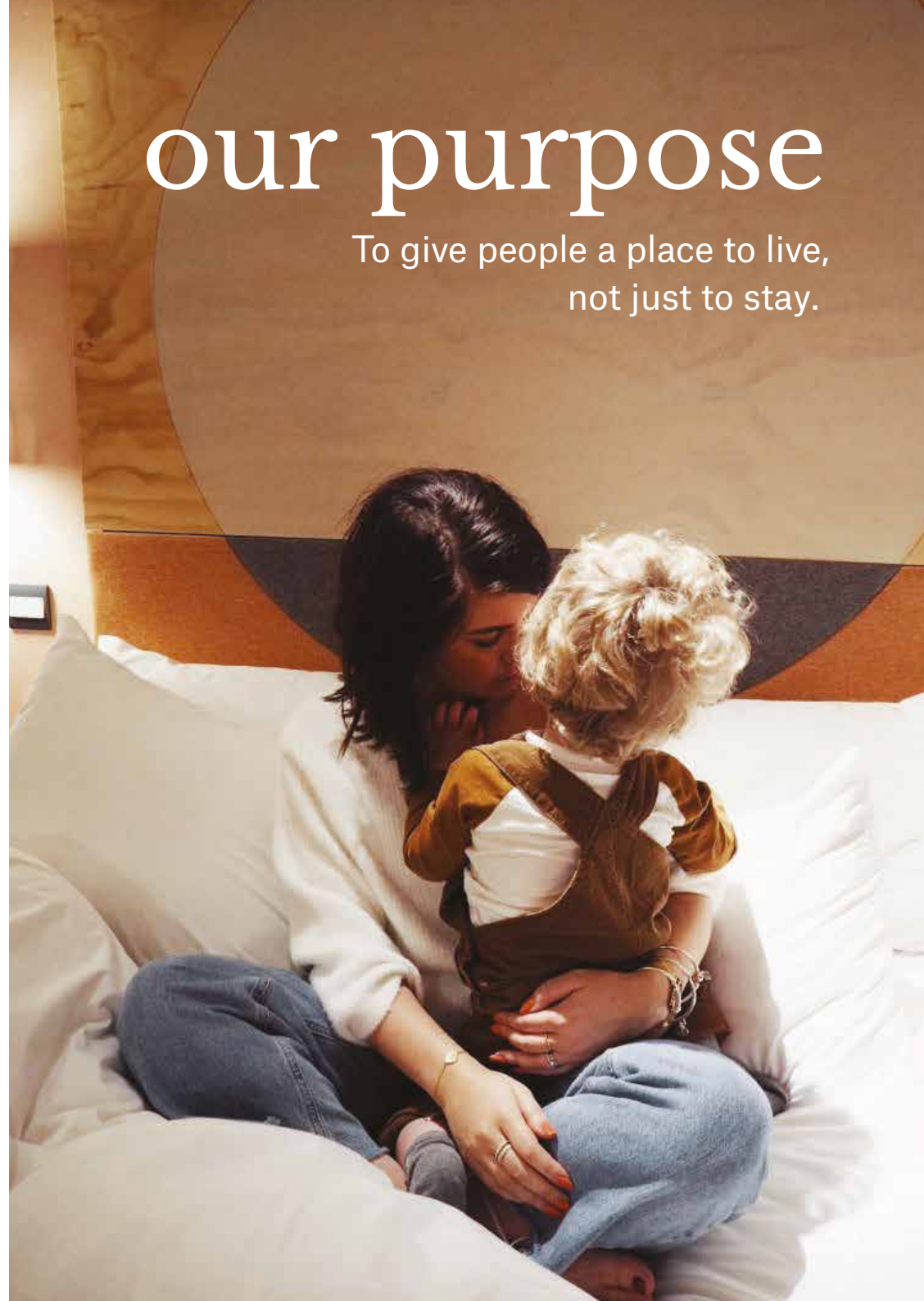
So when you stay with room2, it's on your terms.

the book of room2



our purpose

To give people a place to live,
not just to stay.



the problem



A changing market

An increasing blurring of the line between work and leisure time means many guests are seeking greater flexibility over restricted and formal hotel environments.

The extended stay sector has been the fastest growing segment of the US lodging industry, but is underdeveloped within the UK.

The mid-tier hotel market now delivers improved design, but it is ubiquitous and often limited to the lobby space, while the budget market is dominated by big, limited experience brands.



The new generation

In the experience economy there is a growing appetite for unique and authentic living environments. Guests are more discerning than ever before and savvy to the wider breadth of options. It's no longer enough to merely provide a place to stay for the night, but instead, travellers are looking for personalised and unique experiences whilst immersing themselves fully in their surroundings. The standardised stay experience offered by many is no longer as desirable as it used to be.



