



LAMINGTON
GROUP

2025 PRESS PACK

For press enquiries, contact lamington@grifcopr.com

CREATING PLACES AND SPACES

About Lamington Group

Investors, builders and operators of residential and commercial real estate since 1967

[Lamington Group](#) is a multi award winning independent family-owned real estate investment and development company, which was founded in the 1960s and is based in West London. Led by Managing Director Robert Godwin, the group has made the commitment to only build and operate to net zero standards for any new properties that started being developed after the launch of their net zero roadmap in September 2021. Certified B-Corp, Lamington Group has a family of brands comprising of room2; Lamington Apartments; Lamington Developments; Lamington Lettings and Missionworks coworking.

[room2](#) is the UK's first homotel brand, conceived in 2015 by Lamington Group. The brainchild of brothers Robert and Stuart Godwin, former members of the British Olympic Development Sailing team, homotels combine the serviced apartments and boutique hotels in an offering designed to appeal equally to corporate and leisure guests and those seeking alternative forms of residential accommodation. With innovative features such as 24-hour stays as and mattress selection available through it's free loyalty programme, room2's highly flexible offer also provides kitchens in most rooms and is available from one night to one year. room2 currently has four operational locations, in Southampton, Hammersmith and Chiswick, along with the most recent property, room2 Belfast, which opened in October 2023. room2 has a further pipeline of live projects across the UK including Manchester, York, Liverpool and Glasgow.



A PLACE TO LIVE, NOT JUST TO STAY

The Homotel Concept

What is a homotel?

The "homotel" represents a burgeoning trend in hospitality, blending the comforts of home with the services of a hotel. Offering accommodation with spacious living areas, kitchenettes, gyms and laundry facilities, hometels cater to every type of stay, whether it be business or pleasure, long or short-term. On top of this, a focus on community is a key element of room2 hometels, as they work with local creators, suppliers and artists to create each unique property.

room2 hometels exemplify this concept, emphasising flexible living, comfortable spaces, and a social atmosphere, showcasing the homotel's unique position in the hospitality landscape.

The birth of room2

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

room2 have dedicated to crafting unique and diverse experiences for our hometels in every location you find them. From being nestled in the heart of West London and the harbourside of Southampton to the vibrant historic city of Belfast, these locations serve as hubs of connectivity, ensuring guests can explore, indulge and unwind with ease in thoughtfully curated hometels.



THE WORLD'S FIRST HOMETEL

room2 Southampton

[room2 Southampton](#) pioneered the "hometel" concept, blurring the lines between a hotel and a serviced apartment. Designed for stays of any length, from a single night to several months, room2 offers the best of both worlds. Guests enjoy the privacy and space of a thoughtfully designed apartment, complete with a fully equipped kitchen, comfortable living area, and dedicated workspace, while also benefiting from hotel-like services and amenities.

Located in the heart of Southampton, room2 provides easy access to the city's attractions, restaurants, and businesses. Beyond the individual apartments, room2 fosters a community atmosphere with its vibrant Winnie's Cafe, a social hub where guests can relax, work, or socialise. Other amenities often include a fitness center, laundry facilities, and a 24-hour reception, ensuring a seamless and convenient stay.

Southampton also offers electric scooters local to the hometel for guests looking to explore the Southampton area, and following a day of sightseeing, families can retreat to the spacious Lounge Loft rooms at room2, boasting spectacular views of Queens Park and the picturesque harbour.

Accreditations:

- Carbon Neutral for 2023 in accordance with ISO 14064
- Emissions inventory in accordance with ISO 14064-1:2018
- Green Tourism Gold

[For images please click here](#)

Nightly rates for room2 Southampton start from £179



THE WORLD'S FIRST NET-ZERO HOMETEL

room2 Chiswick

[room2 Chiswick](#) is a pioneering property that set a new global industry standard for environmental responsibility in the fight against climate change and proves sustainability doesn't mean sacrificing style, convenience or comfort.

Sustainability features include:

- Two on-site lab rooms collecting data on the hotel's water energy use and air quality. This data has resulted in the use of low flow water appliances and restricts water fixtures to maximum of 6L per minute.
- A pioneering Green roof: fostering biodiversity with plants, wildflowers, and beehives (producing honey), while also absorbing CO2 and a Blue roof: collecting 50,000L of rainwater for reuse (watering, toilets), mitigating flooding and conserving water.
- Energy saving technologies such heating and lighting equipped with motion detection technology, eliminating the need to manually switch off lights upon leaving to promote efficiency, ground source heat pumps and top-of-the-line solar panels

Nestled in the desirable Chiswick neighborhood of London, room2 provides easy access to the area's vibrant shops, restaurants, and excellent transport connections, making it the perfect base for exploring the capital.

