

## **PRESS RELEASE**

06 December 2017

### **Thumbs Up for LHG Aparthotel in Wembley**

**Regeneration has received another boost as planners green-light proposals to transform a faded hotel in Elm Road with a new lease of life.**

Brent Council has given planning permission to LHG (London Hotel Group), with the new hotel being designed by award-winning hotel architects Dexter Moren Associates.

The scheme includes 128 suite-style guest apartments, a restaurant, a leisure centre, high quality services, and the hotel's own service bay to avoid traffic disruption during deliveries.

A 61-room hotel currently occupies the site on the corner of Elm Road and St John's Road. But the existing building at 1-11 Elm Road requires modernisation, does not fulfil its potential, and could better support the local economy and demand for accommodation in the area.

The borough has identified a need for more visitor accommodation and LHG's new hotel - which doubles the capacity of the current building, and has ten per cent of guestrooms universally accessible - will help meet that need plus contributing to the overall regeneration of Wembley Central.

Dexter Moren Associates previously worked with LHG on the newly-completed Best Western Plus Wembley and the Elm Road proposal reflects LHG's real engagement with the area, designing the Aparthotel to fit Wembley's ambitious town centre regeneration, and to be part of the neighbourhood.

#### **Christian Desira, London Hotel Group**

"There's an incredible energy in Wembley, a creative surge to modernise, to connect and welcome the world. We're proud to be part of that and our proposal was developed with help from Brent Council's planning team and from the community of residents and local businesses. Their feedback on the plans through our public consultation was invaluable and shaped the final application which has been approved."

-End-



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**Notes to the editor:**

**Images:**

Image courtesy of Dexter Moren Associates. Please contact SatelliteMPR if you require a high-res version

**LHG (London Hotel Group):**

The London Hotel Group operates chic and contemporary boutique-vibe hotels across the Capital, including Wembley, Peckham and Croydon.

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**Dexter Moren Associates**

[www.dextermoren.com](http://www.dextermoren.com)

Acclaimed hotel designers with a portfolio spanning the globe and with top UK brands including The Curtain Hotel and Private Members Club, Shoreditch; The new Drum Street Hotel, Aldgate; Hilton London Bankside - to name but a few.

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