An imperfect response

Consequently business has been booming for Airbnb. It gives people flexibility and a place they can use like their own home, where they can eat when they want, shop locally, and have the freedom to live as a local as much as they please.

But, there is a level of risk. It can be a hassle to get the keys, you might feel weird sleeping in someone's bed and it doesn't have the security, the services and the quality assurance of a hotel.

the solution

the world's first homotel brand

A space between Airbnb, serviced apartments and a hotel, which offers the flexibility and comfort of your home, plus the best bits of a hotel.



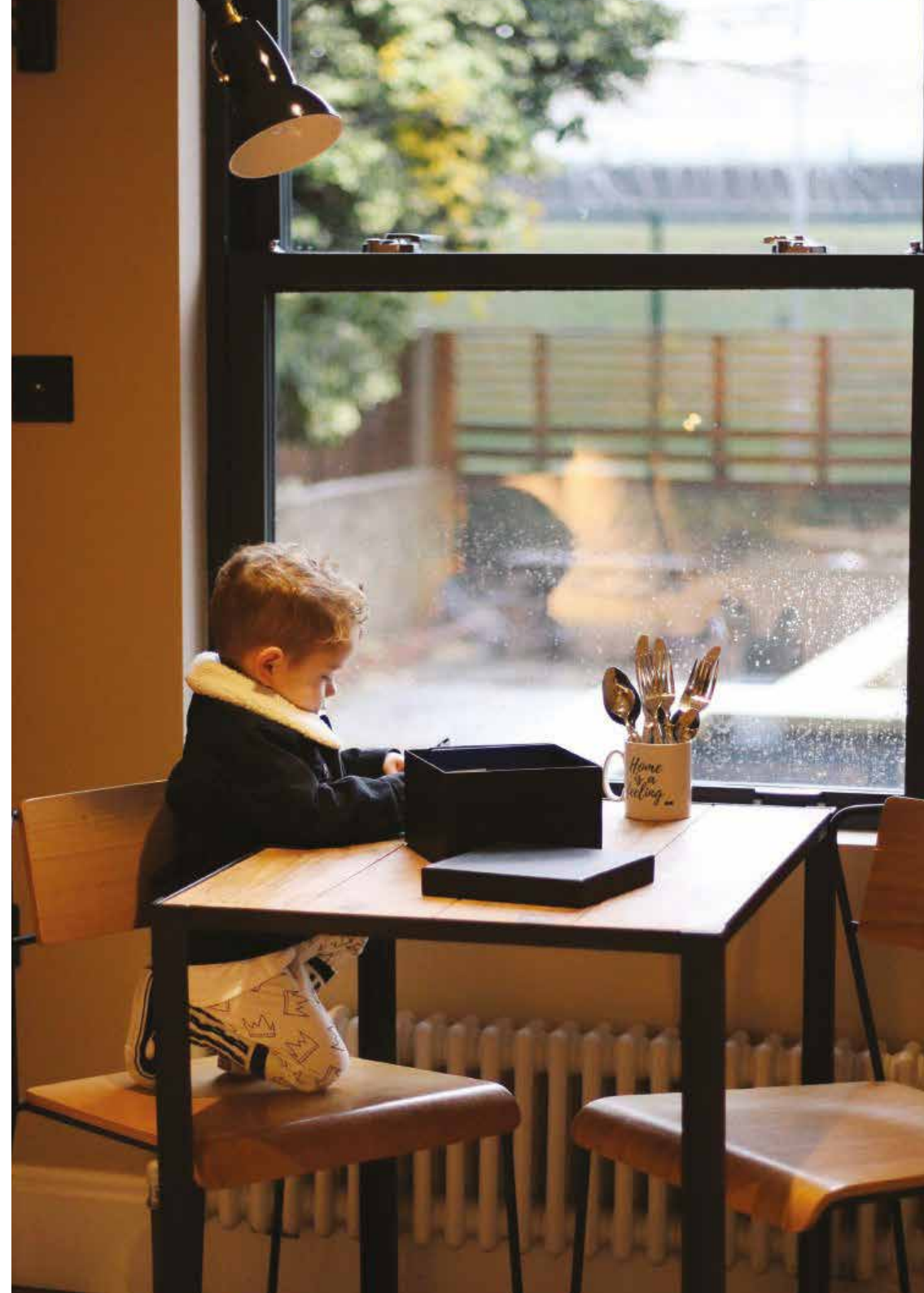
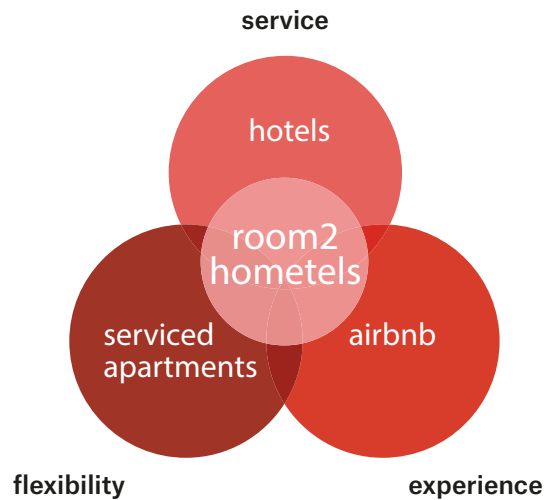
creating hometels