Accreditations:

- Carbon Neutral for 2023 in accordance with ISO 14064
- Emissions inventory in accordance with ISO 14064-1:2018
- Green Tourism Gold
- Greengage ECOSmart Platinum
- BREEAM Excellent

[For images please click here](#)

Nightly rates start from £129 per night for 2 people staying in a snug room



THE NEWEST HOMETEL

room2 Belfast

room2's latest opening, [room2 Belfast](#), which is located in the heart of the vibrant city, is an 100% electric property. Sustainability features include:

- Low-carbon renewable energy sources such as air source heat pumps and solar panels
- Top-of-the-line solar panels, to achieve operational carbon neutrality alongside technology such as
- Occupancy-enabled rooms, with heating and lighting equipped with motion detection technology, eliminating the need to manually switch off lights upon leaving to promote efficiency.
- 'Lab' rooms, which track occupancy, lighting, heating and cooling, air quality, and hot water usage.

Made up of 175 rooms, four collaborative event spaces, a trendy restaurant and bar, and a delightful tea room. room2 Belfast boasts a unique design, supporting and celebrating the best of local creative talent. with highlights including a café bar made with recycled glass, carpets made from recycled fishing nets, and a standout reception desk created with plastic bottles from room2 Southampton and the famed room2 Chiswick.

room2 Belfast actively supports its community through its gallery called "One Home," which provides a platform for emerging and established artists from Northern Ireland to display their work. The property also offers stylish and versatile event spaces, perfect for a range of gatherings from small meetings to larger celebrations.

Accreditations:

- Green Tourism Gold
- Greengage ECOsmart Platinum
- Carbon Neutral for 2023 in accordance with ISO 14064

[For images please click here](#)

Nightly rates start from £149 per night
for a double room



THE CITY TOWNHOUSE room2 Hammersmith

[room2 Hammersmith](#) Townhouse offers a more lean approach to the homotel experience in the heart of London. Blending the comforts of home with the convenience of a hotel, this location provides stylish, self-contained apartments within a beautifully converted townhouse. Guests can enjoy the privacy and space of their own apartment, complete with a fully equipped kitchen and comfortable living area, ideal for both short and extended stays. Located in the vibrant Hammersmith area, room2 offers easy access to shops, restaurants, and transport links, making it a perfect base for exploring London. Experience the charm of a townhouse combined with modern amenities at room2 Hammersmith.

room2 Hammersmith is conveniently located near several London attractions, including the Lyric Hammersmith theatre, the bustling shops and restaurants of King Street, and the scenic riverside path along the Thames.

Accreditations:

- Carbon Neutral for 2022 in accordance with PAS 2060
- Emissions inventory in accordance with ISO 14064-1:2018
- Green Tourism Gold

[For images please click here](#)

Nightly rates start from £xx per night
for a xx



A NEW LOYALTY PROGRAMME

The Homotel Club

room2 have recently launched '[The Homotel Club](#)' which is a free membership programme available to all room2 guests. Offering unique benefits, The Homotel Club members gain access to instant perks and rewards as well as benefits during their stays.

[View and sign up here](#)



Best value always

 **BEST PRICE ALWAYS**
From 10% off your stays

 **10% OFF FOOD & DRINK**
At Winnie's Cafe and Bar

 **FREE BIRTHDAY STAY**
A treat from us!



Home comforts

 **2PM CHECK OUT**
Stay your way for 24 hours

 **MATTRESS MENU**
For the perfect night's sleep

 **PETS STAY FREE**
Bring your furry friends



Conscious living

 **ECO-FRIENDLY OFFERS**
Exclusive savings from our eco-partners

 **OFFSET YOUR STAY**
Have your say - pick the carbon offsetting partner

Winnie's Café & Bar

[Winnie's Belfast](#)

Opened in October 2024, room2 hometels have launched Winnie's Café & Bar, a stylish and eco-friendly dining and social hub located within its unique hometel spaces across Chiswick, Southampton and Belfast. Designed to offer both guests and locals the best of regional, seasonal ingredients to limit environmental impact, Winnie's brings together a contemporary café, vibrant bar, and relaxed lounge, making it the perfect destination for a variety of experiences, from morning coffees to evening cocktails.

