

## Travelodge Outer London Commission Submission

Thank you for providing Travelodge with the opportunity to make a submission to the Outer London Commission.

### Background

Travelodge is on track to become the largest hotelier in London by the time of the Olympic Games.

Presently we have 28 hotels in London, providing 4,456 rooms. Two further hotels are set to open in 2009 whilst another seven hotels are currently being constructed, taking the room total to 5,515. This represents 4% of the total London hotel market.

### Expansion in London

Travelodge has identified 120 new sites in the Capital that would be suitable for a budget hotel. Whilst this may appear to be a large number, the dynamic of the hotel market in London means it is easily sustainable.

Figures obtained from the London Development Agency show that the number of hotel rooms per sub region is:

- Central London – 86,993
- North London – 2,812
- East London – 18,899
- South London – 6,923
- West London – 20,178

Whilst in central London there are a large number of rooms, the main driver of growth will be the lack of affordable accommodation.

In outer London however, it is the lack of hotel accommodation of any nature that means there is such large scope for expansion.

The current London Plan also recognises that outer London needs more hotel accommodation, saying on Pg 174 that:

*“To reduce pressure on central London, provide more affordable hotel development capacity, increase London’s tourism attractions and contribute to broader regeneration and sustainability objectives, other locations should in future play a much greater role in provision for visitors.”*

Below are the locations in Outer London that Travelodge has identified are suitable for a hotel but where we do not presently have one:

**Barnet**

High Barnet, Brent Cross, Edgware, Finchley, Golders Green, Hendon, Mill Hill

**Barking & Dagenham**

Dagenham

**Bexley**

Bexleyheath, Thamesmead

**Brent**

Kensal Rise, Neasden, Harlsden

**Bromley**

Bromley, Orpington

**Croydon**

Coulsdon

**Ealing**

Acton, Ealing, Northolt

**Enfield**

Coskfosters/Southgate, Edmonton, Enfield Town

**Haringey**

Wood Green, Tottenham

**Harrow**

Stanmore, Northwood, Ruislip

**Havering**

Rainham, Upminster

**Hillingdon**

Stockley Park, Northwood, Ruislip

**Hounslow**

Bedfont, Southall, Hatton Cross, Osterley

**Merton**

Raynes Park, central Wimbledon, Mitcham, South Wimbledon

**Newham**

Stratford, West Ham

**Redbridge**

Buckhurst Hill, Woodford Green

## **Richmond Upon Thames**

Barnes, Hampton Court, Richmond, Strawberry Hill,

## **Sutton**

Sutton

For more information about these sites please go to [www.traveloggedevelopment.co.uk](http://www.traveloggedevelopment.co.uk) or <http://www.youtube.com/watch?v=XI6ZnvxEiCw>

## **Employment potential**

The hotel industry in London provides entry level jobs and a chance for career progression that few others can match.

In London, Travelodge has worked with Job Centre Plus through the Local Employment Partnership since 2007. Over 90% of staff for all new London hotels have been recruited from the local unemployed since then, with 67% coming from the Job Centre's priority groups.

At the 2008 openings of the Tower Bridge and Heathrow Central hotels, Travelodge was the first company in London to recruit its entry level staff through a highly targeted employment scheme called Go Forward. A pool of candidates is chosen by Job Centre Plus and a four week training programme is run to give candidates the confidence and skill set they need to re-enter the workforce. Facilitated by the London Employer Accord, this innovative employment programme ensured that at both hotel openings a team of other 50 staff members was in place from day one.

Jim Jessop, Account Director with the London Employer Accord, explained how the Go Forward programme worked:

*"The Travelodge Go Forward recruitments have been tremendously successful in reaching out and developing the hidden talent and potential amongst the Capital's unemployed. These jobs provide a valuable first step on the ladder into employment in a hotel career with real opportunities for further training and progression.*

*For the Tower Bridge recruitment we used LSC funded Skills for Jobs provision and in Hounslow we worked closely with the Local Authority who provided Section 106 money to fund the training."*

## **Conclusion**

Whilst the London Plan does say there needs to be a greater spread of hotel accommodation around the capital, outer London boroughs have been slow to wake up to the opportunity.

The Outer London Commission needs to recognise the great opportunity that further hotel accommodation offers the suburbs of London – in terms of both financial and employment opportunities. The average Travelodge guest over a four day stay for instance spends £256 in the local economy.

The Olympic Games will hopefully mean more visitors but the London legacy will be wasted if it is only the central London boroughs that benefit.

If you would like any more information on Travelodge and its growth plans for outer London, please contact Nick Dines on 07827 243 921 or [nick.dines@travelodge.co.uk](mailto:nick.dines@travelodge.co.uk)