During strategic workshops, 'hometels' became the exciting new hospitality subsector; fresh, relevant, and above all, having an individual meaning for everyone.

Hometels sit between 3 key markets, hotels, serviced apartments, and Airbnb. Having created hometels, room2 intends on defining and leading the space.

Hometels are the combination of the:

- Best bits of a hotel (the standards, security & service)
- Flexibility and comfort of your own home
- Personality, character and experience of Airbnb



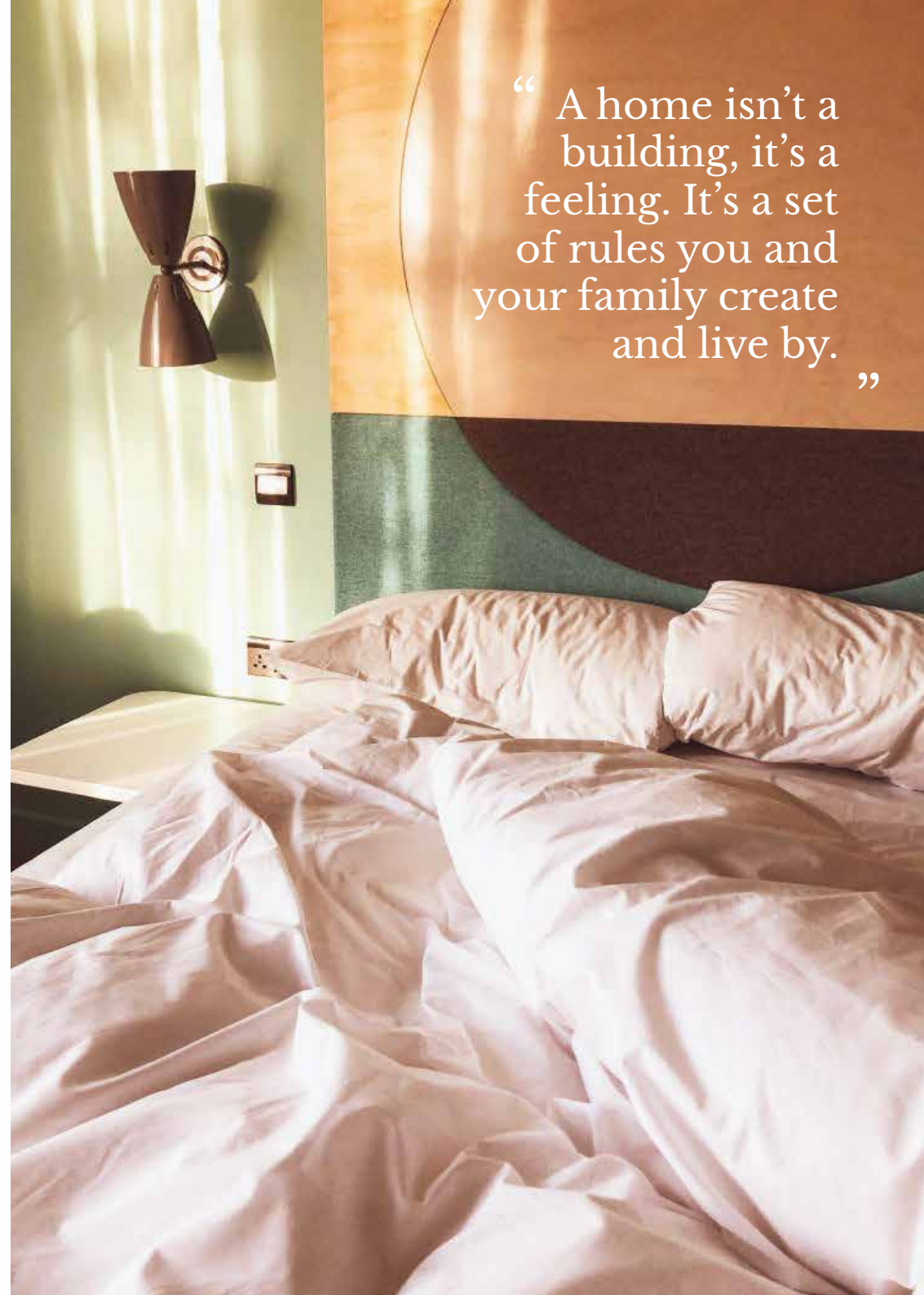
where we stand

In a convoluted and crowded marketplace, dominated by big brands and ubiquitous design, it is crucial to be able to stand out and deliver sustainable advantage through a unique offering. Modern design, quality bedding and free wifi are now merely market prerequisites.

We believe truly unique and memorable experiences are formed through a host of individual touchpoints, genuine personalised interactions and enabling our guests to feel truly comfortable. To achieve this, we must think differently. So while our competitors include new aparthotel companies, lifestyle brands and global players with boutique offerings, we've created an entirely new category - hometels, where feeling and emotion are what also matters.

the book of room2

“ A home isn't a building, it's a feeling. It's a set of rules you and your family create and live by. ”





what makes us different



Flexible operating model

We operate a lean model with flexible employees who are trained across multiple aspects of the guest experience. This is combined with a focus on system automation to reduce manual tasks and increase roommate-to-guest interaction time.



At the forefront

Working with leading industry suppliers and partners to leverage the latest technology solutions and trends, for improved operational efficiency, progressive design and enhanced guest experiences.



100% independent and in touch

No board tables and red tape. We are a family business with a repertoire of hands on experience developing and launching highly performing properties. We see, observe and listen to our guests and operating teams and are on a continuous programme of incremental improvement.



24 hour stay

We're throwing out the rule book. When guests book a room with us we think it should be theirs for a whole day. 24 hours. It's crazy that other hotels offer guests 21 hours. With us, check in is at 2pm and out at 2pm.



Diet on your schedule