[Winnie's Chiswick](#)

In line with room2's sustainable ethos, Winnie's Café & Bar delivers a carefully curated menu that combines locally sourced produce with globally inspired flavours. Winnie's also prioritises plant-based menus, and ensure that at least 50% of the menu is vegetarian

[Winnie's Southampton](#)

The evening is when Winnie's comes into its own, where every Friday night at room2 Chiswick and Southampton, and Thursday - Sunday at room2 Belfast, visitors can enjoy two hours of live music from local artists. Guests can take a seat at the bar and choose from a great selection of delicious zero waste cocktails, wine, locally crafted beer and soft drinks.



Future Projects

Future locations

room2 has a vision to have 5,000 keys across the UK by 2030, aiming to challenge the standard corporate hotels out there, with an innovative, relaxed and flexible alternative.

room2 has also committed to only building whole life net zero hometels in the future.

[Read more about room2's plans for the future here](#)

[Click here for room2 York CGI's](#)

Next up...room2 York

Located inside the city's castle walls, room2 York, will boast 116 guest rooms, a meeting space, laundry room, gym and a beautifully designed bar and restaurant. In line with the sustainable ethos at the heart of the room2 brand, the new hometel will be fully electric, with sustainable features including air source heat pumps, roof solar panels, showers with wastewater heat recovery and CO2 sensor-controlled ventilation.

room2 York's design will be a modern take on medieval, inspired by the city's history and impressive architectural heritage. Design details will include timber block flooring, glazed ceramic tiles, rich textiles and dark stained timber, evoking a medieval feel while creating a warm and inviting space elevated by arched joinery and medieval and Tudor patterns.



SUSTAINABILITY CREDENTIALS

Becoming B Corp

[Lamington Group](#), is officially a [B Corp Certified](#) company. Joining 7000 other businesses globally, this milestone achievement reaffirmed the brand's commitment to environmental and social responsibility within the hospitality industry, and reflects its journey to become fully net zero by 2030.

After a rigorous assessment process, Lamington Group earned B Corp status for its pioneering sustainability initiatives and achievements, including:

- Its [Net Zero Roadmap](#) which sets out to encourage other industry leaders to do the same and work together to take collective action.
- The opening of [room2 Chiswick](#) in 2021, the world's first whole life net zero homotel.
- The launch of [room2 Belfast](#), which opened its doors in October 2023 is already a proud holder of a gold rating in the Green Tourism Award, and Platinum in the Greengage ECOSmart Accreditation. The homotel, which runs on 100% electric and renewable energy, became TripAdvisor's Number One hotel in Belfast in under four weeks.
- It's commitment to a circular economy to eliminate waste and pollution through unique features, such as a reception desk in room2 Belfast created with plastic bottles from room2 Southampton & room2 Chiswick as well as carpets made from recycled fishing nets
- Its **"Team Planet"** initiative, an internal campaign for team members consisting of monthly events and regular communications such as climate debates, zero waste workshops and plastic fishing, all designed to support the wellbeing of the team, guests, and the planet.
- Supporting the **local communities** of its hometels through working with local artists and craftsmen to create unique features such as bespoke wallpaper, hand-crafted coffee tables and handmade mosaic tiles.

SUSTAINABILITY CREDENTIALS

One Planet Living

Lamington Group's Approach

Lamington Group's sustainability plan is structured around the **One Planet Living** principles by Bioregional. This framework was selected to ensure a lasting legacy of wide-reaching positive environmental, social and economic impacts, across their portfolio.

[Read the 'One Planet Living Action Plan' here](#)

Focusing on Net Zero

Reducing greenhouse emissions is the world's biggest challenge, so Lamington group have started with the following goals:

- To commit to building and operating **Whole Life Net Zero** buildings, improving energy performance year on year, reducing the offsetting to reach net zero.
- To deliver on a roadmap to net zero by 2030, 20 years ahead of the Paris Agreement. It commits the existing and future estate to a 46% reduction in emissions by 2030 from a 2019 baseline.

[Read Lamington Group's Net Zero Roadmap here](#)



One Planet Living



KEY SPOKESPEOPLE

Robert Godwin

Chief Executive Officer



Robert Godwin is the Chief Executive Officer (CEO) of Lamington Group and the co-founder of room2 Hometels. Taking over from his father, Robert and his brother Stuart became the second-generation to operate the brand with the intent to become more sustainable within the industry. Robert prioritises creating world-class brand and user experiences, embracing technologies and being at the forefront of innovation and sustainability within hospitality. Prior to taking over Lamington Group, Robert was a trained economist and entrepreneur with a background of sporting excellence competing in sailing for Great Britain, and a passion for design and experience. Robert heads up Lamington Group, an established collection of companies investing and developing real estate in the residential and commercial sectors, including Hammersmith co-working space Missionworks.