It's only right that guests should eat what they want, when they want. That's why we've included kitchens in all our rooms and made sure there is always plenty of options to ensure guests can maintain their routine, diet or eating habits when staying \$away from home.

and more..



Tech at our heart

- Free wifi everywhere and always
- Mobile keyless check-in and door entry
- Self check-in
- Smart TVs with Chromecast
- Bluetooth DAB radios
- Airplane focused reading lights
- USB plugs



We are open

- 24/7
- Pet friendly
- No reception counters or forced smiles
- Fully accessible rooms
- Family rooms and facilities
- Stay from 1 night to 1 year
- Events, talks, live music, supper clubs & tastings at the Living Room



Attention to detail

- Mattress menu
- The room2 bits and bobs box
- Long stay lockers
- Premium bathroom amenities
- Considered, functional room design
- Locally sourced welcome packs
- Cookbook in rooms



Growing the family

- Consistent growth of room2 family members
- Our members stay longer and spend more, thus produce better RevPAR
- Members get to enjoy exclusive benefits and rates



room2 academy

- 3 month training program
- Invested in developing our roommates within the industry
- Foster room2 values and behaviours
- Promote labour retention and brand loyal roommates

net zero ho(me)tels

sustainability

Lamington Group has committed to a net zero carbon future, room2 is taking the lead in responding to the climate emergency. The Group has adopted its Net Zero Carbon Roadmap, to 2030, 20 years ahead of the Paris Agreement. As the first in the industry to launch a detailed roadmap, and on the tightest possible timescale, we have chosen to only build to whole life net zero specifications. This is a world leading commitment within our industry and we hope to inspire and lead others along our journey.

Here are our 3 commitments:



Develop and operate whole life net zero carbon hometels

Our hometels' emissions from their conception all the way to disposal will be equal to zero.



Achieve net zero carbon scope 1 and 2 by 2030 using Science Based Targets

To align with climate science, we will reduce all emissions in our direct control by 46% by 2030.



Track and minimise scope 3 emissions

We will encourage, guide and support our suppliers, employees, guests and wider communities to reduce their own emissions.



For our full roadmap, scan the QR code.

current locations



Hammersmith Townhouse

Think of room2 Hammersmith as our Research & Development Lab. It's a scaled-back version of a full Hometel, but still delivers all the flexibility and personality you would expect at home.

Open date: June 2016

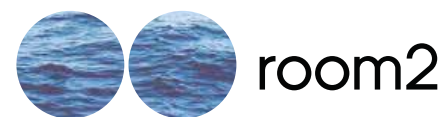
No. of rooms: 16

Highlights: Architecturally designed interior and locally crafted furniture, the townhouse is packed full of character and unique touches to create a memorable charm.

Features:

- Keycode room access
- Communal herb garden
- Shared laundry
- The 'essentials pantry'





Southampton Homotel

The world's first homotel. Take all the comforts, flexibility and relaxed rules of your home, and add the security, comfort and services of a hotel and you get room2 Southampton.

Open date: June 2018

No. of rooms: 71

Highlights: Energising yet relaxing human-centered designed rooms with all the space and function to work, rest and play.

Features:

- The Living Room - cafe, bar, meeting space, pantry
- Studio gym
- Guest laundry
- Mobile key access
- Mattress menu
- Pet friendly
- 24 hours
- Car parking
- Roof terrace and bar - coming soon





Chiswick Hometel

This is the world's first whole life net zero hometel. This means that all the carbon emissions from conception through to end-of-life have been reduced and rebalanced to zero. room2 Chiswick is 89% more efficient than your average hotel, so when our guests choose us, they are making the best decision for the planet.

Open date: December 2021
No. of rooms: 86
 Owner operated

Highlights:



A building inspired by the Arts & Craft movement, advocating the appreciation for handcrafted pieces while championing the local industry.



Built on sustainability, with a heat pump under the building, solar panels and a roof covered in greenery to boost biodiversity.

Features:

- The Living Room - cafe/restaurant bar, coworking space
- Studio gym
- Guest laundry
- Mobile key access - coming soon
- Mattress menu
- Pet friendly
- 24 hour
- Retail store





Belfast Hometel

With 175 studio apartments, four innovative event spaces, a restaurant and bar, a coffee roastery, a retail space and lobby area, our latest hometel will bring a refreshing option for future guests who are looking to stay in the neighbourhood – whether that is just for the night, or to call home for as long as you need it to be, we will have the perfect place for you to stay.

Open date: May 2023
No. of rooms: 175

Highlights:



A building inspired by modern
medieval architecture

Features:

- Coffee roastery
- The Living Room - cafe/restaurant, bar and coworking space
- Dedicated meeting rooms
- Studio Gym
- Guest Laundry
- Mattress Menu
- Pet friendly
- 24 Hour
- Retail Incubator Store





London Hometel

90 keys opening in 2024



Liverpool Hometel

190 keys opening in 2024



Manchester Hometel

180 keys opening in 2025



York Hometel

116 keys opening in 2024



Glasgow Hometel

134 keys opening in 2024

people

The Lamington Group management team is a curated group of passionate professional selected from across industry.



Robert Godwin

Managing Director

Nominated for EG rising star 2018, holds a MSc in Real Estate and is former member of the British Olympic Development Sailing team.



Stuart Godwin

Finance Director

A qualified chartered accountant, Stuart has 4 years experience at Deloitte specialising in managing high growth private equity backed company audits.



Mike Liverman

Head of Development

Over 30+ years of senior level project management, including roll out of Tesco in the 2000s.



Robert Ryan

Head of Property

Previously worked in Whitbread Hotels Group and Travelodge creating and implementing growth strategies which delivered over 10,000 bedrooms.



Chris Exell

Acquisitions Manager

Experienced property sourcer of development and lease assets nationwide.



Diana Darmina

Interior Design Manager

Interior Designer & RIBA Part III Architect, ARB registered, with almost seven years professional experience, specialised in hospitality: restaurant, bar and hotel developments.



Angeliki Krania

Sustainability Manager

Experienced sustainability professional with a background in Environmental Design and Engineering.

partner with us

Hometels are the new hospitality sub-category created and proven by room2. It is a space which room2 wants to define and lead, and is looking for partners to align with along the exciting journey.

Work with flexible room2 who will maximise your asset value and drive down costs to ensure fit for both parties.

Currently Seeking

- 75 - 250 studio / 1 bedroom units
- 3000 - 9500m2 Gross internal area
- Major UK towns and cities, close to transport hubs
- Standalone or mixed use schemes
- New build or conversions
- Class C1 hotel use/STPP

Key Investment Criteria

- Institutional lease
- 20-25 year FRI leases
- Upward index linked rent reviews
- Strong asset backed covenant

Partnership Structures

- Property company joint venture partnership
- Operating company joint venture partnership

Sustainability doesn't have to cost the earth

- Experienced, professional team to work with
- Future proof building
- Increased investment value from wider buying pool
- Your only whole life net zero partner of choice





we're ready to do business together

Get in touch today.

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#GrowWithUs