As a family owned and run company, Robert joined Lamington Group as Managing Director with a MSc in Real Estate, following in the footsteps of his father who spent 50 years growing the business. In 2023, Robert expanded his role, becoming CEO of Lamington Group taking on new responsibilities including setting the companies strategic direction, looking after the properties functions and focussing on expansion, branding and innovative projects. The group is a collection of brands that help investors and guests to sleep well at night and since taking the helm in 2014, Robert has more than doubled the business size.

Robert believes that buildings and environments should leave people inspired, motivated, and enabled, putting the guest at the centre of the narrative. Robert prides himself on having a great team to deliver this vision and create products which aren't just good, but great.

KEY SPOKESPEOPLE

Stuart Godwin

Managing Director



Stuart Godwin is the Managing Director of Lamington Group, a 50+ year old family owned real estate investment, development and operational business and co-founder of room2 Hometels, including room2 Chiswick, the world's first whole life net zero hotel which opened in December 2021. Stuart took on the role of Managing Director in 2023 after having worked as the Finance Director since 2016, leading the operational side of the business with a focus on generating industry-leading results to build the company's platform. Stuart's role has developed into handling day-to-day operations, looking after the company's financial performance and managing the operations and support functions. Prior to his time at Lamington group, Stuart was a Chartered accountant at Deloitte and a former member of the British Olympic Development Sailing team.

The sustainability initiative and development of room2 hometels came into fruition following Stuart and his brother Robert's family holiday to South Africa a number of years ago. Stuart personally experienced the effects climate change was having on nature, people and communities and started exploring how their business could make a positive impact on the environment and limit the effects of climate change. Hoping to inspire and urge other hoteliers to follow this approach, Stuart and Robert created and published a detailed roadmap on their aim to achieve a Net Zero status by 2030.

KEY SPOKESPEOPLE

Natalia Rakowska

Group Marketing Manager



A highly strategic marketing expert with over 12 years' experience working across hospitality and lifestyle brands, Natalia is Group Marketing Manager for Lamington Group, which she joined in 2022. Natalia is responsible for building and delivering strategic marketing plans for several of Lamington Group's brands, including pioneering eco hospitality brand room2, holistic co-working space Missionworks, and Lamington Apartments. She is an expert in leading both brand marketing and performance marketing strategies to drive awareness, loyalty, engagement, and commercial performance. During her time at Lamington Group, Natalia has been an integral part of the team, overseeing the marketing for the successful opening of room2 Belfast in 2023, working towards B Corp accreditation for the group in the same year, and more recently, re-designing and launching room2's innovative loyalty program, The Hometel Club.

Natalia started her career in partnerships marketing agency, Mediator Communications, where she developed a love for bringing brands together to create meaningful value, enhance guest experience and increase reach. Her creativity and passion drove her to seek out a new challenge and take on a role at Royal Lancaster London and K West Hotel & Spa, where her results-driven approach saw her promoted to Head of Marketing. Throughout her career, Natalia has led integrated marketing campaigns that have included digital marketing, social media, content creation, events planning, strategic partnerships and public relations. She has a proven track record of driving results in all aspects of marketing - revenue, awareness, loyalty and social media following. She thrives in fast-paced environments and is passionate about motivating and developing teams.

KEY SPOKESPEOPLE

Lucy Eaglesfield

Head of Sustainability



Lucy has 15+ years of experience leading sustainability initiatives in the real estate and hospitality industries. As Head of Sustainability at Lamington Group, Lucy ensures sustainability is embedded within the design, construction and operation of properties - pushing the boundaries to achieve our One Planet Living strategy to become whole life carbon net zero, advancing circular economy practices, and integrating health and wellbeing into everything we do for our guests, teams and communities.



For press enquiries, please contact:

lamington@grifcopr.com
room2@grifcopr.com

020 7751 8010

lamingtongroup.com
room2.com

 [@room2hometels](https://www.instagram.com/room2hometels) [@winniescafebar](https://www.instagram.com/winniescafebar)

 [Lamington Group | B Corp™](https://www.linkedin.com/company/lamington-group) [room2 hometels | B Corp™](https://www.linkedin.com/company/room2-hometels)

For homotel imagery:

[room2 Southampton](#)
[room2 Chiswick](#)
[room2 Belfast](#)

Certified



Corporation